

# 'Fail As Fast As Possible' And Other Contrarian Business Success Secrets

**Some straight talk about success, life, failure, business, marketing systems and why you should fail as fast as possible! Includes BONUS Material: "Internet Brainstorm!"... Real Business Ideas From The IDEA Notebook!**

**WARNING** This short guide is about getting everything you want in life and in business including why your not making any money right now, what you need to do and *think* to make money, how to discover the most important thing in life, how to start marketing like a maniac, where most people go wrong when starting an Internet business, why your back really is against the wall and how to live like you really mean it and how to fail faster than ever and why that's a good thing.

No responsibility is assumed or implied for your success or lack of success since you are a unique individual with a unique life experience and set of skills. You are the only person responsible for your success. Live with it. You have no one else to blame, criticize or use as a scapegoat. Lesson 1, complete.

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### Introduction

===== I Learned How To Succeed By Failing

Making money in a business of your own is not easy, but it is *simple* -once you know how. I'm going to give you several plans (see the Bonus section starting on Pg 35) that will help you make as much money as you want.

Why?

Because once you've completed these 8 Chapters and the Bonus Section, Internet Brainstorms!, you'll believe it *is simple* and that you *can* do it. If I can help you get what you want now you'll have lots of money to spend with me later ;-)

You probably realize -- starting a business online or offline is not easy to do! That's why I prepared this report - to help you as much as possible.

In other words, an online biz is not as easy as everyone, especially those online 'gurus', say it is.

So what can I offer you?

Well, you see, I've learned a lot about being a failure.

I can hear you saying, “*You’ve learned a lot about being a failure*”??

Yep. So how does that help *you*?

You see, I think you need to learn about 'failure' and what to avoid, before you can be successful. Does that make sense? In fact, I teach a core principle of success in my other business training information products that goes something like the following. In fact, I believe it IS THE KEY to success in business:

**"Fail as fast as you can, so you know FINALLY what  
REALLY works."**

You've probably never heard anything like that before... and that's why you're not successful as you'd like to be - yet.

**But here's the key that opens the door to this powerful technique:**

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**Fail with as little money and time wasted as possible. Then when you do find something that works you have both the time and money to pursue it to make you rich.**

**You see this is a HUGE secret. What happens when most people fail... at anything?**

**They STOP. They don't go forward anymore. They just stop taking action because the failure hurts so bad.**

**That is why success is so rare! No one thinks about success this way... if you knew that one failure brings you just one step closer to succeeding, wouldn't you want to fail as fast as possible too? Most people will want to fail faster!!**

See what I mean? It all depends on your point of view. Don't ever let a little failure stop you. Learn from it and keep going, success is just around the corner!

I'm not a 'guru' or anything, just a regular guy that failed a lot before I finally found success online. But I failed more often than I succeeded.

Hey! Even professional baseball players FAIL more than they succeed at hitting the ball... they fail 6 out of 10 times! But 4 times out of 10 they hit the ball and a batting average of .400 is considered very successful in baseball!

How much success have I had online? I don't like to tell... but just to encourage you I've made as much as \$62,000 in ONE month online and as much as \$43,000 in 3 days. That's no guarantee you will do as well or that you'll make any money at all. But I will teach you everything I know about making money online for the reason I stated above:

You'll have so much money that you won't blink when I ask you to buy my latest product because you know what I teach really works ☺

I started with nothing and still spend a lot less than most businesses on advertising and marketing. Most of my marketing is guerrilla style marketing which cost me nothing.

Dan Kennedy once said that, "if you can't make money WITHOUT money, you can't make it WITH money" - and that is 100% true. So you don't need much money to get started online, you only need the right information.

If that sounds like the kind of business you'd like to start, I can help you, BUT only if you are willing to learn.

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So my question is: What do you say? Are you willing to learn?

If you'd like to hear more about the REAL secrets to success online... stay tuned.

And remember as you read this, believe it or not,

**"Failure is the key to your success! So fail fast, learn what works and keep doing it!"**

But also remember:

The key that opens the door to this powerful technique is to fail with as little money and time wasted as possible. Then when you do find something that works you have both the time and money to pursue it to make you rich.

I hope you stay with me to find out more about the REAL way to succeed and make money in business...

Best wishes always for your success,

**Kevin Davis**

[Internet Marketing Success](#)

## **CHAPTER 1: It's Not Your Fault (...or is it?)**

One day I woke up and decided that I was tired of being 'poor'... not having money, not having any freedom...

I was working in a job I hated.

I was coming home tired every night, stressed out and full of anger- mostly at myself for being so 'stupid'.

After all, it seemed like everyone was successful on the Internet EXCEPT me. I felt stupid.

I wasn't stupid, but I FELT that way. I was searching for the answer, but it seemed to be hidden.

I prayed ... nothing.

I asked for people's advice... nothing.

Most people were as stuck or worse off than I was.

So what did I do? You will see... you will see :-)

But let me ask you this:

Have you gotten to that point yet? Have you made the money you thought you would or are you still 'spinning your wheels' trying "this", trying "that"?

How many e-books have you read about 'Internet Business and Success'?

How many times have you told yourself,

"This time I'm REALLY going to take action!" ?

Maybe you've even started your online business and you've had some success... but not as much as you thought you should have had.

If that's YOU, then you need to hear this:

It's probably NOT your fault.

But wait...

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Do you really believe “it’s NOT your fault?”

You see, if you believe it’s not your fault then you’re always looking for someone to blame for your current circumstances and failures.

Think about this for a moment:

“Hey, how did ‘gurus’ become gurus in the first place?”

Think about it...

Don’t worry... I’ll reveal the answer in a minute...

Let me say, first, that you are missing ONE THING. You are missing something that no one is telling you about.

This ONE THING is keeping you from success and without it you’re doomed.

What is it?

It’s ... are you ready?

You’re not succeeding because you are THINKING too much about  
what you should do instead of doing it!

Frankly, you have no one else to blame except yourself. It is your fault. Just like it was MY fault for being poor and working a job I hated. I CHOSE it. I chose my life. Everyday you choose what you do with your time... no one forces you to work a job you hate or be poor. It’s hard to take, but it’s the truth.

I’m not saying you shouldn’t take your time and PLAN what you’re going to do, but once you’ve decided what you really, really want to make more money, and you’re really, really tired of being poor.... then make that plan and take action on it!

Basically the world is divided between 2 kinds of people:

**1) Doers**

**and...**

**2) Talkers**

The question is: Which are you?

A DOER or a TALKER?

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Be a doer... success comes to those who TAKE what they want by DOING something that gets them closer to their goals each day. Even if you're wrong, doing something is better than doing nothing.

You'll never hear anyone else say this in the same way I will, but it's 100% true:

**NOTHING, and I mean NOTHING beats PERSISTENCE.**

*You can be stupid, poor and ugly, but if you're persistent enough about working toward what YOU WANT (which means that you are FOCUSED) you will SUCCEED!*

Period. You WILL succeed. If you do NOTHING else the rest of this year, just implement this ONE simple piece of personal advice I'm giving you today and you will see your success skyrocket.

## **Chapter 2: A Real Secret About Making Money...**

Did you enjoy the last chapter?

Isn't it great to finally understand that nothing is holding you back from succeeding except taking *action*? You are truly FREE!

Bottom line: If you're *persistent and take action on a daily basis* you can have success in your life.

Not convinced yet?

Ok, let's plod on because you will be.

All you have to do is be persistent about working toward what you want and BANGO! You'll get there!

*Being super-smart has nothing to do with success.* The average guy or gal has the same chance of success as anyone, as long as they work a little every day towards their goal.

Isn't that great news! You don't have to be special, or rich or have an advanced degree - you just need to be persistent!

OK... Time for some more no BS, straight shootin' :)

There is one thing you need to do to keep yourself motivated toward success. At least it helps me and I know it works.

"Real students of success love to read about successful people in their chosen field."

Why?

Because you can 'learn' from them... see what other successful people are doing - how they overcame obstacles, setbacks and disappointments. You can overcome anything once you know how by using role models.

For example, great students of marketing love to read 'sales letters' and offers they get in the mail and in their email.

A great sales pitch gets me excited because I KNOW that if it works I can use that idea in my business too (without copying word-for-word of course – by the way -

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"ideas" cannot be copyrighted, only the exact WORDING of the idea can be copyrighted :)

If the idea of getting another sales pitch in the mail or online turns you off, then think of it as a learning experience.

If you still hate it... then you probably should consider a field other than 'marketing and sales'. There's no shame in saying your just not cut out for it. Move on and do what you really love.

You have a choice to make like find another business to be in. I love marketing and sales - whether it's online or offline. It's the most exciting business I can ever hope to be involved in.

I give myself a raise anytime I want, I love creating products and sales letters and watch as the responses from my efforts come in.

But If I ever stop learning, I'm dead... you have to be a student of marketing if you're going to succeed online or offline.

Like I said, if you don't like getting sales pitches then you're probably not cut out for the marketing business, but that is ok.

If you're still with me, let's move on.

You see, I've discovered a real secret about making BIG money.

Not a 'made up' secret... not a secret that everyone knows about already.

A REAL secret.

At least I have NEVER heard anyone talk about this before... nope.

And, I'm going to fully reveal, without cost, what this real secret is in the next Chapter... free.

But before I close today, I want to leave you with an important point.

This lesson is pretty simple but very, very important:

Look at and read the offers that come in your email and in your mail box.

Study them.

What is it about them that you don't like?

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What is it about them that is attractive and interesting?

How would YOU do it differently?

Study, ask questions and learn. There is money being made online with email marketing and offline with direct mail... lots of money.

You can't see the money change hands, but it's there.

Believe me when I tell you a small fortune can be made doing one simple thing: Sending simply written emails and letters or postcards to people all over the world.

Millions of dollars change hands DAILY. It all starts with a simple email or letter or postcard. It's called Direct Marketing and it's the best, and easiest business in the world. And you can do it from home.

At least I think so...

## **Chapter 3: A Real Hidden Secret To Success**

In the last chapter I sent I told you I would reveal a 'real' secret to success - at least it has helped me.

There are a few other things I really attribute to my personal success.

Let me share with you a few of them before I give you the 'secret' I told you about.

First, when I have some success it is always because I was totally 'focused' on a specific goal.

Whether it was finishing my book that I wrote or completing a video or whatever... I was focused on achieving one thing at a time -- so focused I thought of nothing else until it was done.

I would drive my wife nuts because even at dinner or while at one of my son's games she would look at me and see that glaze over my eyes - I was focused on the task I committed to finishing and not on dinner or the game.

She'd ask me something and I'd say, "Uh... what Honey?"

I had no idea what she said to me.

Second, I had written down what it was I wanted to accomplish before I started it - whether it was finishing up a project or developing a new product.

I just took a simple yellow pad and wrote what my idea was, what I thought it would look like and what the real benefit would be to my buyers.

That's it...

**"I got it out of my head and wrote my idea on a sheet of paper."**

*I saved all of these sheets of paper over the years and to my utter amazement EVERYTHING I had written on them have come into reality!*

Every idea I wrote down and sketched out has become REALITY.

It blows my mind.

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I learned that **ideas are REAL**... if you bring them out into the real world by writing them down... on a simple piece of paper. It BECOMES REAL when you SEE it in WRITING. Things start to happen. Weird, but true.

I'm still a bit shocked...

Third, I let nothing stop me. Not computer viruses, not the weather, not interruptions, not bad moods, not colds, not anything.

If I didn't feel like working on my projects I just say to myself, "Do it anyway".

If I had a cold or a sore back from yard work or painting and didn't want to work on it I'd say to myself, "Do it anyway".

And I did it.

Lastly, and this is the BIG secret I learned:

You and I have dual personalities :)

One side of yourself loves to BUY stuff. This side of you wants to be fulfilled and buying things helps to fulfill your wants and needs.

Nothing wrong with that.

The other side of you, the side that wants to make money is DIFFERENT.

You see, I've found that there is a side to yourself that can be 'switched' on... and can automatically make you money if you understand that it is there.

It's uncomfortable at first, but later you'll see that without this side of your personality you'll never make any money in business.

I first discovered this side of myself when my back was to the wall... and I needed to make some money or I'd end up losing my house.

That's what it took for me to find it.

Don't wait too long for you to find it.

I call it a 'sales personality'. I have a side that loves to buy ('fulfilled') and I have a side (now that I found it) that loves to sell.

But I also discovered that selling is NOT about money.

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Let me repeat that, **"Selling is NOT about money"**.

Well, it is sort of... but it's more about finding the products and services that people WANT and the triggers that make them BUY now.

Once you meet your sales personality, and accept this 'side' of yourself you'll understand, finally what has been missing in your business.

Most business owners love the business they are in-but HATE prospecting and hate selling.

I don't blame them. I hated selling too, until I understood that selling is not about money – nope - **it's about helping other people getting fulfilled and helping them get what they want.**

Money is simply the benchmark you use to measure how well you're doing helping other people get what they want.

Let me repeat that, *"Money is simply the benchmark you use to measure how well you're doing helping other people get what they want."*

Your lack of money is only an indication you have not found out how to help other people get what they want.

The question is how do you switch to this side of your personality?

It's a tough switch.... I won't sugar coat it.

It means THINKING about what other people want for a change, instead of thinking about what YOU want all the time. (Thinking about what YOU want all the time is your BUYER personality, not your SELLING personality!)

It's thinking about how you can HELP other people and get paid to help them (you're not a non-profit after all :)

It's about thinking, at times, about how to reach your income goals (one measurement of your success) and what you have to do (legally and ethically) to make your goals.

It's about thinking about 'value'... how to create value, how to build a value proposition and how to make your offers completely irresistible because you KNOW that your product will HELP someone with a problem they are having...

That's also worth repeating, *"Your products should help people solve a problem they are having"*.

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Helping others, or giving them what they want, as part of a 'value' exchange is what business is all about.

More in the next chapter...

## **Chapter 4: Are You The Cynical Type? (Me Too)**

In the last chapter I told you about my 'real' secret to success.

It was finding my 'sales personality' - the side that loves to help other people get what they want.

That's what selling REALLY is... the problem is most people do not see it this way.

If you're a buyer and you see a 'sales pitch' your first reaction is, "He's just trying to sell me something to make money so the product must not be any good."

I'm cynical too. With all the marketing messages we are bombarded with everyday, skepticism is normal ;-)

And, for most offers, you're *probably right to be skeptical...*

But then there are some offers that seem really genuine... there's something about the offer that lowers your natural defenses and gets you excited... or at least 'interested' in the offer.

What makes the difference?

Sincerity, honesty, truth... well, yes.

But there is also a 'realness' about the person who wrote the offer you're reading.

They are *\*believable\**, or *\*real\**.

You get to know the person - they tell you about themselves and make you feel like you 'know' them and you feel like they are writing to you, personally.

The writer says things in a certain way that make you believe what he is telling you - he's credible and convincing.

THAT is selling. If you're writing sales letters here's the secret you need to keep in front of you:

Selling is all about creating a relationship with your reader.

You reveal something personal... you reveal that you're not 'perfect', that you have faults too.

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You're 'real'.

You empathize with your reader. You then reveal something about them to let them know you really KNOW them too.

How can you reveal something about \*them\*?

You don't KNOW who they are? You're writing to 1,000 people - HOW can you reveal something about them??

Well, if you can't, you don't know your market.

Your market shares common problems and pains and you need to REMIND them what they are before you can sell them anything.

You need to KNOW your market... before writing anything.

Why?

Because your product or service is going to SOLVE that problem or HEAL that pain they have.

And if you don't know what your market wants, what problems they are having and what gives them pain then you have no market or you're in the wrong market.

