



Alex Jeffreys – 2011



Jean Shaw here, and today, I'm once more chatting to Alex Jeffreys, who relatively quickly went from school duncie to becoming one the most successful online marketers in Welsh history.

Alex has been online since 2004 when he dabbled in eBay, and began importing motorbikes from China. But his rise to stardom really took off in 2008 when he started his first coaching course, "Marketing With Alex".

His tagline then, and still is, has been "Marketing with you, and not to you". I was on that first course, and since then, he's gone on to run three more, but I believe Alex 4.0 is to be his last as he wants to move on to other things.

I recorded an interview with Alex one year ago, and today I'd like to see what's changed in his life over the past 12 months; and whether he can offer any more additional advice and insights to listeners of this call.

So Alex, are you there?

Alex: How's it going Jean? You okay, my lovely?

Jean: Yes, I'm fine. Thank you. I really appreciate you taking time out to give me this interview.

Alex: Okay.

Jean: So by way of background, you weren't very successful at school; possibly dyslexic. You left school with no qualifications, but went to iTech, couldn't even get on a computer course, so you did electronics for six months where you basically spent your time soldering things. Is that right?

Alex: That's right. You got it.

Jean: Right. So in fact, you could almost have ended up fixing TVs on a production line for years if you hadn't have had the drive and ambition to get out?

Alex: Yeah, I mean I've always had a driving ambition within me. That's

maybe one the reasons I never did very well in school; because I didn't take directions, but it was all from teachers who , well the teachers , they weren't successful business people they were just teachers or what not.

And I was very lucky. I've grown up seeing successful business people; and been able to go to meals with family, and there've been successful people there. I mean, so they've educated me with just certain quotes that really stuck with me.

So I was rebellious in school, and you know it, Jean. I was rebellious in school. I didn't want to learn. I was very distracted; very distractive; very naughty. And yeah, it really took a toll on the teachers with me, and they just didn't pay any interest in me, and I didn't have any trust in school.

So when I left school, my dad was not happy. I mean, my mum has always been supportive, but my dad was not happy, And he basically just shipped me up to this place called i.Tech; and I tried out the computer course there, the one you just talked about.

I did the exam, and they basically just threw me into the soldering class. This was just soldering bits of iron on circuit boards, if you will, and then, I was going to be shipped off to Huntley, which was like a production label; like for Panasonic to make TVs on the factory line. And I thought I'm not doing that. So, I just basically got into a lot of trouble again outside of school.

And then, I started working for my dad. He had a job; he's got his own company, so I started working as a construction worker, but I started at the bottom of the line. I was basically picking up the rubble with a shovel, sticking it in the bags; cleaning up the muck after the plasterers.

I was just the labourer's labourer, if you like.

So yeah, it was a totally different life to where I am now, Jean.

Jean: Mm-hmm. It was interesting that you said you used to go out for dinners and there were successful business people there, because there is a kind of a thing going on, where you're very much influenced by the people you surround yourself with.

In fact, they do say that if you want to know how much income you're going to earn, you just look at the five people closest to you; the people that you spend the most time with, and clearly that's working for you because you now associate with some of the biggest names in the marketing industry, don't you?

Alex: That's right, definitely. Yeah, I've worked hard, to get there you know.

Jean: Yeah, absolutely. And obviously, these connections have helped you tremendously. So anybody who's just starting online, how would they make the initial connections that they might possibly be able to piggyback off of?

Alex: Yes so, when I first started online, I was totally lost. As you can imagine this, I was just like lost , a nobody. Well, maybe not lost; just no direction. So not lost, but no direction. And when the bills didn't get paid -- I think I was interviewed yesterday, or maybe the day before, and somebody asked me this. He's like, "Well, how did you become so successful?"

And then, I just said, "It wasn't that I was invited in to internet marketing." I was just desperate and needed to make it happen. So I was on a mission. When I came online, I was on a mission. And that mission took me from eBay to the internet world. You can make a lot of money on eBay, but then, I realized there's a whole world out there at the internet.

So when I stepped away from e-bay into the internet world; I didn't know how to build Web sites. I still don't to be honest. I didn't really know how create products. Didn't know how to add value, or how to drive traffic; didn't know how to alter things; didn't know the business behind Web sites, didn't have any JV partners; didn't have affiliates.

Well, I just knew that you need to do all of these things. Plus, you needed lots of softwares; and a mailing list for direct e-mail to able to write sales copy and sell products and stuff. And I was like, "Whew! This looks like a lot of work." And I just started digging piece by piece.

Along the way, as I dug in piece by piece, there were also distractions. These were all the new things, like I'd say . "Oh man, there's AdSense, if I just add AdSense to my Web sites, we'll make money out of it" and I didn't make money.

Then there's this place called ClickBank, and you can just be affiliates of other people's products. You just stick up as affiliate links and you can make money out of them and then I didn't make any money.

