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Nicole Dean's Online Success Talk Radio:

Bob “the Teacher” Jenkins Award-Winning Teacher & Online Success Story



Episode # 12: Transcripts

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About the Author:

Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole is an expert in Affiliate Management, Affiliate Marketing, and Marketing with Content. But, she's got a secret... she uses a LOT of shortcuts, including hiring brilliant helpers who make her look a lot smarter than she really is. ;)

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

People are talking about Nicole Dean:

If you're looking for THE go-to gal who knows her stuff and gets things done, then you NEED Nicole.

I've worked with her as a JV partner as well as her customer and friend, and I can honestly say: Nicole is the real deal. She's incredibly friendly, hysterical, and one of the best internet marketers around.

Without doubt, I wholeheartedly recommend everything she does!

- Ronnie Nijmeh, PLR.me ([click here for a freebie from Ronnie](#))

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Here are a few of the Recommended Resources Mentioned in this Show:

- **Nicole's Blog World Tour Guide:** Find out How to Attract Active Affiliates Faster than you Can Say "Rock Star" - <http://sexyebookprofits.com/how-to-blog-tour.php>
- **IM Success Library:** Get Access to More Bob, More Often. Try Bob's Video Tutorials free. Love his teaching style? Get more!
<http://www.nicoledean.com/likes/bob>
- **Discover Butterfly Marketing:** The Software that Bob uses to power his list building, affiliate program, and membership sites. DiscoverButteflyMarketing.com
- **Discover Free Mind:** This software – with Bob's training helped me to rid my desk of post-it notes and get more organized.
<http://www.nicoledean.com/likes/freemind>
- **NAMS:** Meet Nicole & Bob in January. One location. Countless laughs. And, learning galore! <http://www.nicoledean.com/likes/nams>
- **Aweber:** The autoresponder that both Nicole & Bob rely upon.
<http://moms.aweber.com>
- **Camtasia:** Screen capture & video editing software.
<http://www.techsmith.com/camtasia.asp>
- **Roboform:** Nicole & Bob both use this software to save them time – by organizing their passwords and keeping them secure. <http://www.nicoledean.com/likes/pw>
- **Instant Teleseminar:** Powerful tool that allows technophobes to host teleseminars for profit. <http://www.nicoledean.com/likes/teleseminars>
- **Blog i360:** The blogging platform management program that Bob uses.
<http://www.easyplr.com/blogi360.htm>

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Nicole Dean: Hi, this is Nicole Dean from [NicoleontheNet.com](#) with my online Success Cast. I am here today with one of my new friends that I just absolutely adore. Do I start every show like that? But, I have such good people.

This friend is smart and he is an excellent teacher. The reason is because he's had a little bit of practice teaching, and he's turned that into his entire online business model, being a teacher who can break down the complex and make it simple and help people to succeed. The person that's on the phone with me is my friend Bob "the Teacher" Jenkins from [AskBobtheTeacher.com](#).



Hey, Bob.

Bob Jenkins: Hey, Nicole. Great to be here today. Thanks for having me.

Nicole Dean: Oh, I know. It's been too long. You've been traveling the world, and I've been virtually traveling the world on my [Blog World Tour](#). We've both been out of pocket for awhile, so we haven't connected. But, I'm glad to do so now, because I've been dying to have you on the show. I want to hear your answers to these questions.

Bob Jenkins: I'm looking forward to sharing it. I loved your Blog World Tour, and I thank you for stepping in and doing a little fun with your [Captain Kirk and Spock dichotomy](#) that you compared us to. It's always fun to work with you, so I can't wait for the next few minutes here.

Nicole Dean: Back at you. All right. I've introduced you as I view you, but I want to hear you tell me about Bob "the Teacher" Jenkins. Who is Bob? What are you and what do you bring to the internet marketing world?

Bob Jenkins: As you mentioned, I did teach high school for 10 years. From a long time ago, even before I was out of high school, I wanted to be a teacher. I just really enjoy answering people's questions.

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Some people find it annoying actually, unfortunately, because if they ever ask a question and I'm anywhere in ear shot, I feel compelled to answer the questions for them or help them find the solutions they're looking for.

But, nevertheless, I taught history for 10 years, primarily to ninth graders, as well as elective for World Religions for seniors. I coached the academic team and the tennis team, and was very involved in my school. Eventually, the money catches up with you when you're a good teacher, but you live in a high cost of living place.

I started my online business initially about 10 years ago as just a web designer trying to do a couple people's web sites and stuff like that. I was not too adept at it. I made a little bit of money, nothing extravagant.

Then about 3 years ago I started in the internet marketing world, as we know it to be, where you create information products and you help people with affiliate marketing. What I bring to the table is basically that idea of helping people understand the confusion, and breaking it down trying to put in logical order.

What I have really become known at is taking tools that seem to be complex and showing people how to use them, and how to profit from them or how to save time from them, or how to combine them in such a way that makes their business grow faster and helps them to have a more enjoyable time doing it.

Nicole Dean: Love it. This isn't going to come out right, but you weren't just a teacher, because you were just a teacher. You lived teaching. For the 10 years that you were a teacher you made it that your waking hours were eat, sleep, teach.

So, it's not like, "Yeah, I taught for 10 years, and then decided I was done with that." You were like the teacher's teacher, absorbing everything you could get your hands on. Diving in with your heart and soul and every breath of your body for 10 years.

I think, to me, that's really what that passion for learning how to teach has been what has suited you so well in becoming an online teacher. You're not just explaining how to do stuff, you know how to teach effectively, because you've studied it in college, and then you practiced it for 10 years before you even came online. So, to me, you have a PHD in teaching. Do you have a PHD?

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Bob Jenkins: No, I have a Masters in Liberal Arts, and a Bachelor's of Arts in school. But, you're absolutely right. I did live and breathe it. Unfortunately, some teachers in the profession have the reputation of having teaching as a back up plan.

That certainly was not my goal in life. My goal was to be the best teacher. For the 10 years that I was in the classroom, that's what I tried to do every day. You're absolutely right. You have to practice it.

I do feel very grateful for that time, for the experience, and for knowing that I'm now able to use those skills in a new way that impacts even more people, and does a fun job for my lifestyle as well.

Nicole Dean: That's what I'm trying to say. This isn't like, "Yeah, I taught." You just wholeheartedly – your entire passion for 10 years was learning how to be the best teacher you could be and implementing that and making a difference. That has, I think, been part of what has made you so amazingly impressive in our industry.

You're talking about how you chip in with your two cents even when it's not wanted. Well, I want to tell our readers and listeners about Impact. We went to an event, Ken McArthur's Impact event, and at the end of the weekend everyone gave points, in private, to the person that impacted them the most over the weekend.

Bob blew us all out of the water. He was obviously running around helping as many people and teaching just everybody that was near him. I don't think any of it was unwanted, because you obviously helped a lot of people in that short weekend.

Bob Jenkins: That was a fun weekend. It was very humbling and gratifying at the same time to be recognized. It was kind of a surprise too, because when you do this and you just love doing it, you don't really think about it as something that you're actively doing to get recognition. When it is recognized, you're like, "Oh. People do appreciate this." It's really fun to be in that situation.

Nicole Dean: Definitely. You did kind of tell us about your business and how it started. Did you have anything else that you wanted to say to that point?

Bob Jenkins: Just that I consider my starting point to be February 2006, when I converted my attempts to make money online to creating a business around information products. I had started about a year earlier in a network marketing company.

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I spent a lot of money and a lot of time unsuccessfully trying to grow that. There were some stumbling blocks along the way, we can talk about that today if you'd like. That's the only thing else I would add.

Although, I did do the webmaster thing for awhile, it was one client here, one client there. Not really a business, just a way to make a couple bucks here and there. But, as far as the business in its current formation, it started its evolution really in February of 2006.

Nicole Dean: So, you had a pretty quick start then, as far as reaching a profitable level very quickly, compared to most. Most people that are in business for three years are still not even generating 1,000 dollars a month online.

Bob Jenkins: Right. Unfortunately, and I'm sure we'll talk about that during the call today, but within a year and a half I was able to resign from the teaching profession and reaching an income level that was very comfortable, and knowing that was going to sustain itself for a long time.

Nicole Dean: Wonderful. Okay, Bob, the next question I have for you is why did you choose this type of business?

Bob Jenkins: Well, as a teacher I didn't have any real time to create a business. So, one of the things that struck me as interesting or intriguing about internet marketing, and even originally with network marketing, is that allegedly you can make money while you sleep.

What really hit home for me, when I was kind of still feeling all this stuff out, was not making money while I slept, was actually making money while I taught. I was about 6 months into the process and the school year just began again. I had released my first product, over the summer.

While I was administering a test, you don't want to tell people this, but sometimes when you're administering a test you look on the computer and check your email or whatever. Paypal was sending me messages telling me I had money, while I was administering this test. It was so cool.

So, I chose this business, in part, because I was able to take activities of mine in a short period of time that was able to do them, and receive payments and income over a longer period of time. I didn't have to keep showing up.