### **Your market is a specific group of people who share a problem, pain or deep desire.**

In most cases your best market is the one you are also in. Let me explain.

- What was the last problem you've solved?
- What was the last urgent difficulty you conquered?
- Are you having a problem right now that you're seeking a solution for?

THESE are your markets. You've been through the pain, and found a solution. I bet thousands of other people have had the same problem, and they would love to hear about your solution.

Or if you haven't found a solution yet, what 'resources' have you found that you can share with others who are still struggling with that problem?

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The problems you've overcome or are going through right now is the best market in the world, because you are in that market!

Then you find a product or service that solves the problem, heals the pain or satisfies the deep desire they all share in common just as it has for you.

The sales come when you convince others with the same problem you've had, beyond a reasonable doubt, that the product you've discovered will solve, heal or satisfy them in some way.

And to tell the truth... you don't even have to be \*that\* good to make sales and make lots of money.

Even if your marketing and sales messages stink, and you don't convince anyone to buy your product or one that you recommend as an 'affiliate' ... you can still make a ton of money if you do just ONE thing... ONE thing that 99% of all business owners NEVER do, or if they do it, they do NOT do it correctly.

The 'secret' to THAT statement will be revealed in the NEXT chapter ;-)

A real cliffhanger, huh?

## **Chapter 5: If You Don't Succeed At First, Don't Worry!...**

In the last few chapters I sent I told you about my 'real' secrets to success.

My last one ended with:

*"And to tell the truth... you don't even have to be that good to make sales and make lots of money..."*

And...

*"Even if your marketing and sales messages stink, you can still make a ton of money if you do just ONE thing... ONE thing that 99% of all business owners NEVER do, or if they do it, they do NOT do it correctly."*

Let me give you a bit of background here because I think you may not understand the full implications of what I will reveal to you without it.

First, when I was getting started in business I tried just about anything (legal) to make money.

Several years ago I tried selling some audio tapes from a famous audio program publisher. The programs were great! I loved them. I was able to get them wholesale if I purchased them in lots of 3 or more.

I put together a catalog and sent them to 500 business professionals in my area.

What happened?

Nothing.

Not a single call. Not a single sale.

Ok... "no problem", I said, "I'll try something else".

I was traveling near New York City and stopped in a little crafts store.

The store had these really cute wooden rabbit toys that had wheels and were on the end of a stick that you could use to 'walk' your rabbit. When you walked your rabbit, the wheels moved the hind legs up and down just like a real rabbit!

I thought that was a really cute toy and it was really fun 'walking' your rabbit around the store.

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I bought one.

I took it home and thought about it for a while and decided to copy the 'idea' ... but instead of an rabbit I made 'ducks'... they had little 'flaps' on the wheels where the feet should be and when you 'walked' them they waddled just like a real duck!

I took them to a little crafts and gift store in my area and showed them to the owner.

He loved them!

He placed an order for 50 that same day and he said, if they did well, he would order more. I told him that I appreciated his order and that I would be back in one week with his ducks.

I didn't even get a deposit! I was too excited I guess and forgot... I was thrilled!

Wow... an order for 50, my first day!

I was so excited I went straight home and, after the excitement had dissipated, I thought about it for a minute and realized how long it would take me to make 50 of these 'walking' ducks!

How would I EVER fill this order for 50 ducks in only a week!

It took me the better part of a day just to make ONE!

Now I was only 18 or 19 at the time and quickly went to the only person I knew who was the least bit mechanical or handy - my father.

I said, "Dad, the good news is I sold 50 of these! The bad news is - how am I going to make 50 in a week? It took me all day just to make one!"

He thought about it for a while and said, "Well, the first thing you need to do is make 'templates' for all the components that make up one 'duck'. Then, instead of cutting one part at a time, cut 50 of each part at one time."

Made sense to me... I made the templates, cut out 50 pieces of each part at one time instead of one at a time, and I got the entire order completed on time!

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I delivered the ducks to the store and when the store owner saw them he was very happy! As I was unloading them (out of my car) he had sold 2 of them to people in his shop before I finished setting them up!

He came over to talk to me and said, "Listen, I have a store in Cape Cod too. I'd like to place an order for 100. How soon can you get them to me?"

Now that I had a 'system' in place for making them I said, "One week". He paid me for the 50 ducks I delivered that day and gave me a 50% 'deposit' on the 100 to be delivered in one week.

Man! I made some real money in business! This was great!

I went home excited again... but then it occurred to me, "If it took me a week to do 50, even with my system, how will I possibly make 100?"

Again, I went to my father for advice. He thought about it for a while and said, "I was at this workshop the other day where they employ handicapped people. This shop had wood-working tools and maybe they could cut the pieces you need in their shop, then all you would have to do is assemble and finish them."

Wow...what a great idea!

I went to the shop and asked if they did any outside 'contract' work. They did!

I showed the shop foreman my 'templates' and gave him the dimensions of the pieces and he said "no problem". He quoted me a price and it was very reasonable so I gave him the order.

Within 2 days he delivered all the pieces I needed to assemble 100 complete ducks!

Within 7 days I delivered all 100 ducks to the store.

Again, the owner was thrilled and paid me the balance of the order on the spot.

He said he already sent 30 or so ducks he had from last weeks order down to his Cape Cod store and they sold out within 2 days!

One of the buyers was the Chief Medical Officer at Walter Reed Army Medical Center in Washington DC!

The store owner said the Doctor kept it in his office and walks his 'duck' as a way of reducing stress in his job.

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Great idea I thought!

Over the course of the next year I sold thousands of ducks in my area to people who used them as gifts and 'stress reducers' in their offices.

What's my point?

Here I was a 19 year old kid and I had an entire business built in a few weeks time because I:

- 1) **Took action (*there's that word again*) on an idea**
- 2) **Was bold enough to start actually selling the product**
- 3) **Asked other people what to do when I got stuck**

And you know what, I didn't have to write a sales letter and I didn't know a thing about 'marketing'.

But I had a 'hot' product and a market that was ready to buy it.

So what's the... "ONE thing that 99% of all business owners NEVER do, or if they do it, they do NOT do it correctly."?

**They don't sell what people want.**

They sell stuff that no one wants just like I did when I tried selling those audio programs.

Now you can twist and turn and change your marketing message so that your product is better positioned, but listen up:

**If no one WANTS it, it isn't any good. Stop selling it and find something else to sell that's better!**

That's what I did- I stopped selling the audio programs and found something better!

The only way to tell if someone wants what you're selling is to get it in front of as many people as you can WHO ARE LIKELY prospects, for as little money as possible, and see if they buy it...

If they DON'T... then move on and sell something else.

Let me repeat that,

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**"If enough real potential prospects see your product that you have accurately described how it will benefit them and they still DON'T buy your product... then move on and sell something else!"**

There are some things that people just do not want, and you may have one of them ;-)

Life is too short to sell things no one wants...so move on and sell something they DO want.

If they DO buy it... then the next Chapter will help you make the maximum amount of money possible easily and automatically.

Stay tuned...

## **Chapter 6: Where the Real Profits Are In Business**

In the last Chapter I shared with you the idea that:

*"The only way to tell if someone wants what you're selling is to get it in front of as many people as you can WHO ARE LIKELY prospects, for as little money as possible, and see if they buy it..."*

If they DON'T... then move on and sell something else.

If they DO buy it... then tomorrow's message will help you make the maximum amount of money possible." -----

OK... get ready and listen carefully...

The real profits in your business will be made by:

- 1. Getting more prospects to inquire about your products and services...**
- 2. Selling multiple products to the same buyers over a long period of time,**
- 3. Getting them to buy higher-priced products (such as coaching, seminars, etc)**

In order to do that you need to give prospects and customers an awesome experience when they do buy something from you.

If you sold them a book on "how to make money online" you better give them something they haven't read about before from 100 other people selling books on "how to make money online"! and include some unique bonuses -not the same bonuses everyone else is using.

Yes, those 'resale right' give-away ebooks could be killing your sales if you use them as bonuses because everyone already has them.

When you do give your customers more than they expect you'll dramatically increase their lifetime value as a customer and that's where the real money is.

What do I mean by 'lifetime value of a customer'?

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For example, someone on your list will buy one of your lower priced products for \$29, then, if they like that and you truly delivered more value than they thought they would get, they may consider your \$400 product, and then if they like that they will attend your seminar or join your coaching program for \$2,500+ etc, etc...

They may also buy other low-priced products from you over their lifetime which also increases their value to you.

Now, you may have heard this already- that the real money is in 'repeat' business - well here's a secret about getting 'repeat' business... the one I said will help you "make the maximum amount of money possible":

Follow-up. Follow-up. Follow-up. Follow-up. Follow-up.

A real secret huh?

Most businesses (and probably yours) work very hard to get a customer for the first time, but they have NO system in place to follow-up with them.

Why would you want to follow-up with them?

To sell them more stuff, of course ;-)

That's why I love the Internet.

It's EASY to follow-up with your prospects and customers.

All you need is an 'autoresponder' account or email software.

But most businesses, especially those 'brick and mortar' stores, shops and services have NO systems in place for following-up.

And, they are losing tons and tons of money.

If you're doing any kind of business (on or off the Internet) you need a follow-up system.

If your business is not on the Internet or you're not using the efficiency of the Internet to follow-up automatically with your prospects and customers then you're missing out on a lot of profit and extra business.

It's not about 'websites'... websites make you no money at all. They are an expense, unless you use them to capture leads, automate your follow-up and close sales.

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Even if you have a 'bricks and mortar' business like a gift shop or retail clothing store, you need to keep in constant contact with your customers. If you're not using an email autoresponder or a 'system' to follow-up with your customers and prospects like [SendOutMagic.com](http://SendOutMagic.com) which sends out marketing messages for you in the mail, automatically - I guarantee 100% you are losing money to a competitor.

In my next lesson I'm going to tell you something I've never told anyone before... not even to students who have paid as much as \$997 for my exclusive online training course.

There are only 2 Chapters left... and the last one's a killer!

## **Chapter 7: The HUGE Mistake I Made**

In the last Chapter I told you that,

*"I'm going to tell you something I've never told anyone before... not even to students in my online training course."*

First, let me tell you a true story.

My very first successful business, was doing odd jobs for people around my community.

I was 14 years old at the time.

I advertised in the local paper. If I recall correctly the classified ad said, "I'll do anything you need around the house. Clean, pick-up trash. Anything. Call 7XX-XXXX"

I got calls right away and lots of jobs. Mostly jobs no one wanted like cleaning out garbage from rental apartments or backyards full of trash. I charged by the job and made some pretty good money that summer.

When I needed help on a bigger job, I'd enlist the help of some of my friends and we'd split the money.

Then I got busy with something else and stopped doing it.

My next business was a publication my brother and I put together called "Cars".

We took pictures of cars people wanted to sell and put them in the publication with 3 lines of text under each picture.

Most of the advertisers were local car dealers.

My brother sold the ads and I designed the pages, took the pictures and 'pasted up' the publication for printing.

We got a small newspaper in a near-by community to print the 10,000 copies we distributed. Believe it or not it cost us just \$175 for 10,000 copies of our publication, with color on the front page!

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The publication was a great success. The car dealers loved it - so it was an easy sell. It was another way for them to promote their cars.

My brother’s daughter got really, really sick and he had to stop the business so he had time to take her to clinics and specialists so we sold the business (for peanuts).

My next 'business' was a graphics biz. I has some artistic talent and had painted a larger-than-life picture of BigBird, from the Sesame Street character, on my nieces' bedroom wall.

It looked great! And she loved it!

My brother said, "Why don't you make some money doing this?"

So I placed another classified ad in our local paper that said something like, "I paint cartoon characters on walls. Great for kid's bedrooms. Call WallGraphics 7XX-XXXX"

I got calls and lots of people wanted me to do other things besides kids bedrooms - I got jobs doing 'wall graphic' designs in kitchens, living rooms and recreation rooms.

I had a problem with one customer and decided to stop the business and moved on to something else.

The next business I started was the one I told you about a couple of emails ago- the 'walking duck' manufacturing business.

What I didn't tell you was that after a year of making 'ducks' I started focusing on other things and let the business die a slow death until there was no more business.

One of the things I learned over the years is that you can have a great idea and actually start making money in some little hobby or small business then, for whatever reason, it just dies because you give up on it or you get rejected a few times and suddenly it's not 'fun' anymore - so you quit.

Of course, the businesses I described above were all started before I was 20... so maybe it was just inexperience on my part.

But there were two very, very important reasons I never took these businesses as far as I could have and these are the two things I never shared with anyone until now ...

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These two reasons may save you from a huge mistake in your own business.

### **#1 Reason I Quit Before I Had A Chance To Succeed:**

- I never had anyone I could turn to for business advice. Except for my father, who was not a businessman, I had no one to talk to if I ran into a problem. I had no encouragement at all. In fact, when I was successful in some business my parents thought it was nice, but treated it as a hobby and as something to do until I graduated from college.

No one really sat me down to encourage me to continue it, expand it or make it successful in anyway.

My life would have been much, much different today if I had someone to turn to for real-life business advice.

I didn't need anyone to hold my hand, but meeting with someone once a month who knew what business was all about would have really helped me.

### **#2 Reason I Quit Before I Had A Chance To Succeed:**

- I was totally un-focused and distracted. I found some success, took it for granted and went on to do something else before I fully realized the potential of the business I started.

Each of the businesses I started, made money... some I liked, some I didn't like (like the cleaning jobs). But I could have easily hired someone to do the jobs I didn't want and I could have grown them into substantial enterprises!

But, I was totally un-focused and it cost me a lot.

Then, life happened... I went to school, got a job, a career, got married, had kids ...

Obligations, responsibilities put my entrepreneurial instincts on hold... until the Internet came along 20 years after my last business was started.

For 2 1/2 years after starting my business I struggled... almost to the point of bankruptcy.

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What I've written about in the last few chapters I hope will keep you from ruin... and if you're on the brink of it right now (as so many subscribers have told me they are) then take what I am about to share with you in the next letter to 'heart'.

Also, you need to read the "PS" after the end of Chapter 8 very carefully because I show you exactly how I was able to build my business.

Then, the "Bonus" section gives you specific money-making ideas you can use to create a business. I revealed a number of high-potential ideas in an interview I did with my friend, Scott Foster. That will help you finally start to take action because you'll have a specific plan to get started on!

In the next chapter, I'm going to share with you the absolute truth, like you've never heard it before, about how to 'think' about success based on my own personal experience.

## **Chapter 8: What? Fail Faster For Success?**

This is your last Lesson!

I hope you have enjoyed them and profited from them!

Today's Lesson is a little different. Instead of showing you how to succeed, I'm going to show you how to fail.

I think you need to learn about 'failure' and what to avoid, before you can be successful.

Why?

**Because, you'll be a lot closer to success if you learn how to fail, and fail fast... and more importantly how not to be afraid to fail. Never, ever be afraid to fail.**

**It took me the longest time to figure this out so please, I'm not BS'ing you here, I'm straight up... this is a matter of life and death.**

Let me explain...

You have one life, one chance to do something with it.

But if you don't fail ever, or are afraid to fail, you'll be forever 'waiting' until you have the perfect product, the perfect 'system', the perfect timing, etc...

Forget 'perfect'... JUST DO IT.

**Everyone fails... the only difference between you and really, really successful people is that really, really successful people try more often and fail more often than you do because in their mind 'failure' is NOT 'failure', it's a stepping stone to success... that's all.**

If a pro baseball player is considered "successful" if he only hits 4 times out of 10 (.400) how can you expect to do better than that?

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You take the losses and move on. You know one more thing that will help you hit better next time.