And then there's these new launches, new things to buy into, and all these big product launches, right?.

What I realized is this is hell, right? I mean, think about it, I was sitting there feeling sick thinking, "I'm never going to be successful."

I was reading eBook after eBook, video course after video course; and I was like, "This is just crazy!"

So what really changed it for me was I went to a seminar. I went to my very first seminar, and it was in Alabama. So I was telling my family, "Hey you guys, I'm going to this seminar in Alabama in the U.S.A."

So I had a flight from London to Alabama and everyone thought it was crazy. I was going to go meet this guy I've never even met before, and he was going to teach me how to make money on the internet, right?

Jean: And did they --?

Alex: People thought I was bloody nuts.

So my mother wouldn't let me go alone, and she made my dad come with me – well, my step father did come with me. And we went out there. So I'm at this event and what this event means – well, they're teaching people how to make money.

And I was looking around the room, and I was like, “Oh, man.” And then you've got to realize Jean at this time I was broke. I was massively in debt, and I'd just invested a couple thousand dollars to fly to the this event, hotels and stuff, and get to the seminar and paid to get into the seminar.

So I was like, “Oh man, I've wasted my money here. I know a lot of this information.”

And then, I looked around the room. I was like, “Wait a second. Look at everybody else in this room. They're all bloody clueless. They haven't got a clue. Nobody else there had a clue.”

But I'd already done my study. I'd already put it together. I knew what needed to happen, but I hadn't just had it packaged.

So what happened was, like at the end of the event Tim Knox was there and saw that I was giving it a go. I wanted to make it happen. And again, remember, I had to make this happen. This wasn't a fact that – this wasn't a hobby. This was my life that I needed to make changes.

My son, Cameron, was just born. So I need to make things happen, right? I couldn't live like that anymore. So I gave up TV, and I just worked, and worked, and worked on my business.

Now, how I really became successful is that Tim introduced me to Michael Cheney. But also at the event was Jason James, another good marketer. So I met at this time around Tim Knox, and there was Jason James in the crowd.

So when I left the seminar, I kept in touch with Jason James. And everyday I watched and waited for Jason to come online. We'd meet up on MSN back then, and as soon as he'd come online, I'd be like, “Hey Jason, what are you doing today?” -- Because Jason was already making hundreds of thousands of dollars online.

So I'm like, “What are you doing today?” and I started to watch him on a daily basis. And then, I had monthly phone calls from Tim Knox to find out whether I was on track or what-not.

And then, Tim Knox introduced me to Michael Cheney. And then, after following Michael Cheney, I saw a promotion that he did for Mike Filsaime, and I bought that eBook.

And I read like Mike Filsaime's eBook, and then, I realized, “Wow. That really changed everything.” But when I read Mike Filsaime's eBook , Butterfly

Marketing that changed everything. It was like “I’ve got to meet this dude.” You know I want to meet Mike.

So really what happened to me was I just thought, right, I love all these web sites. There are millions of Web sites out there. First of all, which ones do you trust?

That's a very hard thing to get actually if you don't know anybody. And then, as soon as I started following the people whom I knew I could trust and then I started to look at the people they recommended, and I'd start relationships with them, but, I didn't just buy the products anymore. I studied the people.

I mean, that was very important. So I started studying the people behind the Web sites. And I started flying to seminars and meeting a lot of people; and looking at how they were doing product launches, how they were doing all of their stuff.

Jean: Mm-hmm. Yeah, unquestionably, the best way to move forward is to go to live workshops so that you can meet people and make connections, and then, you can actually see who these people are.

But for a lot of people, they're not going to be able to do that especially when they first start online because I would imagine a lot of people who come on to the internet to make money probably have families, and heavy mortgages, and things; and especially in this day and age, perhaps there just isn't the money -- just to, well, especially hop on a plane and go to U.S.A, is there? So –

Alex: Yeah. Well, let me just say this and this is the reality of it. When I went to meet Mike Filsaime, I was still broke. I'd read his book, I wanted to meet him, but I was still broke. I had to spend another \$500 just to go to that event, and I still had to pay for hotels and travel and stuff.

And when I got to meet Mike Filsaime, I invested \$5,000 into his coaching program on two of Katie's credit cards because my credit cards were maxed out. So I had to use Katie's credit cards. And then, I maxed out two of her credit cards. So --

Jean: She must have really loved you.

Alex: Yes, but you can imagine the sort of desperate situation, if you like, that I was in. I had to make it happen. So one way, investing in Mike's program wasn't just desperate, I knew that was going to help me.

One night I just went up to Katie and said, “Kate, I need to buy this package. I need you to put it on your credit cards.” We had a conversation and she accepted it, and she let me continue.

She supported me.