That was the problem with being a webmaster. Every time I wanted to make more money, I needed another client or I needed the clients I had to ask me to do more stuff for them. It wasn't

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any kind of recurring income. I didn't learn about retainer fees and all those other kind of things that I could have instituted, but that was that.

The second reason, and which became more prominent over time, it wasn't initially this, but I was able to tap into my skill set in a way that made me feel very good about impacting people. Initially when I started in this whole idea of making money while you sleep, it seems to be all about the money.

You don't really feel that comfortable about it, I don't think. It's kind of like a game, it's kind of like a trick. At least that's the way I felt, because I didn't grow up in any kind of business or entrepreneurial environment. So, this idea of trying to get people to send you money for just putting stuff out there, initially was like, "This doesn't really feel completely me."

Once I had a little bit of mentoring and decided to go into the root of teaching people how to do stuff, then I was tapping into my skill set, and my native abilities and saying, "This is something that people really need. It's something I'm really good at. If I get paid for it, that's awesome, because I would do this even if I didn't get paid." That progressed from there.

So, internet marketing in the way that I've used it has been chosen or kind of evolved, because it's long term revenue, so it's supporting of a fun lifestyle, and certainly recovering of the debt that you get for teaching for 10 years in a high cost of living place. But, also, it's really something that makes me feel fulfilled as I hold a teleseminar, or virtual workshop, or in person workshops where I'm teaching people stuff.

When you're a teacher in the classroom and see the eyeballs light up because they get it, you can get that same feeling when you're teaching online if you make sure that you're always looking for ways to help people out.

So, I was able to help people make money from it, and grow a business that I could both enjoy and feel proud of. That's, I think, important for people to do if they want to have a real long term success in any business.

Nicole Dean: I agree. Absolutely. I teach [outsourcing](#) to people, and how to motivate your helpers. That's a huge thing, you can't buy loyalty, you can't buy motivation. But, if that person has the sense of job satisfaction, making a difference, making the world and the internet a better place, making a difference in people's lives, they will work their butts off.

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It's the same for me personally too. When I first started online I was trying to be other people, and do what I thought they were teaching me to do, and it never felt right in my gut until I just finally figured out my own thing. Then as soon as I realized I could be me, then everything became so much easier. What I always say, and I know I've told you this before, every day I wake up and I say, "I'm making a difference in my family's life, I'm making a difference in the people I connect with, hopefully I'm making a difference on the internet, and a greater difference in the world."

So, when I look at my decisions on a daily basis, I try to make sure they're all in line with those things. Yeah, it may seem all happy and Kumbaya, but if I wanted to be miserable I'd go get a job. So, I wake up every morning and that's my goal too. I think that's one of the reasons we connected so quickly, because we both feel very strongly about that.

The service based thing, you're exactly right. Instead of trading time for money, you're able to trade work for money, which is a different thing. You know what I mean?

Bob Jenkins: Oh, yeah. I like to consider it trading products for money. I heard that from somebody awhile back, and it just seemed to make a lot of sense to me.

Nicole Dean: It's an investment of your time, rather than trading time, is how I look at it. I invest my time once, and then I get paid for it forever, as opposed to investing time, getting money, time, getting money.

All right. I love your answers. Did you have anything else you wanted to say about that?

Bob Jenkins: No. I think that's good for now.

Nicole Dean: Okay. So, what are the top three things, or if you need more, that you've done to grow your online business? I think people really need to know. They say, "Nik, I know I have to do all these things, but what are the things that actually grow your business and are the most important things?" That's what I want to hear your opinion on.

Bob Jenkins: Sure. Boy, there's so many things. I'll try to think of the most impactful ones that can apply to anybody.

I think the first thing that really helped me out to start to grow was I needed confidence that this was going to work and that I could feel good about it. So, one of the things I was told to do by one of my mentors was you can go out and make money in network marketing, you can go out and make money as an affiliate, you can take AdSense and put it on blogs and stuff like that.

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But, if you really want to feel like you're making progress, and you want to grow into a real business, all businesses have products for sale or a service for sale. They told me make your own information products. Whatever it happens to be, whether it's a little tiny thing, or a big huge thing, put something out there that helps people get a solution to a problem and it has your name on it.

That was in February of 2006, March of 2006, when they started teaching me that, when I started getting mentoring pretty much right at the beginning. It took me about 5 months to finish my first product. But, when I finished that product, it was called Free Ad Report, I had something with my name on it that people could download any time of day or night and they actually could benefit from it.

There were ways in the report for me to be paid, because there was affiliate commissions and stuff like that. But, the product itself was me giving an answer to a problem that people were facing, how do you get traffic to your website without spending any money.

That information product led to other information products, and the point that I'm at right now is that I've created over 30 different websites with their own products and all this other stuff. So, starting from that one point back in the summer of 2006, of understanding that you need to have your own information products, made things much better for me.

It didn't come out with a huge success, it made a little bit of money. The point was that it grew a list of people who knew I was and the awareness that I was taught, and I'm a pretty observational kind of a guy anyway, but I asked questions of the people who got my report and who wound up later then buying the videos that I made, and asking them, "What else are you missing? What else do you want to know about?"

When they told me, I made more products about that, which allowed me to create an information product empire, basically. It made it so that I wasn't relying on finding new customers all the time. I was able to take the same customers and offer them multiple ways to purchase solutions from me.

So, I didn't have to go around chasing after new clients. I could actually work with the same folks and give them what they needed. Some people only needed one thing from me, some people needed two, some people bought everything I've ever put out.

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The point is this first thing of creating my own products allowed me to have that kind of following, and building up that following. Which I didn't set out to do. I just set out to make a product that could make money, because that's what the basis of my business was at that point. But, as I grew I learned that there was a lot about building this idea of a tribe of followers, of people who like what you're doing. You seek out this environment where you can best use your talents, and best use what you're able to do for people, in a way that sustains itself and that can continue to grow. So, that's the first thing I would say.

Any comments on that or questions before I go to the second?

Nicole Dean: I think that's essential to get the level of success that you and I want to be at, and to continue to grow. People take you seriously as soon as you have a product, because then you're an expert.

It's so much easier to actually get JV partners, to get other people to mail for you, to get other people to talk to you, once you have a product. So, absolutely. I agree 100 percent.

Bob Jenkins: The affiliate marketing thing too, a lot of people tell folks when you're first getting started online go do affiliate marketing. Affiliate marketing is great to do any time and phase of your business, but it's really easier to do affiliate marketing when you have your own products, because people can trust you much faster, because they know that you have expertise, they know that you have the ability to deliver on what you say you're going to.

Then when you have a recommendation that's attached to an affiliate program, they know that you're speaking as much from experience as perhaps trying to generate more revenue. The same thing goes with networking marketing opportunities.

I don't really promote any network marketing opportunities publically, but in some of my download areas or in some of my autoresponders, I'll still refer to the things that I've used in the past if that's something of interest to people. Again, having that product, having now the number of products that I have, makes it much easier for me to have results with affiliate marketing and other types of promotions that I wouldn't be able to do if I was just promoting other people's stuff all the time.

When you promote other people's stuff all the time without anything of your own, then the only thing that you're good for is connecting people to other products and services. People can do very well with that, but if you're not your own personality and you don't offer your own solutions at

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some level, that runs out, because people won't continue to buy from you because they think that's all you're trying to do is get them to buy.

Nicole Dean: Exactly. I'd like to make two additional points to that. One is the importance of, as you said, having your own product, because then you can build your list of customers. That list of customers is worth so much more than your list of leads.

As you know, I'm preaching to the choir, but I want to make sure our listeners understand that once you get that product, you get that list of customers, these are people that have already opened their wallet once for you. Hopefully, you've over delivered and they're thrilled with their product, so that when you make additional recommendations, they are the type that are actually willing to invest in their business.

As opposed to leads, tire kickers, freebie seekers who may be buyers, but they may not be interested in you and in your products, and they may not be buying at all, who knows. But, you don't have the same relationship with them as you do with your customers.

The other point is you can always do affiliate marketing inside your products, on your download pages as additional bonuses, as surprise bonuses. There are all kinds of ways to incorporate affiliate marketing into the backend of your product funnel. Those simple tweaks like that can make the difference between a five figure a year business and a six figure a year business, easily. Go ahead, Bob.

Bob Jenkins: That's actually my first report was given away for free, but inside I had 15 tools that people could use for free advertising, or that were free that helped you with your online promotions. About nine of them, I think, had some kind of affiliate commission attached to them for people that upgraded at those free sites.

So, even at that point, I was understanding that the product would lead to more affiliate sales. Many of my products actually start from the point of "what product has a good affiliate program that I'm using already, that I know how to use, that I can teach other people how to use it". It's a beautiful system. It's one that I have used again and again.

Nicole Dean: Perfect.

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Bob Jenkins: Okay. The second thing I'd say that I've done to grow my business is obviously evident on our conversation right now. Attending live events, and not only just showing up, but connecting with people in a way that leads to long term relationships.

So, Nicole, you and I met each other in the early part of this past year and hit it off, all that fun stuff. But, then afterwards we got on the phone. We got a teleseminar together. We continued to chat on email, and on Twitter, we worked together on promotions and projects, and now we're doing this together.