You don't have to get it 'perfect', you just have to get it going.

Imagine this for a moment:

You're at the end of a dark alley way and your back is against the wall... there are 3 guys coming at you with knives and there's no escape.

Are you going to worry about 'failing' to defend yourself?!

No, you're going to pick up the closest thing to a metal pipe within reach and start swinging!!

'Failure', although a possibility, is NOT an option... your LIFE is at stake.

"Failure" will be defined in this situation as getting cut a few times by the thugs slashing at you... but your ONLY JOB is to SAVE your LIFE-you're NOT going to worry about a few cuts (i.e. failures)!!

Right?

What will you do to SAVE YOUR LIFE? Will you even consider 'failure' as an option in this situation?

No. Total failure is not an option. So you'll do anything within your power to save yourself.

Marketing is like that 'pipe' you used to defend yourself.

Marketing can save your life... you just don't realize that your life is on the line.

Life is subtle... it's not as "stark" as the imaginary scene I've painted for you above.

But let's do another "what if"... instead of 3 thugs coming at you with knives, let's say they are "credit collection" guys... and they are coming at you ready to suck every bit of cash and life out of you, take all your possessions, ruin your marriage and leave you heaving in pain in the street- homeless.

What are you prepared to do? Is failure (homelessness) even an option???

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Are you going to pick up the 'marketing' weapon you've been learning about to defend yourself and finally make some money so you can get these freakin' idiots off your back?

Are you going to sit back, relax and let them beat the crap out of you? Or are you going fight and save yourself by paying what you owe and finally being free!?

Life is subtle... there are all kinds of dangers out there... BUT... life is also great and you have ONE CHOICE to make: How you're going to live.

Here's one truth about LIFE that may change the way you live every day:

**"No one, and I MEAN no one,  
gets out alive."**

So what are you afraid of?

Yep... your back REALLY is against a wall- no more analogies... the danger is living a life 'afraid' and never taking a chance to live life to it's fullest. Death is coming... what are you going to do? Wait for it to come without making an effort to REALLY LIVE? Live life to the fullest. Do everything you can to live a great life, not just a 'get by' life. Help others, be a hero, be kinder, love with all your heart... LIVE like you mean it.

This could be your last chance, maybe the last real no BS message you'll ever hear about life and death and marketing.

Whether you believe in God or not, there's one reality, one truth: **no one gets out alive.**

So start living your life like you really, really MEAN IT.

Failure is not permanent, it's a stepping-stone to real success.

Best wishes always for your success,

YOUR NAME

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**THE “PS” (very important!!) ... keep reading...**

If there's a way to make money online without doing any work at all, I'd like to know what it is.

So far I've made my living online doing a couple of simple things: Thinking, taking action and providing real value in exchange for money.

I appreciate your staying with me... I will be revealing some methods and strategies that have made me successful online that I encourage you to STEAL and USE them for your own success.

First, I'm NOT a guru. I just learned a few things about marketing by spending many years of my life FAILING first...

But when I figured this stuff out, I started making real money online.

What was it? What changed my life around?

**One thing I learned was that managing my time was harder than I thought it would be... especially working from home.**

I could take so much 'time off' --running to the store, taking a 'nap', watching a little TV... instead of working on my business!!!

So I started to treat my 'business' like a job. I worked 9AM-4PM, Monday- Friday and took 1/2 hour for lunch.

Then I "created" an imaginary "boss".

I created a 'boss' who would chide me and tell me I had to get 'to work' when I started goofing-off.

He was 'demanding', but I needed him. You might try it. Make him or her the 'perfect boss'.. always encouraging you to do better, think faster, be a better person and very, very demanding to get things done.

He's a real SOB ;-)

You may think that's a bit weird... but, I kid you not, it WORKS.

Well another thing that really helped me make money online was figuring out that the money is in "the list".

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Duh...

It took me the longest time to figure out what was meant by "the money is in the list".

I heard many 'gurus' talking about it but never really understood it until I built my own list.

**Now my #1 job online is to build my list.**

Did you get that?

**YOUR #1 job online is to build YOUR list.  
YOUR #1 job online is to build YOUR list.  
YOUR #1 job online is to build YOUR list.  
YOUR #1 job online is to build YOUR list.  
YOUR #1 job online is to build YOUR list.**

Let me state this clearly:

**Building a list of qualified prospects and keeping  
your name in front of them is more important to  
your financial health than anything I can think of.**

You need a constant stream of new prospects and customers or your business will die a slow death.

You should start by putting your website address on all your marketing materials, including brochures, yellow page ads, newspaper or magazine ads, letterhead, etc..

What's next?

Well, first you want to have in place a 'form' on your website that allows your visitors to subscribe to your list. You can call your list anything you want: An ezine, newsletter, 'updates', or include a free report for signing up, etc...

Once you have captured their name and email address, at a minimum, you can contact them and remind them about your business. Send them news and help them in some way.

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**The important thing is to be there, in their mailbox or 'inbox' when they are ready to buy!**

It's about the cheapest form of advertising anywhere and if you're not using the data storage and follow-up systems the Internet has to offer you're missing a large amount of profits. If you build your list, you will make a profit.

I heard someone once say that most business don't play hard enough... the guy who said that went on to sell his company to ebay for \$300 + million.

Do you play hard enough?

Do you market hard enough?

Do you live like you mean it?

'Nough said.

Go do it.

## **BONUS: Internet BrainStorm!**

**Introduction:** I went all the way from New York to Boise, ID to visit my friend, Scott Foster (a pretty good marketer himself ☺). While I was there I made the mistake of showing him my “idea notebook” a little, black book I carry around with me to jot down money-making ideas when I get them... well! Scott almost fell over when he saw some of the ideas I wrote down. So he asked if he could interview me and publish it. I gave him permission and that’s how this interview (transcript) was born. Enjoy ! - Dave

*Scott* Dave, my good friend. You finally made it out here. Here, you showed up at my door and here we are sitting in my closet – which is also my office.

*Dave* Yep.

*Scott* Where I’ve had some of the most awesome ideas that have helped me to become a success, with your help, but we actually are finally have met in person and I’m just thrilled and I’m almost speechless. So, this is kind of a-almost a sequel to the easy money interviews that we did back about a year and a half ago. But, you wanted to discuss some ideas and stuff, so I’m completely up for that. So, Dave, you want to say hello?

*Dave* Yeah, I’m really happy to be in your closet, Scott. This is terrific. So, this is where you run your world-wide internet marketing operations.

*Scott* That’s right.

*Dave* Right here in your closet. It’s fantastic. You’ve got everything you need here. You’ve got a printer, scanner, computer and the whole thing. It’s pretty small but it works!

*Scott* Well, it just goes to show that you don’t really need to have an elaborate office to run a really successful internet business. The idea to put it in my closet was just to simply get the tax break. Whenever you have an at home business you need to have someplace that you can designate that you work out of and also to relieve my wife’s inability to sleep because of all the typing I would do on my keyboard.

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*Dave* I know how that is. Yeah, this is fantastic. I’m so happy to be here. I think Boise’s a terrific town. It’s great.

*Scott* Yeah, it certainly is.

*Dave* I had a great plane trip in here and I’m glad we had a chance to get together finally. We’ve done a couple of products together.

We’ve done a lot of joint ventures and we’ve become really good friends and now we have a chance to get together. I think one of the things that we really try to bring to people is ideas that they can use to make more money. We’ve talked about ideas in the easy money interviews, about going to click bank and finding products that you can sell as an affiliate marketer. And today we’re going to talk about some really original ideas or brainstorms that neither one of us has revealed and we’re going to talk about some ideas that we thought about implementing. We haven’t gotten around to some of them yet, but we’re going to give some fantastic ideas that some people on this-listening to this can take and run with it.

*Scott* Certainly.

*Dave* And make some money. We made some money today, didn’t we?

*Scott* We actually did. Yeah.

*Dave* We did some used book hunting.

*Scott* Oh, that’s one thing that I really wanted you to show me how to do because I have so many people that are on my list that want to learn how to do just something simple like that. Today, just for our listeners, we went out and we went into a book store, a book store where these guys really look like they knew what they were doing because they had the books priced right, but it just so happens that we picked up a book for \$10 and the ideas that you talk about and the techniques and how to identify a book in your book still stand true today and, certainly, we came home, we jumped on the internet there and we checked. We spent \$10 and we found a book that’s worth over \$100.

*Dave* Right.

*Scott* And the way you said it, it’s like a \$100 bill just laying there on the ground.

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*Dave*

That’s right. You wouldn’t leave a \$100 bill just lying on the sidewalk. You’ve got to pick it up. If you have the skills to look for used books or any kind of collectible item, if you can identify something that nobody else can see at that particular moment in time, you buy for a few bucks, you sell it for \$100 and you made some money.

This particular book was interesting because we were in a book shop and the dealer really looked like he knew what he was doing. He had a retail shop. It looked like he did a lot of research that he put on his shelf. He just happened to miss this one and if you have the right knowledge, you go in, you just look at the shelves, you pick it out. Right away I had a feeling that this was a pretty good book because it was the Odessa File by Robert Forsythe and Fredrick Forsythe and it was made into a movie. This was the Day of the Jackal. It was made into a movie, made a movie about it back in the ‘60’s. So, I had a feeling it was going to be a good book. I wasn’t 100% sure, but for \$10 it was in great condition, it had a dust jacket that was beautiful. We took it home, looked it up on the internet. It was worth anywhere for \$125 to \$175. If you list that on E-bay you’re going to make a \$100 bill on it.

*Scott*

I’m flattered.

*Dave*

In a day. You just go into a bookstore and you pick up stuff.

*Scott*

Certainly. Dave, would you like to maybe talk a little bit about some of the little tidbits of information on how we were able to-because with in a matter of like five minutes-my wife went with us and she knew-she was already venturing off into the aisles and looking for books, were bringing them to you.

We just had a blast. What? We were out for probably-we had some-we went out, we had some coffee together. We said “hey, let’s stop by a used bookstore.” I really didn’t know what to expect. I was like “you know, I really hope this is as easy as Dave says it is.” And sure enough. It was within an hour we found a book that was worth over \$100.

*Dave*

Yeah. You can-we did have fun. This is-that’s the part of making money that I like. You make it an adventure. You make it fun. We went out and had some coffee. We got your wife involved. Now, she says she’s going out in the mornings now looking for books.

*Scott*

Yeah.

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*Dave*

That’s great for her. But, we went into this bookstore and we picked out a book, actually picked out a couple books. One you doubled the price you paid for it and the other one turns out to be 10 times as much as you paid for it, but we made it an adventure, made it fun. You go in; you find what you’re looking for.

Now, the important thing to-when you’re first going out looking for books is to make sure that it’s a first edition. Now, there’s a lot of technical books out there, there’s a lot of reference books out there that you can use in order to determine if a book is a first edition or not and those are readily available, but what you really want to look for is the word “first edition”, which is on the title or on the copyright page, which is the page right after the title page. The title page is the one inside the book that shows the title of the book. You flip it over, it has the copyright and if the copyright is there, normally, it will say either “first edition” or it’ll have a number line in which the publisher who prints the book lists the publication’s time of printing that they did-they published the book in and if they number “1” on the number line is there, generally you’re pretty much assured that it’s a first edition.

*Scott*

Also, too, what I noticed was on the flap, the blank page you turn to right when you open the book. They’ll have the price there and in this particular case we saw the number first. They put the number “1” and “first edition” which meant first edition, obviously. And, also, too, you-this is a real quick determining-this is a real quick way you can find out. You can just flip open the book on the first, underneath the cover and if it says-what was it again? It was “new” or was it “book club” or something?

*Dave*

Yeah. If it says “book club edition”-first of all, we only pick up books that have a dust jacket. The dust jacket is the paper covering that goes around the hard cover book.

*Scott*

Which will also have plastic, too, usually.

*Dave*

That’s right. Sometimes it will have a plastic Mylar cover around it. Usually book sellers will protect their more valuable books with that Mylar cover. So, but, when you look inside, and if it has a price tag on the flap, generally it’s not a book club edition. The book club editions are generally valueless.

They use a much inferior type of paper that they print them on. The hard covers are not as sturdy. They’re mass produces and that’s not

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what a collector’s looking for. The collector’s looking for the very first printing or the very first edition of the book that came out.

So, you’d want to see a couple things. You want to see the dust jacket. You want to make sure that there is a dust jacket on the book. You want to make sure there is a price tag on the dust jacket. If there’s no price tag, it’s probably a book club edition, which is valueless. You want to look on the title page to see if the words “first edition” or a number line. Now, a number line is just a series of numbers across the book, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10 usually and if the number “1” is there it means it’s a first edition for some publisher. If you take the number 1 out and the only-the number “2” is there that means it’s a second edition.

*Scott*

Okay.

*Dave*

You take the “2” out when the publisher reprints the book they’ll take a number out every time they print it.

*Scott*

Wow.

*Dave*

And that’s how you can tell which edition it is.

*Scott*

That’s awesome. I really liked-like I said that-when it says “book club edition”. I must have went through 15 books like within a matter of minutes. You can tell right quick. If it says “book club edition” right there on the underside flap you know just to put that book back.

*Dave*

Yeah. And normally the book club editions are much thinner because they use a thinner paper, see? They use a cheaper paper, so they make the books actually thinner. After awhile you’ll be able to pick out the book club editions and not even bother to look.

*Scott*

And you know what’s neat is we went to three places. We went to -there was two bookstores that were actually downtown where I live and we went to the first one. It was the first place that we went threw and we were right there right when they opened and it was within a matter or less than an hour we found we book.

*Dave*

Yep.

*Scott*

I look at it this way. You could go out and you could go to yard sales and you could go to estates sales. This is in a bookstore where these guys actually list their stuff.

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*Dave* They’re professionals.

*Scott* Yeah.

*Dave* They had-this guy really knew what he was doing because he had priced other items, other books in his store perfectly. He just happened to miss this one.

*Scott* Like you said-

*Dave* Hey.

*Scott* “Hey, we may not find something in here, but, hey, there’s always that chance where they’ll miss something” and sure enough that was the case.

*Dave* Right.

*Scott* I was just blown away. You were right. You said “hey”-because I remember asking you on the phone. I was like “Dave, are you sure that we-that I can make money the first time we go out, the first place we visit?” and sure enough you were right.

*Dave* Yeah.

*Scott* And my wife, she was-she got excited. I saw her eyes light up. It’s very simple, it’s very enjoyable. Once you just learn these few little ways to identify a book you can collect \$300 or \$400 or \$500 in a day.

*Dave* Oh, yeah. Yeah. Easily. We went on a Tuesday so there weren’t too many estate sales or yard sales. Now, those are the places where you get real bargains, because you can go in, you can identify a first edition and very easily you’ve got time to shop. There’s other people.

Normally, with an estate sale or a yard sale people will completely ignore the books. They’re looking for the baby stroller, they’re looking for furniture. They’re looking for all these other things. Very rarely will you find a lot of competition at a yard sale or-but, an estate sale you get the professional book sellers.

I told-I gave you the story, the one guy. There was an estate sale back home and he had gone in and cleaned out the entire first floor of all the books and by the time I got there - there weren’t any left. I went down to the basement. There was this one book sitting there, beautiful condition. It was an old murder mystery from the 1920’s with a dust

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jacket that was absolutely beautiful. I paid 50 cents for it, walked out, took it home, looked it up and it was a \$400 book.

*Scott* \$400. Wow.

*Dave* So, I mean, you can-if you want to and the way I used to do it, I used to spend Friday and Saturday just going to the yard sales picking up books and I’d pick up anywhere from \$500 to \$2,000 worth of inventory at retail prices for a couple hundred bucks and sell them on E-bay.

