

**Dotsie Bregel,  
Founder and CEO of  
The National Association of Baby Boomer Women  
(NABBW)**



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***Presents***

**The Truth About Making Money On the Internet -  
*What every small business owner must know to achieve  
maximum success.***

***With***

**Kathleen Gage**

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The Truth About Making Money On the Internet -  
*What every small business owner must know to achieve maximum success.*

**Dotsie:** Hello, and welcome to the call. For those of you who don't know me, I am Dotsie Bregel, and I am founder of the ***National Association of Baby Boomer Women and Boomer Women Speak***, and they can be found on [www.NABBW.com](http://www.NABBW.com) and [www.boomerwomenspeak.com](http://www.boomerwomenspeak.com). Those are the number one sites on major search engines for baby boomer women. I am passionate about educating and empowering women, and our sites are proudly sponsored by **Dolans.com**; so if you are interested in excellent financial information that will encourage you to live a more financially responsible midlife, we recommend that you visit them at [www.dolans.com](http://www.dolans.com). And we are also sponsored now by **Elations**, which is a daily drink supplement that offers relief for joint aches and pains, and that can be found at [www.elations.com](http://www.elations.com). If you are not a member of NABBW, the fee to join is \$75.00, but if you are on the call and you would like to join, you can email me at [dots@NABBW.com](mailto:dots@NABBW.com) and I will send you a link to join for \$60.00. Just let me know you were on the call today, and I would be happy to do that.

This is actually the third in our series of midlife entrepreneurs launching boomer businesses, and today we are speaking with Kathleen Gage. The topic is *The Truth About Making Money on the Internet*. I know we have a lot of members who are interested in that because they have books, or products, or services, and many have websites, and are just interested in hearing how they can kick things up a little bit. If you are interested in the topic of midlife entrepreneurs, you can also learn more by looking at the articles that we have that are written by ***Jennifer Kalita***, who is our entrepreneur expert at the NABBW, so don't forget to look for those articles. If you missed the first two in this series and you are a member, you will have links to them in your upcoming updates and if you're not a member and you are interested, please contact us and we can let you know how to go about hearing those first two which were about *Creating a Vision Statement for your Business* and then the second one was about *Marketing Your Business*.

Let me tell you a little bit about Kathleen. Kathleen are you there? Do you want to give us your web address right up front?

**Kathleen:** I would love to. There are actually two addresses that I would like to give you. One is, [www.streetsmartsmarketing.com](http://www.streetsmartsmarketing.com), and you can also go to my blog which is the [www.themarketingmindset](http://www.themarketingmindset), and there is a third one, [www.kathleengage.com](http://www.kathleengage.com). But the first two, [www.streetsmartsmarketing.com](http://www.streetsmartsmarketing.com) and the [www.marketingmindset](http://www.marketingmindset), are all about Internet marketing.

**Dotsie:** Okay great because I didn't have any web address in your bio so I wanted to make sure we did that now, and then we'll do it again a couple times. Kathleen is an internationally recognized Internet marketing expert who works with spiritually-minded speakers, trainers, authors and consultants who want to turn their knowledge into money making products and services. She is known for

her unique and creative approach to helping others understand the power of belief, thoughts, and actions that promote the marketing mindset and create a successful life. As a best selling success author, she is highly sought after expert guests on radio programs and teleseminars, and she has been a corporate trainer and keynote presenter for conferences and conventions for nearly fifteen years. So very quickly I'll finish up her bio and then we will get started.

After the last twenty-five years, Kathleen has received numerous business awards including the 1995, 1996, 1999-2000 National Speakers Association, Utah Chapter Speaker of the Year and the 1999-2000 Salt Lake Chamber of Commerce Business Women's Form Achievement award for Business Innovation; the Leadership and Communication 2000 award for Toastmasters International, and the Giant Step award for 2004 from the Utah Department of Workforce Services for Business Innovation and Success.

So you're in for a treat by having her on the call today because she is an excellent speaker. She has also contributed marketing promotions and sales articles to hundreds of online and offline business publications, and has also hosted a weekly talk radio broadcast. She has hundreds of books, e-products, teleseminars and interviews to her credit, her four hardcopy books are *101 Ways to Get Your Foot in the Door* and it is a message of hope, inspirational thoughts on certain times, and workplace miracles, inspiring stories and thoughts of possibility. And her best selling book which is *The Law of Achievement*. She is also the author of her signature series, *Streets Smart Marketing and Promotions*. So Kathleen let's get started. Do you have anything you want to add to that?

**Kathleen:** I was listening to your introduction about Elations being one of the sponsors and it made me smile because I thought, wow, how things have changed in what I have an interest in, in my fifties compared to my twenties. In my twenties I never would have thought that I needed joint drinks. It makes me realize how much things do change in that, really in order to keep up with our businesses, we have to be willing to change and be flexible, so maybe that drink will help us to be flexible in our body and in our mind, and that's what we're going to talk about today. It is great to be here and I always hope my mother will hear that intro, because every time my mother has been to a presentation of mine when I used to do a lot of platform presentations, it was always a thrill to have her in the audience. So one of the days, I will have to get her on a teleconference.

**Dotsie:** Oh you should and it would be such an easy thing for her to do and you are just so blessed to still have your mom with you, because I'm sure many women on the call don't. So let's get started talking about how to make money on the Internet. Can you tell us what we need to know to develop websites that are customer magnets and moneymaking machines?