It doesn't involve a whole lot of time to commit to one another. Taking an hour to do a teleseminar, or in the case of the radio show that you and I did, it was like 45 minutes I guess, just makes it even more powerful for you to go to an event, meet people in person, get the sense of what they're all about, what they're into, what their goals are in their business, and then follow up afterwards.

My very first event I ever went to was in September of 2006, so this is a very important year in the time line. You can tell the History teacher, right? Telling you some dates and trying to give you a timeline. So, that was my very first event. It was about 20 minutes from my house, otherwise I wouldn't have gone, because I didn't have the money to travel.

I met a group of guys that afterwards we formed a mastermind team. The last day of the event we said, "Hey. We keep hearing about this mastermind stuff, why don't we do that?" Within the next month I held a teleseminar interviewing each of the guys. We did a rotational promotion sequence with each other that helped us combine our energies together to get word out about what we were doing.

That was a tremendously important step in my business. Going to events, meeting up with people, connecting with them, and then following up afterwards with joint projects, teleseminars, promotions, etcetera. Then going to other events afterwards and reconnecting with some of the people that perhaps were a little bit more of that tire kicker for you. People who were listening, reading, are familiar probably with the name Joel Comm.

I bring him up, because the first event I went to he was there, and he was somebody I knew already had this huge book out called AdSense Secrets, something like that. He's a big deal, right? I met him and he seemed really nice. I told him what I was doing, and I had this little free report and

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he was like, "That's nice." Whatever. Not dismissive, he was just kind of humoring me as a new person who wasn't quite on the ball yet.

A few months later I showed up to the second event I went to and he was there as well. I showed him I had done three other projects since we met. He was like, "Holy cow. You know what you're doing." Then a month later he promoted my Squidoo Secrets during my launch of that, which was a huge deal for me.

Nicole Dean: I remember that. That is where I first heard your name, now that you say that.

Bob Jenkins: That's just funny.

Nicole Dean: Smack that on your timeline, baby.

Bob Jenkins: That's so funny. So, spring of 2007 I'm benefiting from the first two events and connecting with people, and then following up with them, and not being afraid to say, "Look. I'm starting out. Here's my project. What can I do to help you out?" Then no expectation, see what happens, especially for the bigger name people.

But, then when you see them again, let them know what's happened since then. If you know what you're doing and you can show that you're on the rise, then you tend to get more attention.

The first event I went to I met up with people that were around the same spot in business I was. Some were a little bit higher than me, a little bit further ahead than me, but not by very much. So, we made a good team.

I didn't expect from the very start to try to land some huge JV partner and thinking my world would be awesome afterwards. I was very ambitious and had good goals and all that, but I used events to play in the water that I was comfortable in, if that makes sense. Where people had credibility in me and I could trust them, and we could kind of grow together.

I learned, actually, that concept a bit from Mike Filsaime. He's one of the mentors that I've had. When he launched his [Butterfly Marketing](#) deal back in February or January of 2006, he had people in his little circle, like Gary Ambrose and so on. They all were at that same level too, and they all kind of rose together around the same time. So, they taught us that.

When I met with these guys in September of 2006 it was like, we can repeat that, we can be that next generation of folks. The names of people who I'll say may be familiar to you. Scott

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Tousignant, Matthew Glanfield, Tim Brothelhurst, Glen Hopkins, Martin Salter, and Dan Kelly. We all formed together. There wasn't very many women at this event, I have to say, Nicole, unfortunately. So, it was a male only circle that I started, which was unfortunate.

But, that group of guys. We did a great job over the next year to help each other grow and mastermind together. So, events, follow up with the people, and then do joint promotions and products together. That's number two.

Nicole Dean: Wonderful. Yes, I know [Scott Tousignant](#) now. I met him through you. He is great. I interviewed him too. You've got good vibes in people, because you tend to surround yourself with good people. That's something that I respect in you, that you are making your network a group of very positive, energetic, ambitious, people.

I think that's fantastic. I'm thankful to be in that network.

Bob Jenkins: It's good to have you there, and good to be in yours. It's wonderful how these things happen. You do evolve. The groups you start out with, you might change, you might add, subtract, and so on. You might have diversion paths. But, you benefit from each other and collaborate.

That's one of the cool things about our industry that seems to be missing in offline businesses. This ability and awareness that you really grow faster through multiplication, and through the combined efforts of people. So, instead of feeling like everybody is your competition, you can really feel like you can work together in a way that's collaborative.

Even if you're actually doing the same stuff. I teach people how to promote their businesses online, you teach people how to promote their businesses online. [Lynn Terry](#) teaches people how to do this. Scott does it to some degree, and all these other folks you've interviewed.

But, we're all in it together and we don't feel like we have to avoid each other in order to compete. We can compete very friendly and enjoy the rewards of cross promotion and of holding each other up. It's just a lot of fun.

Nicole Dean: Definitely. My motto for the last few years has been to climb to the top with my friends by my side. So, that's what I'm doing is climbing to the top with my friends by my side. Sometimes I have to carry them, and sometimes they're carrying me, but we're heading there.

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You know, I would like to venture a guess as to what number three is. Considering number one is developing relationships with your customers by developing quality products and over delivering. You're developing a relationship there.

Number two is going to live events to develop a relationship with other marketers. So, I'm guessing number three has something to do with developing relationships with people.

Bob Jenkins: Wow. You're a pretty intelligent person. That's pretty funny. Yes. The number three thing I would say is using social media. Specifically, my blog and Twitter, to be transparent and to make connections and to really develop a sense of community among the people are who influenced by me and who take my training, or who are on my list who learn from my teaching at some level, and they can get together and kind of interact.

- Nicole on Twitter: <http://www.twitter.com/Nicoledean>
- Bob on Twitter: <http://www.twitter.com/bobtheteacher>

I use Ning communities, I use Facebook, I use all those kind of things. But, the most important I think would be my blog and Twitter. I have a very creative brand, obviously, with Bob the Teacher. I don't try to hide behind any pseudonyms or any fake personas. I know some people in our circle do very well with that, and that's awesome, but I've always been about being a recognizable person who you can come to for answers.

So, I've used Twitter and my blog to highlight that. It's weird, because you don't want to come across as being full of yourself, but you also want to make sure you're confident. You want to make sure that you do have the chops to say, "Look. I know what I'm doing. If you want answers, here's where you can come."

I try to strike that balance as well as I can. I try to blog, two, three, four times a week. I try to post on Twitter at least 10 to 20 times a day. I just try to interact with folks and ask them questions, get them to ask me questions, and see where it goes together.

There's a philosophy I have too that I would say is involved in all three of these.

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You don't really know where some of these things are going to have an end result, what the benefit ultimately will be. Social media is especially like that. But, just sending out one tweet, sending out one comment on a blog post can lead to amazing things.

I would have to say for sure that idea of relationship building using those specific tools, especially since they don't cost anything, have had such a profound profitable return on investment that it's hard to measure. But, it's unpredictable.

It's predictable that something will happen, it's not predictable what exactly.

So, you have to have this sense that it will work, and that it will work in your favor as long as you are helping other people benefit from the same concepts and the same tools.

Nicole Dean: Exactly. It does compound over time as well. A tweet that you did today may catch somebody's eye. But, it may be nothing more than that. But, then when they see you in a month, they may have seen something else you've done, so it really catches their eye and they click through, they sign up, they become a lifelong customer. You have no idea.

Like you said, you go out there with the attitude of building relationships, not "what can I get out of this?" You know what I mean? You have to look at the long term factor there, the long term goals.

That's one thing I think we're both very proactive about is having that five year plan out there. Having the one year, the five year, the ten year plan out there of building this business, this entity, and it's not the short term. It's building this long term business.

Okay. Would you like to talk about free tools you use first, or paid tools you use? The next questions is what are three tools or learning resources that you couldn't live without in business?

Bob Jenkins: I'll do the free tools first, because I think everybody loves free stuff, as long as it works. But, there is something to be said for getting what you paid for. There are three free tools that I use, actually two and a half, I'll explain that in a second, that I use on a daily basis that I would have a very hard time living without.

The number one thing, and I think if you talked to Scott he probably brought this up to you, and I know that you know this because of your humoring me with the Captain Kirk and Spock references on my blog. [Free Mind](#), the Free Mind Software. It's a mind mapping tool that I use every day to map out what I'm doing that day, that week, that month. If I have a long term project for the year.

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If I didn't have this I would be so discombobulated that it would be unbelievable. I know that you're probably like this, Nicole. I think I know you well enough to say this with love. We tend to be very entrepreneurial ADD type people.

We have so many ideas, so many potential projects, and so many ways that we can do things, that if we don't have a way to organize them and prioritize them, and then put them in categories, and then even map them out so we can give them to somebody else to do, we would get lost in the confusion. We would allow that paralysis of analysis to happen.

When I use Free Mind to map out what I need to do and to be very clear about what's going to have the biggest return on my time investment, that's such a major part of why I succeed. So, Free Mind is the big thing.

