



## Dean Holland



Jean Shaw here and today I'm chatting to Dean Holland who has made quite a name for himself over the last few years as the internet student who's become the teacher, and he's now helping others either supplement or replace their incomes by following his online Quick Start Challenge.

Like many others before him, Dean found himself following the dream of the internet lifestyle, and spent a considerable amount of money chasing it. However, that dream was pretty elusive and as it kept disappearing, so did his money.

Indeed it got so bad, there was a point where, when most of his peers were beginning to find their feet financially, young, single lad Dean was being advised to file for bankruptcy!

As you can imagine, it was a pretty bleak time in his life, but thankfully, he's bounced back and is here to tell the tale, so without further ado, let's hear it in his own words.

Hello Dean, nice to have you with us...

Jean Shaw: Hi, Dean. Are you there?

Dean Holland: I am. Thank you very much. How are you?

Jean Shaw: I'm really well. Thank you.

Dean Holland: Fantastic.

Jean Shaw: So I've sort of alluded to it, but can you tell us your background please?

Dean Holland: Yeah, of course. Yeah, by all means. Yeah, as you said, it was kind of quite a typical story now I guess that a lot of people experience when they discover the whole make money online thing. And yeah, for me it was back in

2004 I think when I very first kind of stumbled across it now. And it was very good probably, I think it was about four years, if I remember rightly, that I was just kind of jumping from course to course and trying pretty much everything I could because, as you just said in the introduction there, I was chasing that dream. I really, quite foolishly I guess looking back, but I really did believe from what I was reading it was just going to be so, so simple. And it would happen really quickly, and my life would just change really easily.

Jean Shaw: But what sort of got you interested in the first place? I mean, because you had a history -- well, not a history -- you started off working in a restaurant and then you worked behind a bar and then for a building company, which aren't exactly internet based. So what made you suddenly think, "Oh, I think I'll make my fortune on the internet."

Dean Holland: Yeah, it wasn't a specific plan that I came up with initially. I didn't come to it with that in mind, that this is what I was going to do. I can't remember exactly is the truth, but I think, if I recall, I sort of just came onto the internet onto a search engine and just started looking for various other ways to make money. It wasn't actually what I'm doing now that I first started trying. It was like multi-level marketing and everything. I tried so many different things. But essentially, the way I stumbled into this was just going in search of additional ways to make money for myself because as you just said, the jobs that I had, nothing was around this arena in any way at all. But one of the things that I had always felt is that I always wanted to better myself and do as well as I could. I never really had any kind of career path, if you like. When I left school I didn't go on to higher education or anything like that because again, I never knew what I wanted to do. So I guess you could say this kind of happened accidentally, in a way.

Jean Shaw: So you didn't actually -- you weren't desperate for money at the time when you were looking for the internet? Because a lot of people these days, they're desperate for money, and that's why they turn into the internet. But you weren't at that stage, were you?

Dean Holland: No. Exactly. Yeah, and that's the crazy thing, as I was looking back, is that I didn't have any debts when I first started looking for ways to make extra money. It was just simply the fact I wanted to earn more than what I was. None of the jobs I was in was amazingly well-paid. And so I was just searching for ways to make more just to better

myself. As I say, the crazy thing is, there was no debts at that stage. It was trying to learn this that got me into a lot of debt and nearly, like you said in the introduction, put me into bankruptcy. So it's pretty crazy. I came to look for how to make more money and ended up nearly losing everything.

Jean Shaw: But the thing is there are so many ways to make money on the internet, aren't there? So if you only try one thing, you're always going to wonder whether something else would be better or something would appeal to you more.

Dean Holland: Yes, exactly. I think what you just said there is actually I see now is probably I guess for people starting out is a downside to this whole thing, is that there are so many ways to get results on the internet, and there that many people that are getting results and they're all out there sharing their own method. It's no wonder kind of when you start looking into this and buying products, it's so easy to get pulled in different directions because it's just, like I said, so many different ways being put out there.

Jean Shaw: Absolutely. I don't know if you're familiar with Andy Jenkins who's known as the video boss.

Dean Holland: Oh, yeah.

Jean Shaw: But he says that what we all know, the information, is the new wealth, but now there's too much information because everybody, as you say, is producing some different system and some get-rich-quick scheme so there's information overload. And people really don't know what to do. And it's not actually information that people want. It's transformation.

Dean Holland: Yes. No. That's a very good saying. Yeah. No, absolutely. I agree.