*Scott* Awesome.

*Dave* So, you can net \$800-\$1,000 just doing that.

*Scott* You know, what better timing than now, because right now it’s spring and it’s yard sale season.

*Dave* Yes, it is.

*Scott* Garage sale season. So, estate sales-I’ve been to a few state sales and let me tell you, these are people that have passed away and have collect-you never know what’s sitting there. Just like the story you just told. I think it’s an excellent way to make extra money. Even if you don’t want to do an internet business or something, this is a great way to just go out and make extra money.

*Dave* Absolutely. It’s very pleasant because you’re just looking at books. You’re not talking about big, heavy machinery. You’re not talking about really back-straining work of any kind. A little bit of knowledge goes a long way and you can make some money doing it. You know?

*Scott* It’s awesome. I think it’s really great.

*Dave* So, let’s talk about some other ideas, because one of the things that we really want to do on this call, in this session here, is to really get to people who just want to make some extra money. We’re also going to talk about some business models that they can create internet empires out of.

It doesn’t take much. Like you said, you work out of your closet here, which is a terrific idea. People do not have to have an office. They don’t have to have a big space to get started. The most important thing is they just get started and do something. So, we’re going to talk about some of those ideas and I told you when I first got here that I keep a

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little notebook with ideas and things in there. Ideas that I plan to get around to and I keep a to do list and so forth. We're going to open up my little book-

*Scott* Your little book.

*Dave* My little book where I jot down all my business ideas and we're going to talk about some of them today. I'm going to reveal stuff that I've never told anybody.

*Scott* I can't wait.

*Dave* Well, let's go through a few things, because I think one-one of the most important things that we talked about was keeping a "to do" list.

When you start to get a business idea, if you have any kind of business idea, the most important thing that you can do is write down the first most important thing that you can do, second most important thing that you can do and start working on your to do list every single day and then crossing them off when you complete them. What a great sense of accomplishment that is when you get those done.

*Scott* Yeah. You've really helped me to realize how important that is and I've kind of slacked off, forgive me, but I'm going to start doing it again.

*Dave* Okay, good. Well, let's start off with the first thing on my list here in my little notebook of business ideas is affiliate marketing workshops. This is something interesting because I know that online courses are extremely popular. I think, as the internet has evolved, first came E-books. Then you had e-mail newsletter and things like that.

I think the wave of the future for internet products is multi-media products like what we're doing here. We're doing an audio. Video is going to be increasingly more important. Some of the tools that we're using and compliments of Josh **Anderson** is this program that we're using right here. We stopped this morning at Radio Shack, we picked up a little splitter so we could have two microphones running into a single computer and it looks like it's working out absolutely beautifully for us.

*Scott* Certainly.

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*Dave* Josh’s program was very easy to install. Within seconds, all we had to do was push the record button and here we go. We’re talking. Now, what’s Josh’s web site for this?

*Scott* Well, his web site hasn’t actually been released yet. He’s still working on it, but what Josh Anderson has coming out, I’ve seen the whole- I’ve seen behind the scenes. I’ve been backstage and I’ve seen his whole operation and what he has coming out is better than anything I’ve seen.

Not to put anybody else’s products down but what Josh has-I’m pretty excited about it and it’s-I think it’s web site-

*Dave* Web Site Juke Box?

*Scott* Yeah. Websitejukebox.com.

*Dave* Websitejukebox.com.

*Scott* And I know he has his other site, but when he releases this and his audio postcards and the capabilities that he’s incorporated into this, it’s just phenomenal.

*Dave* Well, this is a very easy program to use. We set it up just in seconds here on your home computer.

*Scott* It actually doesn’t install. You just click run and it just automatically runs.

*Dave* Yeah. That’s what I noticed about this. You didn’t even have to click the install on it. All it did-all you had to do was download it to your computer, put it on your desktop and click.

*Scott* Yep.

*Dave* It just opens the program and it starts recording. It’s great. Well, thank you very much, Josh. We appreciate that.

*Scott* We do, certainly.

*Dave* So, multi-media is absolutely, I think, is going to be the wave of the future. E-books are still great. It’s a great way to deliver information, but you’re going to find more and more audio products, video products and one of the ideas I had was to create an affiliate marketing workshop.

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That’s where like an audio product, you could do some video work with it using **Camtasia**. You and I both use Camtasia. It’s a terrific program. It’s a little bit on the expensive side, but you know what? I just found a Cam Studio program. I had it up on my private site. Cam Studio allows you to do video desktop recording just like Camtasia, only it’s free.

*Scott*

Really?

*Dave*

Yeah. Yeah. It’s really good.

*Scott*

So, you can record your voice and do desktop capturing?

*Dave*

You can do video desktop capturing of-in real time, what you’re doing on your desktop, as well as audio recording and it saves it as a flash file.

*Scott*

Really?

*Dave*

Yeah. For awhile the company that made Cam Studio, not to be confused with Camtasia, which is a commercial product, Cam Studio, the company that made that went out of business.

*Scott*

Okay.

*Dave*

There was another company that bought it and now has offered a free version of the program and I’m going to put it up on my private site.

*Scott*

Great.

*Dave*

So, all the private site members can get that.

*Scott*

I’d like to get a copy of that.

*Dave*

Yeah, absolutely.

*Scott*

So, you actually-you don’t need to invest in Camtasia Studio?

*Dave*

Yeah. If you’re-now, Camtasia does a lot of things that Cam Studio will not, but if you’re just getting started and if you’re saying “gee, I can’t afford the \$299 for Camtasia”, Cam Studio will fill your needs until you make some of your own products, start to sale them and then you can invest in the Camtasia later.

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So, for example, this affiliate marketing workshop. My idea was to take some video, some audio and go through the steps of affiliate marketing to make it really, really easy for people to learn affiliate marketing online. I had initial idea of creating a multi-media product with a single interface.

On the left side would be a menu driven interface, little video in the center, some controls and audio on the side. So, people would simply open up the program and be able to click on the links, watch the video and audio, all within a single program. There's a couple of-there's a web site that sales an absolutely terrific program called Multi-Media builder and it's available at [Mediachance.com](http://Mediachance.com). Mediachance. And within this, you can create-it's really easy to learn. It's not expensive. It's multi-media software. - You can create CDs with it. You can make auto runs for CDs and DVDs. But what it allows you to do is put together a graphical user interface for almost any type of audio or video program. It's a terrific program. In fact, several years ago, in one of the ways that we first met was when you purchased a product that I had called the Ultimate Business Opportunity and I did a number of videos about that and in those videos I showed you how to use this Multi-Media Builder from Mediachance to create a multi-media product and I did that with one product. I put it on a CD and then I sold the rights to it on E-bay for \$3500.

*Scott* I remember that.

*Dave* And it was a program about E-bay.

*Scott* I certainly remember that.

*Dave* It was great. Today, with all that tools that you have for creating CDs and DVDs, this is a terrific program. It's extremely easy to use. You can even create your own MP3 players with this program. You can create your own software that runs different programs that you can create using scripts with this program. So, it's a simple or as complicated as you want it to be.

*Scott* So, what's the investment again for this little program?

*Dave* I think it's around \$49. They have a trial version that you can run for 30 days and then after the 30 days are up you can buy it right within the software, but if I remember it's around \$49.

*Scott* You were talking about using that to create an affiliate marketing center that people can launch on their computer.

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*Dave*

Yep. That was the idea. The idea was to teach people how to do affiliate marketing through a multi-media program that you can run right on your computer and Multi-Media Builder will allow you to create this-see, we’re talking about multi-media.

You can record an audio file, you can record a video file in Camtasia or Cam Studio, the free version, you can put them all together in a single downloadable file using Multi-Media Builder. Oh- wait- Multi-Media Builder it’s \$60. So, it’s gone up a little bit. You also have to get an MP3 license if you’re going to play MP3s through the multi-media program for \$15. But, it’s a good investment if you’re going to do multi-media projects online or on a CD.

So, the affiliate marketing workshop would take people through the steps of creating an affiliate income online. We’ve both done it. We’re doing joint ventures all the time and we do a lot of affiliate marketing and it’s really not that complicated.

*Scott*

No, it’s not.

*Dave*

So, this is one way to build that kind of a product. I think anything to do with courses or workshops or any kind of training that you can deliver online is going to be a hit, especially on affiliate marketing, selling e-books, anything to do with Internet marketing has a huge market, information product development.

*Scott*

So, Dave, help me to understand. Exactly what would this type of product do people using multi-using this Multi-Media Builder create this affiliate marketing workshop? So, unlike an e-book or something else?

*Dave*

Multi-Media Builder’s cool because what you can do is you can take many elements. You can take text, you can take audio and you can take video and you can lead people step by step through affiliate marketing, right from the beginning, of how to evaluate affiliate programs, how to create their affiliate links, how to cloak their links, how to upload those links, either put them into an html page and they can upload them to their server and they can-all of that can be from a single interface through Multi-Media Builder.

So, let’s say you have a list of items how to cloak your link. Click on that, you can either hear an audio about it or you can see a video of exactly how to do it.

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- Scott* Audio and video together?
- Dave* Audio and video.
- Scott* Oh, great.
- Dave* And text. You’ve got everything all rolled into one.
- Scott* So, this program will do that? Multi-Media Builder?
- Dave* Yes.
- Scott* Wow.
- Dave* Yeah, yeah.
- Scott* And it’s only \$60?
- Dave* And it’s only \$60. Not only-so, it’ll take your MP3 file that you have audio recorded, it’ll take your Camtasia flash video-or Cam Studio flash video, whichever program you use, you can take your text of anything that you’ve written that you want to put into it and it will bundle it all into an executable file. It’s all one file. So, instead of having a web page where you have links to a audio file, you have links to the flash file, you have links to the text file, you can put them all together in one training interface, which is pretty cool.
- Scott* That is cool.
- Dave* Like Video Professor. Video Professor, that guy is absolutely fantastic. What a marketer that guy is. What a concept he came up with. It’s basic computer training. He’ll train you how to do Word and he’ll do it with on-screen videos.
- Scott* Yeah, but you’ve got to pop in a CD.
- Dave* You’ve got to pop in a CD. This, with Multi-Media Builder, you can download it from somebody’s web site, click on it and all the training you need is right there.
- Scott* That’s amazing.
- Dave* Yeah, it’s really \_\_\_\_\_. You can also burn it onto a CD if you want and it’ll create the auto-run for you.

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*Scott* So, now thinking about this, now that I understand this, because I remember you talking about the Multi-Media Builder and I just wasn't fully grasping what the thing could do. So, here's just one-this is just one aspect of it.

*Dave* This is-it can-I think Multi-Media Builder can be used to create and deliver information in the three ways I mentioned, audio, video and text, in a single executable file for just about any subject that you can think of. Affiliate marketing, the product idea I had, was for an affiliate marketing workshop that would be delivered in this way. It's a single executable file. Somebody, all they have to do is download it and play it. Boom. Right on their computer and they've got all the training that they need. Now, you could do this same thing for internet marketing, a workshop on how to generate traffic to your web site, you could a workshop on E-bay, which is a good idea. I think we should probably do something like that. It's a good product, but the goal of this audio is to give killer ideas and really, really killer ideas to people. Concrete. We talked about, before we decided to do this video, is a lot of audio products now will talk about marketing in a general way, but they won't give you the specific tools or the specific the ideas and we wanted to break the mold in this audio.

*Scott* Definitely. So, now, just in a nutshell, for those that are listening that are thinking "hey, this is something that I'd like", this digital media builder, how easy is it use?

*Dave* Very easy. Installation is a snap. It works on every version of windows that you can possibly imagine. All you do is click on it and there's a little window that pops up when you first try it and they have buttons down the left side. If you want to include an audio, like you have an audio file that you've created on your hard disk, all you have to do is drag and drop that right over to the-

*Scott* Oh, wow. So, it's just-

*Dave* To the screen.

*Scott* Drag and drop. Great.

*Dave* Drag and drop. The center screen that you see is where you create your interface.

*Scott* Okay.

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- Dave* A graphically user interface. Just like building a software program. You want a button to play the audio; you can either create your own button or use the templates that they give you.
- Scott* Wow.
- Dave* You can put in pause buttons, you can place them anywhere on the screen that you want for the final product, you can include-if you want to include a little video, all you have to do is drag and drop the little video icon right onto your screen that they give you and then you can re-size it. So, you can size the video any size that you want. So, if you want to have a little-let’s say your screen is 4” by 4” and you want a little 2x2” video of you sitting up in the corner, you can do that. And it will play video within video; video within the program.
- Scott* That’s amazing.
- Dave* Yeah.
- Scott* You could use that as a give away bonus. You could create something really quick. I just-thinking about this now, this digital media builder and the idea that you had, I was thinking of idea-just from talking here this idea about maybe-because doing tutorials is big.
- Dave* Yeah.
- Scott* You could do a tutorial that shows people how to use a software program.
- Dave* Oh, yeah.
- Scott* You could do a really simple tutorial and then just download it and instead of having to click on a bunch of links or-this-they open up the program and it’s all right there. There’s just something about having a program that you can launch and it just-it’s like a little package. It has everything you need in it.
- Dave* That’s right. It’s got the audio, video and text all in one executable file.
- Scott* Wow.
- Dave* So, you could do, for example-that’s a great example. You could demonstrate the video in a video. Right next to that is a scrolling text. You can do scrolling text in there that follows along. Plus, you can

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have the audio playing at the same time. They can read it, they can listen to it and they can watch it while it happens.

*Scott* That’s amazing.

*Dave* Yeah.

*Scott* There’s so many things you can do with a little application with it.

*Dave* And it’s such a simple program to use. If you can use Outlook or you can use-oh, what could I compare it to. If you can use Camtasia or Cam Studio you can use this. If you can use a graphics program, to give you an example, we like Adobe Image Styler. We use that all the time. If you can use Adobe Image Styler you can use this because all you’re doing is dragging and dropping little icons and little graphics all over the page and then you click “create program.” It pulls the audio file from your hard disk, pulls the video files, pulls the text all together and creates a single downloadable file that has a great graphical user interface and you can create your own borders. You can go to Image Styler and create your own borders and put that in there and your own buttons. Oh, man, it’s fantastic. I could talk forever. And you know, the sad thing is I’ve been so busy with other projects I haven’t used Multi-Media Builder in quite awhile, but now that we’re talking about it I’m going to start making more programs with Multi-Media Builder.

*Scott* Well, yeah. I’m just thinking you could create little things-you could create little applications that show people how to do different things and just sell those alone to people.

*Dave* Oh, yeah.

*Scott* There’s so many ways you could go about it. Thanks for sharing this.

*Dave* Well, the idea is to create a workshop. You can create e-books, but because broadband is becoming more prevalent on the internet, more people are having-they’re internet connections are getting faster and stuff like that and so, audio and video is fantastic to deliver online, but the nice thing about Multi-Media Builder is that it packs all of those elements into a single downloadable file so your customers can download it directly to their computer and they don’t have to worry about their connection, how fast or slow it is to the internet, because it’s all on their computer now all in the executable file.

*Scott* Okay, I see. Wow.

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*Dave* So, they don’t have to worry about connection times, flash not running or something like that.

*Scott* That’s really neat. Thank you.

*Dave* Yeah. Yeah. That’s great. So, anything to do with workshops or courses is really a good idea to deliver online. Look at my course [You Can Make Money online](#), [You Can Make Your Living Online](#) course. It sold extremely well and I think the reason for that is because people want a step by step plan and a lot of information marketers tend to just dump all the information they have about a particular subject into their product and there’s lots of information there, but it’s not presented well enough for their readers to assimilate it, use it and then go out and be able to make it usable so they can go out and really, really use the information that they’ve got.