Jean: I think you find a lot of people actually -- the turning point is when they reach rock bottom, desperation level, when it's like make or break. I've really got to do this or -

Alex: You were saying earlier about what's happened and what not. It's like I've had a fantastic year. When it comes to crunch time, and you really need to do something, that's when the fruits come out too, you know?

I've got so many good things going on right now. There are so many things -- it's unbelievable. And it really is just totally unbelievable.

Jean: So your mum must be very proud. Well, your mum has always been very proud of you. But how about your dad who didn't have a lot of faith in you initially as far as your business skills were concerned, is he --?

Alex: Yeah, he is proud. I mean, he tells me he's proud. His wife always tells me, like she'd say, "Your dad's always proud of you. He always speaks highly of you to everybody about."

But at the end of the day, I suppose, like what we spoke about last time, Jean -- I don't know if you were interviewing me or whether we were just talking then -- that was a massive driving factor for me to prove myself.

Jean: Mm-hmm. Well, you --

Alex: And you know, let's just say -- I was on the phone with Mike Filsaime the other day -- three or four nights ago I was on the phone with Mike, and we had an amazing phone call.

I mean, it really -- it was beautiful. I mean, I love that guy -- but we were speaking -- we haven't spoke for quite some time now. we've both been busy building companies, and what-not.

Mike has made tens and tens of millions of dollars on the internet. And he's had "Million Dollar" days and stuff, right? He's very influential, and I called him up and we were speaking for like 20 minutes before we even had a break.

I was like, "Mike", I brought this up like, "I'm 30 in a couple of weeks time, and I've always, said since I was 12, I would be a millionaire before I'm 30. Well, I made my first million when I was 28".

Jean: Mm-hmm.

Alex: And I was working with Mike, and obviously, with Rich Scheffren, and obviously, --

Jean: That's amazing, I mean, the way that you're talking now -- "When I was talking to Mike and Rich," like they're names are just rolling off your tongue as your friends, which indeed they are, but I bet, two years ago, three years ago, you could never have imagined that you would be --

Alex: No.

Jean: -- in that sort of situation, can you?

Alex: No. I remember I was too scared to -- Well, I remember the first time I heard Mike Filsaime. I was like a rabbit. I was so excited, and he called me an Energizer bunny, and I think you actually called me an Energizer bunny in one of your testimonials to me, but I was so excited to meet him.

And he was like, "Calm down. Slow down. We got all night to go," the first time we met. He said, "Relax." and he did stay with me, I think, until five in the morning looking at all my stuff, and he really saw how excited I was to be with him.

It was such a big buzz up close. I was like, "This guy knows it." I said, "I've read your eBook. I've read a thousand eBooks before it. They're all rubbish. This one is the one. Whatever you're doing, I want to do." Right?

Jean: You –

Alex: So, yeah, when we're on the phone, of course, we're friends now. I spoke to him the other day and he was like, "When are you coming to New York? When are you coming in New York. So let's go out and --and actually me and Katie are going to fly out to New York pretty soon.

Then I'm going to go down and spend some time with Rich who's now in Florida.

Well, yeah, these are all friends of mine, but they still -- just keep in mind they're still mentors of mine. They're the people who I phone, not for a chat, but in the hard times.

In the good times we don't really speak as much, but in the hard times I phone them and they fix things just like that because they've been there and done it, you know what I mean.

Jean: You are very much a passionate person, aren't you? And that comes across to your students in your coaching classes; because you teach business from the ground up, don't you; and all the things that you have to have in place, so that people aren't busy fools?

And actually, the whole system is very comprehensive, isn't it? It's not just a bit here and a bit there.

Alex: Yeah. That's the problem really with internet marketing - i.e. you're going to learn to do a little bit here, do a little bit there. And with all of these different products, there'll be a market for those products but the thing with all these products is they're great, but they're tactics.

You understand?

It's like there'll be a product teaching you list building. Well, everyone knows you need to build mailing lists. But then, there are so many other elements that come in to it – so, product creation, or traffic generation, or e-mail marketing or so forth.

So that's what I thought when I built MarketingWithAlex - it's going to be all in one program that really teaches the business behind Web sites. And I really taught -- well, I taught you in stories, didn't I?

Jean: Mm-hmm.

Alex: But I really taught the bigger picture. You know what's specific – even though I taught tactics, I mean, I taught the tactics, but I really wanted to teach the strategy.

Jean: That's –

Alex: That's what I think is important -- to have a strategy, not just a lot of tactics.

Jean: That is good. And also, the way that you've taught it means that people can go in any kind of niche. Although initially, you start off with the internet marketing niche, which is what you know, obviously, a lot of your students then go on to teach what you've taught them, so there's everybody teaching how to do internet marketing.

But your course is so comprehensive that you could go into any other niche, and basically, if you decide on your niche, offer value for free; build a list; then build a relationship with that list; and then, offer affiliate products -- you can make money, can't you?

