



Alex Jeffreys- 2010



Jean Shaw here for jeansbestrecommendedproducts.com. Recently I've been interviewing a variety of internet marketers.

Some were complete beginners, others into media, and a few quite successful, but they all had one thing in common, or rather one person, Alex Jeffreys.

Alex from Wales in U.K. has taken the internet marketing community by storm. He is also my mentor. And I'm really pleased he's found time to talk to me again because the last time we tried this, I forgot to press the red button. Alex was very gracious about the whole thing. Well, we put it down to one of those failing forward moments which we all have from time to time. And as long as we learn from them, it's okay.

Anyway, this time it should be fine. So let's meet the man himself, Mr. Alex Jeffreys.

ALEX: He-hey! How is it going, Jean? And I appreciate your introduction my lovely.

JEAN: It's great! Thanks. So one of the things I find fascinating about you, Alex, is that despite being an incredibly successful marketer, you're actually a bit of computer don'ts.

ALEX: I certainly am. Well I believe. It's funny how computer illiterate I am. It really is. I am really one of the worst people out there. When I started this, last 2004, my friends thought I was a geek coming on to the internet. I didn't really understand computers, I just knew it was a medium to get things out there to the world. And in this day and age all my friends were on Facebook and they knew more than me about computers. I run my full time business on the internet, and I haven't got a clue. It is one of those crazy things about life, I suppose.

JEAN: Yeah, and that's what will surprise an awful lot of people because they will imagine that if you're making your business on the internet, then you must really know a lot about computers, etc. But that just isn't the case, is it?

ALEX: It is also funny, Jean that I can't spell. So my whole business is about writing. My whole business is using a keyboard, and I can't even spell a word.

JEAN: Yes, that is actually another reason why I wanted to speak to you because I've got a son who's got autism, so I have quite a lot of interest in

disabilities of one form and another. And I used to work as a support teacher in a secondary school, where many of the students have problems with reading and writing because they had dyslexia. I believe that possibly you're an undiagnosed dyslexic as well, aren't you?

ALEX: Yeah. I don't know, I've never been tested and I wonder if I should go and get tested. I don't know. It would be funny if I went and go test and they say, "Hey, Mr. Jeffreys, you are not dyslexic". I know it's quite strange but, yeah, I believe I'm dyslexic in a way." It's pretty obvious why I am dyslexic, and I believe I can when diagnosed. Yeah, I can. I mean I can read, okay. I can write, okay. Well that's it, you know what I mean?

JEAN: Yeah. There were lot of people that I used to support, though that they were incredibly talented. And one guy, in particular, that springs to mind. He was really good at art, but unfortunately he was always in trouble with the law because he graffiti who would write the walls and things.

ALEX: Yeah.

JEAN: But if he's to channel his abilities in the right direction, get the right support, he would be brilliant. And that is why probably the internet is such a good medium for people that can't read and write because especially now with YouTube where you can make videos, and also get support from other people because, obviously, if you don't know much about computers then there's always somebody who does.

ALEX: That's right. Of course. Lets go back to what you were saying about some sort of skill. Like when I was younger in school, when I was about 12, I remember saying out loud to myself the first time that I'd be a millionaire by the time I'm 30. I'm 28 and 29 in within the next three, four weeks, or something.

So I'm coming in at close to 30, so things are obviously remarkable these days. But going back to when I was 12, I used to think to myself, I'll be a millionaire one day. Before I'm 30, I'll be a millionaire.

And just imagine when I was going to school and then telling my teachers, "Oh, I don't need to learn this, I'll be successful". And they used to really laugh at me, you know. And seriously, my reports are atrocious

Atrocious is not the word for you, the bottom of the bottom classes, the dunce of the classes, the clown of the classes. It's not that I didn't have an ambition, I had no reason to go to school. I had no drive for their teachings.

JEAN: Mm-hmm, no passion.

ALEX: Well, not for what they were teaching. I had my own passions. I had my own burning desires even at that young age. And it's funny looking back right now, but at that time. Nobody believed me. I was serious but no one took me serious.

JEAN: Yeah, a lot of people don't give others the opportunity because they don't have the educational qualifications, don't they? But the internet is a wonderful place for anyone for creativity like you have, ambition and persistence such the thing, isn't it?

ALEX: Absolutely! Just going back to your example and what you were saying about special skills – art or something. I didn't have any special skills, I had nothing. I just believed in myself. I actually believed in myself and that was the only thing I had going for me.

And I wanted to learn, I went forward to knowing and learning. I had that burning desire but I knew that I could do it. Even though there was no way in this possible world at that time I could do it, I just believed I could do it.

JEAN: That's really good. I think Jim Rohn said something about, "Formal education will give you a living, but self education will make you a fortune." So obviously, you knew?

ALEX: Yeah. It's "Work hard on your job, and you'll make a living. Work hard on your self and you'll make a fortune."

JEAN: Yeah. I heard the other day actually, that the most successful internet marketers didn't finish college education; were left with no qualifications at all. And actually they said it was an advantage because when you've got all these academic qualifications, you're often pushed into careers which you may not necessarily want to be in. So that you don't waste your education as it worth.

ALEX: Yeah, well I had no education. I went to school but I had no education. So first of all, I went to private schools. Then I was told I shouldn't be paying all that money to be in private schools because I'm a waste of their time and it's wasting my parents' money, okay?

So I was taken out of private schools, and I was put into state schools, standard schools. And it's funny when I look back on this Jean, because I was held back a year in school in private school. They held me back a year because I was that behind and then in that year I was held back a year I still didn't excel. So they said, "Really, we should take him out to the school." Now when they put me into state school, I wasn't allowed to be kept back a year. I had to go to my same age which meant I actually missed a year in school.

So could you imagine then the kind of difficulties I was going through? I just didn't want to go to school anymore. I was just telling my mom, every morning that I did not want to go to school. But with my son Cameron, yes, I will want him to go to school. I will want him to become educated for the social aspects.

I think, I will teach him monetary facts because school, schooling, does not teach you anything to do with money, right? They don't teach you anything to do with making money. So when you leave school, what do you know? General knowledge, right?

Well I personally do not know anything about general knowledge, but when you talk to me something about business, I'm pretty sure I could tell you how to make a lot of money. So the school never told me that kind of stuff, and I knew that from the very beginning. I don't know how, I really don't know how.

JEAN: Right. So you left school with no qualifications, then. So how did you become so smart in business?

ALEX: So basically, I went to college. My father was very upset with me that I failed in school, right? He had big expectations for me. And in my mother's eyes I was a success, in my father's eyes I was a failure, right?

So my father said, "You have to go to college. You're not going to be a bum. You're going to college, and you're going to make something of yourself". He always told me, like when I was very young, I can remember my dad telling me computers would be the way forward, way before computers became common. I'm talking floppy disk age computers, okay? So he took me to this place called I Tech and tried enrolling me into the computer course there, and they did an exam on me or something, and basically, I was not good enough to go into the computer course.

So they enrolled me straight into the electronics class, which was basically soldering pieces of metal together, literally getting a soldering iron and burning it together, okay, and that's what I was doing for like six months.

And they were going to send me off to some factory, stand on line, and put together TVs all day, and actually just solder TVs. I was like you're having a joke, right? There was no way I was doing that, and I got out of that.

And then from there I went to actually work for my dad.

JEAN: Was that in the construction industry?

ALEX: Yeah, my dad's got 30 years in the construction game and he's run his own business. He's just done this all his life. So I go to work for him, and I'm like the lowest of the low, but my brother and my dad run the company, and I'm like the donkey.