**Kathleen:** I would be happy to. The first thing that you need to do is know who your market is, and I think that is an area that often times people who, regardless of the amount of time they have been in business, they don't profile who their ideal client is, if you will. I am a real subscriber to the *Law of Attraction*, and realizing that I have to have a clear vision of what I want, and then I have to be able to take the action behind the attraction. So the first area that I recommend that people start with is identifying their market. You said that I work with speakers, trainers, authors and consultants who want to turn their knowledge into money making products and services, that is a very clearly defined market, and I have recently just changed it to, instead of who want to, who are ready to. Because there is a difference between wanting and being ready so for me in identifying my market, everything that I do in my marketing, whether it be my website, whether it be my blog, whether it be a resource box that I put at the end of an article, the teleseminars that I do, I can actually be very clear on how I word what it is I do so those people that resonate with it, will know that I could be a solution for them. The one thing that you want to do on your website and your blog is have a way for people to leave their contact information. It never ceases to amaze me the number of people who have a great looking website, they're experts in what they do and they have no way for people to leave them contact information so they can do what is called back-end marketing.

So you want to set your site up in a way that when people visit it, they immediately identify with it and they say, oh that's for me; or oh, that's not for me. Once they identify that it is for them, what is something that you could give them that would be of very high value that they would be willing to give you their name and email address in return for. One thing that I give away is that e-book called *The Truth About Making Money on the Internet*. It is a 200 page document, extremely content filled. I've had people say why are you giving this away; you could sell this. Yes I could, but it's better for me to give it away because one thing I do, is I create value, immediately create value, I establish credibility, I establish my expert status, and I build trust with my potential market.

**Dotsie:** Okay, so basically when you're doing these websites, whether you have one already or you are developing one, you really need to take a look, make sure that your market is clear by reading the message, make sure it is worded properly, and make sure you have a way to communicate, that the people who visit have a way to communicate.

**Kathleen:** That is it in a nutshell and what I would also recommend is that instead of us looking at our own website, have people in our market look at it and determine if we are being clear on the message. Because what amuses me with things I have done and I see people do consistently, is we will put something up in a marketing message, we read it, we understand it and then somebody will say well this doesn't make sense, and we explain it to them. Well, the reality is when somebody hits your website or they hit your blog, they look at any piece of your marketing process, and if they can't immediately answer their own question of

what's in it for me, and who are you really targeting, you're not going to have that opportunity to explain it to them because your site can literally be seen by millions of people if you know how to position it correctly. I would say more realistically for most of the people on this call, myself included, would be hundreds, thousands, tens of thousands and possibly hundreds of thousands of people that will visit our websites and our blogs.

**Dotsie:** I totally agree. How about sharing with us how to keep our names fresh in our prospects and our customer's minds with the right systems? And if you can, talk about the systems a little bit.

**Kathleen:** I'd be glad to. Basically business needs to be run on systems and often times what happens with solopreneurs or one and two person size companies, is we fly by the seat of our pants. I've been guilty of it in the past and what I found was when I was flying by the seat of my pants, and I didn't have specific systems in place of how I was going to market, how I was going to deliver my products and services, and how I was going to do backing marketing, it was much harder to increase my revenues, or even make revenues that really paid the bills. Well, now I have very, very specific systems in place, and I definitely more than pay the bills today, because of the fact that by automating my processes I can focus on things that are more conducive to getting more market reach. So some of the systems that you want to look at would be, do you have a way to capture people's contact information? In other words, do you have a good database program? Do you have a shopping cart? The one that I use is Kick-Start and it's been re-branded from one shopping cart. I really like the functionality, and it allows me to put great systems in place.

For example, if somebody downloads an e-book, I automatically have a message sent out to them. These messages have been programmed in for a period of, depending on what they are downloading, it could be a period of a week, it could be a period of two or three months, it could be six months, it could be a year down the road. Some of my auto-responders actually have messages programmed in for the next year, when somebody signs up. That is a part of my system. Once that's done, I don't have to worry about it. I know that when people opt in for something, that they are going to see my name once a week, or twice a month, or whatever it may be that I have programmed it in for, that I don't even have to worry about it unless I want to go and change the messages, but it makes it much easier. Another thing would be part of your systems is when are you doing your books? When are you actually giving your books months end to your accountant, or your CPA. This is something where I feel a lot of people fall down is they try to do everything. They try to be all things in their business. And one of the things you will find is as you grow your business, you have to delegate certain responsibilities to other people.

For example, in my business we have a CPA that we outsource our books to. We have an editor for most of my e-products and my books that I use this editor for. I

have a transcriber; I have somebody that does the backend work on my blogs. I actually just hired somebody about a week ago who is doing a phenomenal job and will get me a lot further in my business than I could get myself because I am an expert in marketing and positioning. I'm not an expert in the technical stuff that goes on in my business. That's another part of your systems. If you are not an expert at something, and you don't have the time or the patience to learn something, you might want to consider outsourcing it because many times by outsourcing, you free up your time to do those things that you are more qualified to do or you should be doing in your business, and it could be making the sales in your business. So your systems again go back to how is your website set up, how is your blog set up, what is your response time with people, what is the process of people getting information from you, what are you doing in your business to keep your name in front of people? What I do is I actually have a system for radio interviews that I do. I have a system for teleseminars that I do, and I have a system that I know every month I'm going to be taking a proactive approach to 'x' number of whatever it is I'm doing to market. So it's really about laying out a plan and following the plan, but not being so attached to it that when something changes that you are not flexible enough to change.