Alex: Yeah. I mean -- and very quickly, and very simply as well; as long as you're educated to do it. You see?

Jean: I think a lot of people think it's a quick-fix thing. They don't appreciate the time, because although you've made tremendous strides very quickly, you did say that you studied for a long time before hand, before that initial catalyst.

Alex: I studied so much before I became successful. I mean, they say the most successful person in the room is the one who failed the most. And what I was saying just then was like my journey. Well, I was writing some sales copy last night, I was up until about four o'clock this morning writing sales copy.

Jean: I have to say Alex, that John Carlton copywriting course you did has really paid off.

Alex: Yes, it has. Even though sales copies are a really long process -- and I didn't have any plans to do it, there was really other stuff I was planning to do

this week, but I ended up diving into my sales copy yesterday. I was like I'm going to get this done this week because we're doing a big launch.

And the sales copy's fantastic, right, and it's going to be really good. I know it's going to be sold out. When I was writing with the sales copy, it was like I realized that this is a journey. Actually, I wasn't writing the sales copy. I was writing a product. I was going back and forth. I was multitasking, which is a bit of a pain in the bum sometimes.

But anyway, so I was writing the product. So I was writing about it. People want instant profits -- and you can make instant profits because on the internet money comes into your accounts; and you can make it, but the fact is that, once you make that instant profit, you want to make more, and more, and more.

You don't just want to make a million dollars today and nothing tomorrow do you, you want to make it for ever and ever.

When I made my first million, I didn't just say, "Hey, I've made it now." I was educated how to make many more millions. That's what I do.

Jean: So you created a business for life rather than instant profit. Okay, that's great.

Alex: Yeah, what I'm saying here is though is like it's a journey.

Jean: Mm-hmm.

Alex: So that's what people need to understand. It's the journey. Like, how many people I've read on or listened to, or watched them go, "I want money" -- I mean, I've observed the market place for a long time now. "I want money now, now, now. I need money now, now, now". It's all me, me, me. Why aren't I making money? I need to build a website. I need this, I need, I need, I need.

And they're looking because of their desperation and where they are in life -- their life is saying they need an extra source of income -- the internet is obviously wrong. We need to work for us right now, right? I need to buy this product. I need this to happen. They need -- they're desperate. I know I've been there.

Well, obviously what's on their mind is the wrong mindset.

But what's happening is all of these people are saying me, me, and me now, and they stay in that frame of mind for many years. So in three -- well, let's put it like this, Jean. I've done some surveys. I don't know if you've seen that survey I've been putting out?

So I've done the survey. And when I was analysing the results yesterday, it showed that 75% of people who took the survey do not have a mailing list; 75% of the people who took the survey do not make money; and it also showed that

25% of the people who took the survey have been trying for four to five years to make money online.

Jean: Do you think the mailing lists have died a bit of a death now then? Do you think people get inundated with so many lists so that they just don't even bother to open the emails anymore?

Alex: Not really. If you build a strong leadership; if you build strong leadership and add value to the people's lives; then, you will have a good open rate. And you're just going to need more added value. But let me just go back to the sales copy I'm working on.

What I'm saying now, the fact is that it's a journey, and online, it's a campaign. So, anything that you do is a campaign. It's like if you build a mailing list, or if you build a product, that product is only to build your mailing list. If you build a mailing list, that is only to build you to do internet marketing. So it's a campaign. You're just going forward on this journey.

Jean: So, basically, it's strategic planning. So everything has a purpose, doesn't it? You don't just do it just for putting stuff out there.

Alex: Yeah. And that comes from knowing the big picture, not just, "Oh, I'll do this today, or I'll do that today," or, "I'll do that." You're always having the real good big picture, so I'm writing sales copy right now because I know pretty soon that sales copy will go live.

And then we'll focus on the email marketing campaign, and then, we'll have people signing up, then we'll know we'll get people to the event. Then, you know we'll have made this campaign, and then, that whole event will generate a big buzz for the next events. You know what I mean?

Jean: You're very much one for planning, aren't you? I know that you plan tomorrow today all the time. But also, you do have, as you say, the big picture. So it's like a year broken down to three months, to broken down to months, to weeks, days, that kind of thing, isn't it, in your life?

Alex: Yeah. I mean – well, what I've done is over the last eight to nine months -- nine months when I started planning about investing. So I got to the point where I can make money. Then I started getting big tax bills. So then, I said, "Okay." So, now, I make money and I know how to make money.

How do I invest this money to become a cash flow; that is tax deductible, when it goes to tax; an asset investment account that when you invest that money, it gives you cash flow that's tax deductible; and then, you're wealthy for life.

You have all these assets that bring you cash flow and you don't have to work a day in your life and are making money– and that becomes your lifestyle; you know your companies generate a lot of money.