*Scott* Good point. Good point.

*Dave* So, these kinds of programs actually help do that.

*Scott* So, idea two, now.

*Dave* Let’s see. Here’s a list-okay, this is an offer that I was going to offer to my list, which I haven’t done, but these are all ideas, remember. These are just ideas that I had written down and I may do this yet. A 30 page site with an affiliate link optimized for all search engines, especially Google. Well, we talked about-now, this is quite awhile ago. Look at the date on that.

*Scott* Oh, wow.

*Dave* June 26, 2003. That was two years ago, right. Now, there’s a terrific product out, right? We were just talking about it. You’ve had a little success.

*Scott* Yeah. It’s the Article Equalizer by [Jeff Alderson](#).

*Dave* Yeah. Article Equalizer. Look at that.

*Scott* 30 page site. Yep.

*Dave* It’ll optimize articles. The whole bit. There’s an idea I probably should’ve jumped onto years ago -but, with article equalizer, now, you

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can create content so quickly and build a site on any topic that you can possibly think of.

*Scott* Well, Dave, you just said something to me. The idea was this, is that we take-it’s not for sure, it’s not in stone yet, but the idea was take the product like that Jeff Alderson just came out with, Article Equalizer, and I mean within minutes you can have an index page with several other sub-directories that have all these different articles and optimize a template, a web page, that already has the content and then turn around and sale that as a stand alone product.

*Dave* That’s right. Sell it as a stand alone product. Let’s say you’re not particularly interested in a niche, but you know that other people are. For example, a hobby niche like crocheting or another hobby like-I know there’s some people who like to paint roses on-or painted furniture and things like that. Let’s say you created a niche web site full of great content using Article Equalizer. You upload it to your domain name. Now it’s your domain name, why not use-why not sell that as the product? Your entire domain with all of this niche content that took you, I don’t know, how long? Maybe 15, 20 minutes to build.

*Scott* Yeah, or if you want to spend a little bit more time and create some really nice-because, see, with Jeff’s product it comes with just some default templates. You can take an existing index file.

Maybe-this is what I did with this one site that I had. I wanted to be able to add some instant content to it and articles of relevancy to the subject at hand and I did it within a matter of minutes and I sent it out, mentioning it to my list, and I had a few people that bought it, but this concept now, this is like the concept that you shared with me back a few years ago where you were using a program, a piece of software, that-I think what-what was it called? Deep Analysis.

*Dave* Oh, yeah. Deep Analysis. That’s right. Yeah. That’s right. Yeah.

*Scott* And you were collecting data or information about certain sellers on E-bay and you created a report out of it and you were actually selling the reports. I thought that was an excellent idea.

*Dave* Yeah. What I did was I actually found out who was successfully selling things on E-bay and then in the reports using Deep Analysis I would share the information about how much that seller made using their E-bay ID, what type of information, what were they selling, what were their average sale size was, because Deep Analysis allowed you

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to do all of these types of analysis and then give you this information quite easily and all I did was surf E-bay, find out who the successful sales were, run their E-bay ID through Deep Analysis and then create my reports from that.

It was probably one of the easiest products I ever sold. It was great. I ended up selling that concept, that idea, to somebody else for quite a bit of money. But, that concept of using software-what did I call it?

*Scott* Software that makes you money.

*Dave* Yeah. There was another great piece of software, at the time, that allowed you to take full pages in text of information and you plug it into the software and it would tell you if it was plagiarized on the internet. It was a great piece of software. What I did was I sent out a notice to my list saying “hey, you guys, plagiarism is a real problem on the internet. If you’re interested, tell me-give me a web page and I’ll run it through my program absolutely free for you and I’ll tell you if other people are plagiarizing your site.” It was a service. So, I sent it out to everybody and they said “yeah, yeah.” I had a lot of response there.

A lot of people sent me their URLs and pages that they wanted to check to make sure nobody was plagiarizing them and all I did was run it through this software program and it came back with a whole list of sites, if they were plagiarized, and sometimes we actually found a couple plagiarists.

*Scott* Really.

*Dave* I-the program spit out a report saying what the web sites were and a lot of different information and I just sent that off to them as a free service. I did that free. Now, there’s a web site that does that absolutely free called Copyscape.com. C-O-P-Y-S-C-A-P-E.com.

*Scott* Okay.

*Dave* And what you can do is you can put in a single web page in there and it will spit out all of the pages that match that-like if it’s an 85% match or a 90% match or a 95% match. So, you can check yourself whether or not your pages are being plagiarized. Now, here’s an interesting twist to this.

I had one very large internet marketer who was on my list and he sent me a link, but he said “this is a page that I use and I’ve sold the resale

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rights to my product. I want to see how many other people are using the sales page that I gave them. How many people are out there selling it?

And you know what I’m going to do? I’m going to check it against my records to make sure that somebody isn’t selling it illegally, so only valid resellers are out there.” So, he gave me the link and it came back with about 49 different sites and he e-mailed me back and he goes “you know what? That is absolutely fantastic.” He matched each one of those 49 sites with his reseller database and he found two people who were selling copies of his book illegally. Contacted the web host immediately and had them stop. So, it’s a really powerful tool.

But, software-I was thinking for awhile of running that as a service. “Hey, send me your URL. I’ll check to make sure that your site isn’t being plagiarized” and I think that could still work today. I think there’s a lot of sites out there that don’t understand that it’s so easy to copy a web site and if you’re not checking-

*Scott* That happened to me.

*Dave* Yeah. Oh, did it?

*Scott* It did happen to me. It happened to me with my book and I’m not going to mention any names, but-

*Dave* Yeah, we don’t want to mention names here.

*Scott* But, yeah. There’s definitely a need for that. Because to combat the people that are wanting to, basically, steal your product, steal your web site, steal your sales page.

*Dave* That’s right. Most people, 99% of people are absolutely honest and if you sale them resale rights or if they have the resale rights and they have the right to sale it, that’s great. But, you know what? Some people are not honest, unfortunately, and that’s a reality of the world. If they know you’re selling resale rights to something, they might buy it from a reseller for cheap, steal their sales letter and start selling it on their own thinking that they have the rights to sale it when they really don’t. One of the ways to copy it-to combat that is to use Copyscape.com and-

*Scott* We’re looking at it right now.

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- Dave* Yeah. Copyscape. If you go there it looks almost like a Google kind of interface.
- Scott* Yeah. It does.
- Dave* It's very, very simple to use. It says "find copies of your page on the web" and all you have to do is type in the URL of the page that you want to have checked all over the internet. And let me show you one. This is the one that I give to my resellers.
- Scott* Okay. It's scanning.
- Dave* Yeah. It's scanning. We see a little bar going across there and these now, what it will do is it will give you the top ten results and you can see the people who have this web site. Now this is the web site that I give to my resellers, but I can go through and I can check if in fact the people who are using my web page that I give to resellers are using it legitimately or not legitimately.
- Scott* So you thought of creating a service out of this for people.
- Dave* Create a service. Yeah. Absolutely. See what they're doing- Copyscape is an interesting- they just came out with this. There was a series of books that came out recently like Google **Hacks**. You seen those? There's a publishing company that comes out Google Hacks, E-bay Hacks. Have you seen those?
- Scott* I think so. It rings a bell but you're going to have to refresh my memory.
- Dave* Okay. Let's take a look on Amazon. If you go to Amazon.com you can take a look at the Hack books. They call them hack books. We'll take a look at the Google Hack.
- Scott* Okay.
- Dave* In the Google Hack book, what it does is it'll- it gives you a script that you can use to- if you wanted to do a service similar to Copyscape, what they did is they took the script that was given in Google Hacks, which is published by O'Reilly and they offered it as a web service. What Google does, which a lot of people don't realize, is that you can take an entire 500 page text file and using the script in Google Hacks you can search for that all over the internet, all over Google's database to see how many matches there are and the percentage of the match

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and that’s what Copyscape is doing. So, the script that Copyscape is using is actually probably available-

*Scott* From this book.

*Dave* Freely from this book.

*Scott* Oh, okay.

*Dave* So, if you wanted to run your own service you wouldn’t have to copy exactly what Copyscape is doing, because you don’t want to do that.

*Scott* So, now let’s think about this for a little bit.

*Dave* You could get the script from Google Hacks.

*Scott* So, let’s think about this. So, Copyscape is the only one so far on the internet that’s offering a little-

*Dave* That’s right.

*Scott* It’s free.

*Dave* Well, it’s free-you know what? It was free for all results for awhile. Now, I just noticed when we did a search here, it’s free only for the top ten results.

*Scott* Oh, okay.

*Dave* And then what they do, and you notice over here, it’s got Google ad words or Google-yeah, Google ad words running down the sides.

*Scott* Ad **sense**.

*Dave* Ad sense running down the side of the page. Right. But, if you want to see more results it says down here at the bottom of the page and get automatic plagiarism alerts for your entire site. They have a service that you can subscribe to for \$9.95 a month.

*Scott* Wow.

*Dave* Yeah.

*Scott* That’s awesome. Somebody had a-it was an idea. They took it and they ran with it.



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- Scott* Ah. I see what you’re talking about. Yep.
- Dave* So, I put the URL of the sample sales page that they gave me and I’ll say “well, gee, if there’s only like 20 or 30 sites out there selling it then there’s not much competition. I’ll go ahead and buy the rights and sell it.”
- Scott* That’s very smart.
- Dave* Now, if there’s hundreds of pages out there or thousands of pages out there-
- Scott* Forget it.
- Dave* Forget it. There’s way too much competition. I’ll probably never make any money. So, I won’t buy the rights to it.
- Scott* Well, just-you’ve given people a really great service to use just to-right now.
- Dave* That’s right. Just to get those kinds of results. Absolutely.
- Scott* I’m going to use it. I’ll definitely save it to mine. So, it’s Copyscape.com?
- Dave* Copyscape.com. You get the first ten results absolutely free and then-
- Scott* \$9.95 a month if you want to go past ten results and get automatic alert through e-mail.
- Dave* That’s right. That’s right. And there’s-there’s no affiliate program for that, so we don’t-by the way, all the web sites that we’re mentioning we don’t make a penny on mentioning those. These are actual tools-
- Scott* Exactly.
- Dave* Real tools that internet marketers can use to make more money.
- Scott* But somebody else that’s listening to this, one of our subscribers, can go to Amazon, buy the book Google Hacks, install the script, set this all up, compete with Copyscape.com-
- Dave* Yes, absolutely.
- Scott* And even set up an affiliate program.

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- Dave* Set up an affiliate program. That’s right.
- Scott* And these guys aren’t doing it. Hey, there’s an opportunity here.
- Dave* There is-you’re right. You’re absolutely right. There is an opportunity because-this is a monthly subscription. I can see a service that would do either a monthly subscription for web sites who really want to make sure that their sites aren’t being plagiarized on a regular basis, especially if they have content. If you have original articles on your web site, how easy it is for people to go in there, copy them, slap their own name on it and stick up there on their web site.
- This is a way to protect those people who have worked really hard to create original content and they don’t want to get copied. Those kind of people would subscribe on a monthly basis. I would also offer a one time fee. Let’s say you just wanted us to do it once in awhile. You want us to check your web page against all the other web pages on the internet and see if anybody’s copying you for a one time fee. So, you could do both.
- Scott* Good point. Well, Dave, speaking of software that makes you money, I don’t have my little book that I can pull out. A lot of times I just have the stuff in my head and this is why you say it’s good to have a to do list and have-it’s funny. I remember a long time ago you said “oh, you got to carry something with you that you can write down” and I see exactly what you mean. I’m going to go pick up a little note pad like that here tonight sometime.
- Dave* Yeah. It’s only a little 3x5, maybe, notebook and I got this at Staples. It’s called a memo book.
- Scott* Yeah, it’s just a little note pad book like-
- Dave* Just a little note pad that fits in your pocket or fits in your jacket pocket or something and when you’re out riding around and you see an interesting idea or you think of an interesting idea just write it down.
- Scott* Well, you use that. You used that today to write all your-write information down about some books that we were looking at at the used book shop.
- Dave* Yes. I did.

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*Scott* So, I can see how that comes definitely in hand-now, the idea that I had, speaking of making your own software, that I have up here in my noodle is using-now, this is actually David **Gwyndon** gave me this idea and I’m just going to share this with anybody who wants to take this and use this for anybody that owns or has downloaded, bought-

*Dave* You sure Dave would be okay with this?

*Scott* Yeah. Because he shared the idea with me. He was the one that shared the idea with me and he says-

*Dave* But, he’s okay to share it with everybody?

*Scott* Oh, yeah.

*Dave* Okay. I just want to check.

*Scott* He just said “here’s a way that somebody could use my software and actually create”-because we were talking about this a little bit and he says “you’re certainly free to do that.” This is for anybody that hasn’t purchased Dave Gwyndon’s Hot Item Finder Software, which actually queries E-bay and tells you what items are selling, it actually gives you a break down on key words, certain key words people are typing in. It’s been an awesome piece of software. You can get it at [Hotitemfinder.com](http://Hotitemfinder.com). But, over the last year we’ve really had some good results sharing Dave’s product with people, but the idea was-is, if you’ll notice about Dave’s product is you can actually save results as html files. You can save key word results, you can save auction results as key word files and Dave says “you know, there’s so many ways that you can use my software. You could actually take the reports and sale the reports to people and then back end my software in these reports.”

*Dave* Yeah. Yeah. Oh, that’s a good idea.

*Scott* That’s a very good idea. So, I’ve been thinking on doing that. Dave is certainly okay with me doing that. So, I wanted to be able to share that idea here with people, because it’s a great idea plus people that want to buy Dave’s product it’ll certainly help out Dave and I know Dave will appreciate that.

*Dave* Yeah. Well, that’s a terrific idea because it’s, again, software that makes you money.

*Scott* Exactly.

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*Dave* There’s a lot of software, of course, it’s only for your own personal use, sometimes, but there’s many different ways and you have to check the licensing of the software very carefully, obviously, because you don’t want to violate any terms of the license on a piece of software. But, many times what they allow you to do is the results of your use of the software, the reports that you generate and many of the other-the output of the software can be used any way that you want and if that’s true then you can create products from that software that you can sale over and over and over. That’s a dead simple way of creating an information product or anything like that. There’s a program that I used a few years ago that allowed you to find link partners. For certain key words. I put in key words, I put in paragraphs and descriptions of sites that I was particularly interested in and it gave me back really highly refined search results of sites that I could link to. What a great product. It’s like a directory of special key words and highly relevant sites with great page rank that you could sale to other internet marketers who were interested in getting links from these sites as well. So, there’s lots of ways that you could use software that makes you money.

*Scott* Definitely. I just want to admit to people here, first of all, that I’m somebody that-you said it doesn’t take a huge office. It doesn’t take these special skills. It just takes motivation and the willingness to learn.

*Dave* That’s right.

*Scott* To implement an idea. A lot of the times you may think that you might have an idea that won’t do really well. A perfect example of that is the idea that I had for my book. This stuff sales like crazy on E-bay. What an excellent idea, although at the time I didn’t think it was a great idea. I’m sure glad that I talked to you and I talked to James because you guys said “hey, you ought to document that” and it was a perfect idea. But it doesn’t take any special knowledge, special skill. It just takes the willingness to learn.

*Dave* Well, let’s talk about that for just a second, because what you mentioned was something really important and that was that you found something-I remember when you talked to me the first day it was “Scott, what have you been up to?” and you said “well, I’m out on the road looking at things.”