**Dotsie:** You said a lot and that is all very good information. I'd also just like to share that when you talk about the systems and hiring people, I recall a long time ago when I launched the site and I listened to a teleseminar like this, and I heard this advice and I'd go, oh, how can I afford to do that. But honestly, you really can't afford not to do it. Because what happens is, the more people that you hire to help you do the tasks that you aren't proficient at, it allows you the time to market your business and be the person that is out there making the connections. And then the people that work for you are doing the things that you don't do that well, but you how to organize and manage.

**Kathleen:** That's the thing. For me, I need to know what needs to be done, I don't necessarily know how to do it. My business partner does all of our web design and a lot of the blog design, and then I have this other woman who does the backend stuff on the web design. I don't know the technical side of it, but I certainly know what I need because I've studied it, and I've spent a lot of time, a lot of money, in learning how to do these things. This is another thing that I think needs to be a part of people's systems is the training that they get and the training that they are willing to invest in.

It never ceases to amaze me when people are trying to sell their products or services and they want people to pay for their products or services, but they hold a real tight purse string when it comes to investing in their own business growth, and in mentorship. With some mentors, I have a client actually that talked a lot about mentorship, and he says some mentors, you're not going to have to pay, they're just going to mentor you because that's what they do. With other mentors, you actually have to pay them to get the knowledge that you need. The thing that is really important, and I had to learn this because I remember when I first started

my business I wanted to borrow \$100,000. Now why I came up with that amount is beyond me, but I thought okay if I have \$100,000 to do my business, then I'm going to be successful. My partner said well what are you going to do with that \$100,000? And it was like I don't really know and it was more out of fear that I wanted to borrow that money than it was having a reason. It was like okay, it's a comfort zone for me, it's a security blanket, and what I actually learned to do in my business was to actually generate revenues in a way that I didn't have to go in debt. My business is not in debt at all. I'm completely in the black. And I say that to let people know that you don't need to go into great debt, but you do need to be creative in the way that you invest your money. You have to look at what your return on investment is.

I think that many times people either don't invest enough, or they keep throwing money after a solution. This is another thing that kind of boggles me when people keep buying program, after program, after program, and they don't use the information they have learned. I have mentored a lot of people and I've had some people who have become superstars in what they are doing within their industry, and the reason being is they are willing to apply the information. I've had other people who, they'll buy a four-week mentoring course from me. They read the information, they show up for the teleseminars, and then they do nothing and then they'll go buy somebody else's program and they'll do nothing, buy another one, and do nothing. Then they say well this stuff doesn't work. And it's not that it's not working it's they are not working it.

**Dotsie:** That's right and they are just not following through. A perfect example that I'll share about my business was I knew I needed to get sponsors, but I really didn't know how to go about putting together a sponsorship proposal, and I knew it was worth my while to be coached to do that then to be able to take that proposal and market it. While it was money up front and I had to pay to be coached, I mean the return on investment was huge because then I had this sponsorship proposal that is very well done, and that I feel most comfortable sending to big corporations. Had I tried to do it on my own, forget it. It just wouldn't have happened because I didn't have the "know how." So I totally agree Kathleen. Okay, let's see if we can move on to another question about gaining massive name recognition within a specific target market.

**Kathleen:** The first thing would be again; it would be to identify your market first of all so that you can be very laser beam-approached targeted in the way you go after that name recognition. It's not only knowing who your market is, it's knowing what your expertise is. I was actually talking with a client earlier today who has a voice in her head that I think we all have similar voices that will tell us stories. And the story is, oh you really don't know what you're doing, you're really not an expert, what will people think if they find out that maybe you're not as good as you think you are, and this is the voice of sabotage. So I think we need first of all address any stories that we tell ourselves that are there to sabotage us or hold us back. Once you do that, and once you identify your market, your area of



expertise, then the ways that you can get massive name recognition is to be again very targeted in your approach with submitting articles online. I have hundreds upon hundreds of articles online and if anybody does a Google search on my name – the way to do a Google search on somebody's name to find out how visible they are on the Internet, you put quotation marks around their name, you put it in Google, and it will bring up a certain number of locations that they are posted on, on the Internet. I think the last time I looked I was at about forty or forty five thousand. Those are the number times that my name is out there on different websites, different blogs, articles, and things of that nature. So what you want to do is you want to have a system around submitting articles, because articles serve a number of purposes. One is, they establish your credibility if they are well written. Two is, they give you search engine optimization, and another thing is they help your market to find you and to identify you. So one way is article submission, another way that is actually so easy but it takes time, is web-radio. There are so many web radio programs that you could actually contact the host of who are looking for experts within certain industries. One thing that I hear from people is that *well it's easy for you because you're an Internet marketer* and I will tell you, I have probably one of the most competitive industries out of virtually any of them, because so many people are Internet marketers, supposedly. Some have very good experience others don't. But I have to position myself within my industry to stand out, and the way I do that again is with articles, interviews on the radio, information products, writing books is another way that you can get massive name recognition, if you market your book.