And that's where I went with that. So I've been studying that, I've studied that for about three months. And then, I've gone and started that. So I came back and started making a lot of money. And now, we've got systems in place to put back those assets -- that money into asset investment accounts.

Jean: And are you intending to teach that because I'm sure that would be a very desirable course for many?

Alex: Yeah. But that isn't only a desirable course for many -- but it's a course for people who are making money. So yeah, there's always going to be a niche and all that, of course. I'll just have to go through the process myself first, and nail it, -- but, yeah.

Jean: Yeah. But, I mean, there are many people -- I mean, the majority of your students now are generally beginners, aren't they; or at least not making a lot of money obviously from what you just said?

So maybe not for them, but there are people out there who make lots and lots of money, and not just on the internet, aren't they? They're making it in other forms of business.

Alex: I went to an internet investment meeting about two years ago and this one made me laugh.

So I walked in the room, and said "Right, what can you do for me?" and I was quite strong with the guy like, and said "Well dude, how much do you make a year?" I was like, "Well, tell me now, how do much do you make a year?"

And when he told me, I was like, "How the hell can you tell me how to invest my money?"

And I was like this is a bit of a joke. What was going on here? Like, you're wasting my time here when you invite me. It was pointless really.

And then, they tell me something like how to invest my money. So why do I need to listen to that guy, do you understand?

Jean: Yes.

Alex: And --

Jean: It's kind of scary like when you go to the banks and the bank manager's about 22-years-old or something

Alex: Yeah.

Jean: It's kind of funny. But you have an enviable lifestyle. I mean, you've got your work and home, life really sorted out. You go on lots of holidays and things. And you've always planned your business around your personal life rather than the other way around.

Your son now is 4-years-old, so is that going to kind of restrict your lifestyle because you obviously can't just take him out to school, and things anymore, can you?

Alex: Yes, I suppose so. He's -- like this last year; like we went to San Diego last year. And we went there for three months. The plan was to move out and to build the company.

It's to get away from my social life here in UK. I had a lots of friends., and we got away from that to focus on the re-growth of the company.

Well, that just fell apart. The company, you see, that's what I did, Jean -- the company was growing. I could see the growth of the company, like I could see the growth, not so much the growth of the numbers or the money, but the buzz.

Like, I see -- I've got a vision for things, right? I know how to make things happen, right? Like, obviously, before I launch anything, it's all envisioned in my mind.

Do you understand?

Jean: Mm-hmm.

Alex: So whenever I look at something I think, "Oh, right." So if I did this all of this would happen, and then if I do that this will happen and I draw it on paper, like you see this paper here.

This one drawing on paper here, it's generated me endless amounts of money, just this one bit of paper. It's all a drawing, one crazy drawing. So I can draw things like this in my mind.

So I went to San Diego. What we did was I'm seeing these visions, like we need more support. So I ended up with a team.

We ended up with like seven people in my team.

When it started, there was the two of us. When we ended, there was like seven of us, and what happen was we scaled the company up to support the growth, and then the growth didn't happen because we'd all become too busy being busy fools.

Like every day I came to the office and there was all these people asking me questions. They all needed something from me.

I never got any of my work done because I was distracted by everything else, there was just no organization in the company. It was in shambles.

So that really knocked me back. It gave me a real knock back and like, I got rid of most of the people. And then I went back to the drawing board. And then, I

had to plan everything , so no I'm not going to go on endless vacations now. I'm not going to do all of these crazy, amazing things.

It was like I'm just going to knuckle down now and really look at how to become wealthy for life. So like you said about travelling with Cameron and stuff, it was like -- well, we've got a beautiful -- I mean, I got a home office right now.

I actually -- I woke up -- Jean, you were interviewing me at 1 PM., I woke up at 20 past 12 in the afternoon, and it was like they say that's like the dream. - the dream of the internet marketers lifestyle.

They say, "Hey, you're living the internet lifestyle rolling out of bed at eleven o'clock -- no alarm clock and I just do what I want to do. That's true, but I only rolled out of bed at 12 o'clock because I went to bed 4 o'clock this morning.

Do you get me?

Jean: Mm-hmm.

Alex: Last night, I really wanted to write the sales copy. And I just stayed up and I enjoyed the writing process; and then went to bed. So with the travel, it's like, "Well, we're just not going to do too much travel this year?"

Maybe, take a month in Florida, and I think there needs to be some discipline. Yeah, we are going to travel somewhat but Katie's pregnant so we've got another baby on the way so she can't travel for too much longer because you know, she can't travel after 30 weeks and yes, this year I'm just knuckling down and I'm just going to work.

I've got an outside office. It was like well, I got an outside office about four weeks ago; and you know, I go there but I work in it for myself and my family, and I work on what I want to work on and that's very fun.

