

“What I Learned At The Big Seminar In LA”

BY JIM EDWARDS



*My wife, Terri, and me “Hanging With Mr. Cooper” – Mark Curry,
the STAR of the TV show, “Hangin’ With Mr. Cooper”
Mark was the Saturday evening’s entertainment at the banquet Armand put on.*

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Read this manual at your own risk... you might learn something that will change your life, get you up off your butt, and inspire you to do something. ☺

What I Learned At the Big Seminar in LA

I just got back from 3 Days with the top minds in Internet Marketing, some of whom make in excess of several million dollars per year.

The experience was exciting, inspirational and even a bit exhausting, but even though I was also one of the speakers, I know the event will help revolutionize my business in the next 3-6 months.

For those of you who couldn't make it to the event, I thought I'd share a nugget I learned from some of the speakers... many of them personal friends of mine... and how I plan to implement their tips in my own business.

By telling you what I plan to do with what I learned from them, I hope you'll be able to take what I learned and how I'll use it, and apply it to your own business between now and the end of the year.

Let's get started!

Jim

Jim

PS - I have a personal favor to ask you.

As you may know, I'm starting a membership site at the end of this year. :-)

I'd like to know what you'd like to see included in my membership site as far as tools, advice, videos, commentary, interviews, articles, questions I should answer, or anything else... it's going to be your site, so please take 1 minute to tell me what you want me to include in it! Thanks!

=> <http://www.igottatellyou.com/membership-survey.html>

Marlon Sanders



Marlon Sanders and Marianna Morin
(Armand's lovely wife)

Now, if you've ever seen Marlon Sanders live, I could stop right here and you'd know exactly what I was talking about when I mention his name and the type of talk he delivers! ☺

Marlon is 100% dynamite!

<-- **SIDE Note** -->

Marlon, more than anyone else at the Big Seminar, had the earliest and most important impact on my online career.

Several years ago, I was privileged to spend about 15 minutes with Marlon in the hallway at a very similar event in early 2001. That informal meeting was the catalyst for me to finally "make it" online when I previously lacked the most important ingredient in any online business – belief in myself, my ideas, and my ability to really make things happen.

Like many of the speakers at this latest seminar, Marlon took time those years ago to help me during a break, and his help changed my life forever.

What made this latest seminar event even more special was that I was able to help Marlon get his presentation squared away when he had a technical problem with his tablet PC... and it really felt like I had "arrived" when I realized that the person I used to look up to and still admire VERY much now saw me as an equal, a friend, and even someone he could trust to turn to ask for help at the 11th hour.

But enough sappy stuff <smile>, let me tell you what I learned from Marlon.

<-- **END Side Note** -->

Marlon spoke on one of the most important things everyone needs in their online business arsenal, namely a "BIG box" product with multiple CD's, books, binders of printed material, videos, DVD's and the like.

With the ever rising cost of advertising online, one sure way to improve, increase, and expand your business (and have the money to do it) is by having a big product you can sell for hundreds, even thousands of dollars. This is the way to secure your business by allowing you to make a lot more money with each sale.

By using an ebook as the inexpensive front end and then building up trust and rapport, you can grow customers into purchasing large ticket items from you.

Let's face it – which is a faster way to make \$10,000? Sell 500 products at \$20... or sell 20 products at \$500? Which would you rather do?

Well, on the surface your immediate response might be, “Oh Jim, I want to sell the 20 products at \$500!”

But if you think about it, in order to do the \$500 sale, the fastest way is to build trust by first making the \$20 sale :-)

Once you build up the trust and rapport with an ebook, teleconference, or low-cost special report and prove you can deliver the goods, making the larger sale down the road is a whole heck of a lot easier!

Marlon is extremely good at putting out BIG box products, and he reminded me that I need to concentrate on my business's back end by making it easier for people to extend their education with me with more in-depth courses.

My actions as a result of listening to Marlon Sanders: I will come out with 2 more “BIG box” type products in the next 6 months. One will be my “Mini-Site Creator” home-study course, and the other is a surprise I'm keeping under wraps for another couple of weeks.

[Click Here for more on Marlon](#)

Stephen Pierce

Stephen Pierce never ceases to amaze and educate me!



This guy is absolutely on FIRE!

Stephen's speech reminded me that there is a whole other world out there beyond the keyboard.