Jean Shaw: So do you think that the course that you have, in which we're going to discuss a bit later, can offer that transformation to people?

Dean Holland: Yes, absolutely. This is the only thing that I've always done in terms of teaching or in creating my own training packages and helping other people is always to teach people the things that I've done. So there's probably a lot of people out there that publish information and things on things they haven't necessarily had great results with themselves. They're just kind of relaying the information from others they've learned from. But with my course and things it's always through the experiences that I've

had. I always kind of, I can very well teach people what I've done. I can't teach anyone what I haven't done. I'll always be honest with them. So you know, yeah, as you just say, with my course, it is teaching people exactly how I got started from that very beginning stage so anyone that's willing to follow it closely and continue to stick at it, I believe and it has been proven many times, can get similar results.

Jean Shaw: Now you had a mentor, didn't you, in Alex Jeffreys? You sort of became a bit of his protege, didn't you? In as much as he didn't help you more than he did anybody else, it's just that you took the information and ran with it. Did you find that you experienced any animosity from any of the other people on the course at the time?

Dean Holland: I didn't notice it at the time if I'm honest. There were a few things that came about afterwards, people commenting on my blog. And I think people did have a perception that I was getting more additional help outside of the coaching program, which wasn't true. Alex and I have now gone on to become friends over the years since because this was the back end of 2008, early 2009 when I was in that coaching program. But the way I way I see it is I was starting at exactly the same position as most of the people there. I think if I remember rightly, it was about 500 people in that coaching. I didn't have any additional advantage on anyone else. I don't see how I could have. I was in the same community, and everyone had the same advantage. I guess I just stuck at it and continued to do so. I don't know. We all had the same training I guess.

Jean Shaw: Yes, I know. I was speaking to Gary Parkes, and he was on the same course. He had the same mentor with you on the earlier version, and it was the same for him. His name came up a lot because he actually took action. And that's the thing about being successful in anything really, isn't it? You can have all the knowledge possibly you can, but unless you actually take action on it, it's worth nothing at all, is it?

Dean Holland: Yes, exactly, yes. And one of the things I've experienced over the years is that I do think what you've just said there is the key. Why is it that I got results and others didn't? I think -- I can't say this factually because I don't know everyone individually -- but I suspect that a lot of people didn't not only do everything as thoroughly as they should have done but they probably also didn't stick at it as long as I did in order to make that transformation happen because I think when I got to that stage of starting

that coaching, I'd had several years of struggle and jumping from product to product. And I'd finally got myself in my mindset to the realization that I have got to stick at something. That's why I got a mentor in the first place. I haven't done that in all that time. I haven't learned directly from someone in a coaching type environment like that. So when I did, I decided to myself, "This is the final straw." I'm either going to learn from someone that's doing it and make it work by working really hard and sticking at it or the best bet is just to give it all up and admit that this isn't for me.

Jean Shaw: So you really got to start buying and implement what you have really, haven't you, implement the knowledge?

Dean Holland: Exactly. Yeah, I mean being truthful, I can look back at a lot of things I did over those first four years. And I can't, now, I can't put the blame on all the products that I bought. I used to think back then it was the products letting me down, that everything that I was buying was useless. But I'm sure there was a lot of rubbish, but I'm also sure, looking back, there was a lot of good products there that I just didn't give them the justice. I didn't stick at them. I just kept buying something else. If you're buying a new product every week or several products a week, how can you be implementing them thoroughly? The people that have created those didn't get the results they're sharing with you in that product overnight. For some reason we get stuck in that mindset of thinking that we can do it overnight. That's kind of where I was stuck for a long time.

Jean Shaw: But equally things happen for a reason, don't they? And obviously, if you did buy a lot of products and you actually opened them and looked at them, then it would have given you a wide knowledge or a wider knowledge of what was possible and how the jigsaw fits together because there are many different strategies, aren't there?

Dean Holland: Yes.

Jean Shaw: And what I'm going to ask now is, is the Quick Start Challenge which you are offering to people now, does that differ from the course that you were on? Are you applying different strategies from what you've learned?

Dean Holland: Yeah, good question. To be honest, comparing it with the coaching I was in, a lot of the fundamentals are still the same. This is I think quite an important thing is that what I was taught to do many years back is still working today, is still very, very relevant because it's not based on any of

the kind of tricks or loopholes that people often put out there and they say it kind of works for a short period of time and stops. The things that we teach in the Quick Start Challenge is the real fundamentals of building and online business. Those elements will never ever change. Like I said, they were taught to me by someone that had been doing them for years. I'm sure that person had been taught them from someone that was doing them years before. So the knowledge and the things that I'm doing in my business are the things that have worked for a long, long, long time. And I don't see that changing.