Jean: That is actually a hard thing for people who decide that they want to adapt the internet lifestyle because yes you do have the freedom but often sometimes, you don't because it can be quite unhealthy because you can spend hours and hours in front of the computer and you never get to see the people that you actually decided that you wanted to get in business for yourself for, do you?

Alex: Yes.

Jean: It can take over.

Alex: Yes, let me just elaborate on that. Like me and Katie sat down and it was like when I was trying to grow my company and I see that it wasn't happening like I planned, like I wanted to hit a million dollars in a year and it didn't happen. We didn't hit seven figures like we planned, so when I was

trying to see what was happening, I couldn't envision how I was going to make that because of the problems in the company.

So when I started thinking about removing people from the company, my vision was getting better. I said, "Gosh, I need to do this." and then, I can work here and I can actually be back working, right?

So, when I sat down with Katie I was like, "What do we actually want to achieve like this year?" It's not millions in the bank and stuff was – whatever. It isn't. And that's not what I wanted.

I want to spend more time with my family - just live that life where – you know – if I want to go to Oakwood or something, that's a theme park - I just got to say, I'm not going to work today, I'm just going to the theme park.

And I said like how much money would you like to make this year to have in the bank at the end of the year, like how much money? We can use that money to invest and we can maybe double, or triple that amount of money with investment accounts that turn into cash flow.

So we looked at it and it wasn't consistent work you know? It wasn't this consistent work chasing millions. It was a very simple plan. In fact, it's not that hard to do. I mean, we're very close to the targets already and we're not even that far into the year.

Jean: Will you --?

Alex: It's about having a vision, and being educated. It's about being educated.

Jean: Mm-hmm. Well, you're definitely a product of your product and as you've become more established and recognized, people obviously are looking for you for inspiration. You've got a lot of influence so do you feel that you have to be a bit more careful in public now? I mean, I know you used to be a party animal and things, so are you still or have you --?

Alex: I've quietened down. Yeah, let's say, I still like to have a party and I'm still young at heart, but you know that's a reason why I haven't been to so many seminars lately is because when I used to go it was to meet the experts and build relationships and become educated.

And then there was the time when I wasn't a student, I was the expert and people came to me to take pictures with me and ask me questions and it was – their eyes were on me you know? And I was like, "Wow, there's a transition."

So, there was no real need for me to be at these events. You know for me to spend all this money to fly off for events and everything, when there's nothing in it for me, apart from people coming up to me to take pictures, and that sort of thing.

So, with my lifestyle when I started looking into this, and it's not just internet marketing, there's so much crap out there you know. I'm doing good that's true, but when I think about where I've come from, my story, and how simple it is to make money on the internet.

So I talk about making millions and millions of dollars on the internet, you know – how simple a thing it can be on the internet if you have the desire to become wealthy. You know not just as a hobby, right?

We say it's simple but you've got to put in the work, right?

When you put the work in you've got to be productive and have a good plan and a plan that's working and be held accountable and all that stuff, right?

So if you don't have all of that – I mean, if you lack the tricks of the trade – So, what I'm saying is yeah, my story is more inspirational for people in the world who want to become successful like this one guy, Giovanni Johnson.

He just joined my calls a few weeks ago. I can just see he's going to be successful. I can see he's got that burning desire.

Jean: Mm-hmm.

Alex: And he's totally broke at the moment, but I know he's going to earn a lot of money on the internet. I know he's going to be someone to watch out for.

Jean: He has got the entrepreneurial spirit then, has he?

Alex: Yes, and they're the people I want to inspire, but on the other side, it's like, if I want to be a party animal, like if I still got my work done, I mean, you know --

Jean: I know you said at one point that your passion was to set up some sort of entrepreneurial course in schools. Is that still an idea that you are thinking about and you were going to see Sir Richard Branson on Necker Island; did you ever go?

Alex: No, I didn't. I actually passed on it. A friend of mine – this was what actually happened when I was in San Diego, I don't know if you've heard of George Brown.

Jean: Yes, I have. Yeah.

Alex: So me and George were driving in San Diego. We were going surfing and I was trying to talk George into coming to Necker Island with me. And he said, well, it's expensive, and I said well look at the benefits and somehow in the conversation where I intended George to go, he stopped me from going.

Like as we were talking, I was trying to influence him to go and he influenced me not to go. So, as we continued to talk about this stuff, basically, I was going to go down the wrong route and the reasons I was going to Necker for.

The reason I was going, would have just made me have a big corporate job, a big company, something I've not been really wanting. I work from home. I'm in my dressing gown right now Jean and it was not something that I was really interested in – I mean, I'd be inspired to do. So, I realized I was making a mistake.