A way to market your book would be through media releases, being a guest on teleseminars like this, doing joint venture campaigns. If somebody has a book launch they are doing, they often times will look for people to offer bonus gifts and if you have a valuable gift that you can contribute to their campaign and you have a list that you can market their book to, often times you will get invited into these opportunities. Now the thing to keep in mind, and this really goes back to delegating tasks to different people that you are going to pay for, is you go in degrees. If you have a long-term plan for your business, you will notice that if you are consistent, there comes a point where there is exponential growth and before you know it, people start coming to you rather than you having to go to them. Not to sound boastful or anything, but there is not a day that goes by that I don't have at least one, two, three, five people contact me about a joint venture campaign, about an interview, about being on a teleseminar, and I actually turn down about ninety five percent of those opportunities. There was a day that I was knocking on doors. I was out there saying can I please, can I please be on your show. Until I established my expert status, and I actually had a unique selling proposition within my industry, and within my market, it wasn't as easy as it is today. And it's not that I don't work, I work very, very hard in my business but its much easier today and it's more profitable today, than it was in the past. And I've had my business for fifteen years, so it's not like I started it six months ago. I have been building one success on top of another, and I've had plenty of blunders. Believe

me I've made more mistakes than I would care to admit, but I think it's the mistakes that allow us to move to the next level of our success.

**Dotsie:** Sure, and we'll talk about those mistakes in a minute. One thing that I think is really important because a lot of people think that you can launch a website and start making money immediately; and you mentioned Kathleen that you have grown this baby, and it took a lot of hard work on your part before you were hiring people, and now it takes work on your part to manage those people that you have hired. That is important that people know that it is a process. It is not something that happens over night. You really have to get into the nitty-gritty of doing things like submitting articles, contacting people one on one as you come across their website, use search engines to find other people that you can partner with or that are in your market, and you just have to knock on doors. But instead you're just sending emails. I recall when I launched Boomer Women Speak, I did a lot of one-on-one emails, but I've got to tell you everybody that I approached, responded, and really responded in a very nice way. It's rare that if you are looking to work the Internet and build your business online, it's very rare that you are going to find people who are unkind or who don't answer. Haven't you found that?

**Kathleen:** You know I have and I found that the people that are truly more professional and those that are comfortable in their own skin, and they are comfortable with who they are, tend to be nicer. It's the ones that live in a space of lack mentality. You know I have a real belief that there is a lot to go around, and that by partnering people we can actually expand our reach. There are some people who live in this place of oh, there is only enough to go around, and they actually, on one level they want to build their business, and on another level they are always talking themselves out of it. Recently, I had a conversation with my sister who happens to have a teddy bear store, and there was a day that her business was all brick and mortar. Well today, she sells most of her teddy bears and her gifts and specialty items on E-Bay. She came over for dinner one evening, and she was talking about the economy, and she goes oh the economy is so tough right now, and I said what? And I had just had my best month ever; I mean I had a great month. And she said oh yea, it's bad. I said who told you? And she goes don't you watch the news, and I said well, actually I don't. I don't spend a lot of time in front of the TV listening to the media that tries to convince me that things are really doom and gloom. Now I'm not somebody who lives with my head in the clouds, but I also know that there is something that happens when we surround ourselves with very positive people, and very successful people, and also with the negative stuff that goes on. So I think it's really important to look at how we spend our time, and that's key to success in our business.

What I find, for me, there were periods in my business that I wondered how I was going to pay the bills. Honest to goodness, there were days that I cried and I said when is this ever going to turn around. And when it started turning around was

when I was willing to put my plan together, when I was willing to put systems together, and when I was willing to take different risks and different steps. 9/11 was a real turning point for my business. At that time, I was a professional speaker, did corporate training, and did keynote engagements, and after 9/11 a lot of that actually got cut, and so that was during the period that I actually started developing information products. I created a model from other people that I learned from, of hosting free seminars. Live platform events, where I would invite people to these seminars on how to market a business, and back of the room I would sell my information products. I remember the first one I did. I put a lot of time into developing my first signature product, and had about two hundred people who showed up to a free event. I sold that day, \$7,000 worth of information products and I went, wow there is something to this. Let's see if it was just by a fluke I did that or if I can do it again. Had another one and I sold about seven or eight thousand dollars the next time. And I thought there is something to this giving free information away and creating the value and then, selling on the back end. I've taken that model and I actually use it in my business now by hosting teleseminars, doing interviews, putting the articles out there; basically you are a resource, before you are a vendor.

**Dotsie:** Right, absolutely. Well, Kathleen can you tell us a little bit about how to avoid the costly mistakes?

**Kathleen:** One is to notice what the successful people are doing, and if you will to model after what they are doing, without copying it. To even go to them and say okay, what do I need to do differently so that I don't make the same mistakes that you made in your business? And I actually have a six-month mentoring course where it is very intensive. I only take ten people into the course for the six-month period, and they invest a substantial amount of money for me to mentor them to the next level of their business. And the one thing that appeals to the people that go into this course is, they're going to cut their learning curve by probably eighty percent of the time they would have invested on their own, and they are not going to make a lot of the same mistakes that I made, because I made those mistakes so I can teach people how not to.