So every time some new kid comes to work for the company, he instantly gets put above me in the food line. So I'm always at the bottom of the chain if you like, okay. So I'm always the donkey who does the donkey work. I was telling my dad, "Look I could run this company" and he said, "As if you could run this company, I've been doing it for 30 years, son. Who do you think you are?"

And he upset me always. I got sacked all the time. I would always come back to Katie, my wife but my girlfriend at that time, "I've been sacked again, love".

We'd get back into work the next day, and we'd patch it up, but I was always being sacked. I always knew I could run the company better than he could, but he never believed that. He'd never give me a chance.

And one day, I was like balls to this, I'm leaving and I gave him a right mouthful and I left. And I never went back. And that was June 2004. I've never had a job since.

JEAN: So where did you go then when you left? I mean, you didn't just join the job queue, did you? You went on eBay, and ...

ALEX: Yeah actually, but it wasn't. What was happening was I'd been told about eBay previous to this, okay? So I was like kind of dabbling on eBay, but it was big learning curve. So I started my first eBay in February 2004. I quit my job in June 2004. I set up my import company, importing motorbikes from China, June 2005. So within one year of study, I'd built an import company. I was bringing motorbikes from China and selling them on eBay. I made over \$100,000 in the next four months. And that was really the beginning for me. That's when I got the taste for it.

JEAN: Yeah. You've mentioned you've that you have the support of Katie, who wasn't your wife then, and also your mom. They were very supportive of you, weren't they?

ALEX: My mom has always supported me from day one.

JEAN: Well you were her little boy...

ALEX: Oh, of course I'm a mummy's boy, of course, so, my mum has always supported me since day one and always believed in me. Whenever I said I'd be a millionaire, my mum just said, "Of course, you will, son." But when I've told my dad that I'll be a millionaire, he said "Don't be so stupid." So look at that. Look at the two. My mum says "Of course, you will. My dad will say, "Don't be so stupid," right? Now my dad looks to me and says to me, "How the hell did you do it?"

JEAN: But do you think, possibly, that was a good motivator to get you going? And say, "I'm going to show you."

ALEX: Of course! To stick his nose in it.

Jean: That's right.

ALEX: Absolutely! And the other dayobviously, I'm not still bearing a grudge anymore, but he still tries to tell me now, and I'm saying "Dad – how can you tell me, just look what I'm doing", and behind the scenes stuff, you know, not the stuff published on the internet what I do, but the internet stuff I'm studying and the people who I'm working with are making billions of dollars, with a "B", you understand?

These people make multimillions of dollars a month, billions of dollars and yeah, and of course these people speak to me and treat me at their level. And I am moving towards that. I'm not saying I'm going to make billions, maybe I'm not going to make billions in my life time, I don't even know if I desire to.

I was with a friend of mine the other day. We were in Spain travelling on a friend of ours' yacht and he was like he wanted to make a billion dollars very soon. I was like, seriously? Like a billion? And we have these big conversations like, I don't even know if I desire to work that hard to make a billion dollars. What I want is to just have a nice, easy lifestyle, and make millions. It's never a bad thing to be making millions, anyway, is it?

JEAN: You're obviously getting older, Alex. Because when you're younger, people tend to want stuff, and all the toys, and things. And I think probably it's a male thing, an ego thing because of obviously they kind of think that their worth is determined by the bank balance, often.

ALEX: Yes. What's the angle to that? Because I have this issue with myself. So I kind of want to go back to put us back on track, just like when I told you about my mother and father...we'll carry on with me, but yeah bank balance is obviously an ego thing, right? It definitely is an ego thing.

I've also realized we do not need to make that kind of money to be happy. You can be more happy with less money, like I could drive a Ferrari tomorrow. If I wanted to get a Ferrari, I could get to Ferrari tomorrow, right?

But I don't desire driving a Ferrari anyway. This is not what I want. I've got a beautiful Audi outside, a beautiful house here, travel the world consistently and I'm happy. But I want to streamline my business, so it's more automated, actually move away from the live coaching and automate my business, and have more people run it for me and then live life. Because I realized you only have this one life thing, Jean.

JEAN: Absolutely, yes.

ALEX: I've realized that. And It's not about busting your balls working to make a massive bank balance, and then realize your life has just disappeared, your family hates you, and you got no friends, and you got all this money and nobody to share it with. That's the last thing I want.

So when I study successful business peoples, it's like, what a sucker! And they say, when you climb the ladder of success, make sure the ladders trapped against the correct wall, right? Do not climb a ladder of success and find out at the top, you've just climbed the wrong ladder, right?

So you got to try and judge all these kind of things and then it's all down to personal preference. Like how much money does Jean want to make, how much money does Alex want to make? Then, it's not how much money that you want to make, t's what you actually want out of life, right?

So forget how much money you want to make, it's like, what you actually want out of life. And write all this sort of thing down, you know, Jean. This is one of my first things I teach in my coaching, Module one, Forward To Basics.

It's like , know what you want, and then when you know what you want, write down how much your costs for the year for all those fun things. Just look at a

year, for example. What do you want to do this year? Write down everything fun that you want to do with your friends family. Write it all down. Work out the cost for them. Work out when you want to do it, and put all of that into a calendar, okay?

So then you have a calendar of fun things to do; and you have to be obviously realistic here. But then you have all of these fun steps. Now, that's taken up a lot of your time in the year, hopefully.

So now you have to work out in between those fun things , how will you make money to pay for each fun thing as it comes along. And if you can do that correctly...it's all to do with planning, everything in business is to do with planning. Plan and plan not to fail, you know.

So if you can do that correctly, you'll live a dream lifestyle and never, ever, ever need to become a millionaire.

JEAN: Absolutely! So you'd be able to impact people's lives, earn lots of money, have good relationships with no hassle and good health, with fun.

ALEX: Yeah, yeah. Absolutely! That's life, seriously though the main thing, obviously, let's just say, impact people's lives, okay? So without realizing it myself, right, I've impacted a lot of people's lives somehow, right? I don't know how I have the ability to do that. Jean, I have not got a clue, right? But somehow, it's happened, okay? And it's crazy and it's actually scary to me.

And I'd really love to go back to school and actually speak on stage and I've spoken with a PR Company, about actually doing this. You know, going back to school and speaking on stage, and actually say how I did this without knocking the schooling systems, right?

JEAN: I remember telling you to do that when we first met.

ALEX: Yeah, that's right. And the thing is, I definitely understand, I've got passion for helping young entrepreneurs who want to be successful because I remember what I was like when I was just starting out, right? Nobody would support me, right?

I even went to the bank today to get a credit for something, and they turned us down. And it was a very small amount of credit, and I was like, "Are they being serious, Kate? Like, they've turn us down. Do you know how much money we've put through that bank?" The same bank – the bank managers change all the time but it was the same bank. We've put over a million dollars through there . Are they crazy?

So it's just like, what I would like to do is invest in young entrepreneurs, right? So put some sort of system together where young entrepreneurs can actually come to us, and we invest in their ideas or their training.

I don't know quite know how we'll do it yet. And I've gone to the point now where I'm speaking to people, who like for instance, the Prime Minister of the

U.K. and Peter Jones, who is a massive entrepreneur in UK, one of our best entrepreneurs in UK, they actually do this already.

I think they do it a little bit wrong though because I was talking about publishing information and creating products out of thin air, right Jean?

All of my products are created out of thin air, right? I can create one product and sell it a thousand times over, and reap 90% profits off every one of those thousand sales. There can't be many products in the world, you get that kind of return on investment, right? So I can create it once and sell it as many times as I like and actually see at least 90% return on investment on every sale. It's fantastic, right? It's crazy!

