

How to Get Free Labor – Part 1

Travis: Alright, hey Matt, what's goin' on dude?

Matt: Not much man, how you doin' Travis?

Travis: I'm doing pretty good. For anybody that might be listening to this, probably nobody in the whole wide world will ever, ever listen to this recording...but if anybody does, this is Matt Davis...6 figure affiliate marketer now and he runs a few sites and we are now business partners. And this is Travis Sago...I started doing the Bum Marketing thing and that kinda blew up there...this is just a little intro there for anybody that happens not to know us.

And what we wanted to talk about today was, what...getting free labor, right Matt?

Matt: Yep.

Travis: (Laughs) We didn't know what the heck to call this thing...we might name it later on down the road, but right now we thought "How to Get Free Labor" would be really great.

And...I thought maybe Matt, I'd just start us out with a little story...I've been doing some, a little bit of stock investing lately...not a lot, 'cause I pretty much suck at it, but I've been reading some really cool articles talking about how money never really just disappears, money just goes to different places.

You know, all this recession...or whatever, the money's just not disappearing, it's not like getting "POOF" and gone in thin air, it's just going different places. And one of the examples they gave was that now that people are buying less new cars, their old cars are needing a lot of repairs, and so the stock that's doing really well is like O'Reilly's and Pep Boys and Auto Zone. What kind of places do you have in Missouri there, Matt?

Matt: We have a lot of O'Reilly's. Actually I think O'Reilly's national headquarter's up here in Springfield.

Travis: Oh really? Okay.

Matt: Yeah, yeah. So O'Reilly's the big one around here but we've got a couple of Auto Zones and stuff like that too.

Travis: Yeah, so what's happening is that money is going from the car places into these auto parts places because people are now doing a lot of do it yourself and that really got me thinking...I was out jogging the other day too and I saw one of my neighbors out mowing their lawn and I live in a, you know, a pretty nice neighborhood and most people have their lawns mowed out here.

But she was an older lady and I'm like, my gosh, I mean, I felt kind of bad that she was out there mowing her own lawn and stuff. Not that that's a horrible thing, but she's an older lady, so I was like ugh...

But it got me to thinking that, you know, a lot of article marketers and stuff right now, are doing all these things themselves. You know, if they used to have somebody mow the lawn or do a few jobs for them or fix their car for them, there's less and less and less time now.

I'm seeing that a lot with people that e-mail me too, my bum marketers and such. They have less and less time to actually write articles and stuff. So that's kind of a big problem and again, once we hear that, we say "Hey, it'd be really great wouldn't it be, to do all this outsourcing that we keep hearing about?"

Why not hire somebody to write our articles for us if we don't have time. But that comes into another problem which is what Matt?

Matt: Paying them?

Travis: Yeah, (laughs) how the heck are we gonna pay these guys? If I start (chuckles) hiring people to do my articles for me, and those articles don't start generating sales, you know, then how in the world are we gonna pay for that?

So, you know, of course we would like to hire some article writers, but we're kinda worried that, you know, if we start putting them up on our lenses and submitting them and stuff and they don't generate those sales, we're gonna be stuck with a big bill to pay our outsourcers and stuff.

And, I don't know, there's a whole bunch of people out there teaching outsourcing right now, I can't think of any off the top of my head... well, go ahead Matt, can you think of anybody? John Jonas is one...

Matt: Justin Brook has a site...

Travis: Justin Brook?

Matt: Well I don't know if he sold that site or not, but he was teaching it.

Travis: Okay, outsourcing, yeah. So, I mean, there's a whole bunch of people teaching it and preaching it and saying you shouldn't be working in your own business and stuff, but if you're just starting out, you know, how do you get that money together to start out outsourcing and hiring your article writing?

So what we wanted to yak with you about is how to do this kind of like on a bum marketing level where you start out with nothing... if I took a guy to a library how I'd get him going getting article writers and such, writing him articles without it

coming directly out of his pocket. And we're probably gonna have to break this into like three different interviews. Matt and I were kind of talking about this, but breaking this into three different interviews. One will be the main concept, and you'll go ahead and leave with something you can actually use today, but they will break it down into how to find people to work for you and then the third part of the concept... I'm kinda jumping ahead of myself aren't I? (Laughs)

Matt: But that's okay.