Discover Free Mind (<http://www.nicoledean.com/likes/freemind>) is a site I put together to teach about that. You can also go to [SourceForge.net](#), but Discover Free Mind is cooler, because it's mine. That's number one. It's also easier to navigate to find the software.

Number two would be [Roboform](#) (<http://www.nicoledean.com/likes/pw>).

This is the half that I was mentioning, because it is something that you pay for eventually. But, it's free initially. Do you use Roboform?

Nicole Dean: Yes, I do.

Bob Jenkins: Roboform, good gracious, it probably saves me at least 2 hours a week. What Roboform does, for those listening if you haven't seen this yet, Roboform saves your passwords and your login information. Also, any field that you ever fill out in a form.

So, when you come back to the form, whether it's a login or a credit card payment, or just a sign up. I don't know if you use it this way or not, Nicole, but everybody who uses 1ShoppingCart has this huge long affiliate sign up page, right?

When you fill it out one time, you hit save in Roboform, now the next time you come to a 1ShoppingCart affiliate sign up page, you just hit the button once and bam it's done. You don't have to do anything except change the captcha code that's on the page.

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If you imagine how long it takes you to fill out a login form, or a shipping address form, or a sign up form for something that involved multiple fields, just think about how fun it is or how easy it is to you to click a button and for that entire thing to be filled out.

I also use it creatively when I advertise with free advertising sites. Most of those types of sites, like list builders and things like that, they have a standard form, they have a subject, and they have an email box or whatever. A lot of people just go in and they start typing away. Well, after I've typed up a message, I save it and then I can just click the button once and now it took me 10 minutes to write up that message the first time, now it takes me a second the very next time I do it.

So, Roboform is enormously important to me. For free you get like 30 free passcodes or something like that. I think have around 400 now or some crazy thing, maybe even more than that. But, it saves it, when you come to the page the next time, the button tells you which one to fill in. You just hit it once and it's done. Roboform would be number two.

Any comments on that?

Nicole Dean: Amen. I love it. Otherwise, I know people spend so much time looking for passwords. They get to a page and go, "What was that? No, that's not that it." Especially the importance of not using the same password everywhere.

I wrote an article about this one time. I have owned an article directory since 2005, and I own a couple of affiliate programs, and I see the passwords that people enter. I don't want them to be using the same password on my site where I can see it as they would be using someplace where it was secure. You know what I mean?

Bob Jenkins: Yes.

Nicole Dean: So, I am very, very uncomfortable when people use the same password repeatedly, because if I have access then that makes me feel like that's unsafe. If one of my virtual assistants goes in there, then they can see the password that person used too. So, if they're using it there, it could be utilized in other places.

If my website gets hacked, and somebody gets access to all those names, email addresses, and passwords, they can go and get into heaven knows how much stuff. So, definitely use secure passwords, different secure letter number combinations for every website.

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Roboform makes that easy, because it will actually generate a gobbledygook password for you for every website you go to. So, it won't be the most common password is password. If you're using the password anywhere change it to something like 73zpno11, something, add a semicolon and an exclamation point. Really mix it up, guys. This is just so critically important.

You don't want someone to take over your social media and start putting ugly things up there and it looks like you're the one doing it. So, please use different secure passwords everywhere. Check out Roboform, because it makes it absolutely automatic for you to be able to do so and keep your online identity safe, keep your shopping information safe, and just protect yourself.

That's my lecture for Roboform, and passwords. And your third thing is? Now that I've totally hijacked your interview.

Bob Jenkins: The soap box will be reclaimed by Bob the Teacher. The next free tool that I love it Tweet Deck. [Tweet Deck](#) is a platform using the Adobe Air API and all this other crazy stuff that you don't really need to know about.

What it does is it interacts with Twitter in such a way that if you feel like Twitter is a big waste of your time, with Tweet Deck you'll understand how to actually use the filters they have, the groupings, and all this other stuff to really maximize Twitter's effectiveness.

I use Tweet Deck on a regular basis. I hardly ever go to the Twitter regular page anymore, unless I'm just looking at the profile of somebody. I have a column in Tweet Deck for people that are speaking directly to me, or referring to me, that's called the mentions.

I then have a column for direct messages. Then I have my friends. Then I have search terms that I'm trying to keep track of. Tweet Deck allows you to have a running filter of things that people are saying.

For me, a term like teleseminar is very important, because I teach about teleseminars, I have resources to share with people.

When somebody is talking about teleseminars, especially if they're saying, "Hey, how do I do this with a teleseminar?" or blah blah blah, I want to make sure I'm the person they can turn to for the answers to those questions.

I have a little side revenue stream with beef jerky, I don't know if you know this or not, Nicole.

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Nicole Dean: I've seen it.

Bob Jenkins: It's one of my long standing revenue streams is this really simple, fun little beef jerky company. I have a search on Twitter for beef jerky, and you would be surprised if you don't know this already, that there are people tweeting about beef jerky on a regular basis. Probably every 3 minutes there's a tweet about beef jerky.

So, I'm using that with one of my only alternates. I only have two alternate Twitter accounts. With Tweet Deck I'm able to go into any of my Twitter accounts at the same time and post and reply to things that I find important for what I'm doing that day.

So, Tweet Deck really helped me to make sense of Twitter. It helped me to eliminate the time problem that Twitter tends to have of sucking away your life if you let it. I don't think I would be able to be as productive without it.

Although, sometimes it is distracting I have to say, because the nature of Twitter is one in which it's just inherently distracting. But, moderating that to a large degree has been a very big benefit of using Tweet Deck.

Nicole Dean: It allows you to filter it, filter the noise a little bit, which is very valuable. Anything that can filter the noise is thumbs up from me.

Bob Jenkins: Absolutely.

Nicole Dean: Those are three great resources. What about your paid ones?

Bob Jenkins: My paid ones, I've got five. I'm going to list them rapidly here, and then I want to see if you want to tell me which one you'd like to know more about.

- The first is [Aweber](#) for my autoresponder.
- The second is [Butterfly Marketing software](#) to run my membership sites and affiliate programs.
- The third is [Instant Teleseminar System](#) for running my teleseminars and replaying my conference calls in my training.
- The fourth is [Camtasia](#) to do screen video.

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- The fifth is [Blog i360](#), which is the super charged Wordpress type thing that runs my blog and other marketing pages I do for promoting my business.

So, I know we may not have time for all five, but if we do, great. I'd like to know which one you'd like to know the most about that you think would help our listeners.

Nicole Dean: Well, I've heard about pretty much the other interviews have talked about Aweber, and how powerful that is. I use that myself. We've heard about Instant Teleseminars, and it's been highly recommend by other successful marketers like yourself. I've heard about Blog i360 as well.

Can you touch on Butterfly Marketing and the power of that, and who it would fit for? I'm curious how you use Camtasia. I use it too, but I'd like to hear, because you always have shortcuts that I don't know about.

Bob Jenkins: Sure. [Butterfly Marketing](#) is like having a Ferrari in your business. It's not appropriate for everybody. If you don't have some sense of technical stuff, because it can be a little bit overwhelming with the number of options you have.

This is when I first got started, Butterfly Marketing came out in January 2006, I bought it at the very beginning of February 2006. Basically, what it allows me to do is it allows me to have a membership site with logins and passwords, and protected download pages, and that kind of stuff.

But, most importantly, anybody who signs up for free membership automatically turns into an affiliate. They immediately get an affiliate link. They don't have to try to then go and sign up for an affiliate program separately or anything like that.

You can use [Clickbank](#) with it, but because it's not Clickbank it's a little bit harder for people just to put their username. That's not a big deal as much with Clickbank's new hoplink, but back in the day that was a big issue.

Butterfly Marketing runs pretty much all the sites that I have. Right now, actually, I bought it for 1,000 dollars, it's now selling for 2,000 dollars, but if you go to [DiscoverButterflyMarketing.com](#), which is my training on it, I show you how to get it for free. You just pay shipping and handling, and sign up for a newsletter which you can keep or you can get rid of at some point.

In any case, that's a really big deal for me as a software tool. I've set up 35 different Butterfly sites now, I think, over the last 3 years. Each one continues to have free sign ups every week, not all of them, but most of them.

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Many of them have a sale or two every week. Some of them might be once a month, some of them are once a day. Some of them are ten times a day, depending on how recently I've released it and how much energy I'm putting in promotion and so forth.

That software has been really important to me, because it allowed me to manage my affiliates, it allowed me to manage my membership area so that people had to sign up and had to have a certain membership level to see stuff, which helped me with maintaining the protection of some of the files. The big thing was really the promotion of an affiliate, having people turn into affiliates right away.

Then learning the strategies that come with the Butterfly Marketing home study course, taught me how to incentivize the new members to spread the word about what we're doing. So, I hardly ever advertise my own site externally to my own list. I don't pay for advertising.

I think I have a little bit of an Adwords campaign going now and then, but for the most part almost all of my traffic comes from either my own list or from JV partners, or just run of the mill affiliates who come in, they like what they see and they post on Twitter or their blog for it.

Any other questions about Butterfly Marketing that I can address today?