So I'm trying to find out how I can do this, and actually then not going against the Prime Minister and Peter Jones. But actually trying – I don't know if I – I don't want to partner with them, at least, I don't want to be a partner with them, but at least try to be a person up front, right? But this is how I'm actually approaching this, right?

In one, two, three, seven months time from now. I'm actually going to Necker Island to spend a week with Richard Branson to speak about it. I'm actually going to spend a week on Necker Island and here's what I want out of it.

When I leave that meeting, I want him to have given me some advice, or support me in doing this and I will invest my money into these people. That's pretty cool! That's kind of where I'm moving, I think, Jean, from the internet marketing stuff.

JEAN: Well it be wonderful if they taught internet marketing in school wouldn't it, as part of the curriculum, because as you say, people come away from school with well knowledge that's not really going to benefit them too much in the real world.

ALEX: Yeah, and again I'm not political, and I'm not clever enough to be political, but I'm passionate enough to go against people or at least put my voice out there and be heard. Especially, if I'm putting my own money into it, like I said earlier. I made that already clear. The bank still would not back me. now to this day, for a very small credit, right? I didn't need the credit. It was like, well, why pay with our money, let's use the bank's money. And they said, "No."

JEAN: You have to go on the apprentice and get Sir Alan Sugar to back you.

ALEX: No, you will never see me on one of those shows. Never. I could have gone in to Dragons' Den before. I was invited to speak on Dragons' Den, but you'll never catch me in one of those shows.

Well, what I'm trying to get across here is it's very hard to get back in, so I would be willing to support people. And that means I'm going to put my own money into it, right? So when you got someone like Richard Branson backing you and I believe. I really believe, hand on heart, when Richard Branson meets me, he'll see I'm very passionate about this, way deeper than this call can go,

and could make a difference in people's lives, a massive difference. I think that's pretty cool, Jean. That's pretty cool!

JEAN: Well he certainly has, hasn't he? And you've actually met some very influential people in your short internet marketing career starting off with Tim Knox. He was one of your first mentors, wasn't he?

ALEX: Tim Knox saw me shine. Before I even believed in myself, Tim Knox said, "You know, kid, you're going to be a superstar." And I was like, "What?" He said, "Yup! You're going to be a star in this game. He gave me a lot of new ambitions", I suppose. And also, I didn't have the money at that time, he mentored me for free. He's like, "Dude, I'm going to mentor you for free. You're going to be under my wing now." He took me under his wing.

JEAN: Well obviously, he's got a good relationship with his mother as well because he wrote a book called "Everything I Know about Business I Learned from My Mom." Have you read it?

ALEX: Yup! It is sitting on the shelf right behind me.

JEAN: It's very funny, isn't it?

ALEX: He is a very funny guy. I'm quite upset that Tim Knox left the internet marketing scene to move to other businesses. Seriously, he got a lot of charisma. So yeah.

JEAN: And then you've also met Mike Filsaime and Rich Schaffren, and Michael Cheney, Andrew Fox, who are well known marketers. Who would you like to meet next?

ALEX: Two seconds, I can hear Katie calling me. Two seconds, I'm sure they're about to burst into my room right now. I did tell me it was a live call but that's the fun of working from home.

JEAN: Oh, sure.

ALEX: Yeah, who I'd like to meet next? Well, I'm actually going to Vegas next month with Rich Schaffren. I've been invited. Hold on two seconds. [Cameron calling – tea's ready]

ALEX: [To Cameron] Okay, I'll be down soon, okay? I'm on a call. Tell Mommy I'm on a call. [To Jean] Two seconds, please.

JEAN: Oh, bless you.

ALEX: Say hi to Jean.

JEAN: Hello Cameron.

ALEX: Say hello.

CAMERON: Hello.

JEAN: Hello.

ALEX: So for everyone else listening, bear with me two seconds.

JEAN: That's Alex' young son.

ALEX: So bear with me, I will be right back.

JEAN: This is one of the nice things about working from home because you can do things anytime that suits you. I think he's coming back.

ALEX: Okay, I am back. So I apologize for that, but again, that is the fun from working from home. And actually, it's not a disadvantage obviously. It's beautiful to have the family around you, but of course when you try to work, you're disrupted often. It's very easy to become disrupted, and then not get back into the work flow. That's something that I was always against.

When I was writing my first book, "Post Launch Profits", a lot of that writing was about watching my son growing up. At a very young age, he was maybe seven months old when I wrote it and that report was published. So it took about seven months trying to get to work with having a newborn in the house as well, and having my wife needing me and so forth.

It's very hard you know. It's always tackling, just like a balance you have to work out, always trying to focus on building a business but remembering why you're building a business. Of course, it's for the family.

JEAN: That's it and I think that's probably why a lot of people struggle when they start because there is a lot to learn if you decide that you want to learn everything and do everything yourself. And then unless you got an understanding partner it's extremely difficult, isn't it?

ALEX: Yeah.

JEAN: Especially initially when perhaps you don't get any return for all the hours that you're putting in.

ALEX: Yes and that's very good point there, Jean. If Katie didn't support me I would never be successful. And as they say, behind every good businessman is a strong woman, right? It's true, Katie really supported me throughout, to the point where I've cried. A couple of times I've been crying because I just didn't understand how to make money on internet.

For instance, like you said I met Michael Cheney, Tim Knox, JasonJames, Mike Filsaime, all these people, Andrew Fox, and it goes on, and on, and on, and on. All these people I knew with 100 more people, right, were all making more money than me and it was like, "Why can't I do it?" And so it brought me to tears a couple of times.

So you know what you do need though is if that's you as well. You got to focus on what the outcome is and the real outcome for life. What you want out of life because this has all to do with life, right? Your life isn't sitting in the front of the computer screen day in, day out, pulling your hair out, right?

You just got to understand what life is about. Jean. Understand what you want out of this? I mean, once you understand what you want out of life, what it's going to cost you and how much time you're willing to sacrifice to make that amount. And then, once you make that amount, are you going to let greed take over like it does every bloody time? In every case, I've ever watched and analyzed, greed does take over. It's built into the human brain.

When I want to make \$100,000, as soon as I make that \$100,000 like right how can I make half a million dollars it's like you know, it's always the same. And you're never satisfied again when you make that \$100,000. You always want more and more. Is that greed or is it desire? You just really need to understand what you want out of life, how much it's going to cost you, how much you're going to sacrifice to get that cost, and then, are you willing to detach yourself to actually fill that lifestyle because once you start making money on the internet, it is so, so addicting.

JEAN: Yeah, I think once you get children though you become more grounded, don't you? And your whole perception of life tends to change. I think that's probably why the majority of really successful marketers are probably young men who haven't got families and their testosterone is high and they're competing with everybody else.

Women tend to be a bit more nurturing and I think the difficulty women have as internet marketers is that they undervalue their skills and they give a lot away. I mean I know you should give away things.

ALEX: I do the same though, Jean. My highest product is a thousand dollars in cost. To some people that might sound a lot of money but in reality like I could seem to be charging \$20,000 for my products, you know all the services, right? I just don't do it. So I'm under selling myself every time I sell something for \$1,000, I'm under selling myself.

JEAN: But that depends what value you put on success, doesn't it? I mean, if success to you is impacting people's lives by selling your stuff for \$1,000 you're able to impact more people's lives, aren't you?