Travis: We're gonna use article writing and article marketing kind of as our big example here, but it doesn't have to necessarily be limited to that. You can use this for, if you wanted a report written for you or an e-book written for you. If you want a back linking campaign, what we're gonna try to do is show you... expand your thinking, kind of think out of the box about how you can get this stuff done for you free.

Now what it's going to require, is a little bit of ingenuity and some elbow grease of course. But, I mean, what if you could get all your articles written for free? That'd be pretty cool.

Matt: Yeah, definitely.

Travis: I mean, how many guys would you want out there writing articles? Or if you could get people running back linking campaigns and such...

So let's go ahead and get right into exactly what we're talking about here. Matt, I was actually gonna start with an article marketing or article writing idea first, but you do some stuff, and I don't want to give away all the details, only because I don't want 100 million people copying you, but don't you have, like, a girl who does back linking for you?

Matt: Yeah, and I don't mind giving away the details. It's pretty common knowledge, I don't think I did anything fancy with it. Yeah I hired someone to do, I don't know if anybody's familiar with Linkvana, but what that is, it's a back link service where it's a network of blogs... I don't want to give them a big pitch...

Travis: Gotcha. Right, I've heard of it.

Matt: Basically it's a network of blogs and you make little posts with your back link in it and they send it out to their blogs. So it's an easy way to automate link building without having to go out and find blogs to comment on.

Travis: Gotcha... and for anybody that's really new to this, what is the benefit of doing that?

Matt: Of just using Linkvana or doing the blog posting in general?

Travis: Yeah, using Linkvana and getting the back links and such.

Matt: Well, back links obviously are the number one force for SEO, to drive you to the top of Google. And basically what I used to do, I used to spend so much time just going out and trying to find forums and blogs and stuff that I could comment on and get links back to my site and Linkvana puts them right there for you. Then you don't have to worry about them being blocked by the owner and stuff like that, because it's owned by Linkvana.

Travis: Gotcha.

Matt: It makes everything a lot easier. You do have to pay a pretty good amount of money for it, but it helps out a lot. But basically, I'm getting that service for free. Technically, I'm getting paid to use that service. The way I'm doing that, is that I hired someone that writes for me, and she'll write a 100 word post four \$.50 per post.

Travis: Okay.

Matt: Yeah, I got a really good deal. And she's a good writer, this is quality writing too, it's not complete gibberish. Then what I did, I went to an off-line business that was looking to get some work done, you know, get their website higher in Google and I did a little bit, not a whole lot, but a little bit of selling, told them all about SEO... and basically just being in the right place at the right time they were really wanting to use my services.

So, I had read a bunch of stuff on different services to provide them and basically I just said all I'm going to do is have this girl make Linkvana posts for them and then they're going to pay me \$500 a month.

Travis: Sweet!... (chuckles) okay.

Matt: They ended up paying one full year in advance, so I knocked it down a little bit below \$500 a month, but basically I'm getting that girl paid for, I'm getting my Linkvana service paid for, and she does stuff for me too, not exclusive to this website.

Travis: Perfect...okay, I gotcha. So let's back it up here for a second and kind of encapsulate this a little bit. So you start out, and let's just say you probably start buying Linkvana because you're making it now as an affiliate marketer, but let's say we're just starting out and we're doing this back linking service kind of thing.

What you're doing is, you have this site and you have articles, let's say it's on training your schnauzer... and you're trying to come up in Google for the key words training your schnauzer.

So basically you go in there and you make links to all these blogs and make relevant comments that goes back to your website or blog about training your schnauzer and if you get enough of those links, you'll move up in Google. Correct?

Matt: Yeah, that's right.

Travis: And once you do that, you get more visitors and those visitors will hopefully buy your product or click through your affiliate link or join your list and you'll make money out the other end.

Matt: Correct.

Travis: Okay. So what you did, you decided, and we'll leave out how you got Linkvana for free, so I'm not gonna worry about that yet... so, what you did is, basically, you've got a poster now who can go in for \$.50 a post, this is the labor right, for \$.50 a post will go in there and post these for you for however many hours a day.

Matt: Yeah, that's right.

Travis: Okay. Gotcha. Now, here's the thing(chuckles)... you already found the person, you're already managing her, she's already working... would it be any more work for her to make two posts?

Matt: Not at all.

