

24 Hour Cash Kings Interview

With Mike Cowles



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And Now On To The Interview!

Cory: Hi everyone this is Cory from ListBuildingSeries.com and we have a privileged guest on the line, Mike Cowles and this man is just great, he's very experienced in list building and marketing. Just wanted to know if you could tell us a little bit about yourself.

Mike: Sure, first thanks for having me on the call, I really appreciate it and I expect to have a lot of fun here. Cory and I have been friends for over 20 years so I expect him to mess with me a little bit and vice versa and really try and get as much good stuff out of me as possible. My background is I started out with web design and search engine optimization and did pretty good with that honestly and made some pretty good money but I realized as I was doing that I would make more money having my own products on there and focusing on my own sites so I started doing that starting building my list a couple years ago and that really is the key to this and that's why we are going to talk about list building, but list building is huge so. I'm really excited about this call.

Cory: Can you tell me how we can get 100 buyers on our list in 24 hours?

Mike: First before I tell you that I want to tell you a little bit about and for everybody that is listening why list building is so important. Most of you guys already know it and you heard a bunch of times the money is in the list, but the truth is what most people don't realize is that internet marketing has four basic pillars or foundations to it and all four of these you really need to know something about and have a basic understanding at least.

That is, traffic generation, product creation, affiliate marketing and list building. Out of those four, list building is actually the most important because it covers the other three. So in other words if you have a good size list you can drive traffic to it, if you have a good size list you are going to be selling affiliate products, if you have a good size list you at some point had have a product in order to get people on your list.

For the most part you are going to hear that the average value of a person on your list should be a dollar a month. So in other words if you have a thousand people on your list you should be making a thousand dollars a month. I agree with this and honestly if you are not making that money it's because either you're not marketing to them often enough or you're not sending them offers versus free stuff or maybe you don't have a good relationship with your list which is really key to.

But one of the things that I want to reveal in this call is that there is a big difference from buyers versus lookers. In other words you can give out something free and have a list of a thousand people and make a thousand bucks a month or you could do what we're talking about

here today and have a hundred buyers on your list and that should be a equivalent to a thousand normal lookers on your list or a thousand people on your list.

So in other words from a hundred people on your list that are all buyers you should be able to make a thousand dollars a month. Much more exciting, much more doable to. Buyers versus lookers is really key, does that make sense, you know what I am saying when I say all that Cory?

Cory: Yeah that makes complete one hundred percent sense. How do you make your list for buyers as opposed to people that are just looking?

Mike: There are people out there honestly that say I'm only going to build a list of buyers and while that's kind of respectable and everything else its not necessarily the best way to go because everybody is a buyer, if they have a computer to be online they have to spending money somewhere. The difference is you want to focus on getting a low priced, very high value product into people's hands as soon as possible, right off the bat. Wal-Mart does this concept and they call it lost leader. They might find lets for instance an ice scrapper for your windshield and their cost on it will be .30 and they'll sell it for .25 and the reason that they are doing this versus selling it for a dollar or two is to get people in the door because they know once they are they are not just going to buy that window scrapper they are also going to get lunch or jeans or whatever, there are millions things in Wal-Mart.

It's sort of the same concept but the beauty of our business is we are not spending on any money on a digital product so there is no price point; you are selling something you are getting paid for it even if it's a dollar that literally costs you nothing. You want to start off with that for sure as far as getting that low priced point product into people's hands as soon as possible. But the key to this whole thing is how do I get 100 of those people in 24 hours, would you agree with that, that is kind of the important part here?

Cory: I would definitely agree with that. There's a lot of people that would say you offer free stuff, what would you tell those people that offer a bunch of free stuff and nothing else as far as getting those buyers or getting potential buyers.

Mike: I think that the whole free thing is over done a lot. It's ok to give away free stuff at least initially but you want, its sounds weird, but you want to train your list. If your whole thing is give content, give content, then give an offer, then give content, give content, then give an offer, if you break that pattern you get people that are upset or leaving your list or whatever and my question would be which would you prefer to be able to make money every day or make money every third day. Most people would rather make money every day right, so why not teach your list to do that. You are a marketer, they know you are a marketer and so start out with something low priced and if you are going to give content, give content with an offer.