ALEX: Yeah, and of course, you know in terms, for instance, My Google Wealth is crazy, right? My Google Wealth is unreal. And if anybody doesn't understand Google Wealth, just Google "Alex Jeffreys", and just see what people are saying about me, all right? It's unreal. That, to me, it's like I see past this, "Make a fast buck." You know my saying, Jean, "Don't chase money let money chase me", right?

So this internet marketing, all fun and games, there's millions and millions to be made. My friends are all making more money than me but they work a lot harder than me and they're also digging themselves graves because they are

not delivering the value that they should be delivering, and their not building the Google wealth, you know? All these like, “X Man is a scammer.” “You know, blah, blah, blah scammed me.” But for me, you’ll never find any of that on the internet about me, you know.

There is no reason to it being on the internet. And I see in a few years time that being so powerful that I’ll just own the niche. Like for instance Rich Scheffren my mentor, wrote on his blog. Alex Jeffreys is the future guru in internet marketing and I replied to his blog post, “Rich I will not be a guru. I’m not a guru. Regardless how many people on the internet call me a guru, I’m not a guru, and one day, I’ll become a maven who actually owns this niche. That’s fine. And I will, one day I will own it, I believe. I would like to take over and make a change, you know for instance my last report’s name. Guru’s Nightmare.

JEAN: Well, you certainly seem to have a good balance of work, health and family. I know you’ve started using the gym now. Do you find that you get inspirational ideas when you’re working out?

ALEX: I love going to the gym but I hate my personal trainer.

JEAN: You’ve got a personal trainer?

ALEX: Yeah, I’ve got a gym downstairs in my house, Jean. I’ve got a beautiful house here, gym, spa, everything, but I don’t use it. I’ve been in there once. I’m just not going to do it because there is so much going on internet but I know my time, Yeah, I’ve got a schedule here. I will be in the gym tomorrow at 11 AM, right? And it’s like my schedule. That’s it.

And I go to the gym every single day, and yeah, we’re kicking ass. It’s like for instance, since November 2008, I’ve become a rich, right? I’ve made a lot of money. So there’s not a lot of stuff that I need to do on the internet, you know. I haven’t done a lot of email marketing. I haven’t done a lot of all list building. I haven’t done a lot of all the other crazy stuff that we talk about. I don’t need to, right? The money is pouring in, so what do I do? I just go and party. I travel the world and have a lot of fun, but then of course you know your body gets out of shape. And I realize, “Hey, Dude, you need to get back into shape.” So I got myself a personal trainer.

In the gym I haven’t got a lot of time for clarity, but I’ll tell you when I get the most ideas is when I’m in the shower, always when I’m in the shower I get ideas or if I’m on a vacation, just when I’m away from the computer, that’s when it all comes together for me.

JEAN: I know I was listening to Eben Pagan and he said he gets his best ideas running up and down the stairs something speedy, oxygen going to the brain or something.

ALEX: Yeah, not for me and never really have time on training. I do not have time to think you know apart from what the hell is going on around me. You

know when the oxygen comes to the brain. I just get it in a shower, that's 's when I get most inspired, I think, in the shower.

JEAN: Washing the cobwebs away, eh.

ALEX: Yeah.

JEAN: So you've come a really long way from the first time I ever spoke to you, you were just about to do your first talk on stage in London and you were very, very nervous. Since then, you've obviously progressed. You've had lot of opportunity to speak and you're no longer nervous. You can tell that from your videos and things. Do you think your meeting with Marshal Sylver had a big impact on you?

ALEX: I'll tell you what had a big impact on me. It was a lady called Kitt Fury.

JEAN: That's a very powerful name, isn't it?

ALEX: Yeah Kitt Fury.

JEAN: Going back to Marshall, did you eat fire?

ALEX: No I didn't. I watched somebody eat fire on stage though, but I didn't actually eat fire. We'll jump back to Marshall, later but let me just tell you what happen with Kitt Fury. I emailed my list and I was very scared to speak on stage, very nervous, very out of my comfort zone, not feeling it at all, Jean, just not ...it just wasn't me, at all.

And I wrote to my email list, and I emailed my list and told them "Oh boy, I'm like here, at this successful, making money on the internet thing and I've been invited to speak on stage and I'm scared, and she actually replied to me and said, "I will help you." What is it called? Is it called Neuro English? I can't even say the word.

JEAN: Neuro-Linguistic programming.

ALEX: That's right.

JEAN: We call it NLP, Alex.

ALEX: Okay, NLP. Yeah, okay. So she gets on the phone with me and, starts making me do some crazy things and I felt very uncomfortable like tapping my forehead and then rubbing my belly at the same time or you know. And I had a piece of paper printed out in front of me and to make me imagine things and all that stuff, and you know what happened was she just reprogrammed my brain. Totally reprogrammed my brain and all of a sudden I started doing videos; and you know of course, I get invited to speak on stage but I don't speak on stage a lot.

I was invited to speak on stage last weekend and I turned it down, this weekend, I turned it down, I'm always invited to speak on stage but I don't do it a lot just for the simple fact that I don't like working to other people's timelines. Oh, I've got to be in London this weekend and there's a party going on or something or whatever, right? Whatever that's going on. I just like to work to my own timeline for enough money that I haven't got a worry, you know?

So, yeah; she taught me, and then, I met Marshall Sylver. I met this guy. I walked up to him and I said, "I never wanted to be hypnotized in my life, okay? And he's got to be the best hypnotist in the world, arguably one of the best hypnotist in the world on stage. So I walked up to Marshall and I said to him, "I want to be hypnotized tonight", and he said, "You know what? You're all going to be hypnotized, you're going to be my main star of the night." And I said, "What?" He said, "Don't worry. I'll tell you after. Funny enough, I was the main star, He got me doing all sorts of stupid stuff, right. I was the laughing stock of everybody.

JEAN: So what's new Alex?

ALEX: Yeah, that's right. So afterwards, I went for food with Marshall Sylver and Mike Filsaime, and Marshall was like saying like how confident I was about doing it, asking about business and he was speaking to my subconscious as well all the time like "You'll make \$4 million dollars in the next year." And just in conversation like he was just like, subconsciously training me.

So I was like, "Oh this guy is pretty crazy," right? So next day, I watched him on stage and he pretty much hypnotized the room to buy his stuff, right? I watched him and I was like, "Wow, this is crazy. He's actually made a few hundred thousand dollars in the last 60 minutes. Whatever he knows I want to know; so I bought his package there and then. And it's very powerful stuff, I'll say that, you know, very persuasive stuff.

But you know, you just have to keep it ethical. I was doing this stuff and as long as I keep it ethical I got no problem with it.

JEAN: So do you think that's why a lot of people do fail on the internet because they are nervous about ridicule?

ALEX: Okay, let me just try to phrase it my way why I think people fail from my thousands of coaching students. I don't know how to build the list. I don't know how to do email marketing. I haven't got a product. And always think about "Ah, oh." and never think about, "Right." I got an opportunity, right? and never to see that side of that and that's what I try and shake into people, "Buy the opportunity you have right now. Pick up your game", and the people who get that from me become successful online.

Case study after case study., the people who've listened to what I say become successful. Most it is, look, you have an opportunity; learn this stuff hands on; right? Let's just go hands on. Let's learn it. This is a training program and you'll get the people that go through my coaching program like six weeks in,

they go, “I still haven’t made any money. This sucks.” Yeah. like this is a training program, six weeks in. You know I’m six years in and I’m still learning, right?

JEAN: And the thing is success is a journey, isn’t it?

ALEX: Of course, it’s a journey. I will never retire; never to the day I die will I retire, right? I’m always going to work.