Travis: Okay. So, now let me tell you, I'm already licking my chops as an Internet marketer, because I would be more than glad to pay you a buck and a half a post for her to go ahead and include me in there... especially if I didn't have to manage her, hire her, or worry about it.

If I just had to pay you a buck 50 a post, dude, I'd be ecstatic! And I'm sure there would be other marketers too. Plus also, I don't have to become a member of the Linkvana service, right?

Matt: Yep. You wouldn't have to worry about managing her... yeah, all that stuff.

Travis: Perfect. So if I paid you a buck 50 a post, not only is that paying her wage, but it's paying your Linkvana as well, and then you went out and found you another client as well.

Matt: Yeah.

Travis: Now, I mean, you could obviously do this... I don't know how many posts she could make at one time... what do you think? Three or five? Or could she just make 10 or 15 all at the same time?

Matt: With their system, you can only post 2 to 5 per day.

Travis: On each blog?

Matt: Per domain name. So, like for this client, I'm only posting 2 to 5 per day for them... your domain would be limited to 2 to 5 per day, but I could have as many domains in my account as I wanted. But each domain is limited.

Travis: Gotcha. Sure, so our whole point is not to make a huge, ginormous business out of this, but our whole point is to get somebody making back links for our campaigns all day and it not costing us anything.

Matt: Exactly.

Travis: And we can accomplish that by getting two or three folks involved with what we're doing and charging them a premium because you're managing it all, you found the girl to do it, you've already trained the girl to do it and it's well worth it to me to pay a buck 50 or maybe even two dollars per post and get 100 links per month.

Matt: Yeah.

Travis: Okay I just wanted to do what I call a little pregnant pause right there and just let everybody soak that in there.

So all you'd have to do is go to a forum or somewhere, and we're gonna go into this in detail in part three... and I call this a co-op... it's really a little different than a co-op, but back in the olden days, and they still have them, but farmers use to make these co-ops so they could buy their feed and grain cheaper.

But basically you're making a little mini co-op and you're doing it providing the elbow grease. We're assuming at this point that you have no cash and you're just providing the training, and the elbow grease and the management skills and then you're gonna have somebody working for you round-the-clock making posts for you in Linkvana.

I think that's pretty cool.

Matt: Yeah, it's very cool.

Travis: So hopefully that's letting some bells go off. Let's use another example. I thought the back linking was such an easy example because so many people out there need back linking services but they can't sit there and do it eight hours a day themselves and it really runs into "Gosh I can't sit there and pay somebody to do it".

But using this concept, the co-op concept, they can. Same thing can be done with article marketing. Right now I've got a few article marketers working for me. One's a good old southern girl and she writes some pretty awesome articles.

Now, she's American, and I pay her a little bit more than probably what you would get and we're gonna talk about this in the outsourcing, which is gonna be part two of this little interview series.

But I pay her \$15 an article and she writes me 20 articles a week. And I pay a little bit more because, one, she's a great article writer; two, she's got a little bit of a sense of humor and three, she's actually submitting the articles for me.

At the end of the week, she e-mails me in a zip file all of those articles. Now Matt, if I had this in a hot niche, or a niche that was pretty hot right now... let's say I did it... everybody's selling dog training, we always use that example.

But say I had a little different angle on it; say it was dog training for diabetic dogs or health for diabetic dogs. And I said "Matt I've got a pack of articles, there's 20 of them and I'd like to sell them to you, and of course I'll be completely upfront with you, I've already submitted them to a couple of top directory sites, but there's no reason you can't put them on your blog, put them on your website if you have a website like that, and use them for anything else other than submitting them to that site. 20 articles. What would you offer me for those?"

Matt: If they're as good a quality as you say, I'd offer... I'd pay pretty well for them. Kind of what the market value I see going for American writers... about \$10 an article.

Travis: Okay. So you're making an offer of 10 bucks an offer... now there's a catch. I want to sell these to 15 other people. Would you pay me two dollars an article even though I'm selling them to other people?

Matt: Absolutely.

Travis: Okay. So, let me pull out my handy dandy calcumatater here this... if you're gonna pay me two dollars times 20, that's 40 smackers right there.

Matt: Okay.

Travis: And if I get 15 other people, 40x15, that's 600 bucks. I'm paying her \$15 an article, and getting 20 articles a week, that's \$300, so I'm actually turning a profit of 300 bucks on that.