*Scott* Yes, I remember that.

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*Dave* “I was going out buying stuff.” And I said “oh, what are you buying?” and I said “oh, what do you do with them after you buy them?” “Well, I’m putting them up on E-bay. I’m buying them for”-what? How much were-\$10, \$15, \$20 selling them for \$75, \$85.

*Scott* Really cheap. Yep.

*Dave* For each one and I’m thinking “you buying a lot? You selling them?”. “Yeah, I’m selling them.” I said “gee, Scott, you got to write down the steps that you’ve taken to create this little niche business and”-this stuff sales like crazy on E-bay and that’s where the name of your product came from and if you have any kind of little successful thing that you’re doing like that all you got to do is-

*Scott* You got a product.

*Dave* Document the steps that you take to do it and do it successfully and you’ve got a product you can sale.

*Scott* That’s exactly right. That’s what I’ve had a few of my subscribers to call and we’ve talked and very nice folks. I really appreciate them and that’s-I’m nobody special. I’m nobody that has special knowledge. I didn’t go to college. In fact, I’ve come to realize that I’m a person that’s practical psychologically unemployable and so I needed to figure out a way to generate some income and the internet is an unfathomable opportunity. I hope I pronounced that word right, but-

*Dave* Yeah. I think that’s okay.

*Scott* But, once you create a product, one thing you taught me, once you create a product it’s so easy to create the second product because you just build off of that product that you created.

*Dave* Absolutely.

*Scott* And I’m finding that to be so true and another thing that I find to be really motivating in this opportunity I mentioned to you. I had the opportunity to meet Jim Cochran and Jim Cochran actually called me on the phone because he really liked the book, he thought it was great, he wanted to promote it, he wanted to promote the next book and here’s what he told me. He said “Scott, there’s enough room for 1,000 other people to do what I’ve done.” That’s Jim Cochran, the author of *Silent Sales Machine*, [hiding](#) on E-bay. 1,000 other people to come in do this. So, when I first got into the internet marketing scene and I saw how many other marketers were out there doing all these different

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things I thought “well, this is totally saturated.” But, the niche market maybe, internet marketing in a sense could be, but the niche marketing, where you find little niches, is definitely not saturated.

*Dave* No, absolutely not. You mentioned a couple of really important points and I think for people who are just starting out they’re saying “well, somebody’s already doing that.” Boy, there is room for everybody who wants to get involved.

*Scott* Certainly.

*Dave* It’s not like somebody’s doing it so I can’t do it. No. You put your own personality into something; you put your own twist on it. You don’t copy other people but you put your own personality and you do a little bit different than they do it and you create products around what you find to be successful for you and if you can do that you can create—there is no limit to the amount of information products that you can create. Now, we’re talking about all kinds of different businesses and all kind of different products that you can create here, but I think information products are absolutely the best. There was a principle that you mentioned earlier, too, is that you went out and bought something locally to sale on E-bay and that principle can be used for many different kinds of products. For example, we mentioned earlier that we went out looking for books this morning. We found a book for \$10 \_\_\_\_\_ on E-bay for \$100. You can do that with not just books, but you can do it with any kind of collectible item because there’s opportunities all over the place. You used to run ads for this [Sales Like Crazy](#) E-bay book and you got people to call you-

*Scott* Yes.

*Dave* Which is great.

*Scott* That’s right.

*Dave* If you have any kind of specialized knowledge, because you used to be involve in the industry for the stuff that you bought.

*Scott* Yes.

*Dave* If you have any specialized knowledge you could use that to your advantage and buy stuff locally and sale it on E-bay.

*Scott* Well, here’s a great idea that I’ve kind of shared with people in a little book I-a little mini report I put together called emergency business

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ideas and using the same approach, running an ad in your local newspaper and getting people to call you. If you’re wondering about what you could sale on E-bay, because E-bay’s a great place to start to find out if there’s actually a want for this type of an item. Here’s a guy that I-only one guy that I know of that uses this approach and he makes a very nice living and he’s not a marketer. He just lists the stuff on E-bay. He lives down in Las Vegas and what he does is he uses what I call the “I buy anything” approach. He runs an ad in his local newspaper and he says “I buy anything” and he gets people to call him and he’s pretty selective. He’s looking for certain things. You’d be surprised. It’s like people-yes, we’ll go to the pawn shop, but also, people are looking in the newspaper to maybe-for whatever reason and they catch something that says-the “I buy”-it says “I buy anything. Call me” or something like that. It’s like “hey, I need a little bit of money.”

*Dave*

That’s a great idea. Yeah.

*Scott*

So, they call your number and say “I’ve got this drill” or “hey, I’ve got this really rare book”. But you have to be-you can be selective about certain items. This fellow, in general, is actually buying construction equipment and reselling it on E-bay.

*Dave*

Wow. Hot ticket item.

*Scott*

Yeah. He has a little bit of money he invests but he knows what he’s looking for and if you live in an area that has a lot of construction going on, you’ll have contractors that will call you and say “hey, I’ve got this item. I don’t have any use for it anymore. I paid so and so amount of dollars for it. I’ll give you a really good deal.” So, what you could do is you could write the notes down about this item. Take some details down and say “okay. Let me give you a call back in about 10 minutes or so.” Jump on E-bay see if that stuff’s selling.

*Dave*

Good idea.

*Scott*

Call the guy back says “yeah, I’ll go ahead and give you so and so amount for it.”

*Dave*

Not only will you know if it’s selling but you can also determine what price you should be offering for it.

*Scott*

Certainly.

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*Dave*

And you know what? That's a great idea because just like in many different forms of business, but it's especially true when buying any kind of collectible item or even buying stock or buying houses or buying anything, you're going to make money if you can buy at the right price. You're-the amount of profit that you're going to make on an item like that that you're going to ultimately sale on E-bay is determined by the price you can buy it; you're profit is locked in at that time. So, being selective is extremely critical because you're going to get people who are calling you. Some will be desperate sellers because they need cash right away. Some won't be. Some will only be moderately interested in what you have to offer, but if you come across a truly exceptional item and the buyer is not motivated to sell, the guy's going to be looking for too much money so you're not going to be able to buy it right. Now, on the other hand, you get somebody who's going to offer you something that's pretty good, but he's willing to let it go extremely cheap and that's where buying it right comes in because you're locking in your profit when you buy it. Not when you sale it. You don't make money when you sale, you make money when you buy it. For example, if somebody was offering a computer and it's like, maybe, six months old and they ran into a problem where they're moving or something and they don't want to cart it with them, they're highly motivated because they don't have much space in their car, they're moving with their car and they paid \$1500 six months ago and the guy says "look, I just want to get rid of it. I want cash for it. I don't want to give it away, but I need the cash." You go "yeah, sure. \$300. That's my price" because you know at least you can sell it for \$600. You can double your money on it. But, if the guy says "no, I'm not willing to let it go for less than \$900 because I paid \$1500 for it" well, then forget it. The choice is yours to buy it or not. The time that you make your money is when you buy it. That's an important point, especially if you're going to be doing what this guy is doing saying "I'll buy anything." You can't go out and start buying 2/3 of retail prices for things and expect to make money. I bet-you got to low-ball those kind of offers that come into you, otherwise you're not going to make any money. You're just going to spend your cash needlessly. You're in business to make money, so you got to do that.

*Scott*

And another thing, just a real quick piece of information. If you're going to take that approach, using the "I buy anything" approach, one thing that would come across anybody's mind that would think intelligently about this is "well, how do you know if you're buying something stolen?" Well, that's when you look the item over and you make sure it's got the-if it's got any serial numbers, if it's got a name and you say-so, if it's got-so, if it says Joe Smith on it and so you ask

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“who’s Joe Smith?” and says “oh, I don’t know.” “Well, hey, if you can’t tell me who Joe Smith is then, you know, hey, this item could potentially be stolen.” But, that’s to keep yourself from getting in a situation that-an unfortunate situation of buying a potentially-ending up with a stolen item. But-

*Dave* And another thing you want to do is get ID from the people that you’re buying it from.

*Scott* Certainly.

*Dave* You want to see a driver’s license, picture ID, anything that’s going to protect yourself and you want to give them a receipt with their signature on it and your signature on it for each item that you buy.

*Scott* Yeah. Another thing, too, another concern that I wanted to address here was I had some people that bought my book and they asked me “well, I’m not really comfortable in going out to different strangers’ house.” That’s definitely a chance, I guess, that you can take, but me, where I live, I wasn’t really that concerned with it. You can-if I pulled up to the place and something didn’t look right, you just have to use discretion.

*Dave* Sure. Absolutely.

*Scott* It’s just common sense.

*Dave* Yeah. When I was buying books back in my town, there was a woman who had a book for sale and she said “well, I’d rather not come to your house. Can we meet someplace else?” So, we have a federal office building \_\_\_\_\_ with security and the whole thing. I said “I’ll meet you right in the lobby” and I went \_\_\_\_\_ we went down there, she went through security, I went through security, we met in the lobby, we exchanged money and the book and she was happy on her way.

*Scott* Yep. It’s just like a yard sale, but you’re actually you’re bringing the yard-they’re bringing the yard sale to you or you’re going to them. It’s-

*Dave* Public places are good if you want to exchange things and you’re worried about security then use a federal, state office building or something like that; some public place.

*Scott* Yeah. Most people are pretty genuine, but if I pulled up to a place and it looked like a crack neighborhood I’d be really concerned.

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- Dave* Right. You want to use common sense.
- Scott* Exactly.
- Dave* Yeah, you want to use common sense.
- Scott* Exactly. But, it definitely is a great idea and this fellow down in Las Vegas he makes an entire-he makes his living doing that.
- Dave* Well-
- Scott* He works three days a week; he works when he wants.
- Dave* Sure.
- Scott* But, the opportunities are almost limitless it seems like.
- Dave* Yeah, they really are. Well, let's get on to some other ideas here, because we've talked-whoa, boy, we've talked about so many really good ideas that people can just take and run with it today and we're not-the reason for this audio is not to keep these ideas to ourselves, but we're trying to give as much as possible to our subscribers and that's why we're letting everything out here. All the killer ideas that we've come up with. Don't listen to this audio just once. Listen to it several time because you're going to miss some ideas that we've covered and one of them could be a killer for you.
- So, here's one that I wrote down at some point. Start your own Japanese print business. Now, I sale antique Japanese prints.
- Scott* Really?
- Dave* To art galleries all over the country, but that's not my idea. The idea that I had here-and I'm going to share something that I haven't shared with anybody before and that is on the Library of Congress web site, you will find pictures of just about everything that you can imagine including Japanese prints going back to 1890's. Now, these are high-resolution scanned images that the Library of Congress did to put on their web site. These are TIF images, so they're extremely large. Some of them are 3 or 4 or 5 megs each, but they come out so that they're extremely high resolution images that you could put onto posters. So, anybody could copy exactly what I'm doing. I have not sold these on E-bay yet. I only sell them to are galleries, but I could imagine that you'd have-you've got all of these images. You could

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put those on E-bay as posters. I don’t see anybody doing this right now and I think it’s a fantastic opportunity. There’s a lot of images on the Library of Congress web site. It’s LOC.gov. If you go there you can take a look at their image library. They have old baseball cards from like the 1800’s, the late 1800’s or early 1900’s. Those are all public domain now.

*Scott*

Really?

*Dave*

Just like the Japanese prints. They have some Americana pictures. They have photographs. They have images of all kinds. The baseball pictures, I think, are particularly interesting. At one time I was thinking of taking the baseball cards that they had scanned in high-resolution image, take those images and use Cafepress.com-you’re familiar with Cafepress?

*Scott*

I’ve heard of that before. Yeah.

*Dave*

Oh, you haven’t seen the web site? It’s fantastic. With Cafepress.com you can create all kinds of products of your own using your own images or public domain images-

*Scott*

Okay, yeah. I’ve seen \_\_\_\_\_.

*Dave*

And put them on T-shirts, you can put them on coffee mugs; you can put them on-

*Scott*

Oh, man. This is-

*Dave*

Let’s see all the kinds of different products that they have here. It’s absolutely incredible.

*Scott*

Just looking-in this concept you’re already beginning to share with me I can-the ideas are already starting to flow.

*Dave*

Oh, yeah.

*Scott*

Anyway, go on.

*Dave*

You can create your own CDs; you can create your own books. In fact, one of the books that I created, the Masters of Copyrighting book, I print it through Cafepress.

*Scott*

Really?

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*Dave* Yeah. They print it for me. All I did was set up a free account. I uploaded my digital file. I uploaded my cover. I uploaded my bar code and then when somebody orders a book I don’t have to print it off my computer. I don’t have to run down to Kinko’s.

*Scott* They print it off.

*Dave* All I do is log into my account, they’ve paid me already, I pay Cafepress to have them print it up, they send it to them. I don’t even touch it.

*Scott* That’s just ingenious.

*Dave* It’s absolutely fantastic. I sale the book on Amazon.com for \$97 and it costs me-it’s 378 page book and it costs me \$14 a copy to print.

*Scott* So, your profit is-

*Dave* And I don’t see it. I can order one at a time. In book publishing-in most book publishing you have to copy-you have to make at least 100 copies if you send it to a book publisher, but with Cafepress you can order them one at a time.

*Scott* Just one book at a time.

*Dave* One book at a time. Yeah. And if you order 15 or more they give you really deep discounts. So, if you know they’re selling you order 15 at a time, you stock them up at your house and then you send them out yourself-

*Scott* I’ve been wondering how you’ve been doing this.

*Dave* Yeah. Now, I let my secret out. Yeah.

*Scott* You said you had a book and you said you had it listed on Amazon-

*Dave* That’s right.

*Scott* And you said you had printed copies being sent out to people and I’m like “oh, wow. Dave”-

*Dave* Sounds really time intensive doesn’t it?

*Scott* Yeah. So, you’re using Cafepress.com?

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*Dave* Yeah. I use Cafepress.com to have them all printed up and all I do is log into my account-this is my book account, and then I have a couple of other accounts here that I use for different products. Let’s just take a look at this one for a second. They give you your own shop link. Mine is [Cafepress.com/infolab](http://Cafepress.com/infolab), which I can send people to who can buy the Masters of Copyrighting book for \$97. So, you get your own link within Cafepress. It’s very, very easy to add a product. There’s a link up here just about that to add a product and I just want to show you the kind of range of products that you can actually add. They have CDs, books, cards and prints. So, if you’re a creative person and you want to come out with your own line of greeting cards or prints-see, this is where you can do the prints here. Like I mentioned with the Japanese prints, you can create them right within Cafepress. All you have to do is upload the image and sale them on E-bay. You collect the money; you go into your own account. You can buy from your own account at the discount and put in-just have it shipped directly to your customer. That’s kind of like drop shipping.

*Scott* That’s a turned key, man.

*Dave* Hats and caps, boxer shorts, mugs, T-shirts, stickers, kids clothing, they have some home and office products, they have teddy bears, buttons and magnets, bags-

*Scott* Buttons and magnets.

*Dave* All kinds of stuff that you can put in here. They’ve got aprons, barbecue aprons. Now, you can put anything you want on these as well as you don’t violate somebody else’s copyright. So, if it’s your own image or it’s a public domain image you can put it on here. Some people put like little sayings. I don’t know if you noticed when we logged into Cafepress they had a little coffee mug that said “I hate taxes” and what a great time to sell it. Just before April 15<sup>th</sup>, right?

*Scott* On a coffee mug.

*Dave* Yeah, on a coffee mug.

*Scott* Do they do stickers too?

*Dave* Looks like they did. I don’t know. Let’s-

*Scott* Stickers are a great way to advertise your business too.