JEAN: Mmm. That’s what makes you good mentor, Alex because you guide people and give us short cuts to achieve in success, which is absolutely great, and what was nice about your coaching program is that you’re ‘marketing with you’ that’s what you called it, not ‘to you’.

ALEX: That’s my whole brand marketing with you, you know, marketingwithyou.com, we’re marketing with you and not to you. That really works and people say “I missed the boat.” Like it’s never been a better time to be on the internet than today, right? Never ever, and it’s phenomenal.

JEAN: And it’s nice that you’ve built a real good community in your forums and things where people can share ideas because when you share ideas you don’t actually lose anything, do you?

ALEX: Yeah. I hate the people who say I have an idea but I can’t tell you about it. It was like, “Why you can’t tell it?” “Because somebody might just steal it.” Like those people just don’t get it, right? When you share ideas you get feedback. You got honest criticism. You get more ideas. You get constructive help. You get people who are willing to help you. I mean, if somebody is going to rip off your idea, let them rip it off. Just make sure yours is better, right?

JEAN: Yeah. Well it doesn’t really matter if they do because the way that you would explain the idea, there’s always going to be somebody that is attracted to the way you do it as opposed to the other person, aren’t they?

ALEX: Absolutely; like I’m not the first person to have taught list building, right? I mean it was taught to me by 12 different people. And my students now teach list building themselves. It’s just in their voice, right? And that’s why I built marketingwithyou.com because I wasn’t a guru at that time. I was like, I’m this little guy. I wasn’t anybody of any stature on the internet. I was a little guy. I’m not selling stuff to you, I’m marketing with you, let’s do this together. Come on. Come on and journey with me, and it really, really took off fast.

JEAN: And I think you must be very proud of your students.

ALEX: I’m very proud of my students. You know, I’m more proud of my students than I’m proud of myself.

JEAN: Yeah, well you certainly inspired me, I can tell you that.

ALEX: Thank you. Oh yeah, I appreciate that. I do appreciate that. And it's inspiring to see this and you know like I have issues. Well, I have serious issues and I was speaking to Rich Scheffren, I don't know how long ago, like I was on the phone with him yesterday and just going back to when you said to me, "Who would you want to meet next?" like I'm going to Vegas in 4 weeks or something.

I'm going to Vegas with Rich Schefren and Jay Abraham, who is Rich's mentor. Jay Abrahams', arguably, one of the best business gurus in the whole world, right? Rich's hiring the bedroom like a suite in the hotel and we're going to hang out there and a few of us are going to chill out and just talk, right? Very, very cool.

But Rich is like my business coach, but he is also like my life coach, right? He has also become a friend of mine that guides me with life, right? Like he knows more about my life than I know right? Everytime I've got an issue and tell Rich and he knows more about that issue than I ever thought I had, get me? And it's inspiring to see like people's issues and problems and all this kind of stuff and how quickly it can be eradicated. Simple advice can change everything.

If somebody's sitting and listening to this, and saying, well, it's okay for him, or it's okay for her or whatever., that's what most people do and that's why they are most successful, right? What you need to realize is we're in 2010, and opportunities have never been greater. All you need to realize is you need to learn something, right? And then when you learn something you learn a proven formula and trust me on the internet, the proven formula is this, build a mailing list and it's quite simple.

You build the mailing list of people who are willing to listen to more information of yours and you share that information via email marketing, right? You send it via emails. When you send your email of course you do marketing and you can be able to sell stuff to them and actually make money.

So in the whole formula that you have to build it for instance; before you build a mailing list, you have to learn what list building is, right? And you have to learn then how to build their list. So how you build a list is like this. You have to deliver value to people, right? So people are like, "Oh, I don't know what value to give. I got no value to give, and then that's where they get lost.

What I tell my people to do is this. Learn by error, but don't learn by your own errors, learn by other people's errors, and follow their successful patterns and try to deliver some sort of value as you go on your own journey. People get sucked into the stories as well. And then, transport those people onto your mailing list, right? Use a service like AWeber or something.

And once the people are on your mailing list, you do email marketing to them, right? That what I just said there is a million dollar idea, as simple as that and you can make millions. I don't know how many money I've made from doing it. Maybe you can make seven figures very easily from just watching that, build the mailing list. How did you build the mailing list? You deliver value for free

and when people are on your mailing list, you do email marketing, as simple as that. Learn that formula. You have the opportunity to make millions of dollars on the internet. Why not try and even if you don't want to make millions, doesn't a thousand a week help you? Sure you know, a thousand a week helps me.

JEAN: Mmm. But even that what you've just said that some people might even find that intimidating because if they've never had a thousand dollars extra a week, they would probably think oh I can't do that. So you have to think more in terms of your first dollar, don't, you - just a bit extra?

ALEX: Yeah, I mean what I like to say to people it's not the first dollar, it's the first sale, right? So whatever amount of money that first sale is for, makes that first sale. And it's funny, you know, like I did my first sale July 2007 selling information, okay? Like not off eBay, I'm talking on the internet, right? So I made my first sale automated as I was on vacation.

I went to Greece with Katie and that's where Cameron was conceived – no it can't have been July 2007, it must have been 2006, sorry. I don't know why I keep saying July 2007. He was born in March 2007, should have been in April, but he was premature, So when I came home, I checked my stats and . I'd made a \$97 dollar sale, right? I did the moon walk down my stairs, through my living room; and my rottweilerv was looking up and it was just like, "What is this guy doing?" I was dancing and screaming and shouting and I was so excited that this was real, right?

So now we call it a newbie dance, right? So I began a thread in my forum, and somebody else says "Hey, I just did the newbie dance." And they all do different newbie dances, right? You know people rolling on their backs and doing the doggie walks. Just log in to the forum and see it's funny. All the different people's stories about their first sale and it's called the newbie dance, and I should get a newbiedance.com. and ask them to put all their videos on there but I don't think it's as funny when you watch it as when you actually see it, you know.

Like I remember seeing myself shouting, "Yes!" You know, "Yes!" And then always, every sale that come in, after that I felt like bursting with like "Yes!" until it grew to the point when we did \$100,000 in a day. Well, I now make \$100,000 in a day, Jean, and it's like, "okay".

So, yeah, like I've made \$100,000 in a day a couple of times now and those dayscare like. "Okay."

JEAN: This is it. It gets to the point where you kind of like lose touch with reality or you can lose touch with reality, can't you?

ALEX: Yes.

JEAN: So does Katie keep your feet firmly on the ground?

ALEX: She does.

JEAN: And your mum?

ALEX: She does, she does very much. They try to, like you know, I'm a very grounded person, right, but this is what it comes back to. I've got ambition. I don't know what I want to do in life. I get very confused sometimes and I started asking question and that's where Rich helps me. So I felt grownup myself, and I'm still growing , but yeah, I believe I'm grounded. I don't believe I've got a big ego. I believe that I've got desire and that I want to help people. If I can help people, it's nice to help people on the internet but what I've done so far is a massive achievement, right, Jean?

JEAN: Oh, it's fantastic.

ALEX: With MarketingWithAlex, but I believe like this is got to be just the beginning for me. It has to be.

JEAN: So has your relationship changed with your old friends where you live and things like that?

ALEX: I still hang around with them only that I'm just

JEAN: You're just Alex.

ALEX: Yeah, they Google me and they're like what the hell, obviously. I've got considerably more money but they just you know. I'm just the same old guy around the block that's just does the same things, apart from I've just upgraded my house, upgraded my cars and you know. I'm me. I've always been driven anyway. I've always been here, there and everywhere. I don't sit down for more than two minutes, right? You've seen me while we're in Vegas, Jean, right?