Matt: Yeah, you're doubling your money and you can get free articles.

Travis: So, what that means is, I can actually accomplish this with only 20 people, right? So I would probably just leave the price if I can get to 40 people. And let me ask you this Matt, would you be interested in getting another pack of 20 articles every month, say for \$20 a month?

Matt: Absolutely.

Travis: Okay. So what I'm gonna do is, I'm gonna PayPal you over a subscribe button and what you're gonna do is just pay me \$40 right now and the \$20 every month, and I'm gonna go ahead and deliver you 20 articles every month and I'm not gonna do this for any more than... what'd I say, (laughs) 15 people?

Matt: 15 people.

Travis: I'm not gonna do this for any more than 15 people. So now I've got residual income coming in if I can find 15 other people at \$300 a month which pays for a week's worth of articles for me. Plus the articles I just sold. So everything's paid for.

Now you might work the numbers a little bit different, the numbers may work out differently, but the point is I can have all my article writing paid for by doing a co-op with other folks.

And there's all kinds of Internet marketers out there and one of the big things they need is, they need more content. Anytime you can save somebody some time and some money, you're gonna be able to get takers on that. I guarantee if you go into any forums right now and if you tell them exactly what you're doing they're not gonna care as long as you manage it all.

You can be perfectly upfront, say "Hey, I'm making a little co-op..." and you don't even have to say co-op, because that might confuse them, "Here's what I'm doing, I'm setting up a little article writing service, it's only for 15 people. What I'm trying to do is, I'll do all the management, I'll take care of all the training, I'll take care of all that stuff. I'll find the article writers and all I want to do is make it so I can get my articles taken care of for free in return for my sweat equity in... return for my elbow grease."

Matt: Yep. I wouldn't try to fancy it up or anything like that.

Travis: Yeah, just be honest about it and be completely frank and say, "Hey, I've got first dibs at Ezine Articles or whatever directories you want, because you can't resubmit these, but you can use these for your blogs, you can use them for your websites. And I'm gonna give you another idea here that you can make a whole lot of money out of...another way to repurpose these articles."

So that is a very viable way for you to have your articles all written for you for free. Just one way. Now whether you want to do it on the front end, and go ahead and get your people together and then have the articles written, depends on how cash short you are. Or you can already have them written so you can give them out... that's gonna be up to your cash situation.

I don't know exactly how to break into this example... I don't know what a pound of lead goes for, you know, lead, the metal... I can't remember where I heard this example from, but a pound of lead... I'm just gonna make up a number, let's say a pound of lead is worth \$1.50.

If we take that same pound of lead and we make fishing sinkers out of it, we can probably get \$10-\$12 a pound for that lead.

If we take that same pound of lead and we make flyfishing lures, we can probably get \$1000 a pound for that lead. It's the same lead, we've just repurposed it in a different manner. Does that make sense?

Matt: Yeah.

Travis: So let's talk about how we could repurpose these articles, because once you have articles, that's like money sitting in the bank. And I'd be almost willing to bet that a lot of people listening to us yammer on right now (laughs) probably have a hard drive full of articles they've already written...

Matt: I know I do.

Travis: That they could probably do something with if they would take that pound of lead and repurpose it. Let me give you an idea, and I actually got this idea when I was doing some work for my affiliates. Do you have an Aweber account? I'm pretty sure you have an Aweber account...

Matt: Yeah, I do.

Travis: I've got several Aweber accounts and what an Aweber account is, for anybody who doesn't know, it's basically an autoresponder service and what an autoresponder does for you is, let's say you send... let's go back to dog training because everybody understands that.

Let's say you have a blog or a site on dog training and people come to your site, and you say, "Hey, I'm gonna give you a tip a week for the next year on how to train your schnauzer dog or how to train your dog."

So they put their name and e-mail address in there, and then what happens is, this software will automatically release a new article or new message to them at specific times that you tell it to. So if you want to release an article or a message every

single week, every seven days, you just plug all your articles in there and do that. This is used by, I don't know, hundreds of thousands of marketers out there... Aweber and different autoresponder services.

But basically they're all starving for content because what usually happens is a marketer will get the first five or six or seven messages written, and then he never writes anything else because he runs out of things to write.