We're all becoming too narrow-minded when it comes to

marketing on the Internet and how we do things. Basically we all do things the same way because that's the way we've always seen other people do them (but do they really work as well as they could?)

Stephen's speech smacked me upside the head with 2 very important points:

1. Just because somebody tells you something, doesn't necessarily mean you must accept it as the absolute truth.

If something sounds good to you, then you need to TEST it out for yourself before basing your whole business on it (positive or negative). This not only lets you find out FOR SURE what does and doesn't work FOR YOU, but it also allows you to put your own unique spin on somebody else's idea and make it truly your own.

2. Don't be afraid to test new things and always ask, analyze and detect how what you're doing right now could be made better, faster, cheaper and more effective in the results it creates for you.

ALWAYS look for ways to make things better and constantly and never-endingly improve what you demand from yourself and everything you do in your business.

My actions as a result of listening to Stephen Pierce: I'm going to start communicating with customers through offline means while also rewarding them for buying from me with extra goodies by instituting a "rewards" program.

Keep your eyes peeled for more on that in the next few weeks! :-)

[Click here for More on Stephen](#)

Alex Mandossian

For those of you who don't know Alex Mandossian, you're really missing out.



Alex Mandossian, Myself & Armand Morin

Alex has got to be one of the smartest individuals I've ever met as far as knowing exactly how to serve his customers in a way that not only enriches and empowers them, but also blows them away with incredible amounts of value.

Alex spoke at the Big Seminar about the incredible work and results he's gotten by giving tele-seminars on a whole range of topics and how he's used the telephone to create incredible products that make a difference in people's lives.

The best thing I learned from Alex at this particular seminar was that as the Internet gets bigger and more vast, people's need to connect with leaders they know and trust will only get more intense and critical for their success.

Teleseminars are the FASTEST way to create a dialog with your customers (unlike email newsletters which represent basically a monologue).

If done right, they allow you, the business owner, to get excellent, fresh content into the hands of your customers and prospects fast, and then get immediate FEEDBACK from them.

That feedback is probably the most valuable thing any business owner can get, because it allows you to instantly adjust your approach to exactly match the needs of your market.

Alex mentioned that he does as many as 2-3 tele-seminars a week, and to become as knowledgeable as he obviously is in this area, I believe it!

My actions as a result of listening to Alex Mandossian: I can't do 2-3 tele-seminars a week, but I can do 1 or so a month and I would really like to enter into more of a dialog with you. If you have any suggestions for tele-seminar topics, let me know and we'll see about putting them on. ☺

[Click Here For More Alex](#)

Armand Morin



Me with Armand Morin

Armand keeps up a schedule that would make most people throw up their hands and scream "ENOUGH."

But Armand and his lovely wife, Marianna, are two of the nicest, most organized people I've ever seen.

Armand spoke on getting back to basics and modeling successful people.

Don't reinvent the wheel!

Look at what other successful people do, analyze what they do, what they believe, and then do it just like they do.

Creativity is not the key to long-term success (though it will help you).

The key to long term success is doing the right things, the right way, at the right time.

But the biggest key is getting into action and making the right things happen.

My actions as a result of listening to Armand Morin: I'm going to focus on analyzing what I'm doing just a little bit more to see who else is already doing what I want to do so I can model them. Once I see examples of how others are doing things, I'll see how I can expand, improve, or enhance what they're already doing... inject my own style... and put my own stamp on the process.

[Click Here for more Armand](#)

Paul Colligan

Paul spoke on the topic of growing, training and expanding your affiliate sale force to sell an outrageous amount of products while building your business on a more solid foundation.

One of the best tips I picked up from him was to create more tools for my affiliates AND to do it more often. I've been guilty of just creating an affiliate toolbox, but never adding, updating, or enhancing the materials already in place.

It's not that things have gotten stale, but, let's face it, it would be a lot more fun and profitable for affiliates if they could look forward to receiving more tools periodically... and breath new life into their promotions.

I think just like anyone else, we all get a little bored with the same old thing (I know I do), so now it's time to kick things up a notch with some new tools (including multimedia) to help affiliates make more sales with less effort.

What I'm going to DO as a result of listening to Paul Colligan: I'm going to do 2 things.