JEAN: Right.

ALEX: I want to meet people and see what we can do. My friendships, well, you know who your real friends are. We'll put it that way, right?

JEAN: It's true.

ALEX: Know who your friends are.

JEAN: Yeah.

ALEX: Okay. I've kept friendship with most of my friends.

JEAN: Well, money doesn't make a person does it, At all?

ALEX: Money can help though.

JEAN: Oh yeah it help but it doesn't actually make a person.

ALEX: No. You know, like for instance we could lose all our money right now whatever, but the good thing is, and this is a great thing for people on the call, whatever, right, I'm still the same person. I'm still with my family. I still got all the love from my family and I've got the knowledge to make it again.

That's what I tell people like, that's why I tell people, don't worry about the money. Learn this stuff and along the way, it happens. The money just comes.

JEAN: But that's not the Donald Trump story, isn't it? When he lost all his and he got it back again.

ALEX: It's cool. Once you make a million, it's so much easy to make a second million, right? It's just really as easy as once you make a dollar, it's so easy to make. I get, yeah it's crazy like how easy it is to me to make money on the internet now and most on the time, I can't be bothered. I know, I can do it, but I look at my bank balance and think I don't need the money so let's go and do something different.

JEAN: So what does the future hold for you? I know you want to see Sir Richard Branson, but you talked once about a book. Is that still on the agenda?

ALEX: Yeah, I think it has to be. I don't know when but it definitely has to be in the agenda. I will write this book and it's going to be my story, really. And I think it's an interesting story. You know Jean you've pulled a lot from me. When most people interview me, it's like, "So Alex how would you drive traffic? So Alex how would you build a list?" "So Alex, how do you e-mail market, and what products"...you know, same old, same old, right and that's why I was really upset last time when we forgot to press record.

I believe that interview was the best interview I'd ever been involved in. I was telling my trainer, "Oh, my God! I hope we could do it again", because it was just amazing. I suppose now, it has to be something between me and you because of the conversation.

But, yeah, my story's pretty cool when you think about it, right? Like I told you earlier, I was a school dunce, if you want to call it that. I was the school dunce. I was held back in school. I was taken out of private schools. I was put into state schools. I was no good. And my reports are pathetic. And I left school with nothing. I tried to go to colleges and they wouldn't accept me, and I'm just left. Banks would never look at me. And I'm just on my own, right? And I turned around to making millions on the internet.

It's a pretty cool story, you know, and I'm not just making millions on the internet but I'm also helping a lot of people whilst making those millions.

JEAN: Yeah. I think if you can help people, that's a big thing, isn't it? So would you self-publish your book? Or would you get a publisher, do you think?

ALEX: I don't know. I really don't know yet. Like, the fact of it is when we look at the success stories of my students, of how well they're doing themselves. That really inspires me more to forget about myself and the book. That's what I'm saying - the book's kind of gone on the back burner for the second.

Actually, I'm moving to America. When I go to Vegas. I'm taking Katie and Cameron with me. I'm going to meet Richard Scheffren, Jay Abraham in Florida. We'll spend some time with them. And I'm going to go down to San Diego, and I'm going to live there for three months, and I'm going to move to Miami, and live there for three months.

And at that time, in that six-month period, I'm actually going to grow my company to generate six figures a month; and consistently making hundreds of thousands of dollars a month, automate it as much as possible; come back to the U.K. And actually work on my next project, which is out of the internet marketing niche, but using my leverage that I've got from the internet. And actually, I see it's going to be huge, so I suppose I have to write my book after that because I want my story to inspire people to do something for themselves.

JEAN: Yeah.

ALEX: That'd be so cool. It would be so, so, so cool.

JEAN: Yeah, it's funny, about having a book. I mean, I've got three books, proper books, out there. And it's kind of weird when you are a published author because people think that you're different. I had somebody come up to me in Tesco's the other week, and sort of said, "You're Jean Shaw. You wrote that book, didn't you," and wanted sort of an autograph, and it's kind of weird because you haven't changed. Like I was just asking you, and you are the same person, but there's a perception from other people because you do something and..

ALEX: Of course. But the thing is though, I am very different than most people. And I say it like this because my brain is wired differently to the standard person, right?

JEAN: Do you think you've got ADHD?

ALEX: Oh, of course I have. Totally. Oh, yeah. Yeah, absolutely. OCD, ADD,

JEAN: How does Katie cope?

ALEX: Shouts at me a lot. Oh yeah, shouts at me a lot. But my brain's wired very differently to the normal person on the street, right? So when people see things, I see it very differently to how most people see it. I see angles. Like, I really get angles. And I suppose that's a blessing I was born with, but that doesn't mean that because I have this brain the way it is, that the normal person on the street couldn't do the same as me, right?

JEAN: So when you say "angles", you mean, like, street-wise opportunities?

ALEX: Of course. I mean, I'm very street-wise. I always have been from my school days. I was no good in school but I'm very street-wise. Crazy. I know everybody around the city, and I was always doing something to make money, right? That's what I'm used to having to do, and that makes me very street-wise.

JEAN: But that's good, isn't it, because that means you can talk to the average person.

ALEX: Well, that's how I was good on the internet because I was naturally good at it offline. The thing is that what I'm trying to get at to is that the normal person doesn't have to be like me because, as proof, that my students aren't like me. They're just students of mine., but they've been taught something that works, and can be learned, and actually do.

First time you ride a bike, you fall off, right? And you cry to your mum. You say, "Mum, you're horrible. You put me in that bike. I don't want to get back on it again." You mum puts you back on it. And you cry at your mum, "I hate you." And you get back on that bike. And that continues until the point where you're riding down the road, pulling wheelies on that bike and saying "Mum, look at me. I'm doing a wheelie. I love you.", waving at your mum.

So now, is that the journey? Of course, it's the journey of a learning experience; same with business. Business is learnable and doable. But you have to realize that you have to sacrifice stuff, but what are you going to sacrifice, how much do you want to sacrifice, what you want out of it? Like we said at the beginning, you know?.

So anybody that wants to make money on the internet, if that's what people are looking for. It's so doable, and now is the best time ever to do it. Just focus on providing value for people, and actually helping people, wanting to help people, right?

Dale Carnegie says, "You can make more friends in three months by paying an interest in them, than you could in three years by trying to make them interested in you." Like, if you could pay an interest in other people, they instantly become interested in you.

JEAN: Absolutely, yeah. It's not all about me, me, me, and I, I, I, is it?

ALEX: And people say, "I need to pay the rent; I need to do this; I need the bills paid; I need money. I need money now." So I go, "Well, in that mindset, you will never make money now." because that's the message you're putting out to people. "Give me now; give me, give me."

If you're out there with the message of, "How can I help you," people are drawn to that. And when they're drawn to you, you build that rapport. Boom! You're in business. You go out on that scale and you're making millions. It all starts with the first sale, though.

JEAN: Absolutely.

ALEX: Well, it starts with learning then, before you can make the first sale.

JEAN: That's true. Anyway, Alex, I won't keep you any longer. So, thank you very much for your time and for telling us your story. I'm sure it will inspire many people who may not think they can step out of their comfort zones because they don't know enough about computers, or have academic qualifications, but really, you've proved that once you leave school or college, that's when your education really begins, doesn't it? And like you said, you're never going to stop learning because, otherwise, you'll just get old, and anybody can do that, can't they?

ALEX: Yeah, you never stop learning. You should never stop learning anyway. My friends never learned, right?