But some of the mistakes that I made was not being willing to invest in my business soon enough. It was like trying to do everything, kind of what we were talking about earlier. And also, being very strategic in the way that I invested in my business. Before I take somebody on board as a consultant, or a vendor, I want to make sure that I know why I'm bringing them on board, and I want to know what is my investment going to give me as a return, and it's not always a dollar return, it might be that I free up time to actually spend time with my pets and my family. It might be I'm freeing up time so that I don't have to work on the weekends, because there was a period where I was working 24/7. I mean I would work sixteen, eighteen, twenty hours a day, and I was just like a banshee out there trying to get this information and that's when I was trying to do everything myself. I can recall one contract I had with a client that they were paying me

\$5,000 a month to do some marketing for them. And the mistake that I made was doing all the work myself. I actually started losing money, and I started losing sleep, because I was so unsure of who I could hire, or that I should hire anybody. Now when I get contracts, what I do is, I figure in what is it going to cost for all of the resources I need in order to deliver to my client, and I put that in the proposal fee. Now the thing I have also learned is to know what my value is. I had a contract a few years ago where the meeting planner that I presented the proposal to, she said I can't afford what you've got in this bid, and so I'm going to cut it by sixty percent. And rather than me knowing what my value was I was in a place of fear because money was kind of tight and I thought oh, if I don't take this contract, nothing else is going to come along, and I've since then learned that there is always more that will come along and often times by walking away from a contract, I create the space for something better to come along. But instead of doing that, I let her cut the fee, I let her cut the time from about a three-month project to a three-week project and it turned out to be an absolute nightmare. So what I've learned is, to identify what my value is, what I bring to the table for the client, what the return for them will be. I've learned how to identify the benefits that they are going to get, and not to under price myself.

I've also learned that there are times I need to walk away because I'm just not the right fit. In years past, and I'm sure people on the call can relate to this; I've signed contracts for things I knew I could do it, but it really wasn't either my passion, and it really wasn't my strongest area of expertise, but I did it anyway because I thought that, that was the only money that was going to be there right then and there. What I have found is the way I've monetized my business in a really nice way is to know where my strengths lie, know what I'm really an expert at, know where my passion is, and knowing who is a good fit for me.

I was having a conversation with a gentlemen yesterday who we'll probably be doing some business together and there were a few things he said that I thought, you know I don't know if I'm going to be a good fit for him because we might have some core values that really conflict with each other. So what I did is I asked a few more questions. I said just for clarification, what did you mean by this; and he explained it and I said okay, great. And then I asked him another question, what did you mean by this and by the time I got through with the conversation I realized that the terminology he used, he had one definition, and I had a completely different definition, and yet we were actually both speaking the same language, but with different terminology. So by exploring a little bit further, I found out, yes he could be a good fit, and often what I find is by exploring further I find that I'm not the best fit for somebody, and it's being willing to walk away, and also having the resources that I can recommend to somebody if I'm not the best fit.

**Dotsie:** That's great advice and I'm just thinking back on what you said in answer to that question, and really I think a lot of it is knowing that it's not about money. It's not always about money, and I know that there are a lot of people in business that think that it is but when you're working within your passion, and you

are doing what comes naturally to you, you should be able to make money at that. And it sounds to me like the few examples of the times that you made the mistake, was when you weren't sure about it in the first place. But you were in a position where like I could really use this money right now, so I really think we need to go with our gut, and make decisions based on that. Does that make sense?

**Kathleen:** Yes, you know it really makes a lot of sense and to realize it's a process, because you know I can speak from one perspective today because I've got money in the bank, I've got the security blanket that I have created over the years where there was a period in my life, I didn't have that, so maybe my view at that time was different, but it was growing into that belief. So it really is a process of us getting to the point where we know what our area of expertise is, what we are willing to accept in business, and what we are willing to walk away from. It's also, for me, I believe that the more I am in my passion, the better I am at what I do, and the better I am at what I do, the more successful my clients are, the more successful they are, the more people they are going to tell, and they're going to send these people to me. So it's kind of a circle that we go through.

**Dotsie:** Okay, how about sharing with us three no cost strategies to market our businesses and gain visibility online.

**Kathleen:** Okay one would be, I was actually thinking about this earlier today, what are some of the ways that I have actually been able to market my business and not have to put a lot of money out. One would be through affiliate campaigns. If you have products and services that other people can sell for you, that they get paid on performance, and it's very common in the world of Internet marketing with information products that people set up campaigns where, lets say I have an e-book that sells for \$30.00. I set it up where anybody who is an affiliate of mine and they sell it, and they have all the codes in place where they use a unique URL, they will get up to fifty or sixty percent of that sale. And I've had people say now why would you give that much away to somebody who is selling your product. Because there is no cost in delivery, and without them, I wouldn't have found that client. Now the beauty is once I find that client through them, then I have other opportunities to sell them other things besides the e-book. So that's one way is to tap into other people's markets through affiliate campaigns.

Another way would be through joint venture campaigns. I've done hundreds of joint venture campaigns where I have a bonus product that I contribute to a campaign, I help to market the book, or the product, or the service, for the primary person who is coordinating this project, and there might be ten, twenty, thirty other people who are doing the same thing for the same campaign. So what's happening is, all of us are marketing this particular item, but we're all getting exposure to each other's markets, and I've been involved in campaigns with, as few as maybe a thousand people seeing my message, and as much as

over a million people, potential eyes looking at my message. And it is a phenomenal way to market your business and get massive visibility without spending any money. Now you will spend time. And the thing is it's about positioning yourself so that people know that you're an expert, and they trust what you have to offer is going to be valuable.