Jean Shaw: Absolutely. You have to build the basics, don't you? One of the basics that you advocate is having your own blog, isn't it?

Dean Holland: Yeah, right.

Jean Shaw: So does your blog only work for internet marketers or can you apply that to any niche?

Dean Holland: No, no. Yeah, great question. No. Someone can use a blog in any niche whatsoever. A blog, ultimately the way I view a blog is that it's your own social platform, if you like. It's the place where you can publish content and information very, very easily once you learn how. And it's a place where other people can come in, enjoy that information and actually interact with you. People then leave comments, and you can reply back to them. And it's a place where regardless of what niche you're in or what topic your blog is, your information is posting about, if there are other people that have an interest in that as well, they can be attracted to that site. You can interact with them. And like I said, that can apply in any niche whatsoever. It doesn't matter what your interests are or what business niche you like. That can be used.

Jean Shaw: Yes, it's surprising really the way people can communicate with others, isn't it? Because everybody has a story, and they all have their own skills. And when you write, regardless of the way you write, you will always find somebody who is attracted to you. Do you find that? I do think it's important to have good English or good grammar. I don't think you should write slovenly. But certainly, the way you write, in certain niches there are certain terminology and phrases and even slang words, which people identify with. So you have to use them, don't you?

Dean Holland: Yes, absolutely. And I think this is one of the things I was taught when I was starting a blog is not to try and be

anything that you're not or try and talk like anyone else talks. It's to be yourself because people can tell. No one can keep up being something they're not for the long term. And everyone's hopefully looking to build a business for long-term success. So you got to be yourself. And as you said, people will relate to that. And I think this is one of the things I did with my blog in which like, in the introduction when we were talking, I shared my story and background on my blog. I didn't come out saying how I had lots of success, and I found everything really easy. Instead, I shared how I've been struggling for many years and I wasn't finding it easy. So I think that's one of the things that possibly a lot of people related to because it was just me being open and honest. And a lot of people also were in a similar position and had similar experiences. So people started interacting with me on my blog. And that's where I guess the readership came from.

Jean Shaw: Certainly these days you have to be open and honest because social media, so many different platforms, if you pretend to be something you're not, you'll soon be found out, won't you?

Dean Holland: Exactly.

Jean Shaw: And the thing is about being online -- well not necessarily online -- any business really, the most important thing that you can have is your reputation. And once that's gone or it's tarnished, it's very, very hard to get it back, isn't it?

Dean Holland: Yes, exactly. And I think this is one of the things a lot of people that have been online maybe for a while fail to realize now is that you have to adapt to how the internet is now is. Everything on the internet is pretty much social in some way or another. People can go online anywhere, so many places now, and share their experiences with you. So if someone had a negative experience with someone, they could go on Facebook. They could post it on their blog if they had a blog. And if someone were to do a search on Google for example on that person and that negative experience may show up. And that, of course, is going to do no one any good.

Jean Shaw: That's one of the big things at the moment. I know a lot of companies offering reputation management to businesses especially to restaurants because you only need a few bad reviews and people stop going, don't they? But everything is like a personal taste, isn't it? So you need to have lots of followers who really do appreciate what you have to offer. So are you -- sorry, not so much are you -- but do you think that to be successful online you need to be young

and somebody who is knowledgeable with all the social networks and Facebook and Twitter or do you think it's something that the older person could embrace?

Dean Holland: No. No, I don't think it's an age thing whatsoever. I think the only important thing is, is that you're willing to learn and you're willing to put in the time to actually grow a business. In fact, I would say I'm actually probably being a bit younger, I'm probably in the kind of minority of people that are looking to do this. I think the majority I say would of my customers and clients are all older than me. I don't think age has a factor there at all. It's just a willingness to learn and implement.

Jean Shaw: Yes, that's something I found surprising because my mentor was also Alex Jeffreys, who was your mentor. And I went to one of his workshops in Las Vegas. And the people there were I thought quite young. And then a few years later, I went to one in London where you were speaking, actually. And I was really surprised at the difference in the age group of the people in the audience. They were considerably older. And it seems to me that the most popular age group for people investigating being online at the moment is the 50 plus age group.

Dean Holland: Yes.