So I do want to speak on stage - yes, and do I want to try and set something up – yes! But I think, I'll leave it for the time being. It's not something I want to do right now but I wrote the presentation for it. I wrote the whole presentation about how I want to speak on stage at my old school. I don't know if it would go down too well with the teachers, but the students would enjoy it.

But, yeah, I still want to set up an entrepreneurial scheme but when I've got more backing myself, if you will, like I've got more chops myself – more people around me so I can really approach the big business gurus and say, "Hey, I'm in town". Yeah, I'm still a small pup, I'm still a little pup in a big world you know?

Jean: It always makes me laugh when you call yourself a puppy rather than a big dog marketer. So, do you think now in 2011 that there is still opportunity for people on the internet or has that --?

Alex: More opportunity now than ever before. You know, I said this in 2007, I wrote about it in 2007 but the reality is – and you know guys – the people who are listening to this, and this is more of a conversation here.

It's not often I get interviewed this way Jean, and a lot of people in business interview me and I know you like to open up a conversation, and that's why I like to have interviews with you because you extract great information from me.

I hope this will be really helpful to inspire people to realize that it isn't about push button software or something. And I know that it's killing a lot of people's dreams, but it saves a lot of people a lot of wasted years and a lot of wasted money.

But I was saying in 2007 that back then there would be no better time to start an internet marketing career than now. That was in 2007, and I believed it then and now I believe, right now that 2011 is a better time to start than it was in 2007.

But I tell you this, as we move forward through the years now it won't get easier and easier, it will get harder and harder. And I tell you now that we are definitely at the pinnacle point where internet marketing has become, has become a lot more ruthless, a lot more competitive.

There's a lot more people doing it, who are becoming successful because the market has opened to a wider audience, but it's going to become a lot more stringent and there's going to be a lot more rules and laws. Right now, it's like

being in the wild, wild, west. I've seen a lot of shenanigans going on, but it will stop soon.

Jean: But that's got to be a good thing, isn't it, I mean, you want ethical marketers, don't you?

Alex: Of course you want them to be ethical. What I mean is, though, that all those boundaries make it a lot harder to enter the game. So for example, right – so for me, like taxes, accounting, and all other stuff makes my business harder because there's always a thought in the back of my mind that's what's needing to be happening in the business, like we need bookkeepers; we need these kind of things.

And so when I'm doing my marketing, those things need to be happening in the background. You understand?

So just imagine making money without having to do book keeping , taxes , or keeping accounts for it, right? And just get on with making money. And when it comes in you're happy, but there's a lot of other elements to it.

What I'm saying is when the laws start to come in, there'll be more elements that stop easy making of money. It is going to be a good thing for people who've been established. What I'm saying is it's going to be a very hard thing for people just starting, because it's going to be a tighter game.

It's wide open right now, but it will get a lot tighter. I know that. I know. I'm actually going to document it in a report I'm writing then in a couple of years time again, you'll be able to evaluate what I said.

Jean: But that shouldn't stop people so doing anything should it because –

Alex: Actually it should start make people want to do it now and people should get on the boat now.

Jean: Yes, I think a lot of people think, “Well I can't do this, can't do this”, but you're very,- you often say a quote from Rich Scheffren that it's not your traits that will make you successful but your constraints that will hold you back or something like that.

Alex: Rich, I paid \$5,000 for that line. It's like it's not the traits that guarantee your success, it's your constraints that will determine your success. It's like whatever's holding you back will tell you how much you'll make. When people find out what these constraints are and eliminate them, you'll start to make a lot more money.

Jean: So really, you've got to know your end goal and then work backwards and think what I need to do to get this and then work from that.

Alex: Let me quickly just run something by you Jean here because hopefully ...so you were saying people say “I can't, I can't, I can't” and these people sometimes have limited beliefs. They have a lot of excuses and they have a lot

of objections, right? And they have lack of the correct knowledge and information overload.

So when you look at people like this, what you think most is that,... I speak to people and I was like asking "How long have you been trying to make money on the internet?"

Three years.

"Okay. - so how much money have you made?"

Zero dollars,

"Okay. So if we were to be realistic what would you like to earn this year? And let's break it down in to a monthly figure, like how much would you like to earn this year?"

Oh, \$20,000 a month.

"Okay, \$20,000 a month. So how are you going to achieve that \$20,000 a month?"

Ah well, I'll do article marketing, I'll do affiliate marketing, I'll be doing da da da.

"I see- so why have you made zero dollars in the past three years? What's going to change now?"

Well, I need to change.

It's like, "Right – so what are you going to change to?"

I don't know.

"Exactly, you don't know".

And see, I've become very good actually and I haven't really spoken about this, but you may have noticed this with me Jean as you've been watching me these last few years, it's like I'm good at telling people what they don't know they don't know.

They don't know and they go "Aah". When you explain to somebody that they don't know something then you are in charge and Rich showed me how to do it and that's Marketing 101 Manipulation, the four levels of the brain, right?