In other words you could say in an email for instance, I have a video on a great way to get a hundred visitors to your site within the next hour and they go awesome, I want to learn how to do that and they click this video and they watch it and you show them how to do it and you say here's how to do it, a, b, c, d, e, f, g. If you like this, I learned this technique from my buddy Cory Lewis who has a great video series about how to get a bunch of traffic to your site and he's got like ten more other strategies. So if you like that I really suggest you pick up his thing there is a bunch of other different strategies in there in his product. That's giving content, valuable content but its also giving an offer and you can really tease people in a fun way kind of like the Hero's TV show or 24 series does where leave people on a cliff hanger. If

you could show them this one technique and say now this is my second favorite technique from this series and its cool but honestly I was blown away by how he got traffic from Facebook. The guy actually literally in the video demos took him about 38 seconds and he literally within 24 hours had 179 people on his site. Now how to you feel when you hear that, man I really want to know how he did that so then you've got a great set up for that product being sold. That's my whole concept as far as free stuff versus paid stuff, I found that when it comes to offering just free content you'll get more people unsubscribing then if you offer paid content, now that's actually to our advantage then offering paid stuff all the time.

Cory: Do you have anything else that might be valuable to the people listening now that would basically promote you getting those hundred potential buyers in 24 hours.

Mike: One of the things you want to do is I'm always assuming that somebody that listening to this is brand new and doesn't have a list at all so maybe its their first hundred people on their list and so instead of trying to figure out traffic techniques, like Pay Per Click stuff or optimizing a site for Google or something, instead I am going to show you the faster way to do it because we have a time limit on here 24 hours. What you want to do is you want to leverage other people that already have lists, big huge lists so one of the fastest ways to do this is to create a bonus for an existing product of a list owner.

Let's say for instance I have a product called one hour Google and it shows you how to get traffic from Google just doing organic SEO which is search engine optimization. Maybe if you watch this you might say to yourself great this a good video series it shows some good content but I bet you what people would really like is if there was a piece of software that would index their site in 20minutes. Now they are going to get that much faster onto Google.

So what you could do is either make a video showing how that works and give that to the product owner and say hey I love your one hour Google I made a video and I think its really cool, I think your list would like it so the people that buy you could say hey here's a bonus from Cory Lewis where it shows you how to get indexed in 20 minutes or less. If I see that and I watch that video and I go that is a good video, that is a good technique.

I bet other people that bought One Hour Google would really love that what's the catch Cory, why did you make this. What you are going to say is something like well what I want to do is a couple things. One is I want to start a relationship with you so that we can do more stuff in the future because I like you and respect you as a marketer and two is I want to kind of introduce myself to your list and see how the chemistry is between myself and them. If they watch this video and they like it and they like the way I teach then they are going to be more responsive to other things and obviously when they get that video they would be added to my list, they would have to register to get it access to it so it's helping me build my list.

That's one way and you can do that with videos. Videos you can do for free we'll talk about resources as far as doing that as well as how to find the content for that. But another great way is create a bonus with software. Maybe it's a piece of software that will index your page and I'm just giving an example for One Hour Google, it could be software for a million things, could be cloaking a link, could be a plug in, it could be something with your like button, it could be something with showing something in frames, it could be short cuts, could be a million different things. As long as it related to product of the list owner then they're going to be very likely to say awesome, this is a great bonus, I can add to my thing, you just added value so what they can do is on their sales page instead of saying this is valued that \$197 and

you get for \$37 they could say this is valued at \$297 because its including this awesome piece of software which would easily sell for \$100.

Cory: Do you offer bonuses with every product that you make?

Mike: I normally do and I don't like to tell people about it up front a lot of times because I have a reputation for over delivering and I love it when people open it up after they buy it and they go wow he didn't just give me all the stuff on the sales page he also gave me this and this, really gets people excited about buying my stuff. That's the way that I do it but as far as what we are talking about, we are talking about other people's products and giving that product owner a bonus in order for you to build your list.

Cory: Thank you very very much for everything that you've obviously you're over delivering again. What are your resources for creating products?