Jean Shaw: Because obviously with the recession and the fear of pensions not performing as well as people had hoped because of the crashes in the stock market and things, they're looking to either replace their incomes or supplement their incomes because nobody's job is safe these days.

Dean Holland: Yes, exactly, yes. And that's one of the experiences that I've had. A lot of people that I speak to with regards to coaching and things, they are, as you've just said, in a position where 50 plus, possibly approaching retiring or some have just retired. And they simply know they don't have enough approaching with pensions and things. I guess it's a massive worry for a lot of people. So they are, a lot of the older people are turning to the internet to look for ways. And like I said, there are a lot of older people having a lot of successes. So I think as long as you're willing to put in the effort and learn and implement, then I think anyone can do that.

Jean Shaw: There was a scary statistic on the BBC News the other week in U.K. which said three out of ten over 50's have debt problems because some of them have got fixed incomes or maybe as they get older they have ill health



then job losses. So they've taken on repayments for various different things which they've suddenly found that they can't keep up with and taken on the credit, which as you know that some people will offer it readily, but the repayments are quite extortionate. So a lot of older people find that they lose everything really. And of course, after retirement now people are surviving so much longer, aren't they? I think when the pensions were first brought out, people weren't expected to live about five to ten years. But now people live for years and years. My grandma actually was 99 yesterday.

Dean Holland: Oh, wow!

Jean Shaw: And they say that more and more people are going to live until they're a hundred. Well, if you retire in your 60s or even 70s, thirty years without an income is quite a times.

Dean Holland: Yes, yes. Extremely, yeah. Yes, yes. You know that's quite a scary statistic as you say.

Jean Shaw: And also going online is not just individuals who are going online, is it? Businesses now, especially local businesses, need to embrace the fact that they need an online presence because we've seen so many companies, well-known companies that are already going into recession and we see that's because, they haven't had an online presence.

Dean Holland: Yes, absolutely yes. And I've just been talking about this and I think it was last week, actually in the last few days that the city where I live, you only have to walk through the city and there's so many stores closed up now and are out of business and they've got the boards outside, closing down sales and things like that. I think it's a real shame but I think as you said it's not just the small independent stores, it's big brands as well over the last few years that have gone out of business. And I do think a lot of that is largely due to the failure to adapt to the way things have gone. You know so many people are coming online, but it doesn't mean you can't have a successful offline store. It just means that you have an online presence to draw people in, because if you don't you're competitors do. So who's going to get the customers? It's obviously going to be those that are getting in front of that customer eyes when the customers are shopping. And I just think the internet plays such a massive, massive role now in people's spending habits that failure to adapt, even down to takeaways and restaurants as you said moments ago. People are going online now to search for that local takeaway.

Jean Shaw: Absolutely. Because they want to know the menu, don't they?

Dean Holland: Exactly.

Jean Shaw: And also how to get there. Because what a lot of local businesses don't seem to realize is that they need to be found because they say, "Well, our customers are local. They know where we are." But they have to appeal to visitors, don't they. And if they're in the back street or something, you don't necessarily get go walking, drop-in trade. So everybody really needs an online presence even if it's only a small website just to say where they are.

Dean Holland: Yes, exactly.

Jean Shaw: And of course it has to be mobile-friendly because mobiles are taking over from laptops and computers, and people search locally, and most people search locally; actually go to the local businesses. But if you haven't got online presence and they can't find you, then that's it.

Dean Holland: Yes, exactly. I do think you know, you and I are both in the UK, I do think we are quite a lot behind actually the USA, at the moment in terms of all of this. You can look at what the people are offering the local marketing services there and you know businesses over there do tend to be, I mean this is only my opinion of course, ahead of the way local owners here in England think. Because I mean in the States, mobile marketing is such a huge thing. Text message marketing; it's not just having a website; they're also capturing their customers mobile numbers to be out to send text message offers. There are businesses here doing it but it's not as vast or as popular, or as widely known as it is over in the States for example. I do think again this is all a progression that it's becoming more and more apparent to business owners that it's not just good enough now to have a store in the high street, you need and internet presence too. I feel going forward over the coming years or so, a lot more are going to realize it's not just good enough to have that now. We need to also be marketing to our customers in a channel that they're going to receive, which isn't necessarily always email. Email is getting missed now; you know these takeaways and restaurants that are actually contacting their customers through a text message. I get them from a pizza takeaways and things like buy-one-get-one-free coming on a Tuesday, things like that. It does capture your attention but I just think a lot of people here are a bit behind the times and need to start adapting further.