Nicole Dean: Well, Butterfly Marketing is pretty much responsible for your list size right now, isn't it?

Bob Jenkins: Oh, yes.

Nicole Dean: So that's been your number one tool as far as building your list, right?

Bob Jenkins: Absolutely. It integrates with [Aweber](#), so don't think that it's one or the other. It actually works in hand with Aweber. It also works in hand with Paypal. It also works with Clickbank, I just never got around to doing it with Clickbank.

But, yes, list size and helping me. It's also, like, back in the day if you're not aware of Butterfly Marketing, but you're pretty savvy in internet marketing you've heard the idea of the OTO, or the one time offer. That was something invented before Butterfly Marketing, but when Mike Filsaime came out with this in the early part of 2006 it really put the OTO as a major part of internet marketing strategy.

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That's been a big part of my success as well. Giving people something for free, and the next evolution of their stage of working with me is that offer that comes up. I very closely relate the two together, and that tends to have pretty good results for me.

Then you also have managed sales pages inside for people who upgrade. There's all kinds of other fun stuff in it. I've done an 18 hour course on this software, so I can go on for a long time about it. I don't want to belabor it. It's just very essential, yes, for the success in my business.

Nicole Dean: Well, you said that you get sign ups every day, but I just wanted to reiterate to the listeners that this turned your list completely viral. Your list building efforts are what you were saying as far as the signups.

You don't just promote one product to them, you continue to keep in touch with them and definitely that's been a huge viral aspect of your business. I think that it's brilliant. I've never setup a Butterfly Marketing site, but I have admired the way you've done it. So, I think that's fantastic.

Tell me how you use Camtasia.

Bob Jenkins: There are a couple ways I use [Camtasia](#). The first way I use Camtasia was with Free Ad Report. When I gave away the report with the 15 tools in it, people were told in the report about the tools I'm using to get leads for my network marketing company and traffic to my websites.

Some of the people were like, "That's great. But, how do you use those tools? I can sign up, but I don't quite get what I'm supposed to do." So, I initially used Camtasia just to record my screen as I went through the process of signing up for a program using the advertising part of their site. One of the tools, of course, was [Roboform](#), so I showed people how to use that with the other sites, and so on.

I then did that again with Discover CPanel. I worked with Chris Morris on that project. He and I split the videos basically in half, he did some, I did some. We used Camtasia to walk through the CPanel of a website and record it.

What I then evolved it to later one is I've done a number of virtual workshops where I'm actually doing webinars live with people. When we have the opportunity to have a demonstration, then the webinar is very effective. If you're just doing strategy calls or whatever, you could do a teleseminar for that.

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When I was teaching about Butterfly Marketing, or Blog i360, or Instant Teleseminar, that obviously means that you need to show the screen. So, I have a weird combination that people laugh at me for doing this, but when I'm running my virtual workshops, I actually am running Go to Meeting with Camtasia, with Instant Teleseminar, with Welcome to the Call, which is my conference bridge system.

I run them all at the same time, because none of those four programs are perfect in all the areas that they need to be. Go to Meeting is good for sharing your screen live, but it's a really terrible recording system. They've gotten better, but it's not very strong. Their audio through their conference bridge line is not as strong as it needs to be.

Instant Teleseminar does a much better job of recording things, and doing the replay of the audio. But, I find Welcome to the Call, which is powered by NConnects is a better bridge line system that they've started to integrate.

Then, of course, I use Camtasia to actually record the screen, because it has a much cleaner look than what Go to Meeting winds up doing for its recording. So, I setup all four of those things as the same time.

Nicole Dean: Oh my gosh, Bob.

Bob Jenkins: I run it while I'm teaching, and it's pretty convoluted to some people, but it works for me. What I like best about it, what I've evolved it to as kind of a quick little tip for you, is because Instant Teleseminar allows you to segment your audios while you're on the call, you can stop and start the recording during your teleseminar or during your webinar, I have automatic segmentation in my video later.

What's originally a 90 minute webinar, once I hang up the phone if I've split the call up during the call, I already have my six segments of 15 minutes, or whatever that time frame winds up being. So, I don't have to worry about that as a major problem. That was a big issue for me for awhile was publishing video after it was done was always a pain.

You don't have this problem much anymore, but it used to be the case, you couldn't have a video longer than 20 minutes with Camtasia. So, this was a solution that I came up with to help with that. Also, people don't want to sit and watch a 90 minute video anyway. So, splitting it up into 10 to 15 minute chunks made it very digestible from a pedagogical perspective, if I may use such teaching language on the call today.

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That's how I use Camtasia. Another way I use Camtasia is I take my existing teleseminars and even if they weren't a webinar originally, I bring in the audio. Then I take my slides from Power Point, or Open Office Impress, which is Power Point for free, you can export the slides as graphics, as JPGs. I import those slides back into Camtasia and I overlay them on top of the audio.

Then I publish segments of what would have been in a teleseminar, now with video of a slide. I can post that up to YouTube for a little 5 minute teaser of what the entire video would be about, or what the entire teleseminar would be about.

I use those for affiliate tools, I use those again for promotional things on my own blog, and for whatever other things. The file sizes on those are so small, because you're just using one static picture with the audio, as opposed to regular videos, which are really large if you're concerned about that.

Those are a few of the little sneaky ways that I use Camtasia.

Nicole Dean: I'm actually going to be doing that with answers that you've given me for this interview. You'll be on YouTube for this interview. This interview will have videos. I didn't know there was an Open Office version though, so I just took notes on that.

Bob Jenkins: Open Office of Power Point, not of Camtasia.

Nicole Dean: Right. I have it on one of my machines, but not on the other. So, that's great. I will definitely use that.

All right. Was there anything else you wanted to touch on about those five paid tools? I know you could talk about the tools forever, because that's what you do, you talk about how to use tools.

Bob Jenkins: That's what I do. I'm sure Scott already raved about Blog i360 and those things, so I don't have to talk about that other than to say whatever Scott says is right. Scott actually introduced me to Blog i360 a couple years ago.

They're going through a change, so you might see it called Quansite soon. But, nevertheless it's important, not just as a blog system, but as a website management tool, it's very cool. I know Scott uses it very extensively with Clickbank products as well. That's something that I haven't done in the way that he has.

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It's a cool system to have, and it's something I would recommend to people to use. Especially if you don't like to have the burden of installing software, of updating scripts, like your Wordpress. If you like to have kind of a higher tech team who can help troubleshoot your site incase something goes wrong.

Nicole Dean: Right. Because you don't have to deal with any plugins, right?

Bob Jenkins: Nope. They're already done. They're researched, they're installed, they're tested, and they're put in.

Nicole Dean: Very cool. Well, the next question is who has been a mentor to you online?

Bob Jenkins: Wow. I've had many, many mentors. I think this is an essential question to understand. I'm sure everybody you've interviewed has had mentors.

Nicole Dean: Yes.

Bob Jenkins: If not, they are probably not as far along as they would like to be. I'm currently working with Adam Urbanski and [Melanie Benson Strick](#), in two different programs.

Adam I'm working with specifically to help turn my ideas into what he calls profit explosions, and make sure I'm leveraging my skills in a way that has that kind of maximum impact.

I'm working with Melanie in order to make sure I'm managing the growth of my business in the sense of having a virtual team, and in making sure that I've got the right goals in mind as I go forward.

But, the person who has impacted me the most as a mentor in my business from the start is Paulie Sable. I don't know if you know Paulie or not. He's kind of under the radar at this point in internet marketing, because he does a lot with real estate.

He was one of the original members of what was called the iFive Gold program. Scott might have mentioned this too. That was Paulie Sable, Donna Fox, Mike Filsaime, and Tom Biel. It was just for people who had picked up Butterfly Marketing software. It was a great mentoring program that lasted for about a year and a half.

Paulie, of the four, was the one who had the biggest impact on me. For one thing, he introduced me to Squidoo. He posted in the forum, "Hey. My publisher is the same as Seth Godin's publisher

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and said to check out this new site he has." That was in March of 2006. A month later my lens about beef jerky was featured in the New York Times.

Talk about having a butterfly effect of impact. Some random, "Hey, go check this out," and then a month later I have something in the New York Times. It just was unbelievable, and fortunate, of course. He also was the first person to interview me on a teleseminar, which was the foundational product of Squidoo secrets.

Then over time, I've just always turned to him for suggestions and advice on what to do next in my business. He's just been a very big part of that.

I mentioned Donna Fox, Mike Filsaime, Tom Biel, they all were also big players. I've worked with Alex Mandossian in Teleseminar Secrets. I worked with Jeff Walker a little bit, Rich Schefren a little bit, a fair number of people. But, like I said, Paulie would be the top of who I've worked with. Adam and Melanie are who I'm working with right now.

I mention all of these folks in part, I know you asked for one, but I just want to make this point, usually you're going to need a mentor, but you will outgrow that mentor probably at some point. You have different needs at different stages of your business. So, don't feel like you're going to work with somebody for 5 years, because that's unlikely to happen.