My friends never learned by their own mistakes, right? I learned by the mistakes of others. I find people who've made those mistakes, and I learned from their mistakes. I tried to replicate what they have done. And I'll make some mistakes, but not as many as they did, right? And if they're on a successful path, then I'm following suit.

It takes time. That's what people need to understand. It takes time. A life takes time, right? You're going to be here, six months time. It's going to come whether you like it or not. It's what you can do in that six months.

JEAN: Yeah. Time has a tendency to just gallop away, doesn't it?

ALEX: Yeah, it does, doesn't it?

JEAN: Yeah. And age isn't a barrier either, is it? I mean, there's people who'd say, "Well, I can't do that. I'm too old; if only I was 20 years younger."

ALEX: Yeah. I think age has nothing to do with that. The older you are, the more knowledgeable you are, the more you could share with people your stories. I wish I kept a quote a friend of mine wrote yesterday. I can't think what it was, but basically, it was like this.. my life experiences have educated me about my business, right?

nd I'm just giving this example before we leave, like going back to my first book, "Post Launch Profits", right?

I remember watching Cameron in his cot at like five o' clock in the morning. Well, you all heard Cameron come in here and tell me my food was ready, right? So Cameron, when he was a couple of months old, he was in his cot and he was just trying to crawl but he couldn't crawl. Does that mean he just lay on his back and said , "Pfff," bugger that", and never tried that ever again? Not a chance. Every single morning he would get up, wake, and try and crawl, right? And now, these days, he's doing head spins on his head. He's doing hand stands and all these kind of crazy stuff, right?

But what it was was his brain had to grow and learn. Once he started crawling, he had to walk. And when people hear that they say that kind of sounds like one of these cliché things, you know, “You have to walk before you run.”, but it’s the simple truth. It’s the brain, how the brain has to grow and learn, right? So from day one, so if this is day one, let’s call this day one for everyone, you need to learn, if you want to make money on the internet, how can you help people on the internet?

In what niche? You need to find what niche you’re going to go into. How can you help people in that niche, so they’ll come to you, and they’ll be attracted to you? How can you then teach them what you do? That is, when they come to you, you educate them on what is next in the product line, right. You educate them on what products are in that arena. And you sell it to them via your affiliate link; as simple as that.

JEAN: So basically, you need to become the best person you can be. Then, share what you’ve learned. And be very generous with it because it’s no good hanging on to stuff, can it? You need to just help others, don’t you, basically?

ALEX: Do you know how uplifting it is to help other people? Like, people say to me, “I don’t want to help people, Alex. I want to make money.” Right? But I’ll tell you something. That was my mindset when I was starting out, right? I needed to pay the bills. I needed to pay the mortgage. Right?

But these days, I love helping people because what it does for me as a person is the feedback that I get from the internet from that help is unbelievable. It drives me so much more business.

If you go to Google and type in Alex Jeffreys, there’s hundreds of thousands of write-ups about me; most of them are by my customers. My paying customers are my driving force on the internet. Like, my website is Alexa ranking of about 8,000, meaning, there’s only about 7,999 other websites in the world that gets more traffic than me.

So think, and most of that is driven by my customers by telling people, “Alex, you’re obviously, a fantastic business coach. Go and check this out.”

JEAN: Well, who’d have thought then, a young lad who could hardly read and write would have such an impact on hundreds of people worldwide.

ALEX: I know. It’s crazy, Jean. I mean, it is crazy. But I appreciate you taking the time to dig this out of me.

JEAN: No, it’s been a real pleasure. I just like talking to people, and finding out what makes people tick, really.

ALEX: Yeah.

JEAN: So, it’s great.

ALEX: Yeah. I haven't personally ever had to think about what makes me tick. Everyone needs to think about that and if you can't think about it right away, keep that idea in your head. Like, what makes you tick, right? It's definitely not money. Right? Money isn't the thing that would make me tick, right? I've got a bank full of cash right now. But that's not exciting to me. I assure you. It's the things that I can do with that cash, excites me, right? It gives me a lot of freedom to do stuff.

So, what actually makes me tick? I love spending money on friends and family. I love it. I suppose it's really a selfish way of giving. I love giving to people. But it's always the seeing their smile that makes me smile, right?

So what makes you tick? They need to realize, how do you provide that into your life? How do you get that into your life? Normally it comes down to money. The world revolves around money, right? You'll be very lucky if you can live a life without money. All right? So, how do you get that money, enough of it, to provide that dream lifestyle?

There's many rich people out there that are less happy than everyone listening into this call. There's many rich businessmen I know that live crap lives. Right?

JEAN: That's right. They say money isn't everything. It can't make you happy. It just makes being miserable more fun, doesn't it, or more comfortable, or something.

ALEX: Yeah. There's lots of rich people out there that I know personally that live crap lives, right? To the level I'm at now, I'm definitely losing millions of dollars a year to live a better lifestyle, and that's what I want.

JEAN: But are you losing it? Because you can't lose something you've never had, can you?

ALEX: But I could have it, though. Like, I could actually make it. I could make that money.

JEAN: But it wouldn't make you any happier.

ALEX: No, it would make me less happier. That's why I don't make it. And I realize that from like reading Tim Ferris, *Four Hour Work Week*. You know the book? If you have read that, I'm pretty sure most people have read it.

JEAN: I have.

ALEX: The *Four-Hour Work Week*, I read that on a beach in Thailand in December 2007. Well, that changed everything for me; really just let me know that money isn't everything. It's the lifestyle. And I'm very lucky I got to read that book because things would be massively different for me right now, because I was very money driven back then, like, "Let's make millions. Let's make millions. Let's make millions." And okay. I'm already making millions." but although I'm making millions, I'm working very little.

JEAN: It's funny how things can change your life, how one thing is the defining moment for you to change direction, isn't it? I mean, as you know, I found you through a typing error.

ALEX: Yeah, yeah. That's right. I believe you were trying to find Andrew Fox

JEAN: I was, because I liked his accent. Not saying that I don't like yours, but there's something about his Irish accent that's just really cool.

ALEX: Yeah, it's crazy. Little things. It's like that film – I'm sure you've watched that film, what's it called?

JEAN: "Sliding Doors", is it?

ALEX: God, you took the words right out of my mouth. Of course, Sliding Doors." Yeah, it's just crazy, isn't it?

JEAN: Absolutely.

ALEX: Actually, I'd like to do a movie one time about that kind of stuff. But obviously, I've never planned on going into production, well not to that kind of scale, but just look at that movie, and if anybody hasn't watched then, the young Gwyneth Paltrow's "Sliding Doors". Just those small things make a massive difference – a couple of seconds.

JEAN: Well, you could be somebody in the mafia role, or something, because your picture on your book seems to look like that. I could never decide whether you're a Mafioso or somebody about to play snooker.

ALEX: Yeah, and the reason behind that was I wanted to keep the theme going, because when I wrote "Guru's Dream", which was the first in the trilogy, there was Guru's Dream, Newbies Nightmare and Guru's Nightmare, When I wrote "Guru's Dream", I got my readers to give me feedback on my blog, and I had hundreds and hundreds and hundreds and hundreds of people leave comments on my blog. And I was reading these comments, it was like, "This pesky gurus we're absolutely sick of the gurus." And I was like, "Okay."

So how can I make this event, this feeling? Like, when you join me, you're going to be looked after; nobody can hurt you, all right? That's what it is, like, okay, we'll just do it like the Mafia style, right? I'm the protector now, and these gurus cannot mess with me. And I was a kid at that time. But -- when was that? That was like October 2008. Two years ago, I wrote that report.