Another way would be through media releases, another way would be through articles, the web radio interviews; those are all way that you can market your business and get a lot of visibility.

**Dotsie:** Very good. And you know I was just at a *Boomer Summit* yesterday in Washington, D.C. where a lot of the talk was around boomer entrepreneurs. There was a girl there getting ready to market an event in her city and it was like a conference for baby boomers to come and buy products, and just kind of mull around and see what's the latest with baby boomers and she wanted to know how to market this online. And basically the answer was that she wanted to go and advertise on huge baby boomer sites that are all around the country. And quite frankly, it's a brand new, first time ever event, and so are people likely to travel to do all of that, just to go to this free open to the public event. I don't mean to down play this gathering, but I think we need to be smart, because really the answer we came up with was you really shouldn't be advertising on these big sites for baby boomers, you know unless you want the speakers, and that type of thing, but you should be marketing it on *Craig's List* and local sites like the business bureaus in that area, newspapers in that area, and just more local sites so some times I think people think too big when it comes to the Internet.

**Kathleen:** Yes, I'm in total agreement. When I was living in Salt Lake City a couple of years ago, I was there for fifteen years, and I did a lot of live events in the Salt Lake market, and I was involved in the Internet but not to the degree I am now. I was always doing presentations. When I moved up to Eugene, I thought okay, I should be doing that again. This was before I really delved deeply into the Internet, and now the majority of my money comes from what I do on the Internet. Well, I tried to get some speaking engagements with Chambers and basically I was told no, and it's like "what?" And I said well, I'm a professional speaker and I'll do it for free because I just want the visibility and I think your members would like it, I'm a best selling author and I mean I tried to give every benefit and they were like no. You have to be a member of this Chamber and I thought well, this is rude and got my feelings hurt for a little while and then I thought, okay if they won't let me play in their arena I'm going to create my own arena. I had people saying oh, nobody comes to events in Eugene, Oregon it just doesn't happen. You'll be lucky if you get ten people because nobody I know has ever succeeded at this and I thought okay, that's a good challenge for me, because I always like a good challenge.

And I applied every strategy you just talked about as far as, I posted it on *Craig's List*, I sent out local media releases, I talked to some people locally who had an

email distribution list, and I created benefit for them to help promote the event. I'm trying to think of some of the other things I did. I went on to My Space and I did a search on Eugene, the Eugene area, and we actually went and made personal invitations to people who had a profile that looked like it would be a good match for what I was presenting on. Well, lo and behold I put on this event, and I had over one hundred people who showed up and other people were like wow, how did you do that? It was very targeted marketing within the local market. So, yes you can take something and you can scale it down to your local market, and you can use the Internet to do it, or you can do it globally. But until you know really if there is an interest, and one way to find out if there is an interest is host a free teleseminar on a topic that you think people would pay for, and promote it to the hilt. Go into Craig's List, do the media releases, do everything that you can to get the word out, and based on the response that you get, you will know whether or not there is an interest.

Recently I did a joint venture with the Blog Squad, Patsy and Denise, and we decided we were going to see if my expertise and their expertise combined would attract a market. And we actually came up with this idea when we met at a conference in Los Angeles. Over dinner we were talking about it and its like wouldn't that be exciting to do something together and we had known each other on the Internet for a while. We did a free teleseminar, we had over seven hundred people who signed up for the teleseminar, and we said, we've got something here. So you can use the free things to determine is there really an interest in what you are doing. But the thing is you have to market it in a way that people know that you are hosting this.

**Dotsie:** That's right. And I think a lot of people launching sites need to really consider what is the best way to go about marketing and I know while this isn't about marketing, it's about making money on the Internet. You just have to be smart and really think. And if you're not sure how to go about something you need to, it comes back to being coached, and talking with the experts, and paying to cut your learning proceeds and learn how to better do things for whatever type of site you have.

**Kathleen:** May I add one thing to that? Part of the marketing, or part of the making money on the Internet and making money through your website is your marketing. If you don't have a good marketing plan in place, you're not going to make money. And actually I'm giving myself a challenge that I'm going to prove to myself that what I say is true, really is true. I'm launching a blog in a few days called ***Daily Awareness***. It's going to be a spiritual blog; it's going to be very different than my marketing blog, and my marketing website and all the marketing stuff that I do. But I have a very deep spiritual connection with my higher power, you know it goes into some deep, deep stuff, and I decided you know it's about time I really start writing about that stuff and put it out for those people who want to read it. I'm going to use every Internet marketing strategy that I teach people, and that I use for my own business currently, to actually

market the blog, build a list, and eventually be able to sell products and services to these people. A lot of the products will be affiliate campaigns that I get involved with. It might be my own products, and I've set a financial goal of what I want to make in the first year once I launch that site; which means I've got to have a laser beam approach, and it means I'm starting from the ground up with that particular blog. Not with my knowledge, but with the bog. So, it's basically you take the formula, and you can transfer it into other markets and other products, and other services.