So, this is where you can easily step in. Let's go back to my example, my little 20 article pack... let's say it was a 52 article pack. One of the things I could do is, I could go and say let's do it on a popular niche topic that we know there's a lot of affiliate marketers for, let's say it's the weight loss niche.

Let's say we're gonna do it on losing stomach fat. So let's say I have 52 articles written on losing stomach fat or losing your potbelly or losing your beer belly. Let's say I got 52 articles written on that. Do you see where I'm going with this?

Matt: Yep.

Travis: Okay. (Laughs) So what we could do... and this is really cool, I bet even if you're an experienced marketer you don't know about this... maybe you do, I don't know. But you can take those articles, you can load them all up into your Aweber account.

And not only that, you can go ahead and put in the affiliate links or leave the spots where they can put the affiliate links in there and set them all up to go out for a week at a time so basically you've got a whole year's worth of autoresponder messages.

Now, in Aweber, when you're in the broadcast messages or the follow-up messages, there's a little button way down at the bottom that says "Allow people to copy your campaign". You say yes on this.

When you say yes, it gives you a little snippet of code and when you give that snippet of code to another marketer, all they have to do is go back to that same section, they put that code in, they say "Load campaign" and it pulls every single message out of your campaign...in that specific campaign and puts it into theirs.

Matt: That's pretty awesome.

Travis: So now they have 52 weeks of autoresponder messages. All they would have to go in and do is go in and modify and make sure the affiliate links go to their affiliate site, to their blog, or wherever they want to direct that traffic to.

Now, let me ask you... if I just came in and said "Matt, I've got a whole year's worth of autoresponder messages for How to Lose Stomach Fat", how much would you give me for it?

Matt: Well, considering I'm one of those people that are guilty of writing about a week or seven days of messages and then giving up... I'd probably be willing to pay quite a bit, probably a couple hundred dollars for it.

Travis: Yeah, and I bet that would be really in the average too. So let's say you got a couple hundred bucks for that. Does it really make a whole lot of difference to you how many more people I sell that to?

Matt: No, not to me.

Travis: Yeah. And it's very little... all you have to do is plug in this little code and you hit load campaign and pow, they're right there. You don't have to take them and copy and paste them into the autoresponder, and do all that stuff. All you gotta do is take them, say load campaign and bam, there they are.

Now, if we want to get really fancy, I could say, "Hey, what affiliate link do you want in there?" And I could go ahead and do that for you. And if you want to do that, that's an extra hundred dollars, so that would be \$300. Otherwise, if you just want to go ahead and put your own links in there, it'll be \$200.

And just to be fair, and I don't even know if I would need to do this, but I'm gonna sell this to 10 other marketers as well. Okay? But there won't be any more than 10.

So, for everybody listening to this, that would be \$200 times 10 would be 2000 bucks. That will pay for your Aweber all year long, because Aweber is what, 19 bucks a month now. I'm granddaddied in on some of these, so I don't know...

Matt: Yeah, I think it's \$19 for us they got in before they upped it... I think it might be \$29 now. Does that sound right?

Travis: Okay, so it may be \$29 and I think if you get over 10,000 subscribers, that's when the price starts really going up. You wouldn't even need to have any subscribers if you were doing this. All you'd be using it for is so you could load up your campaigns and such.

But basically you said you'd give me 200 bucks for that. 200 bucks pays for... if I take 200 and divide it by 15, that pays for 13 articles for me.

Matt: And honestly, depending on the quality, I said a couple hundred... but I'm actually in my head picturing more like \$300 or \$400 that I'd pay you for it.

Travis: Okay, yeah, it's incredible value there, right? A year's worth of autoresponder messages, they go out once a week... there's lots of things we could do to say, "Hey, if you stay in front of these people once a week you're gonna make sales off of them and I've already got the articles in there, it's got the little pre-sells and all that stuff."

But basically, I could get my articles, if I got 10 people to do that, I could get my articles written for a long long time... I could have that money in my account and pay for my own articles for a long long time.

And not only that, but once somebody buys it from you one time, more than likely they're gonna buy from you again. So if you want to do it on another set of articles you could obviously do that.

But I bet a lot of people sitting there right now have 20 or 50 articles all on the same topic that they could load up, they could add some affiliate links to, do a little pre-sell in there, and sell right now for a couple grand.