Mike: Well there is a few things if you are going to do software, there is a site called Script lance there is actually a few sites, another one is called rent a coder but I prefer Script Lance that's at scriptlance.com and you can literally go on there and posts a project and say here's what I'd like, I want a piece of software that will index your site in 20 minutes to Google. If you have one that you have seen somebody else has you can say I want it to do what this one does but add this feature or remove this feature or whatever and a lot of times you get that done for under \$100, a lot of times its \$50. There are people on there that literally will be watching all the time and when you posts to your job on there they are going to get back to you in like 10 minutes, 15 minutes sometimes and say I can do that, I can do that.

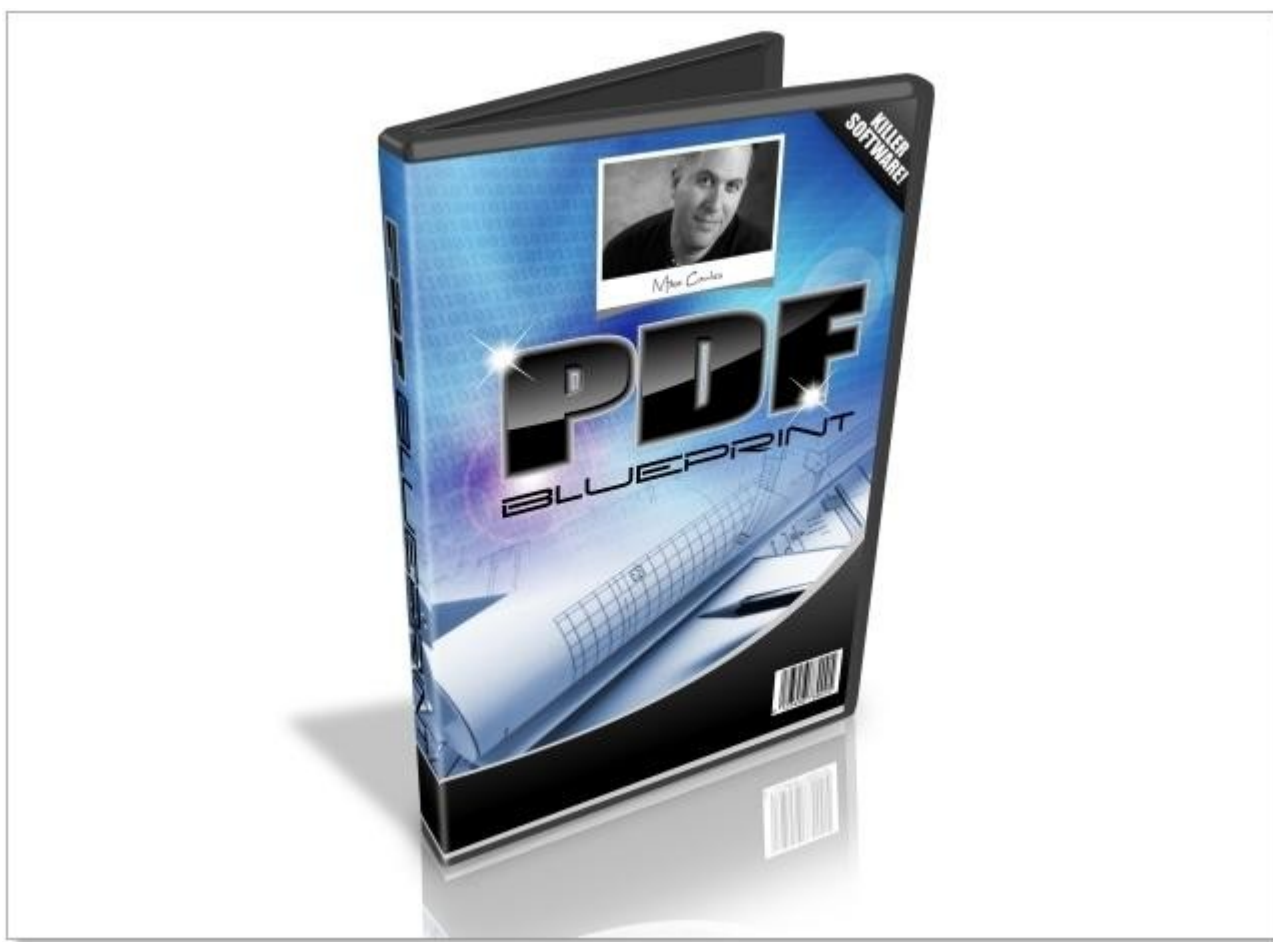
A couple of important tips about using Script lance is in your description you don't have to say anything as far technical stuff. If you don't know what language it's in or whatever, just pick them all and just say something like if you bid on this project make sure you tell me how you plan to accomplish it. Also say this is low price or a low budget project but I will have more stuff in the future so if you do a good job there is more work for you in the future, which is what all these guys want. Then also about two thirds of the way into your description you want to have an are you paying attention line. What that is you say something like, when you bid on this job start with the word Chicago Bears, otherwise I am not going to consider it because that tells me you are not reading the whole description. You will find that there is a lot of people that will just copy and paste hey, we are India based company and specialized in software development and can do this project right away we know you're requirements and standing by to get started immediately. So if they do that and they don't start with Chicago Bears, you do delete. So that's great, it's a great way to do it and there is a lot of perceived value in software and people really like it.