If you do, that's great. But, you may just have a different need. Like I mentioned I'm working with Adam for a specific reason, and with Melanie for a specific reason, because of where their strengths are with coaching. At some point I won't need to work with them in the future necessarily, because I'll need something else that I want to work on.

So, trying to stay focused on one particular area that you want help with. See who's got the goods for delivering on that. When you succeed at that level, then see if they have something else to offer, or if somebody else is the next person for you.

Nicole Dean: Perfect. Yes. I agree too, you need more than one mentor. Over the course of your business you'll have plenty. But, like you said, you want to stay focused and not try to do a whole bunch of programs at once.

You go into it thinking, "This is a skill that I need to learn right now. This is the most important investment of my time and money. So, let's focus on this for a period of time." Then you may have something else that you really need to focus on.

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It's a matter of choosing that at the point in time that you need it the most. I see people that just, "blah," and they're trying to follow everybody at once and that's just a recipe for disaster. So, excellent, great points.

So, Bob, now we're kind of getting into my favorite part, because we get to talk about when you've screwed up. I think this is so important, because I like to point out, for lack of a better word, failures, or stumbles that people have had that are successful.

I think that a lot of times we are looked at as being blessed, or gifted, or lucky. I know that, yes, we are fortunate, but we have earned our place and we've stumbled along the way. I know I've fallen on my face quite a few times.

So, I think these are the most important questions, because they help people to understand that there will be bumps in the road, and you will fall on your face. You get up, you dust off your pants, and you keep going.

If you would be so kind, what's one mistake that you've made and learned from in your online business, or in your life?

Bob Jenkins: There are many, of course. I think you're absolutely right to point this out. Many people think that we're all overnight successes, and we just have some horseshoe in a prominent place of our body and it just works out for us. There are stumbling blocks. All these are lessons. They're stepping stones to something. You're going to have a zig and a zag, and eventually you'll hopefully make it to where you want to go.

I think the first year I was really trying to start my business before I started this phase of internet marketing, I was chasing after opportunities that seemed to be money making, seemed to be good things, good products, good whatever, but they didn't make sense coming from me.

What I mean by that, is most people when they start to try to make money online they try to find things that they think, "Everybody needs that. This is such a cool thing. I can't believe that people don't have this yet. I want to tell everybody about it from the rooftops."

That's not a bad thing inherently. If it doesn't make sense coming from you, it could be the best thing since sliced bread, nobody is going to buy it from you. I spent a lot of time initially trying to sell stuff where I had no credibility in it.

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Actually, my first attempt at internet marketing, well it's kind of a chicken and egg thing, Free Ad Report initially came out because I told my mentors, "I want to teach teachers how to make money online." I had this concept of teachers in business.

You can still go to [TeachersInBusiness.com](#), it's a site that I've made that I haven't touched in awhile, because I realized at some point earlier in the road that I had no credibility there at first. Initially I was like, "I'm going to teach teachers how to make money online," and I had made no money online. So, what the hell am I going to tell them to do? I don't have any experience in it.

Free Ad Report, actually why I was creating that was because they said, "You need a free gift to give away to people." It turned into its own product and its own business, and its own self. The point is that you need to be credible in the offerings that you're giving to people. Otherwise it's not going to make sense for them to buy from you, even if the product is really good.

That was a big mistake. It cost me a lot of money in lead generation and in advertising and all this other stuff when I then couldn't follow up with the goods, because I didn't have the confidence as much as I needed, and I didn't have the credibility for the audience. When they asked me questions, it was difficult for me to give them answers, because I really didn't know the full scoop.

I think that would be a big mistake that I would like to share with people.

Nicole Dean: Yeah, I've made that one too. It would be like someone that doesn't cook trying to sell Tupperware or a cookbook. It just doesn't make sense, because then why should I buy from you when I can buy this other person that actually knows how to cook and they'll give me great advice for how to do it, and they're a better source than you are.

So, yeah, I've made that mistake too. I can cook, so that isn't my mistake, but I had a company that sold beauty supplies. I was a rep for one of those. I wear like no makeup. I might put on some mascara and lip gloss, but that's pretty much the extent of it.

They'd say, "Can you do a makeover?" and I'm like, "Oh, no, honey. You don't want that. Isn't there someone a little more qualified than me? I'll do your nails, but I'm not going to try to put makeup on you, because you might punch me."

Good times, good times.

So, can you please tell our listeners one time when you've fallen down and had to get back up? A set back that you've had?

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Bob Jenkins: Oh, boy. Well, there's a number of those too. I'm trying to think of what would be as instructive as possible. First of all, just in general they do happen. You're going to mess up. You're going to have expectations for projects that are going to fall flat.

I have a recent project launch that I did, kind of a mini project launch where I had set my expectations of revenue for 30,000 dollars. I worked out the numbers, I had my spreadsheet all ready to go. I had the sales letter ready to go, everything was cool. It seemed to be just a homerun, because I'm used to doing well.

I don't do huge product launches or anything like that. So, I'm not making a gazillion dollars or anything like that. But, when I do a good project launch, I come up with something creative, I usually do decently well. So, this expectation comes after a time period of having good projects.

You shoot for 30,000, if you get 10,000 or 15,000 that's going to be pretty sweet. I had zero sales, Nicole.

Nicole Dean: Oh, no.

Bob Jenkins: Zero. I never had that happen before. I had worked it up, I had really put it together, I had a great idea, great concept, and nobody bought it. It was just like, "Wow. That sucks."

But, you learn. You learn from that. Maybe the language of what you're doing is good. Maybe you're too outside of the box. Maybe it's not the right time for them. Maybe it's positioned wrong, or whatever.

It was just this huge flop, unfortunately. It was just after my vacation, so I had been away. I had made some money while I was gone, because that's the nature of our business, but I still had some expenses I would have liked to have recouped. This was the big idea I came up with. I came back, did it, and nobody bought it. It was an incredible flop.

Nicole Dean: I know which one you're talking about. I think I know why. Because you were confusing.

Bob Jenkins: Yeah. Well, the reality was, I think from talking to other people who I trust, and I'm sure you could probably tell me the same thing, there was too much math involved.

Nicole Dean: Yes.

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Bob Jenkins: It was confusing. It also encouraged people to basically pre-buy what they would future spend. That concept of still spending in the future, but even at a discount is not a winner in copywriting. I should have thought of that before, but it didn't hit home until the absolute flop that it happened.

Nicole Dean: I thought it was incredibly clever. It's just I had to read it twice. I went, "Okay. I'm still not quite sure." That's a big thing I find in copywriting. You can be a brilliant copywriter, but when you're writing your own copy, a lot of times you're making assumptions based upon what you know. But, when the person goes to read it, they're not in your head.

Bob Jenkins: Right.

Nicole Dean: Actually, when I saw that I was going to shoot you an email quick and say, "You might want to clarify that, because I read it twice. I was thinking I get it now, but I have to think too much, so I set it aside." I was one of those that thought it was a great idea, but it required too much thought for me at that moment in time to spend money.

Thank you for sharing that. I am so amazed at how honest. It's so refreshingly honest to get people like Bob the Teacher on these calls to say, "Yeah. I had a launch and I sold nothing." That is so refreshingly honest. I get so tired of all the perfect little packages that out there.

That's why I think these questions are so important, because when it happens to somebody else they can go, "Wait. This isn't the end of the world. This happened to, oh my gosh, Bob the Teacher, and he's awesome. So, if it happened to him, and it happened to me, then maybe I'm not a failure. Maybe I just need to get past this and focus on either fixing it or what's next."

Bob Jenkins: Right.

Nicole Dean: So, I greatly appreciate you sharing that, because I know you didn't have to. It adds so much. I appreciate it very much. It adds validity to people out there that do struggle, they do face those bumps in the road, they do fall on their face. God knows I have enough too. I really appreciate your honesty with that question.

Bob Jenkins: You're welcome. It's therapeutic to get rid of it.

Nicole Dean: Exactly. So, next time you decide to run a launch like that, you will have more success, because you learned from this one. It wasn't failure, because you learned and you can apply that to the next one. The next one will be a 75,000 dollar launch, because you can take it and

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tweak it based upon the feedback you got. So, it wasn't an investment in time, not a waste of time.

Was there anything else you wanted to say about that, Bob?

Bob Jenkins: No. I think that's pretty good.

Nicole Dean: Okay. Was there a tipping point that got you to success, like all of a sudden something clicked, or you did something different and a big ah-ha moment? What would you say was one of the big moments like that that was a tipping point towards where you are today?

Bob Jenkins: There's a couple. One was when I went to that first event and I had my report out, somebody walked up to me and said, "Hey, you're Bob the Teacher. I read your report. It's really helpful. Thank you so much for doing that."

I was there for the first time being that person for all the other people that were there. So, having someone come up to me and say that was really cool. It validated what I was doing, and it said that maybe I'm on the right track to something.

When I launched Squidoo Secrets, that was really a good tipping point for me, because it was the first product that I tried to actually launch. I also had been working on it for a couple of months. I had it 90 percent done for 3 months, and not making money, of course, because it wasn't released.