I mean, I know I've got hundreds and hundreds of articles I could probably do it with. (Laughs) But I get most of mine written for me now, but a lot of people have a lot of articles sitting either in their Ezine Articles account or sitting on their hard drive that they could do that with right now.

Another idea that just occurred to me the other day was, let's keep the same example... this is on the lose stomach fat niche, right? What if we went to the top two or three merchants that we could find, people actually selling the products and said, "Hey, what I'm gonna do is I'm gonna put these out, these are gonna go out for a whole year for 10 other marketers. If you give me \$100 a month, I will feature your product in all of these."

I bet you'd get a taker on that, because I know I'm a ClickBank vendor, I'm a merchant... and if somebody came to me with that offer, and said, "Hey I'm doing a year's worth of autoresponder messages and I'm gonna sell it to 10 other marketers who are gonna be using it and I'll make it your link for 100 bucks a month or even a flat fee", there's more money you could have coming in.

Matt: Absolutely.

Travis: So the whole idea is repurposing that lead, right? (Chuckles) You just keep repurposing that lead over and over and over again and you can even do it upfront. You could have your article writer write you articles or what else could we do with this...

Matt: One of the first things that came into my head was selling PLR.

Travis: Okay. Yeah, we could sell PLR packs, which is kind of what we're doing...

Matt: Yeah.

Travis: It's kind of what we're doing with the first example. But almost any steps that take manual labor, we can probably, some of it might be a little harder to do than others, but we can probably figure out how to get this paid for us.

So let's say we wanted to do Squidoo lenses. We might have to find somebody and train somebody, which would be basically what, doing a Camtasia video or finding the Camtasia videos to show them?

Matt: Yep. I'm sure you can find it on YouTube already.

Travis: Oh yeah! Train somebody up to do it, make sure they're good at it, and then we charge people to put up Squidoo lenses and of course it's all managed for them so we can charge them a premium price and get all of our Squidoo lenses put up for free.

So that's the whole concept, in a nutshell. Now, I get so excited about all this Internet marketing stuff in this smaller world... because what's really happened is the world is such a smaller place now with all the Internet and you know I can talk to somebody in Singapore... you've got people hired from the Philippines, do you not? You still have that article writer hired from the Philippines?

Matt: Yeah, I've got two people from the Philippines now. One of them is that writer that we were talking about earlier that does Linkvana and everything...

Travis: Right.

Matt: And writes articles... and I actually have another one that actually goes out and does manual back link building for me.

Travis: Gotcha. And the girl who does my e-mail customer service for my relationship niche... I could easily have her handle probably two or three other customer service accounts... we talked about doing it for one of your businesses, or one of the businesses we have. But I could easily have all my customer service paid for... I have another little way I got that paid for, (chuckles) but that's a completely different topic.

But we could even do it for customer service right? You find a person, you train them up to do the customer service and how you want them to do it, of course it would be a little bit different for somebody else's customer service, but basic generic customer service, answering e-mails, providing downloads... you can have all that stuff done for you at no cost if you're willing to put in a little elbow grease to train the people and find the people and handle the management headaches.

Matt: Yes really, you can do it with everything, just like I'm getting Linkvana for free, if someone wanted to go out and get video submission service for free, like Traffic Geyser...

Travis: Oh yeah!

Matt: I mean, anything that you want, if you think it's too expensive, do something like this and not only get it for free, but get paid to use it.

Travis: Yeah! Co-op it man! Exactly. (Chuckles) I mean, never let lack of money stop you. 'Cause there's always a way to where you can provide something that somebody wants and even if you have to match those two together, you can come out and make it a win-win-win situation and everybody's happy.

But yeah, Traffic Geyser... that's a perfect example. Train somebody to do your video submissions using Traffic Geyser, which is pretty easy, there's no reason why you can't do that for somebody else, even if all you're looking for is to cover the cost of your hundred buck a month membership for Traffic Geyser. I mean, gosh, there's no reason not to do stuff.

You know, if you have more time than money, and there's no crime in that... that's what most of us have, we have more time than money to invest that time wisely and get these things taken care of for us.

So I so hope that's gonna be helpful... I know people probably have about 1,000,001 (laughs) questions... where do I find these people? And Part 2 is going to be how to find your outsourcers and a couple of methods we use.