It's like my son Cameron, like. So when Cameron was born, Cameron didn't know he couldn't drive, do you understand? He didn't know. But like now, Cameron knows that he can't drive. So he's been educated to that point, but he still can't drive. Get me?

So it was at the point that Cameron was like, “Oh one day I might be able to drive. Ah daddy will teach me”, that I’m in control of teaching him how to drive then, do you get me?

So in marketing if you can get people to that point when they don’t know what they don’t know, so if you get them to that point, like from the teaching point of view for me it’s great, because I can sell them into any programs I want.

But then for the person it’s great because they finally realise that they’ve found something that could really help them.

Jean: That’s great.

Alex: It’s not just hope that the next product they buy will help because it’s been marketed and hyped up, you know?

Jean: Yes. That was really great. Well Alex I bet we’d let you go because I know that you’ve got a lot to do. So I really appreciate your time and it’s nice to catch up and see the progress you made and –

Alex : Yes, it’s nice to catch up, like I say it’s a very different interview than most people usually do, so I never let Jean just tell me what questions she’s going to ask, so I’m just happy to just to see how it flows.

I hope the time listening to this has been worthwhile. I really hope there’s been some nuggets in here. I’ve definitely tried to embed some nuggets of information in Jean for the people listening to you.

Jean: Yes, that’s great. You’re certainly fulfilling your K.O.T.O.B.O.T. which is -- would you like to explain what K.O.T.O.B.O.T. is Alex? It’s a great phrase.

Alex: K.O.T.O.B.O.T. is keep on top of being on top. It’s a phrase I made up while I was broke and we did our cash flow on a monthly basis and we realized at the end of the month the cash never matched up.

So I was like, we need to do cash flow on a weekly basis. So I said instead of doing cash flow on a monthly basis, let’s do it in a weekly basis and keep on top of being on top, and we realized that when we did that and you keep on top of cash flow on a weekly basis, we started to have more money at the end of the month instead of being behind at the end of the month.

So I was like, Oh imagine applying this to business. Just think applying K.O.T.O.B.O.T. in business.

And that just means you have to analyse what the hell is going on. You’ve got to take control of your life.

Your life is a journey. You have to take control of it.

Your business is your campaign. You've got to take control of it. Nobody else can ever take control of it. I learned that last year.

Handing off control to people just – what a major message to me - nobody is going to take control of anything, right?

People just expect, so you've got to take control of your life, and when you do the best things happen. Business has never been better for me for the simple reason that I'm working, making sure that I'm taking control. It's pretty cool.

And when you actually take control of your life, real things happen, as long as you are associated with the best people in the business.

Jean: The thing is people have to realize though success, whatever that means to individuals takes time, doesn't it? And the most difficult part of attaining it is to just take the first step really, isn't it? One of the quotes you mentioned in your course, I think is "*the future is that time you wish you'd done what you're not doing now*", so...

Alex: I didn't know about that. Is that the exact quote? Say it again

Jean: It says, "*the future is that time you wish you'd done what you're not doing now?*"

Alex: Yes, the future is the time when you wish you did –

Jean: Yes, so basically if you're not doing something now, in the future you'll look back and I say I wish I'd done that.

Alex: Yes, definitely

Jean: Yes, okay. Well, I have no doubt that you're going to achieve much more success in whatever you decide to do after the coaching and I really look forward into catching you up in couple of years time or years time. So thanks again and best wishes to your family and the new baby. That's wonderful.

Alex: Well, my mum, and I just want to put this out there, my mum wants to e-mail you. She wants your e-mail address. I'm sure I've given it to her, but she wants to thank you for that book you sent to her. She really thanks you for that and is really looking forward to speaking to you anyway.

And yeah, it's a journey thing. It's like Jean joined my first coaching course in 2008 and now it's 2011. We've both gone on to do great things and it was a journey. Like, I'm on a journey. It's like every day when I wake up, it's a journey.

Some days it's like, Oh man, look at all this work I've got to do, but that's just because I'm a busy fool, but sometimes there are the days like Oh, I've got nothing to do, but then I look at the bigger picture, it's like what really needs to be done?

What do I really want to achieve? Not to be busy, but what do I want to achieve?

And yeah, so the next time we speak Jean, a lot of stuff will have changed, and hopefully we can share that story with other people and hopefully help people in their own journey.

So it's been good speaking to you Jean. It's been good catching up again and I definitely look forward to the next time Jean.

Jean: All right, that's absolutely great. You take care then. Bye.

Alex: You take care. Goodbye, lovely. Bye.

Note from Jean - Well, in 2010 he was doing his [Forward To Marketing](#), but just one year later he's rolling out his [Million Dollar Blueprint](#).

Just goes to show what can happen when you have the right focus, doesn't it?