It was in late January or early February and I was on the call with Scott Tousignant, as I mentioned he was one of my early mastermind partners, and we've been accountability partners for over two years now. He basically said to me, "What's holding you back from getting this thing out there?" I told him what my lame excuses were, weren't finished, whatever.

He was like, "Realistically, how long will it really take you to get things buttoned up and ready to go?" I told him, "Probably like a week." He said, "All right. If you don't have this thing done by next Friday, I'm going to come over there and kick your butt."

Next Thursday it was done, because of that accountability, and because I was just starting to evolve this concept of, I didn't name it until later, but of take action, revise later. That it would be okay for me to release it as it was, because it was still pretty freaking good, but it wasn't perfect. I could release it as it was and I could add to it over time. I could revise it because people actually gave me feedback on what else they needed.

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Going through that process of having somebody shake me and say, "Put it out there sooner than you feel comfortable, but soon enough so that it can impact other people's lives," because what I had to offer was very important for people. A lot of people still hadn't heard of Squidoo at that point.

For many people, this was their first time of being in control of a webpage on the internet that they had their words, their pictures, and whatever up. It was free and they were getting traffic and they were getting results from it. I feel very proud about that.

Launching that was very cool. Launching it in a strategic way, I don't know if you know this, because you were introduced to me at that point through the promotion, but a week before the launch I actually held a prelaunch launch. There was this new little script that came out, I think it was called Profit Twister, or something like that. Do you remember this?

Nicole Dean: No.

Bob Jenkins: It allowed your price to go up. Gary Ambrose pioneered it with something called a Dime Sale or something or other. There was a couple of other software things that came out. Basically, every time somebody bought the product, the price would go up by 5 cents, 10 cents, whatever you set it to be.

So, I did a prelaunch launch for that, which introduced me to people like Ann Roughneck. I had just been introduced to Deb Micek and JP Micek from Blog i360. They came on board at the point, like I said, I was at an event and Joel Comm came on board. I ran an affiliate contest.

I did all the things that you're supposed to do for a launch. I made like 27,000 dollars in three weeks while I was still teaching full time, while I was coaching the tennis team, while I was coaching the academic team. All that was like, "Holy cow. That's really awesome."

But, I sent about 21,000 dollars back out to the affiliates and for the contest that I ran. I ran this ridiculous contest that gave the top winner a dollar per referral, not per paid customer, but a dollar per referral, and they got like 70 percent commission instead of 50 percent. I ran the numbers and everything was profitable with that kind of a model, because dollar per referral means you get paid on the people that are there and your conversion numbers are good, and all that stuff.

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So, I still was okay profit wise. But, I didn't realize Joel Comm was going to be the winner of this. He sent me something like 2,500 people and 400 of them bought. I just sent him so much money afterwards, it was remarkable. It was painful almost to see 27,000 come in and over 20,000 of it go back out in a matter of short time.

That tipping point was like "affiliate drive your business, you might have only made 6,000 out of the 27,000, but that's a hell of a lot more than you're doing normally in a month anyway." Since I was teaching I was making about 4,500 a month, I think. So, even to clear that just from this one info product was pretty sweet.

Also, I had this huge list now of people. Through that product launch I had, I think it was 5,000 to 6,000 people on my list in a matter of a couple weeks. They then turned into life long customers, many of them, and they bought the next thing I did or they bought the other thing that I did that I already had in the download area as a recommendation.

I learned at that point, launches are good, but what the big ah-ha was that you could use the power of affiliates to drive long term profit in your business. It might cost you a lot in the short term, but over the long term it is profoundly important for you to rely and incentivize affiliates and for you to have multiple products for people to buy after they've bought the first one.

It really solidified the training that I had at that point from mentoring. But it actually then turned into truth, because in my download area for Squidoo Secrets I would have a link back to my Free Ad Report, or I would have a link to Discover Minisites, which I created at that point, and of course referrals to Squidoo and other things like that.

It was a big tipping point for me. It was when I really hit it on the map too, because people really didn't know me yet unless they were at those events I was at, or they had been involved with free ad report.

Because of the buzz that was created from Squidoo Secrets, and I don't remember if I was the first person, because Tiffany Dow may have had her product out before mine, I don't remember, but hers was an ebook and I did a video course. So, we were very complimentary to one another, but nobody was touching Squidoo at that point. It was right at the point when Squidoo was taking off. They were about a year old.

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Overall, it just really put me on the map as an internet marketing teacher, and as a product creator. I followed that up with additional products down the road. That would be, I think, the big tipping point for me.

Nicole Dean: Yeah, you think? Getting endorsed basically by these people that have the credibility that you wanted, plus building your list that you could then go approach other JV partners, because you had a list, and a product. Wow. That was a heck of an investment for you. A very smart investment for you, definitely.

I love hearing someone talk about how wonderful affiliates are instead of griping about them. So, thank you.

Bob Jenkins: You're welcome. I want to make sure this point is heard as well. I mentioned this at the beginning of that story. Working with Scott, not everybody can work with Scott obviously, but working with an accountability partner and putting out there a problem and getting help from somebody at that level where you're talking to people every day or a couple times a week is really essential.

I really got more confidence and faith in that process, which has paid dividends to this day. We talked for half an hour before you and I talked today about what we're doing this week and what we're doing. Just the progress we make when we're on those calls is phenomenal.

That was a tipping point for me too. Just keep on track with masterminding, keep on track with accountability that's been one of those best kept secrets, I think, for a lot of people is to have somebody to shoot ideas past and to grow together with.

Nicole Dean: That's huge. Definitely. Scott had mentioned that if he didn't get one of his products done by a certain date he would donate money to charity, donate 100 dollars to the charity of your choice or something. Give you 100 dollars to donate to whatever charity you wanted. I was like, that's brilliant. That's absolutely brilliant.

It's a great motivator. Even if you get almost done, but not quite done, then you're still winning because you're giving to charity, but yet you're further ahead. I just thought that was a fantastic strategy. Since you don't get to keep the money, you've got no reason to sabotage him, because you want him to succeed as well.

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All right. So, what advice would you give to your best friend to help them to succeed if they were starting off online, or if they had an online business and they were struggling with it, what advice would you give them?

Bob Jenkins: There's a lot. You probably have heard a lot from different people, like persistence, sticking through it, and all this other stuff. I'd like to share a concept I call The Golden Triad. That is this idea that you really need to stay within that golden triad.

The Golden Triad is a three point area that is made up of passion, skills, and your market. So, if you aren't trying to conduct your business in an area that you're really passionate about, that you're fairly skilled in, and that the market is desiring of what you have to offer as a solution, then you're going to mess up.

Most people try to learn the business they're trying to create while they're learning the business methods and strategies at the same time. This is why I think, for example, a lot of the people in network marketing are not successful. They try to learn business while they're trying to learn this other thing at the same time. You can't learn so many things at once. It's not very easy to do.

Don't look past the skills that you already have in front of you. I struggled for awhile, because I was not paying attention to my skill set of teaching. At the same time I was trying to build my network marketing company at the beginning, I was teaching a productivity class for other teachers on how to use Word, Power Point, and Excel especially to do more things in less time.

But, when it came to my own online business, teaching that was not even anywhere close to a reality to me. It would have been so easy, so incredibly easy for me to just translate what I was doing already into an online business, that I would have skipped 6 months of my growth. I would have just gone ahead. You know what I mean?

Nicole Dean: Oh, yeah.

Bob Jenkins: I still get people asking me, "Are you ever going to do that? Are you ever going to put out the stuff about teaching this and that that you already know how to do so well?"

I keep forgetting that. This is one of the things that Adam is helping me with as a mentoring project, going back to the basics. Now that I had this flop in recent memory, it's like, "Well, what do you usually do to make money? How can you teach people how to do that, because that's what you're so good at."

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Again, passion, skills, and market is really essential to be in that. If you only do two of them, you're not going to be as excited or as able to do it, or worse, nobody is going to buy what you have. I had the passion and the skills for this last project, but nobody wanted in the incarnation that I had.

So, for my best friend or family member, whatever, that's what I do. Don't look past that thing that's staring you right in the face that you already know how to do that you take for granted and you feel that there's no value in it, but other people are always asking you to do for them or to tell them how you're doing it. It just comes so natural to you that you don't think there's much about it.

It was so ridiculous, Nicole, when I was teaching, people were coming up to me to ask how to turn the projector on and how to connect their laptop to the projector and have the screen show up. Those things are like, "Doesn't everybody know how to do that?" The answer is no, they don't. You can actually help people learn how to do those things, and actually turn it into a business.

Once I discovered, or basically was hit upside the head by my mentors, you've got all these things in front of you that you're not tapping into, that's when my business started taking off. I would suggest if you're starting out, that there's something you're already doing that you're passionate about, you're excited about, that other people ask you about, that's what you should try to see if there's a market for. Turn it into either an info product line or some form of a marketing technique of some kind or other.

Nicole Dean: Isn't that funny? We all do it too. My friend Aileen Bennett told me when I was at an event with her, I was at [NAMS](#) with her a few months ago, and she just flippantly said, "If it goes without saying, then make a product." I went, "Oh."