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- Dave* Oh, yeah, they are. Yeah. I’m not sure if they do those or not. Oh, here they are. Stickers.
- Scott* Yeah. Make stickers.
- Dave* Yeah. They got square stickers, round stickers and bumper stickers.
- Scott* Bumper stickers.
- Dave* Yeah. A little bit pricey on some of these things. With information products, though, the value of the product is really based on the amount of really valuable information that you can provide. So, you can charge anything that you want within reason for an information product. But, something like a sticker-I don’t know. Hats and caps, obviously, you’re only going to be able to charge so much for them. But, this is a way to create instant products. You can create books and CDs. You can create an audio CD, a data CD. Now, the nice thing about it is you upload the file to them once and if you get one order, all you have to do is pay for one order and have it shipped directly to your customer.
- Scott* Wow. That save you so much time. That’s the perfect example of delegating.
- Dave* Absolutely. So, the idea that I had was let’s say somebody who was listening to this wanted to start a really quick business. They didn’t want to create any content or anything else. They could go to the [LOC.gov](http://LOC.gov), the Library of Congress web site, take a look at some of the images that go back before 1900, because you’re absolutely assured that they’re in the public domain, really anything before 1920 would be absolutely in the public domain. You could take those images, put them on Cafepress, sell your own coffee mug, sell your own prints. You could start an entire line of Japanese prints or old baseball card coffee mugs and sale those on E-bay.
- Scott* It sounds exciting.
- Dave* Yeah, it really is exciting.
- Scott* If you spend some time in there and you looked, maybe did a little research and found out what people were wanting out there on the internet. This stuff-think of during the holiday season. Stuff-
- Dave* Oh, yeah. That’s right. Yeah. If you could gear up-if you could get some images, like those retro images from the 1900’s from the LOC

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based on a theme like July 4<sup>th</sup> that's coming up. Man, you could really do well, I think, and you start listing those on E-bay. Somebody's got to run with that one. Nobody takes that one and runs with it.

*Scott* Valentine's day?

*Dave* Valentine's Day. Just about-all the hearts and the cupids and all-

*Scott* See, it's like a very unique drop shipping opportunity, but it's your own exclusive product.

*Dave* That's right. You don't have any middleman. With a drop shipper, normally, they're buying the product and then you have to buy it from them, but the only service they're really providing is shipping it to your customer and you're lucky if you get a small markup. But, with Cafepress, you're actually trading your own products, so you have the majority of the markup.

*Scott* That's awesome.

*Dave* Yeah. It's really-

*Scott* Thanks for sharing that. I've got some ideas already rolling around on that one, Dave.

*Dave* Not all of these-not everything in my book is strictly a business idea that I came up with. Some of these, in fact the ones that I have written down here are internet marketing ideas. Let me just share a few of these that I wrote down.

*Scott* Sure.

*Dave* I must have thought they were important at the time because I did write them down. Specific strategies for marketing are much more compelling than generalized strategies. So, if you're going to sale resale rights, concentrate on selling resale rights. If you're going to concentrate on-what was the thing they were talking about the other day? The **fire sale**. Remember fire sale? Were we talking about that?

*Scott* I'm trying to remember.

*Dave* We had a conversation about fire sales the other day and-that's a specific marketing strategy.

*Scott* Of course.

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*Dave*

Resale rights is one, limited numbers is a specific strategy. So, anyway, the more specific you can get in your sales letter and your copy the easier it is to sale, because people are interested in specifics. Word repetition strategies-I’ve noticed that those pages that rank very high in Google have a specific strategy in which the key words are repeated within the page. Usually it’s in the heading, it’s in the first paragraph, it’s in the second paragraph and there are supporting key words going to the third and the fourth paragraph of highly ranked Google pages. This is some research that I did and I wrote it down because I knew it was important to put in here.

Success starts with internal dialogue. This is something that is very important to me because I realize that whatever success I had at any particular time was going to be as a result of what I was thinking. If I didn’t have my mind right, thinking of what I was going to promote or how I was actually going to make the money or how I was actually going to-how you talk to yourself. There’s a couple of very famous books on this subject, but how you talk to yourself is extremely important because if you don’t talk to yourself in the right way, if you belittle yourself or if you talk to yourself like “I can’t do this”-and I’m not a real big believer in positive thinking, but the one thing that I really believe in is if you say you can’t do something you can’t do it.

*Scott*

It’s actually a pre-program in your mind with your own words.

*Dave*

Yeah. You got to be really careful.

*Scott*

You’re programming yourself. Yeah.

*Dave*

I think people, especially if you want to be really successful in business, is to monitor your thoughts on a regular basis to make sure that you’re not thinking self-destructive, failure thoughts and I think a lot of people will get wrapped up their day to day lives and it will consume them. The problems, the troubles that they have and if you really want to be successful you have to put that aside and you have to start thinking like-and start monitoring your thoughts. Yes, you can do this. “Okay, this is too big for me right now, but what can I do today to make a difference. What little steps can I take today to make me successful a year from now? What do I want a year from now?” Reverse that process and say “if I want to sale \$100,000 here on the internet next year, what do I have to do today to start that process, to make those kinds of sales? How many sales do I have to make a day to make \$100,000 a year?” Break it down into small steps. We talked about doing a to do list. Very important, not because everybody says

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“oh, you got to do a to do list” or “you have to set goals” and things like that. That’s not the reason you do to do lists. To do lists are to jog your memory and keep you on course, keep you focused.

*Scott*

Exactly.

*Dave*

And, not only that, but when you can write down an item on your to do list that’s short and easy to do and when you’ve done it, you cross it off. You get a fantastic feeling of accomplishment, even if it’s the smallest thing.

*Scott*

Because you need that.

*Dave*

Yeah.

*Scott*

You need that-

*Dave*

You need that encouragement and those sense of accomplishment to keep going.

*Scott*

So, really, what it comes down to is having the right attitude is what it seems like. What is your attitude like?

*Dave*

That’s right.

*Scott*

I remember a good one liner that still sticks with me to this day. Life is 98% attitude, 2% details.

*Dave*

Exactly. Yeah. The details should be able to handle themselves as long as you can-as long as you have the right attitude and the right attitude is being persistent in following what you know to be the right thing to do to work toward your goals and if you’re not persistent at it, if you give up too soon or if you don’t follow through you really only have yourself to blame. You can’t blame anybody else.

*Scott*

I kind of program myself this way. I say “you know, if I’m going to quit I’m not quitting for good.” I’ll just quit for maybe five minutes. I’ll quit and go take a break and maybe eat something or-well, what I really like to do is get on X-box and I like to play the game-it’s called Halo and I really like to play that. So, I’ll play that for 10 minutes come back “okay, I’m refreshed.”

*Dave*

Yeah. That’s all you need. That’s right.

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*Scott* Or I’ll read some scripture. I’ll read a book. But just to help you refocus. But the principle behind focusing, too, that I wanted to cover here, Dave, I’m really into one liners and one of the things is “If the sunlight shines on paper it doesn’t actually burn until you \_\_\_\_\_ magnifying glass on it.” Until you focus. Focus is so powerful.

*Dave* Focus is extremely powerful. That’s right. We’re giving a lot of ideas here. These are going to be moneymakers if you really focus. But, yeah, the real power when you magnify something and really, really focus in on it.

*Scott* Bruce Lee’s concept was in his art was there isn’t anything that you can not bend to your will if you just focus. So, even though-here’s the way I kind of look at it too, and the to do list helps keep you focused. It’s not a magical formula-

*Dave* No, it’s not magic. Absolutely right, because you have to work it. You have to work that list. So, it keeps you focused.

*Scott* So, if you find an idea in here that you like or something that you want to run with you have to stop and you have to focus on it and focus until the job is complete. It’s not going to happen in one or two days, but within a week you’d be surprised if you just have a to do list and focus how much you have actually accomplished.

*Dave* Yeah. Actually, I was thinking of creating a product, not too long ago, about reverse goal setting and reverse goal setting would be the act of taking the goal that you have, whether it’s making \$100,000 a year on the internet or becoming an Olympic world champion and looking at it from the end in mind. Having that \$100,000 income at the end of the year, working yourself backwards to the point where you are right now and figure out what you have to do today to get it started and what you have to do tomorrow to continue it. I think that’s really a powerful strategy.

Okay, the next thing on my list is a-I have a little list here. It’s called implement doable strategies one at a time. Basically, what you want to do is break down your strategies of making money online into doable steps. Anything can be too big and too overwhelming and if you’re just getting started what you want to do is you want to break it down into doable steps and if you’re not just getting started and you’ve had some experience on the internet and you’ve even been successful on the internet I’m going to give you a strategy that I’ve used very successfully to get yourself to do things quickly and that’s to set up forced deadlines. For example, one of the things that I love to do is

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say “if today is April 12<sup>th</sup>, 2005, I’ll send-sometimes this can be dangerous, but it really works out very well. You send an e-mail or you announce to somebody-now, it’s either your list or somebody that you know that you’re going to have a new product developed, you’re going to give the title of the product and you give the date that it’s going to be available. So, yeah. There’s nothing like motivation to get things done when you have a forced deadline. So, if today’s the 12<sup>th</sup> and I said “hey, I’m going to come out with a new product and it’s going to be called such and such a product and it’s going to be available on April 21<sup>st</sup>” then that is your deadline and once you announce it, now you’re tied into it, you commit to it and you get the product done. So, forced deadlines are a really powerful strategy for getting things done.

*Scott* I’ve done it before, Dave.

*Dave* Yeah.

*Scott* I did it.

*Dave* Which product did you do it on?

*Scott* Well, it was after I created [This Stuff Sells Like Crazy](#). I went with the concept of just building off of what you’ve already created and then I created the second book where I really subtly-in a neat way documented how I was able to create the book and came out with the second book and I did exactly that. However, I-it took me a little longer than I expected, so I had to kind of move the date up a little bit, but I made sure my list knew about it. But, it’s a really effective way to get yourself to get stuff done.

*Dave* That’s right. When I wrote my course I gave myself a forced deadline to complete the course in six weeks and I wrote every single day and nothing stopped me from that task. Now, sometimes you’re going to run into obstacles that are unavoidable and then you simply send an updated forced deadline. Like “well, I can’t finish-it’s not going to be the 21<sup>st</sup>. We’ve got this issue and I’ve got this thing I’m going to finish and I’m going to add some more stuff to make it absolutely fantastic” and then you’re going to say “it’s going to be available on the 23<sup>rd</sup>.” Yeah, that’s a really powerful strategy and it’s a strategy that I don’t see a lot of people doing, but it’s one that you can use almost all the time, especially with product development.

Then I have some notes in here about business building and, basically, to build your business there’s really only one thing that you need to do

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and that is to focus on capturing leads for your business because without a constant flow of new leads and new contacts and new subscribers to your E-sign you're not going to have-you're not going to be able to build your business to the point where it's going to generate a revenue for you to make your living online. So, you need those leads on a regular basis. In order to get those leads you have to develop what we both call a capture page, a lead capture page, which offers \_\_\_\_\_ powerful benefit to somebody visiting the page and gives them an incentive to sign up for your list.

So, that's really, really important. Plus, and then on the back end of that, of course, is you need to follow up with the subscribers that come to your list and offer them really excellent content and provide really excellent products and services on the back end. Those are really only the three things that you really need to get a business started on the internet. I've even seen really successful marketers, guys doing over \$1 million a year sticking with this very same concept. Just creating a page that has an extraordinary benefit to get people to opt into their lists on many different topics and many niches and this is a way to test an idea, too.

If you set up a capture page, for example, on coin collecting and if you don't get a lot of subscribers after sending traffic to the page then maybe that's not the best idea for you to follow. Maybe the offer is wrong. You can test it and you can tweak it a little bit, but once you get a page that's working really well and-let's say you get 100 visitors to your site and 10, 15 or 25 or 30 or more signing up for your site. Now, if you're starting to sign up 30 to 40 people a site out of 100 you've got a very well converting capture page and that's something that you need to shoot for. If you're only getting 5 or 10 people to sign up out of 100 for a free offer, then it's probably not the business to pursue or at least not the niche to be in.

Then I came up with another idea. Actually, this was an idea that I had put together for a newsletter that I sent out to my list and it's called Four Steps to a \$10,000 a Month Online Income and, basically, there's only four things that you need and that is, like we mentioned, a list. You've got to have a list. We talked about this. More and more people who are online now are building their e-mail lists, but are also offering on the back end a special bonus, a greater incentive to capture the physical mailing addresses of the visitors that they're getting so that they can do some off line marketing, send a series of postcards, send sales letters to these customers, because this is going to build your business for the long term.

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We love the Internet. We love marketing on the internet. We love e-mail marketing, but that’s going to change. That’s why I started using SendOutMagic.com - I don’t have to worry about ‘spam’, getting ‘filtered out’ or any of the problems associated with email marketing. My message get delivered 100%, and they get read because it’s REAL mail. And I get to setup up ‘timed’ sequential mailings on 100% auto-pilot just like email marketing with autoresponders.

It’s not going to always-it’s my belief, anyway, that e-mail marketing, right now the way it is, is free, but it’s not always going to be that way. Eventually, they’re going to start-either the government or Microsoft or somebody in this internet marketing game is going to find a way to charge for e-mails being sent out by commercial mailers.

*Scott* Very well be.

*Dave* And that day-it may not be tomorrow, it may not be next year, it may not even be five years, but pretty soon it is going to happen.

*Scott* You just have to be prepared.

*Dave* That’s right. You have to be prepared.

*Scott* \_\_\_\_\_.

*Dave* Yeah. Actually, when you think about it, the more ways you can contact your subscriber or customer the better. Email, postcards, greeting cards, phone calls, etc... Like I said, I’m using SendOutMagic.com and it has increased my business so much I can’t even tell you. If you can contact them by e-mail, you can contact them by mail. If you’re in the really high priced package market you might also want their telephone so that you can call up and get in contact with your customer by telephone. But, with the ‘do not call’ list you have to be very, very careful who you call... that’s why direct mail is getting hotter and hotter right now. So, there’s many ways and the more ways you can contact your customer the better. The idea is to be right at the top of their mind when their ready to buy and the only way to do that is through constant contact.

*Scott* Through follow-up. Yep.

*Dave* Yep. Through follow up. The second item on my list for Four Steps to a \$10,000 a Month Online Income is the copy that you write. Now, either-and one of the ways that you’re going g to contact your customer is either through e-mail or a letter and that copy has to be

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really, really good. It has to be-and what I-I use the term transparent copy. In other words, the person reading your e-mail or reading a letter shouldn't think when they get that "oh, I'm being sold something." That's the last response that you want from somebody. You want the letter or the e-mail to be so natural that the person reading it is automatically drawn into the copy because-out of self-interest, maybe, because you're talking about them and something that interests them or it's a benefit to them and they want to find out how they can receive this benefit. So, it has-your copy has to be so good that it's transparent to them.

The copy's absolutely critical. One of the things that I see a lot, either through e-mails or sales letters that I get through the mail is that they're very interesting and I have some interest, but the person who wrote the letter or wrote the e-mail doesn't really make a strong argument for me to order today or right now and that's a missing element. If you really want to take your business to the next level you have to put in those elements. You either have to include a timed response-in other words, if you order within the next three days you're going to get such and such a bonus or you're going to get a discounted price. You have to think creatively about the kind of offers that you're offering, but you have to give them an incentive to order now, because what happens-let's say an offer comes over the internet, through e-mail or you get a letter in the mail and it just offers the product without any deadline. What happens?