As far as videos, when you create a video there's a piece of software called Jing and you get that by going to Google and just typing in Jing and I believe it's a first or second or both listings on Google on page one. It's made by the same company that does Camtasia and Jing is a great piece of software for recording video's. You can hook that up for free and you can record a video for up to 5 minutes. So for a bonus or a bonus tip or a bonus strategy it's perfect for this method and it's free so you can do it right away. As far as the content lets say one of things you want to do for a bonus lets say the products on Facebook like creating fan pages in under five minutes or something like that. Maybe the missing link in that would be how to monetize the fan page or how to put an affiliate link on a fan page so what you could do is you could go to Google and literally type in how do I make money with fan pages or how

do I put a link on a fan page and this is a little bit of your research, this is where paying the price for the product that you are creating watch a few different videos that are in the results and you read a few blogs posts that are in the results and you take notes until you find one that really clicks and sounds awesome to you and then you make video and you put it in your own words or you make a PDF and you put in your own words. When you do that now you got completely original content that is really going to compliment that product. Does that make sense?

Cory: Absolutely it does.

Mike: When it comes to making that PDF there is a piece of software at PDFblueprint.com which is one of mine, shameless plug and what you can do you create a PDF and you can put a video image in there so in other words it looks like that black rectangle with the arrow on it so it click to play. When somebody clicks on that it actually opens up in their browser to play your video. So you can have this video on YouTube or whatever you want, Fiddler if you have Amazon or whatever you can put it on there. What you can do now is you can have this tip in here like how to make money with Facebook fan pages. I just found out about this and it's really cool, basically what happens is you can put your affiliate link here with this image and its related to this or whatever it is. If you want to see a demo how to do this step by step click this video below.



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If you are using Simple One Click and you got other resources from Cory Lewis in there and you've got five products in there or other recommended resources, let's say you don't have any products. You can put some great resources that are related to each other and pick off from Simple One Click then what you do is you include with that PDF a little notepad file that says if you want to give away this PDF and have a it have your own affiliate links in there click here and they go there and that page says enter your Simple One Click user name, they enter it, lets say its Mike and they click one button now they've got that PDF with all their links in it. Now they excited about passing this out which helps who to build their lists?

Cory: You.

Mike. Right, that also helps build your reputation, it brands you and everything else. Now people are making money from it so they are loving you, you are building your list of buyers and you also have this bonus for this list owner so he loves it as well.

Cory: That is excellent content.

Mike: Another thing that is a great resource as far as putting this bonus on somebody's else download page or thank page or confirmation page is a piece of software called Joint Venture Magic. What Joint Venture Magic does is it takes the manual pain in the neck way of doing this and makes it super super simple for the list owner. Basically what happens is for the list owner if you approach somebody and you say hey I have a bonus for you that I think you'd like and I think your list would like, it will help me build my list, it will help build a relationship between you and I and for you to put it on your download page or your confirmation page all you have to do is paste this one line of code on there and it will automatically display it. A similar piece of software this is my own product but I actually hired a programmer to create it and everything a similar piece of software was sold by another internet marketer who I am not going to mention for \$2,000 and \$97 a month to use this. It sold a ton of because people understood the value its kind of like you go to McDonalds and you buy a burger they say would like to make that a meal, would you like fries with that, would you like a cookie with that, would like to super size that. It's because you are already there, you already like the food, it's a related product so it's very common to do what's called an up sell like that.