That's so right, because the things that I know, I just assume everybody knows. So, that's been one of my hindrances for getting my products out there, because I'm like, "Everybody knows how to do that."

Then once I started going to live events, people are like swarming me going, "What did you just say? You do that? How do you do that? Wait, back up." I went, "Oh." Maybe there are people that it doesn't go without saying. Actually it's selfish of me to not create those products, because they can help people that are not doing things the way I know that they do work.

That's so important. I just loved Aileen's quote. If it goes without saying, you may have a product there. That's exactly what you were doing. It goes without saying, look how easy this is. You know?

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Fabulous. All right. Here's the big one, the big daddy question. If you had to rebuild your business from scratch with no list, no contacts, nothing, how would you rebuild tomorrow if you had less than 100 dollars to do it?

Bob Jenkins: Awesome question. I love these questions. That's actually, basically how I started when I began. I had very little money, and I was actually definitely negative in the money, and I didn't have a list and whatnot.

The first thing I would do is I would pick a product that I already knew, hopefully that was free, but might have some kind of affiliate commission tied to upgrades for it. Hopefully those commissions would be recurring commissions. I would pick that product that I already know how to do, or how to use, and I would go to [TechSmith.com](#) and I would download a free trial to Camtasia.

You can get Camtasia for 30 days and you can do as much damage with that as you wish. When your Camtasia trial expires, you should have money to buy the actual full version. If you don't, you can still keep all the videos you've made in the meantime.

Some people like to use Camstudio and Jing Project, and other things that are free. I think the power of what Camtasia can do is worth the time investment of learning it a little bit. Basically, you turn it on, you record your screen, you talk into a microphone, you explain what you're doing.

That's the first step. Pick the product that has commissions, record a video to teach people how to use it, and how to profit from it for whatever it is that they are doing. Whether profit means losing weight, saving time, making money, getting healthy, whatever the case is. So, your idea of what profit means is different depending on what you're talking about.

You're then going to get [Open Office](#), which is a free software at OpenOffice.org. It's a version from Sun Microsystems for like Word, Power Point, and Excel. You're going to write a short report using Open Office, or that's what I would do. I'm kind of teaching it in both ways.

I would write a free report about the tool that I have just done my video on. I would talk about it as a solution. If you have these problems, this is your solution. I would give that report away for free.

In order to give my report away for free, the next thing I would do is I would get an account at [Aweber](#). This is the first thing I'm actually paying for, right? I've got AWeber for 20 dollars a

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month. Actually, if you go right now, they may change this, if you go to sign up at Aweber using the link that you see in this book or on this page, you're going to see a tab at the top that says pricing.

At the bottom of the page for pricing, there's a banner that says, "Get your first month for a discount." I don't remember what the discount is. It might be a dollar, it might be a couple dollars, whatever. It's kind of a hidden link. So, that's going to reduce your cost for your first month from 20 dollars down to 1 or whatever it is.

You want to give your free report away in exchange for the email address. Only ask for the email address. Don't worry about their name, phone number, or anything like that. Just the email address, so you can get the maximum number of people to sign up for it.

Then what you're going to need to do is get a domain, and get a hosting account. Domain names are 10 dollars a year, hosting accounts are 10 dollars a month. You can get cheaper, but they're not worth it. I get my domains at [Shylar.com](#), that's my own domain registration service that's powered by Wild West Domains, which powers GoDaddy.

My hosting, I recommend [Host Gator](#) for folks. Both of those, again, will cost you 10 bucks. You're going to set up a very simple page on the hosting account that points to your domain, of course, to give away your free report that celebrates this solution that you have for the problem that people are facing.

Then when somebody signs up for that report, you're going to give them opportunity to buy your video that you made, or your video series that you made to teach them how to use the product. I don't care how easy it is for people to learn how to use the product on their own, you're still going to teach them how to do it. People want the confidence of knowing exactly how to do it. They want to save time. That's been pretty much my entire business model for my entire life of business over the last two and half to three years.

The final step is to then set up an affiliate program. I prefer, of course, Butterfly Marketing, which you can get for free as I talk about in [DiscoverButteflyMarketing.com](#). Or you can go to PayDotCom.com or you can go to Clickbank, wherever there's an affiliate management thing. PayDotCom has a free sign up for one product if you want. They just take a dollar or two from the product sales that you have.

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Regardless of what affiliate program you get, you put that in place so that when people download your free report, they can immediately start to refer people to it, and if they buy, obviously you give a commission away.

With no list, no contacts, you now have a product online that nobody knows about. So, the last step that you need to do is get people to know about it. You're going to take that product and you're going to think about who are the types of people that need this product.

You're going to go onto Twitter and you're going to go onto Google and search for people talking about that industry, that type of problem. You're going to look for forums and you're going to look for blogs. You're going to comment, add value. You're going to talk about the issues that people are facing and you're going to say, "Hey, here's a solution. I've got a report about it. Here it is."

You're going to do that as much as possible for as long as possible. Keep an eye on the people that are the big players who get really excited about what you're talking about. Then encourage them as an affiliate.

That's my 10 minute solution to the revenue question that you asked.

Nicole Dean: That's fabulous, Bob. Very good. I took notes. Did you hear me? I was scribbling notes.

Bob Jenkins: Actually, I was just going to say, this is fresh in my mind, because this is exactly the next project I'm doing. To teach people this system.

Nicole Dean: Perfect.

Bob Jenkins: You heard it here first.

Nicole Dean: Yay! I got the scoop. Bob, is there anything else you would like to mention? You did a fantastic service to the people that are listening. If they didn't walk away with at least a handful of big money nuggets here, they weren't listening.

Guys, if you don't think you got anything from that, you better go back and listen or read it again. I'm telling you, I got big fat juicy money-making nuggets out of that call.

Bob, is there anything else you want to say?

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Bob Jenkins: First of all, thank you so much for having me on here and opening me up a bit more. It's always therapeutic to talk about the mistakes and remind us of what we learned from to make sure we don't make the same mistakes twice.

Also, I have a passion for teaching people, so anytime I have the opportunity to share what I have, to give in a different audience and whatnot, I really appreciate that. I appreciate you trusting me to deliver that to your audience.

For you listening and reading, I've got to tell you, first of all, if you're reading this far and listening this far, you've been sticking around for quite some time and I really appreciate that. I just want to make sure you understand persistence and ambition go hand in hand. You've just got to have a plan that you stick to.

You've got to have some faith and confidence that what you're doing is going to work. You're going to have people who don't agree with it, or that think that you might be going in the wrong direction. Everybody's got their own opinions and whatnot. In your gut, you've got to know what's right for you and just stick to the things that we've talked about on this call. I think you'll be very, very successful.

I'd also love to hear what you think about this discussion we've had. I'm on Twitter [@BobtheTeacher](#). I'd love to have you send me a quick comment about your biggest ah-ha from this call. I'd love to hear that kind of feedback from people. I look forward to seeing what you do and what you take action with from what we've taught.

That's pretty much it, I think. I'd love to work with you in the future. If I can help you learn internet marketing tools or strategies, then hop on over.

Nicole Dean: All right, guys. You can go to [AskBobtheTeacher.com](#) and it's [/blog](#) to get to your blog, right?

Bob Jenkins: Right. Or there's a little link really small that you can click on if you don't want to sign up for the free gift that I have on that page.

Nicole Dean: All right. So, go to AskBobtheTeacher.com, sign up on that page, and then you'll get on Bob's list so you can get access to updates when he posts new messages on his blog, as well as when new free courses come out, when new paid courses come out.

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Plus, you also get little video updates when travels, which are always fun. I enjoy those very much. I'm on Bob's list. Again, that's [AskBobtheTeacher.com](#). Also, Bob has compiled all of his courses to date, I think, or most of courses to date, at [IMSUCCESSLIBRARY.COM](#). If you go there, it's the best deal to get the most Bob. There you go.

Bob Jenkins: Best deal to get the most Bob. That's going to be an affiliate tool, for sure.

Nicole Dean: Of course, Bob is on Twitter, and it's Bob the Teacher, so it's [Twitter.com/BobtheTeacher](#). Go follow him. He's fantastic. He shares tons of great stuff.

He's becoming quickly one of my dearest friends. You've got to keep a watch on this guy, because he's going places fast. If you blink, you might miss it. AskBobtheTeacher.com

Bob "the Teacher" Jenkins, you are a rock star.

Bob Jenkins: Takes one to know one.

Nicole Dean: All right, everybody, thanks for listening to [NicoleontheNet.com](#) and hearing another fabulous online success story with my friend Bob "the Teacher" Jenkins. I'll be back with more. You can hear them all by finding me on iTunes, or going to NicoleontheNet.com. Thanks for listening.

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- Nicole's Blog World Tour Guide: <http://sexyebookprofits.com/how-to-blog-tour.php>
- IM Success Library: <http://www.nicoledean.com/likes/bob>
- Discover Butterfly Marketing: DiscoverButteflyMarketing.com
- Discover Free Mind: <http://www.nicoledean.com/likes/freemind>
- NAMS: <http://www.nicoledean.com/likes/nams>
- Aweber: <http://moms.aweber.com>
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