Matt and I find our outsourcers a little bit differently. Matt has some really good methods. Matt actually is really good at finding the brilliant, low dollar people. I think you said you're getting your articles written for what...\$2.50, \$3.00 apiece?

Matt: Yeah, started at \$2.00, and now I'm up to \$2.50, which is absolutely dirt cheap.

Travis: Yeah, so we were throwing numbers out like \$15 an article which is what I'm paying. Now they're probably well worth that and it's a big benefit when you can say it's an American writer, but you still have all kinds of profit margin if you go at the \$3.00 level, or you could actually hire a full-time writer at a couple of sites which we'll talk about in Part 2, for as low as \$600 a month.

And if they're working for you full time, even if they can only crank out six articles a day, 30 articles a week, considering a five-day work week... that's 120 articles a month. So if you could sell 60 of them and keep 60 for yourself, you could have a

whole (chuckles) army of article people working for you, getting your articles for free, promoting all your affiliate products.

So then Part 3 is going to be how to find your... I'm just calling them co-op partners right now... they're not exactly a co-op partner, but they're very, very similar... it's finding your co-op partners.

Basically you make the pitch of "Hey, I'll provide all the elbow grease and the management and the hiring and I'll provide you X service for X amount of dollars every month." And just be real upfront about it.

You can also sell your autoresponder or any way you figure that you can reconfigure that block of lead and make it more valuable. The autoresponder service would work out really great. I can tell you right now I've seen stuff like that sell for pretty high dollar on different forums.

So if you have a pack of articles that's something you could probably do right now. Go get you an Aweber account, lots of you folks probably already have an Aweber account... start up a new list, plug you up 20 or 52 weeks' worth of stuff in there and get out there and sell it and then hire you some labor. It'll work out great.

You got anything to add Matt?

Matt: Really, what I was just thinking of whatever we were sitting here talking about it is... depending on how much work you want to put into it, you could also bundle them up into reports and start selling reports because people are always wanting to buy them...

Travis: Yes! Thank you! I forgot about that...

Matt: People are always wanting to buy reports to use for list building material or you could even, if you really want to put some time into it, just package it into an e-book and sell an entire mini site where someone can sell their own product basically.

Travis: Right.

Matt: That's where you're getting into some high dollar stuff right there.

Travis: Right, and you get the people to do it for you, that's the whole point. You just gotta figure out how you can make it work. So, one thing you can do, and it may even be cheaper... like I know a girl who writes fantastic reports... me go ahead and pitch her name now, and she sometimes can't work, she's so busy, but her name is Michelle Strait.

She writes fantastic reports! Now, is she expensive? Hell yeah she's expensive. I think for a 20 page report it'll cost you 300 bucks.

There's no reason why you can't take that report, keep the report yourself, split up the report into the autoresponder series... one page might make an article... and sell that or divide it up into articles. There's so many ways you can repurpose it, forwards, backwards... I get so excited when I think about all the possibilities that you could do with it.

Here's another idea. Say you wanted to get an audio made for yourself... An interview. There's a girl that will do interviews for you. She will not only go out and find the author, but she'll do the interview and it cost like 800 bucks. Now what you might want to do is to do the interview yourself, but the whole point of this is to get other people to do it.

So what you could do though is... let's say you want to do it on dog training and you said... her name is Heather Vale by the way... she just got married, her name is Heather Vale Goss... and you can probably just Google her. I don't give this out to a lot of people, 'cause I don't want her to get super busy so I can't hire her. But I haven't hired her in a while so I'll just go ahead and give it out. Heather Vale Goss.

You just say "Hey, I would like this expert" and you give her like three or four experts... she'll go out, find the experts, she'll ask you what kind of questions you want her to ask, she'll set up the interview and should do the whole interview for like 800 bucks.

But what you can do to get the money to pay for that is the same thing we've been talking about. Let's say we wanted to do it in the lose stomach fat niche. We go out to Google and find all the sites that are in the same market and make them a proposal.

Say "Hey, I am having a girl interview me one of the top experts on losing stomach fat or fitness or what have you and it's costing me some money... and what I'm trying to do is come up with enough money to where I can go ahead and get this interview.

So what I thought I'd do is share the interview with you and I'm just wondering if you'd be interested in having an interview with this top expert and I would only charge you a couple hundred bucks for it. You could do whatever you wanted with it."