Jean Shaw: Absolutely. So it goes back to what you're saying; people have to be willing to learn.

Dean Holland: Exactly.

Jean Shaw: And also because there is so much competition, especially from the larger firms. Small businesses have to offer an experience, don't they? Especially if they're servicing industries like hairdressing or nail people or restaurants, where it's personal. A lot of people have said for restaurants, you get to know your customers' names, so what if they come in when they show them to this seat, you would say, "Hello Mr Holland," or "Dean Holland," or whatever. So it's more of a personal experience as opposed to just going into a restaurant.

Dean Holland: Yes, I fully agree. Yes, absolutely. People's experiences make all the difference. It's not difficult in that instance that you've just used, when someone's made a booking. It's not difficult to have them greet their customers by their name when they come in, and as you say it's an experience.

Jean Shaw: So going back to your course which you call the "Quick Start Challenge," how is it delivered? Obviously online, but is it by email, or do people log in? Or what?

Dean Holland: Sure, yes. We basically have in it a protected member's area so people would be given a password and they would have their own login details. And basically it's largely delivered through video format, so video training. We've done that largely because after surveying a lot of our customers, that was the preferred choice. But in addition to that we also have some PDFs as well so people can actually read some of the directions and instructions.

Jean Shaw: That's very important because people learn in different ways, don't they? You have to offer several mediums. I know when I first got online, all you had to do was create a PDF and that was marvellous, and then you got so that you had to have an audio. And then you have to have a video.

Dean Holland: Yes.

Jean Shaw: It just goes on and on, and on.

Dean Holland: Yes, absolutely, yes. But I guess that again comes back to adapting I guess.

Jean Shaw: But as you say, you seemed to have all the bases covered if you got videos and audios and things, so that's really good. And is there any support?

Dean Holland: Oh yes, absolutely. This one of the important things in my business particularly, learning from my experiences in the past. I believe one of the big things that a lot of people are lacking is as you say the support. So I don't think it's just good enough to give someone the training because I think everybody is an individual and something that you understand for example, someone else may not. So it wouldn't be fair to make assumptions that everyone one will be perfectly fine once they get the training. So one of the things that I do with anyone that comes into this, they do have a direct line of contact with us here in the office. So if you've got things, if you have any questions at all, sometimes just a bit of clarity on something that you're going through, I always encourage anyone to ask and I think one of the things I always try to encourage is like I said for anyone to ask any question, whether they feel it's small, or sometimes people think that question is silly, so they sit back and don't ask it. Well, to me that's crazy because if you don't ask the questions that you have to get the answers to, you'll never overcome those things. And I think that is one of the reasons a lot of people end up jumping from product to product because they don't necessarily have the support and they've got no one to turn to, to get the solution. I always encourage anyone in this, to come forward and ask your questions because I'm here to help you get through the course, and get the results.

Jean Shaw: Excellent. So in the course, you offer the basics which are general foundational things for whatever niche anybody wants to, and then can they go off in any direction, or do you specify that they do ABC and learn in say internet marketing and then do their own thing?

Dean Holland: Yes, that's a really good question. Essentially the way I teach things, is because obviously my thing is within internet marketing, I teach it in that direction. However, one of the things that soon becomes very clear as people work through the course, is that once you've learned the fundamentals that I'm teaching, it almost doesn't matter what niche you wish to go into because you can apply these tactics. I guess the fundamentals in any market at all, I mean I just of kind of given an over of how that can be applied. To start with as you mentioned a bit earlier, it's one of the first things I teach, is basically getting established online through the use of a blog. Well you know, although I'm in internet marketing, and that's how

you may see me teach things, you can do that and take that concept, and that fundamental and apply it in any niche that you want to be in. And secondly, I then teach how to start getting and generating traffic to your blog. Well the methods that I teach on how to do that – yes, I may teach them in the niche that I’m in, showing resources in the niche that I’m in but you can take the methods that I am teaching and apply those in any niche whatsoever. So it’s not about me teaching you to be an internet marketer, it’s me teaching how I grow my business and how you can follow those same concepts, but you can apply them in any niche that you wish to be into.

Jean Shaw: So traffic means visitors to your blog who are interested in what you have to say?

Dean Holland: Exactly, yes. So essentially now again I’ll teach you how to have a blog and get established online and in your market, and then how to start generating targeted visitors; getting people that are interested in that topic, to your blog and actually start interacting with you on the blog there.