**Dotsie:** When do you sleep Kathleen?

**Kathleen:** Oh, you know I do, and I sleep very well at night.

**Dotsie:** I bet you do.

**Kathleen:** I have to tell you. Let me share with you one of the things that helps me to be more productive. I actually take quiet time, and I actually get myself really grounded. And I find that when I take that quiet time I am much more productive because I have a clear head. If I try to force things and I am sitting at my computer and it's like oh, got to make it happen, and got to make it happen, that's the time I need to go take a walk with my dog and just breathe the fresh air and then come back and work on whatever I'm working on.

**Dotsie:** Well, we certainly share that in common because each morning I do a quiet prayer time, and I reflect on the day before, whether it's personal or professional, and then consider what is taking place that day, and it's something I committed to several years ago and I'm telling you, it is life changing. But that's a topic for another teleseminar.

**Kathleen:** Well we'll have to do another one.

**Dotsie:** One last question before we take a couple questions and that is how can you make thousands of dollars by hosting free teleseminars? If you can kind of just walk us through that very quickly.

**Kathleen:** Be glad to. And I will actually share with you that when Patsy and Denise and I did our free teleseminar, we had a four-week mentoring course that we were introducing to the market. In the first 24 hours, people would pay \$199 for this which was an absolute bargain because of the amount of information they were going to get. After that it was \$297, went up to \$397 and then \$497 leading up to the day of the launch. What we did is we had a very content-filled teleseminar. We marketed it to the hilt. To get seven hundred people, you know that we had to be doing our homework. We had these people come on. We had the content that we were going to deliver, and we had the close scripted out. And I will tell you that a lot of times why people won't make money on their website, in their teleseminars, in their sales calls, is they have not practiced their close. Or



they don't ask for the close. So what we did is we had about, probably forty-five or fifty minutes of information; we had ten to fifteen minutes of talking about the program that we were going to deliver inviting people to join in and within twenty-four hours we sold \$14,000 worth of seats. By the time we got to the teleseminar, it was closer to \$20,000. And that was with no out of pocket expense. Actually I have to correct myself, I think I spent \$30, and they spent \$50 to market that. And so it was almost 100% profit margin. Now there was time involved in developing the curriculum, but the whole idea was we gave such incredibly valuable information in the free teleseminar..

I'm not one of those that I sit there and say, okay, this is what you need to do, but I'm not going to tell you any of the how. In my free ones, I give some of the how, but I leave most of the how for when they are going to pay for it. But I give information so that when people walk away they say, time well invested. Even if they don't buy anything, doesn't matter to me, I need to know in that half hour, that hour, whatever length of time we are sharing together, they're going to feel like they invested wisely. Whether it be their money, their time, or their energy. So basically you have to plan what you're going to sell, you have to be prepared to ask for the sale, then you have to have your systems in place. This goes back to systems that you have to have your auto-responders up, you're shopping cart up, you're landing pages written, and I'll tell you what there is work that goes into this. Once you get the system though, it's pretty easy.

**Dotsie:** That's right and then you can repeat that system with every upcoming teleseminar that comes along.

**Kathleen:** It's a beautiful thing. It's a beautiful, beautiful thing.

**Dotsie:** Why don't we see if we have any questions? Why don't you repeat your websites again so people can find you online and then we'll see if anybody has any questions?

**Kathleen:** Okay, the website that I would invite people to go to would be [www.streetSMARTSMARKETING.com](http://www.streetSMARTSMARKETING.com) or you can go to my new blog, [www.themarketingmindset.com](http://www.themarketingmindset.com) and be looking for my other new blog, [www.dailyawareness.com](http://www.dailyawareness.com).

**Dotsie:** Okay, does anybody have a question? Any questions? I'm very surprised.

**Kathleen:** We have a lot of shy people.

**Dotsie:** I heard lots of people coming on the call, so I thought for sure that we would have some questions.

**Kathleen:** I would love to get some questions. I love just answering whatever people's concerns or curiosities are, so please take advantage of this moment to ask me whatever you want. You can ask me what kind of dogs I have, what kind of horses I have, I'd be glad to share that with you. I actually have a boxer dog, and another one that we don't know what this guy is.

**Dotsie:** Does anybody want to speak up and just ask a question?

**Caller No. 1:** I will. Kathleen, it's Ed, Hi.

**Kathleen:** Hey Ed, how are you?

**Caller No. 1:** Okay, thank you. The question I want to ask is whenever you go to a forum for example, website, or anything, how do you find out numbers of people in the audience so to speak. How do you find out whether you are speaking to a small or large forum, whether it's really worth your while versus going elsewhere?

**Kathleen:** Okay, if I understand the question correctly, it would be forums that are specific to your market, and you can post things on the forum.

**Caller No. 1:** Exactly.

**Kathleen:** Okay, often times you can notice, and Dotsie you may be a better person to answer this than me, but what I do is I look for the kind of postings that are taking place and see if it's just frivolous stuff that people put up, because I don't want to spend my time there or if it's really valuable information and for those people on the call if you are not a member of Dotsie's group, I would highly recommend that you become a member. I've been a member what for two years now Dotsie?