You could put restrictions... if you didn't want them to put it up on ClickBank or whatever.

"You can sell it, you can put it on your site as content do whatever you want."

So let's say you got 200 bucks there. So all you gotta do is find four people. So all you're gonna do is share the content with four other sites. And I'm guaranteeing you you're not gonna have trouble finding four webmasters that would... they would love... lovelovelove... to have an interview with an expert in the field that they're in, that they can give away, put on their site, sell, put up as a backend...

Let me tell you something, I get so excited... maybe we're just going long... but there's so many sites that need a backend product out there... there's so many sites out there. And even if you have one or two back ends, you're always, always always looking for another backend!

So if you can find a couple of digital product guys that are in that market and say

"Hey, here's a wonderful backend product that you can sell and all I'm trying to do is... I'm gonna offer you this low, low price... she actually charges \$800 (I wouldn't give her name or contact out), but what I'm trying to do is get a few people to where I can get the interview paid for me so we're only sharing it with five people. And I'll be completely straight with you and upfront about it."

And you can get your interview for free and then you've got a product. I'm done ranting now. (Laughs)

Matt: I was just thinking, man, you could probably sit here all day coming up with new ideas.

Travis: I know, I get so excited about it!

Matt: There's so many things, like, anything you want online, we can figure out a way to make it work, I would almost guarantee it.

Travis: Yeah, I guarantee you, there's so many... you go on ClickBank and look at all the dog training products and every single one of them I guarantee you would love to have a quality audio or quality back end.

I was sitting there at the Mass control conference one day and Frank Kern's up there and he's got \$1 million dog training a year business and he says he's been so lazy he's got zero back end on it. Zero, nothing. And I can almost guarantee you that if somebody was to come up and say "I've done all the work for you... here's a great backend... (laughs) here's a great backend for you, 200 bucks!"

I guarantee you he'd probably pay more than that. I would! If somebody came to me and said hey... now I'm not gonna say what market I'm in, just so it doesn't sound all pitchy and stuff but I'm in the relationship stuff... and if somebody came

to me and said "Hey, I've got an interview with this expert that would be perfect for your customers and would be perfect for a backend..."

Hell yeah! If I don't have to sit there and schedule the interview, pay the full 800 bucks, and just pay a portion of it, heck yeah I'm gonna co-op on that. Heck YEAH.

And I'm telling you (chuckles) there's so many other people out there that would do it too. Lack of money, I'm telling you guys, what I'm trying to get through and hopefully if I can just change one person's mind about this, will be successful, lack of money is no reason not to get out there and get something done. Elbow grease and ingenuity. (Laughs)

My grandpa called it the B word... another word for it is chutzpah. If you don't have money, all you gotta have is guts. Guts and a little bit of ingenuity and just put the stuff together. Money is really easier to come across sometimes and once you start doing it and start using the mindset that you're gonna go out there and help a couple people, I'm serious... I know it sounds hypey and stuff, but you're not gonna ever lack for money again.

Because you could actually probably sell those interviews for probably 300 bucks a pop to 20 different people, depending on how big your market is, and make a nice mint on it for yourself.

And once they buy one, I guarantee you they'll buy another and another and another and another. Because the need for backend products is insatiable because as soon as you sell a backend product you need another one. Right? To your list.

And it costs time, money and everything and any time you can save somebody time or save somebody money, you're gonna have a market for it. But that's in Part 2 and Part 3 we'll talk about all the stuff here.

I just really want people to... even now, look at what you've got sitting there right in front of you right on your hard drive and see how you can repurpose that lead, that little block of lead and get it out there and get some money coming in for yourself.

I think if I don't stop now, I'll go on for another hour (chuckles).

Matt: Well, I think there's a lot of great stuff there. Hopefully, like you said, just one person uses it that we've been successful here.

Travis: Yeah, I think so too. And then Part 2 will be awesome, we'll show them some of our little secrets for finding good quality folks to do the work for you and then Part 3 we'll talk about how to find the folks to pay them for you, so you get all your stuff for free. As always, Matt...it's been super great doing this with you.

Matt: Well hey, you're the one that got all this stuff sparked in my mind.

Travis: Well that's cool man. (Chuckles) Awesome.

Matt: Yep.