But yeah, it was just like people felt it. It was a strong presence. The report was a strong presence in the internet marketing scene, right?

And then I did "Newbies Nightmare". Again, it was okay, and then I did "Guru's Nightmare", which just stirred up every guru. We were contacted and asked like, "Dude, why are you writing about?" "What's the "Guru's

Nightmare?” “What are you coming up with?” It really shook the internet up to be fair.

JEAN: Did you have much of a response to the last one about the writing in it? -- Because there were quite a few spelling mistakes in it?

ALEX: Yeah. Well, what happened was like you know my spelling’s atrocious, right? You know that. So I gave it to my proof reading team about a week before we were supposed to go live, right? Every report I do, I give it to the same team every time. From my full reports I write, they read, edit it for me, and then, I kind of just put my twist on it at the end. Like, they check on the grammar, my spelling, they proofread it, right, and then I always go back over it.

But the last one was such a headache of a report for me because there was such a buzz out there about the “Guru’s Nightmare”. Like, what is the “Guru’s Nightmare?”? This was the title: *Guru’s Nightmare - it’s time to put the horse’s head in the guru’s bed*, and me on the front, looking like something out of “Scarface” or something.

JEAN: Was that a professional shoot, that one?

ALEX: Yeah. So that I had a professional photo shoot. So people were like really saying like, “Who’s this guy?” I mean, I’m talking about some of the biggest business gurus in the world were downloading this report, right? It was crazy to find out what the heck I was on about. It caused a hell of a stir. Well, what happened was I did the proofreading, and then I took it back off them, and I edited it back up for the next two days, to the last minute before it went live.

So then, when it went live, I was busy with the launch, and all of a sudden, I had so many people complaining about the spelling; so many people wrote on the internet about the spelling, and then, I gave it back to the proofreaders and they edited it back up.

So for about four days of the book, the book was downloaded 20,000 times that week. So for four days, we had a lot of people complaining about the spelling mistakes there. But some people would say this is a marketing ploy This guy’s saying he can’t spell; look at the spelling mistakes. It just caused conversation , Jean. That’s one thing it did. It caused a lot of conversation with people.

JEAN: Well, I did wonder if that’s why you’d done it, because I know, when we first met, we exchanged emails and I did use to correct you over your spelling.

ALEX: Yeah.

JEAN: And you we’re very gracious. You didn’t sort of say, “Well, it really doesn’t matter because the point of what I’m trying to say is evident.” But when you did the last report, and the spelling mistakes was in there, I was a

bit disappointed because I believe in consistency. And the first two reports that you'd issued haven't got the spelling mistakes.

ALEX: Yeah.

JEAN: It's like a step backwards.

ALEX: Yeah. All of it was because when the proofreaders gave it back to me, I wasn't happy with the way they changed it, it didn't flow. It wasn't me.

Whenever I meet people, they say when they read my report, it's as if I'm in the room speaking to them directly to that person. I get that over and over. People tell me this all the time. So while I'm writing this report, I get a lot of pressure on me about this report. I'm not going to write a report for a long time now, Jean, because the pressure I was under was horrendous.

And I edited it back up right to the end. All the spelling mistakes were in there and my proofreaders were really annoyed with me. And they had to redo it and they spent days on re-editing it. But, I mean, the report made me hundreds of thousands of dollars once again. So in the bank, it was a success, but to me, I don't know. To me, I think it's my worst report I've ever written, but I'm not so sure.

JEAN: Well, the content was good. But you do have to speak in your own voice. And you can always tell if somebody else has written it. A few of the other people that I've interviewed, a few of your students, and I've read some of their reports that they've issued, and you can tell that it wasn't necessarily them.

ALEX: Yeah. But it's not a bad thing to have somebody else write a report. For instance, let's not put pressure on people that's listening, let's just say this. I did a call the other day on 60 minute product creation. You can make a product in 60 minutes, but the research, it's going to take you a little bit longer.

So let me just try and give you some tips here. You go and find what niche you want to go into. So you find a niche. Let's just say, it's the dog niche, right? So in the dog niche, there's obviously sub niches, like, "how to make a dog sit;" how to make a dog heel;" how to make your dog come on command;" and all those kinds of things, right? They're all sub-niches, right? So you find out which niche and what sub-niche you want to go into, depending on your passion and so forth.

So then, you find out what are the best products out there in that niche and sub-niche. And you find out what information is in those products by buying them, and studying them. And then, you find out who the authors are. And then, you try and get these authors to do an interview with them. And then, you can do an interview. And you record them, like Jean's doing here with me.

And then, you can transcribe that product. And then, now you have a product that's created by an expert in the industry. And you go out to the market place

and then, you say, “Hey. Me and Mr. Expert created this product. Here it is for free.”

And now, you’ve got that product created by the experts. And now, you’re going to deliver value to other people, and giving this product away for free. People are joining your mailing list. And when they’re in your mailing list, you just do email marketing and sell related products from that industry. It’s a very simple formula.

So don’t think product creation has to be hard. Why I found it hard is because I had a lot of pressure from the market; because I was a growing person in the industry. I was rubbing shoulders with all the big guys, and as well as that, my report was called “Guru’s Nightmare.” And if I was friends with all the gurus and they’re like, “Dude, what are you saying?” , you know? I just don’t know how many people are not cheesed off, but like wondering if I was going to break the code of silence, or something, you know.

JEAN: Yeah, I can just imagine. It must be difficult when you get to the top. There’s always going to be backstabbers and people trying to discredit you, and things like that.

ALEX: Yeah, and that’s why I just try and keep out of it all, and ...

JEAN: And just keep friends with everybody on the way up because you never know if you’ll need them on the way down. That’s what they say isn’t it?

ALEX: That’s correct. You have it.

JEAN: Good, so I’m going to keep friends with you then, Alex.

ALEX: Yes, Ma’am. We will be friends. And I appreciate this call, you know, Jean. If you ever want to do it again, I’m more than happy to. If you have different questions, you know, and that stuff.

JEAN: Yeah, well don’t jinx me. I mean, I have remembered to record this. Anyway, Alex has already said that if you want to find him, you just have to Google his name. But he does actually have a blog called marketingwithyou.com. I’m not sure if you’ve updated it lately, have you, Alex?

ALEX: I haven’t. Not since I released the report, Jean, the thing is we’re in the calm before the storm right now; like, I’m about to move to the U.S. and build this company very fast. I just haven’t the time. I’m building a team. We’re growing the team quite quickly; lots of new staff coming on board, and stuff, so I haven’t had a lot of time.

I haven’t really been inspired to write lately to be honest. So, yeah. I will update it. I try to blog once a month at least. But there’s always a very cool stuff over the blog. If you go to marketingwithyou.com, there’s lots of free information over there. Just go through the blog posts and there’s lots of cool stuff over there.

JEAN: Well, I wish you all the best. And no doubt we'll speak again very soon. But if anyone does want to check out Alex, he does have his own page on jeansbestrecommendedproducts.com.

So, thanks again, Alex, and you better go off to your dinner now because it's probably cold.

ALEX: Yeah, I appreciate that. Thank you very much, Jean, and let's speak soon.

JEAN: Okay.

ALEX: Take care.

JEAN: We'll do. Thank you. Bye.

ALEX: Alex Jeffreys signing off. Ciao for now.

JEAN: Bye.

ALEX: Bye-bye.

Note from Jean - One of the things Alex always teaches his students is to "fail forward", but to make sure that doesn't happen too often he first teaches Forward To Basics.

This video, however is called [**Forward To Marketing**](#) and should set you off in the right direction.