1. I'm going to come out with at least one new tool a month to help my affiliates sell more.
2. I'm going to create versions of my sales letters that do not have pop-up windows so YOU can advertise my sites on Google Ad Words (which you can't do right now because of all the pop-up windows).

[Click Here for more on Paul](#)

John Reese

Ah yes, John Reese... the Traffic Master... the Million Dollar Day Man... and just a plain nice guy who's a hell of a lot of fun to be around.



John Reese & Me in a "Hummer" Limo

But it's funny, the lesson I learned from John has **nothing to do with traffic** this time.

It literally brought a tear to my eye when a lady stood up in the audience and told about how John had helped her at a seminar a couple of years ago when nobody knew who he was.

They met on the elevator the first day and struck up a conversation... little did she know (just like everyone else) that she was talking with one of the most successful people on the Internet who was actually DOING it instead of just standing around talking about it (as many people unfortunately do).

She went on to tell how John spent quite a bit of time with her explaining what she, as a complete newbie, should do to get off the ground quickly.

He then checked back in on here several more times during the seminar to help answer her questions and make sure she was okay.

At then end of this impromptu testimonial, she gave John what I consider the highest compliment you could give someone in that situation, she said “As a mother, I can tell you that *your* mom would have been very proud of you! ☺”

John reminded me that no matter who you are... no matter how BIG or small you are... you always take time to help if you can, especially at these types of seminars.

It’s easy (I’ve been guilty of it) to get caught up, and you can’t take time with every single person, but it’s important to always remember to help bring people along and share what you can with others.

I met a young man who, if he can do what he says he can do, will probably end up creating several products with me.

When I met him he was scared to talk to me, thought I was this big imposing “persona” he could never get close to (though I am putting on weight ☺), but we ended up having a conversation out on the patio of the hotel that, hopefully, will change his life.

Bottom Line: I *re*-learned from John Reese something more valuable than how to get more traffic.

I *re*-learned all over again that this is a PEOPLE business....

That all those hits to your website are PEOPLE....

That all those subscribers on your autoresponder, newsletter, and optin list are PEOPLE....

That all the affiliates who make sales for you are PEOPLE...

And you need to treat them like PEOPLE, not as just another number or subscriber.

I think John's success isn't due to his traffic generating ability (though that helps considerably), but rather his ability to remember that this is a PEOPLE business, not a traffic business.

What I plan to implement as a result of listening to John Reese: I'm changing my actions to reflect the fact that I believe this is a people business, and that I recognize, respect and appreciate YOU as a person, not just another subscriber, affiliate, or website visitor.

Of all the actions and changes I want to make, this one is going to be the one that requires the most conscious thought and conditioning, but, if you think about it, it's also the one with the highest payoff for all of us.

➔ [Click here for the FULL 90-Minute FREE Interview I recently did with John about TRAFFIC!](#)

[Click Here for John's Website](#)

Mike Stewart

My good buddy, Mike Stewart [Internet Audio Guy](#) rolled out some new video products and wowed the crowd with some new "toys" that help you make studio quality DVD video. Mike's the guy who sold me my original equipment for doing audio AND now my new video stuff.

Mike and I are planning to do a couple of workshops next year on multi-media, audio, and video products... so if you're interested in that, please let me know.

As they say down South, "Mike is good people" and he is extremely knowledgeable on the technical end of creating high-end video and audio.

The Most Important Thing I Learned At The Big Seminar...

I also got a lot from the other speakers as well: Carl Galetti, Alexandria Brown, John & JJ Childers, and Randy Charach.



Me with Michel Fortin

As a BONUS: I got a chance to spend some time with a VERY talented copywriter and just plain nice guy, Michel Fortin from

TheCopyDoctor.com

But I gotta tell you... the biggest, best and most impressive thing I learned at the Big Seminar is something

I can't quite share... yet! ☺

But, in the next few days, I'm going to "show and tell" you something that will literally change the way you do business FOREVER online.

Now those of you who know me know one thing.... I don't make statements like that lightly!

When I say something like "This will change your life" – I'm not playing around in the least!

So stay tuned, because this announcement is going to blow your mind!

Talk and "see" you soon! ☺

Jim

PS – I had no less than 6 different people come up and tell me at this live event that I don't look like myself in my website photos. <<sigh>> We'll see what we can do about that! ☺