**Dotsie:** Yes.

**Kathleen:** I don't even know how long I've been a member. It's just so valuable to me; I've met some incredible people. But what I do is I look at the postings and you can see the number of views most of the time, the number of views on a posting. Now if I see two or three views, and that's the only number I've seen on all the postings, I know that there is not a lot of activity. If I see a hundred, two hundred, five hundred, a thousand, two thousand, ten thousand, I'll tell you what, that's probably going to be a great forum for me to get involved with. Now the challenge will be is getting through the noise and getting through the crowd, if you will. And that's where you want to contribute valuable information. One of the things that can be a real turnoff is if somebody comes in and they start spouting ideas and recommendations to people who haven't asked for it. But if you see a conversation going on where you know that you might have some valuable information to contribute, that would be the time to respond. One of the number

one rules in forum conversations is don't slam people, and I've seen people do it and it's a real turnoff, because we're all there to learn. I mean I go into forums for a few reasons. One is to network, another reason is I'm there to learn things, and I'm also there to share my expertise. So looking at the numbers of replies Ed would be a good way to see if it's a high traffic forum.

**Dotsie:** I can respond a little to that too, because not only number of replies but number of views, because in our forum community, often times you might see nine, fifteen, twenty replies, but if you look at the number of views, the number of people that have actually looked at that page, it may be a hundred, a hundred and twenty, seventy five, something like that, just depending upon the topic. Because a lot of people browse forums and lurk, and we know that for a fact. You should also be able to see the number of people in the forum community and a lot of the forums that information is offered, how long the site has been up, which I think is also another important piece. But I will tell you Ed, something that is frowned upon especially in our forum communities, and in most forum communities, is almost a spam type of comment. What you have to understand is these communities are just that. They are communities, and there are places where people go day in and day out, and communicate with one another and just depending upon the topic. So when someone kind of barges in and says, here I am and here's my website, and I'm great, visit me. It is not, if you're there just to promote yourself, and not for the good of the community as a whole, you really need to consider that. Because you will not get the responses that you could if you play nicely. I just thought I would mention that.

**Caller No.1:** Can I ask you something? I want to ask, exactly that reference, if I was to make a constructive, right on comment, and then slip in author of, is that permitted or is that also frowned on.

**Dotsie:** Well, usually you do some type of introduction, and then you can just respond to other forums, like there is a big forum, and then there is all the different topics. So it's good if you become involved in several of the topics that pertain to many things, and not just what you're promoting. So that you're offering information for the community, for the good of the community, and not just for the good of yourself, do you understand what I mean?

**Caller No.1:** Right.

**Kathleen:** And another thing, something that I know with some forums, it's acceptable to put what's called a "sig file," where you can actually put a little something about yourself that shows up when you do a posting. And it's a very low-key way to promote what you do. Actually what I did mean is the views, because it's the one on the far right, right Dotsie, that you look at those numbers and that's how many views you get.

**Dotsie:** You know all forums are different. All different software. So it just depends on the forum community that you are in.

**Kathleen:** But I like what you said about being a contributing member because it is really about building relationships, and the thing that I also know is you don't want to share too much too soon about who you are because you know, there are people in there that they are looking for different reasons, but in most communities you will find some wonderful people that you can find potential joint venture partners, you find life long friends. I've met people on the Internet, like Patsy and Denise. We knew each other for a few years before we finally met face to face and what a thrill it is and I can't wait to meet you Dotsie, face-to-face. These are people, you know you know them really well, but you've never seen them.

**Dotsie:** Actually we're getting ready to meet a bunch of people face-to-face in Vegas on the forum communities at Boomer Women Speak. These are people who have been corresponding for two and three years, so it's real exciting. You know the other thing about the forums that you have to remember is that you can have a signature in most of them, which is what you mentioned. And then you can also include a link to your website. So if you go in and you comment on something that pertains to your area of interest, it becomes obvious that you may be an expert, or that you know something about that topic by just looking at your web address that is in there. Do you know what I'm saying, or whatever you put in your signature. So there are nice ways to play in forum communities but it's important to not just visit the forum once a month, or something. If you really want to get to know the people and it's a forum that pertains to what your area of expertise is, you should become involved in it because there are definitely benefits to that. Okay, any other questions? Because we are really running out of time.

**Kathleen:** You know I do and this has been such a thrill. I was so looking forward to this, and I appreciate the time people took out of their days to be on this call.

**Dotsie:** And for those who are on the call I just want to mention that we also do PDF files of our calls and we also send audio files, so a lot of these teleseminars are listened to, or read, at a later date by our members. So if you are interested in joining, one of the beauties of membership of the NABBW is that you get to see our library of teleseminars that we have been doing for almost two years now. And they are all archived for free, if you are a member. And they pertain to all things boomer women and not just business, but just a little bit of everything, because we really are interested in the whole woman. The website for the association is [www.NABBW.com](http://www.NABBW.com) and the site where the forum community is, and unfortunately it's for women only, it's at [www.boomerwomenspeak.com](http://www.boomerwomenspeak.com). I think that about ties it up, right Kathleen?

**Kathleen:** You know I think it does, and thank you so much for inviting me to the teleseminar today; it's been a thrill and again thank you to everybody who has been on the call.

**Dotsie:** Yeah, and Kathleen don't forget to mention the coaching that you do so if anybody is interested in connecting with Kathleen about learning more, please visit her at her site.

**Kathleen:** I have my next six-month course coming up in about a month.

**Dotsie:** Very good, and you know what we'll be advertising that in our newsletters I'm sure. Okay, thanks so much, and we'll be in touch. Have a great day everybody.