In this case you are on their download page, you already bought, they already like and know and trust that person so when he says I have an awesome bonus for you here and its free or I have an awesome and instead of it being \$97 you can get it for \$10 or \$7 or whatever it is. Now you're getting more buyers on there, the product owner is making more money and everybody is happy and it's related. What Joint Venture Magic does it makes it super easy to do that. If you go to www.jointventuremagic.com you are going to see instead of it being \$2,000 and \$97 a month, there's no big up front fee, it is \$10 a month, that's it and there is actually over a couple thousand dollars worth of bonuses on there, all kinds of tools, goes over how to approach joint venture partners in order to do this, doing it the right way, how to get them excited about being on your list or working with you to build your list and really just a

great great resource, I tell all my coaching students really need to have that. That's it for Joint Venture Magic.

As far some other ideas for getting people to put your stuff on their page transcriptions are another one. So in other words lets say you've got an interview by a guy name Joe, Joe's got a big list, he's got an interview and what you do is you contact Joe and you say hey Joe, I actually spent the money to have your interview transcribed and I'd like to give it for free in order to help me build my list and to build a relationship with you. Awesome, that's a great bonus, thank you for doing that, I'm happy to do that, you really added a lot of value to my product. Another thing you can do is you can create a light and a pro version, whether it a software or a video series or whatever. You could have the manual way and the automatic way. The silver and the gold and so by each one of these things you're talking to somebody that's already got a product, they are already making money, they already have a list and you're making it where they can get even more money and have their customers be even happier by offering that Pro version or that gold version or that automated way to do it. It's a very win win situation and if somebody has a decent size list even if it's only like 5,000 people or something you're going to get hundred buyers on your list in 24 hours probably in about an hour.

Cory: That's just excellent.

Mike: Another great quick resource for you is Open Office and I talk about this on e PDFblueprint.com. Open Office is like Microsoft word so you can use this to create your PDFs and its 100% free. Basically you open it up just like a word processors or using Microsoft Word you just type in whatever you want for your content and you click one button to turn it into a PDF so very simple to use, very cool, very easy to use and again if you use that with PDF blue print you can put your affiliate links in there and you can brand that as well.

Cory: That's sounds excellent. Is there any other resources that we need to know in order to build our lists of buyers.

Mike: Well the big one is Simple One Click and the reason for that is its free to sign up, they have a marketplace in there so people are going there everyday looking to buy stuff. If you have a products in there what you can do you can put a product in there that we talked about and have it be a hundred percent commission and they get paid instantly at hundred percent commission and the customer automatically gets put on your list. You can do it there, you can also do it what's called a WSO and sell it for a low price like \$5 and offer a hundred percent instant commission to affiliates, put it on the thank you page the second they buy say hey if you want to get your money back right away instantly for this investment I have an affiliate program set up with Simple One click and you can sell this product and keep one percent commission and get paid instantly. If you have a list of 50 people and this converts to 10% you just not only got your money back but you got five times your money back. If you have a bigger list it's going to do even better. Its hot topic there a lot work involved and it's a good product, it's a great price so you can grab your link right here take one second to do it and send out one email get your money back and then some.

Cory: That's excellent.

Mike: That's pretty much it for list building as far as how to get a hundred buyers on your list in 24 hours.

Cory: That is excellent thank you so much Mike, you just over delivered once again. Thank you for all the content that you shared with us and this has definitely been well worth its weight in gold. So if anybody wanted to find out anymore products about you, anything that anybody wants to find out about you where can they find out that information?

Mike: There is two different sites that I normally direct people to, one of them blog which mikesblog.net and has things I'm working on, things coming up, little bit about me personally stuff like that. The other one is mikesaffiliates.com and I have a bunch of my products listed on there as well as free training that I do every single week for people that are my list or affiliates of mine in order help make more money so those are two big ones.

Cory: Just a message to everyone listen to this man, this man is awesome, his name is Mike Cowels he is just great with everything and thank you again very much for everything that you've done.

Mike: Thank you and Cory's really doing great, he's spending the time, the effort and the money in order to learn this stuff fast and unlike a lot of people out there he is taking action on it so keep your eye on him, he is definitely going to be one of the more successful marketers out there.

Cory: Thank you so much. =]