*Scott*                      There's really no-first of all, I've tested this and it's pretty much common sense in marketing that you have to create a fear of loss with people and if there's-that's the way-I know it kind of seems derogatory in a way, saying creating a fear of loss, but it's kind of almost how you have to do things to get people to respond.

*Dave*                      Yeah. The natural response of most people who see an offer without a timed deadline is "oh, I can put this off till tomorrow" or "I'll set this aside" and then a week from now they'll take a look at your letter and "gee, why have I got this on my desk?" and they won't take the-they won't bother to read it again.

*Scott*                      Exactly.

*Dave*                      They're going to discard it, they're going to set it aside and they're not going to act. When, in most cases, we only advocate selling really, really valuable products. Products that are really going to help someone achieve the goals that they want to achieve. If that's the case, then it's our duty to say to them "this is really something for your

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good, something that’s going to help you. In order to help you decide we’re going to give you a one year money back guarantee. We’re going to give you a lifetime money back guarantee. Try it out because if you don’t get it now you may not be able to get it in the future.” So, it gives them an incentive to give the product a try and you have to have those kinds of deadlines. Otherwise, people are going to set it aside. It’s too easy for them to do it, especially with the lives we have now. Everybody’s busy.

*Scott* Yep. So, it’s like “hey, there’s a deadline with this. This is-it’s very valuable and it’s only going to go to the ones that are serious.”

*Dave* Well, just over the last day or two that I’ve been with you, you’ve shared some amazing information-health. You’ve got a lot of knowledge about health and supplements and how to take care of your body and some really amazing insight in how the body works and how it reacts to-you’re talking about pH levels and things like that that just amaze me. I said-I hadn’t even thought of it before and this is the kind of information that could save somebody’s life and improve the quality of their life. Now, are you just going to keep it to yourself and not share it with other people? I don’t think that’s right either. I think you have an obligation, if you do have this knowledge, to share it and that’s the way I feel about the information that I write about making money is that I have an obligation to share it with other people and let them improve their life economically.

The third item on the list of Four Steps to a \$10,000 a Month Online Income is the product itself. Really, the product has to be a really good product, something that you put your heart and soul into. It doesn’t have to be perfect. It doesn’t have to be-you don’t have to have all your I’s dotted and your t’s crossed.

*Scott* The font doesn’t have to be a certain size. I have proved that.

*Dave* Yes, you did. Yes, you did. A little joke behind that because Scott came out with a book and the font size was like 3” high and I e-mailed Scott and I told him “Scott, the letters in this book are too big. Nobody’s going to read it.”

*Scott* What did I say?

*Dave* You said “oh, no, they won’t mind. They won’t mind at all.” I said “okay, you try it and then let me know.”

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*Scott* I had one person that complained and it’s just that’s the way I did the first one and we offered it and people liked it. So, anyway, back to your-

*Dave* Maybe it was easier for them to read. I don’t know. Being on a computer screen-maybe they had a small screen and the big letters were perfect for them. I don’t know.

*Scott* So, the idea is if it works why change it.

*Dave* That’s right. And also, you’ve got an excellent product so people were really buying the content of the book and not necessarily the way it looks. Obviously, if you have the time, if you have-you can do a lot of things to make your book look better, but I guarantee that people are not buying it for the looks; they’re buying it for the content. If you’ve got really good content that’s going to help people then it’s going to sell.

*Scott* But, it’s good to look professional, too.

*Dave* Yes, it is good to look professional, but you can hire people to do that. So, you can write your book and you can hire people on E-lance to create your covers for you, to create your PDF files for you, to design your e-book and so you can concentrate on more important things.

Then, the fourth item on Four Steps to a \$10,000 a Month Online Income is timing. Of course, I talk about this a lot in my course and it’s something that a lot of online marketers don’t really consider, but when you’re-when we send out an e-mail to our lists and we’re promoting a particular product, guess what you’re subscriber’s doing when they get your e-mail.

He’s talking to his spouse, he’s probably talking on the telephone, he’s got a million things going through his mind, it’s probably late at night, he’s thinking about going to work the next day, he’s got to get to bed and he sees your e-mail and the timing may not be right for your offer. Now, because you offered that one time to him and it wasn’t right at that time he’s not rejecting you personally, he’s not rejecting your offer either because he really didn’t even look at it.

But, so, the timing of your offer is extremely crucial. Now, the next time you send out an offer just like that to that same individual he may have no distractions at all. He’s sitting in front of his computer and he’s thinking of ways that he can make some extra money and then he gets your e-mail and it’s the perfect offer for him at the right time and

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that's when people order. You wonder, because you got 3,000 people on your list or a couple thousand people on your list and only 10 of them order a particular product. Well, that means that maybe there were 100 or more that were interested or were too distracted or didn't even see your offer that may have ordered that day, but didn't get a chance to because there was too much going on in their lives, but only 10 were absolutely focused on your offer at that one time and that's why they ordered.

I found this particularly true with some of the products that I've sent out. If a product will sell well the first time I send it out it almost sells the same amount the next month. So, you're hitting people at different times even though you're hitting them with the same offer and just because-and sometimes you can send out an offer and sometimes it doesn't work. Test it again because you may have hit your subscribers at the wrong time with the wrong message. So, timing is crucial to success.

*Scott*

I'm glad you're sharing that, Dave. That's something-you just refreshed my memory on that.

*Dave*

Let's give one more killer idea to people who are looking for ideas to start a business. Now, here's a business that you can start tomorrow with no capital; no money what so ever that will create a product for you that is created automatically. You don't have to write a word. Okay? Not only do you not have to write a word, the product that you finally put together, actually, just comes to you automatically everyday. It's a product that you can sell for \$1,000 or more. Wow. That sounds exciting doesn't it? You don't have to create, you have no investment, you just wait for it to come to you. All you have to do is put it together and you don't have to write a word and you've got a product that you can sell for \$1,000 or more.

*Scott*

What is it?

*Dave*

I knew you'd ask. This is an idea I saw on E-bay that I thought was absolutely fantastic. Some of the-let me give you a little preface here because this is a very unusual idea. It's an idea I think that anybody can do. If you have absolutely no technical skills, you have no skills in writing, you have no skills in creating information products, you have no business sense at all, you can still do this.

This is absolutely amazing. What a lot of people don't know is that experienced marketers and people in business are constantly looking at their competition to find out what kind of marketing methods they're

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using to sell their products and services, because one idea from their competitors could help their business tremendously and it's very, very true for people who are selling information products. You're constantly looking at sales letters; you're constantly looking at marketing pieces sent by what you would consider or what professional marketers would consider the premiere marketing organizations in the United States.

I'm sure there's many other companies in Europe and other companies that you would look up to as a premiere marketer of products and services. This idea, I saw it on E-bay and it just blew me away. What this guy had done was subscribe to and get on the sales-get on the list of a large publishing company in the United States, Agora Publishing, which is one of the premiere marketers of information products, newsletters in the United States.

Absolutely first class, professional marketing materials that they produce is outstanding. What he did was he contacted Agora Publishing and asked to get on their list to send market-as soon as he got on their list or he bought-I think he actually bought one of their products and then, of course, he got on their list automatically. So, then, every time that they had an offer of some sort they would send him a sales letter and the more lists and the more things that he-the more lists he got on with that company the more sales letter that they would send him.

Then he had the idea "well, gee, I'm getting one or two letters a month from this company. I wonder else what they have." So, he called the company. He said "what else-what other kinds of newsletters that you had or what other-can you send me information about this newsletter?" So, basically, he was just acting as a consumer calling the company and asking them to-asking the company to send him the sales letters. "Can you send me more information about this product? Can you send me more information about that product?"

Then he watched very carefully the marketing process that they used to capture him as a subscriber to one of their newsletters. Then he also started using different names. So, he used-like his name was-let's say his name was Alf Newman and he-all of a sudden he started to subscribe to lists Alfred P. Newman or Alfred J. Newman or Alfred L. Newman. So, he got-

*Scott*

Or L. Newman.

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*Dave*

L. Newman. And he tried to get on as many lists as possible and over a course of a year’s time he had saved all of these letters. Now, these were the original letters and the marketing pieces. He carefully-they all came in envelopes.

He carefully opened each envelope, carefully took all of the marketing pieces that came with each envelope and put them together in an entire package. Now, because he had subscribed under so many different names he had like a dozen of these different packages all together. So, he took one of those packages that were sent to Alfred P. Newman and auctioned it on E-bay as a swipe file. Swipe files, like I mentioned, many marketers love to see the marketing materials that other publishers and other information marketers are putting out. This is very valuable information to them.

They want to see what kind of offers are being made, they want to see what headlines are being made, being used, they want to see if those headlines change from letter to letter, they want to see the sequence, they want to see the dates that those letters are sent out, what’s the timing between the letters being sent, there’s a lot of very valuable information that you can gather from the sales letters that came to him. So, he put all of these together, auctioned them on E-bay and sold it for over \$1,000. It’s a fantastic idea.

You had absolutely no investment except get companies lists. There are ideas out there like this that we could talk about all day, really, but we’ve been doing this now for almost two hours.

*Scott*

That’s tremendous.

*Dave*

Yeah. Isn’t that incredible? There are ideas that you can make money from nothing. Basically, that’s what that is. You can make money from just a simple idea.

*Scott*

Speaking of-from just a simple idea, it’s even something as simple as going across the street and talking to your neighbor who’s a police officer and have him ask you “what is it that you do again?” I said “well, I’m in the information product publishing industry.” And he goes “what exactly is that?” So, you kind of give him an example because you’re in the information product industry and understanding that the potential behind it, you’re just excited.

Me, I’m kind of a talker. I can just talk about it. I said “well, listen to this. Listen how this piece of information sells and this one guy wrote a book on how to teach a parrot how to talk and he made a bunch of

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money off of it.” So, I shared the concept with him and he thought that was really cool.

He goes “well, I’m a police officer.”

He goes “how many people would like to know about how to become a police officer?” I said “good question.” I said, “hey, you’ve got some marketing instincts.” So, we’re considering maybe putting together some type of informational report on how to become a police officer-

*Dave*

Absolutely.

*Scott*

The way that he did because he really feels that he kind of aced the tests and aced through everything and really it does seem like he did because I remember it seemed like one month he was working at Dillard’s and a few months later he was a police officer.

*Dave*

What’s Dillard’s?

*Scott*

Dillard’s is-it’s like a department store in a mall.

*Dave*

Wow. Just like that? All of a sudden he became a police officer, huh?

*Scott*

It was like one year he was working at Dillard’s and then the next year he was a police officer.

*Dave*

So, he must have some system or at least he has a-he had a method that he thought ahead of time and made him very successful. It helped him attain his goal of becoming a police officer. Now, if he document that-see, we talk about this constantly. You do something successfully, you document it-what you did first, what you did second and it’s an information product that you can sell forever.

*Scott*

Other people want to see how.

*Dave*

Right.

*Scott*

He-it was funny. I think he’d probably make a great marketer rather than a police officer. But, I said “hey, how many people out there do you think that are coming of career age looking at possibly doing this as a career?” Thousands of people.

*Dave*

Sure.

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*Scott*

Jeff Mulligan is a good example of somebody creating a product that really doesn't seem to be all that glamorous; *How to Beat a Speeding Ticket*.

He has his product and the last I heard from Jeff, he actually sells it, he sells quite a few of it and it's steadily bringing in sales. So, I says- that's what kind of-I kind of-I was kind of thinking about Jeff Mulligan and his *How to Beat a Speeding Ticket*.

I was like "well, okay. How to actually become a police officer and try to find the people that are trying to beat a speeding ticket." I don't know. But, anyway, my neighbor across the street says "well, I'd like to pursue this." So, I said "I'd like to help you, 50/50."

*Dave*

That's another, too. That's a terrific idea. If you don't think you know anything but you strike up conversations with people and it's amazing the hobbies, the interests that other people have and if you can just sit down and talk to them and interview them and get it all on tape and then have it transcribed you have a terrific information product that you can sell forever. You don't have to come up with anything original on your own.

If you don't think you know anything, and I disagree. I think most people know something that they could turn into an information product but if you don't know anything, interview someone who is doing something cool that you think other people would like to know about.

*Scott*

True.

*Dave*

Whether it's a hobby or if it's a particular way you cook something or if it's a recipe or something that you have or a way you garden that grows beautiful vegetables and beautiful flowers and-there's something you probably already know that you don't think much about because you take it for granted but you're really good at it.

Sometimes all you have to do to find out what you're really good at is to go up to somebody, somebody who's like a friend of your and just say "by the way, I've been trying to think of things I'm really good at. Can you tell me something I'm good at?"

Then you get an objective opinion about it and your friend will sit there and say "well, you know, you're really good at that beef stroganoff I had the other day. That was delicious" or "the way you made those tacos. That was really unique.

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I love those” or “the way-how do you do that thing with your car? You get it-it’s beautiful the way you detail your car. How do you do that?” There’s always something that you take for granted that you don’t even know you’re good at. So, ask somebody. Ask a friend. “What do you think I’m good at?” and see what they say. I think the answer might surprise you and that’s an information product.

*Scott* One other thing, too, I just want to stress and-keep a note pad by you because as you become an information product person you’ll come up with ideas and if you don’t write them down you’ll be surprised how quickly you forget them.

*Dave* Yes, that’s true.

*Scott* That’s something that I remember that you taught me a long time ago, three years ago when I first got on your list, Dave. You said “I keep a note pad next to my night stand, because I’ll even wake up out of my dreams and I’ll have-or I’ll wake up in the middle of the night and I’ll have these ideas and I’ll write them down.” I don’t know how many times that’s happened to me.

*Dave* Yep. This is my 22<sup>nd</sup> notebook. Keeping ideas. You just got to keep writing them down, writing them down. Of course, half of them I lost before I wrote them down, but I would keep writing down ideas constantly and I’ve got-I’ve probably got a dozen of these scattered throughout my house.

If I don’t have it with me handy there’s always one right over there. If I don’t have one handy there’s one upstairs near my night stand.

If I don’t have one handy in my pocket there’s one in the car. I keep one in the car all the time because I keep forgetting to bring the one in from the house, so I put one in the car. I got one next to my desk. I got one upstairs. They’re all over the house.

But, the idea is when you have an idea or you have an idea to make money or you have an idea, a way in which you can solve a problem that you’re trying to solve write the idea down. Get it out of your head because that gray matter between your ears isn’t always reliable and once you think of that idea you may end up going on to something else and forgetting it all together. Have you ever had that experience? You say “oh, man, I just had a great idea and I lost it.”

*Scott* Of course.

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*Dave*                      Yeah, everybody has. So, keep a notebook.

*Scott*                     Dave, being here at my home with me, it’s really been an honor to have you here. I just-I want to tell everybody, I want to tell all your subscribers that you’re an amazing person and I’ve been so blessed to know you and to become a friend with you and-so I really encourage anyone that would-to do that same. Get to know Dave and-because you’ve definitely-you rubbed off. You rub off on me.

*Dave*                     That’s good. I hope in a good way, Scott. Well, thank you very much for that. I appreciate that and it’s a pleasure knowing you and it’s really honor knowing you, too. You’re an ambitious guy and you’re a great guy and you’re heart’s in the right place, you’re mind’s in the right place and you’re trying to do good things for people, too, and that’s what information product business is really about. Really helping people and improving their lives in some way.

*Scott*                     Certainly. If you make that your goal you’ll never go wrong.

*Dave*                     That’s right. Absolutely. Well, thank you very much for having me and I think that’s about it for today, huh? I wish we had time to cover more ideas in my notebook!

*Scott*                     So do I! Let’s do this again!

*Dave*                     Sounds good.

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Find Scott at: [NichJournal.com](http://NichJournal.com)  
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