Jean Shaw: And it’s relatively easy?

Dean Holland: Yes, I mean the methods. Because just in case what we have there on listing, just to be served in, with traffic, it’s essentially, you are generating traffic for free or you can do paid advertising. Well, I never had any spare funds essentially, really to go into paid advertising when I was getting started, so it’s not something I teach in this course. So there are several ways to generate visitors to your website, to your blog without having to pay for that traffic. It’s just obviously the time investment you’re putting into it. So you know, I’d like to say, you can apply the methods that I teach to any means at all to just get to see your blog.

Jean Shaw: And is it time consuming?

Dean Holland: I would say it is. Because like I said in terms of getting traffic for free you are investing your time but ultimately the time that we have to put in. You never proclaim anyone could just start a business you know, without investing time. So yes, I would say you do have to put time in. But in terms of how much time does it takes them, one of the things I always say to anyone is if you can put in at least say seven to ten hours a week into your line business which you know, essentially is maybe

equates to an hour and a half a day, I guess if some day it comes in a week, you can really make that to put in the weekend. But I think anyone should be able to put in say at least say seven hours a week. And if always you can do that, you're going to see progress. You're going to see things move forward.

Jean Shaw: So it's something that evolves over time. So if somebody wants a quick fix, the Quick Start Challenge may not be the route to take. but equally it is good fundamental business knowledge.

Dean Holland: Yes, exactly. And to be honest you know, from my experiences, I know people are looking to make money as quickly as possible. And they may be in the mindset I was for many years where you're looking for that you know, quick fix, that rapid success. To be honest, I would always encourage anyone to realize this isn't just the case of making quick money. If you want to make money on the Internet, you've got to do that by building a real business. Whenever you make money online is because somewhere someone else is buying something. It's no different to someone walking into a store in the high street spending money on a purchase. You know, just because it's online, it's really no different. You've got to put in the effort to build the real business. And when you do things the right way and do things like that, you have a lot long term success.

Jean Shaw: Absolutely, and it's something that anybody can do. They need to have the right mindset, don't they? Because there's so many people say, "Well, why me?", but why not you? Why can't you do it? You have to have that mindset that, "I can make this happen, don't you?"

Dean Holland: Yes, exactly. Yes, you've got to think that way. You've got to have that mindset as you say then you've got to follow essentially and stake out a proven plan. Once you've got that, I mean I can look back absolutely say, "One of my biggest mistakes that caused tens of thousands of that was just not sticking at one proven plan". "I did jump from things, to things, to things." "I never gave anything the time it deserves. I never stopped for anything for the long term because I was searching for that quick fix, that magic bullet if you like and it's just not out there." It doesn't matter for how long you search for it. It's not out there. So if you want the result, you have to have a proven plan to follow. You have to have the support really. You have to stick out there and you have that mindset, you can and will do it as long as you stick out and put into work.

Jean Shaw: I know one of the things that you do which we were both taught by our mentor was to plan tomorrow, today. Because there's so much information out there and it's so easy to get distracted. Isn't it?

Dean Holland: Yes, absolutely.

Dean Holland: So do you still do that? Do you write down what you're going to achieve the next day?

Dean Holland: Yes, absolutely. Actually now, I never could do this before for a long, long time. But I can actually now plan about a month ahead. So I know exactly what I'm working on for the next thirty days at least. And I break those components down into weekly tasks and into daily tasks. But if anyone listening to this, the kind of in their early stages, I'll be honest, I was never able to plan that far ahead while I go so I did like you just said, plan tomorrow today. Just work one day ahead of it. So never, never sit down in your computer thinking, what am I going to do now. Always have a plan in mind. I guess this comes down to again, having a proven plan to follow. So you do know what you're sitting down to do. But if you, I think you just said quite a key thing, you said, there are so many distractions, it's far too easy to sit down without a plan and to open up your email inbox, and then jump on Facebook or something you just read in your inbox. You end up clicking a link and you end up reading a sales page and before you know it an hour's gone by. Possibly if you looked at few things, you ended up persuaded to buy products. Then you know it's so easy for your time to slip away. If you haven't got a great deal of time then maybe you've only got an hour or two a day, if you only got that, it's so, so important that you are sitting down with a clear plan on what you're doing with that time, for you can't afford to waste the time that you've got.

Jean Shaw: Now it's important to write it down, isn't it? Because then you can tick it all off and you get such a sense of achievement to see that you've actually done something, which is taking you towards your desired goal, don't you? It's called working smart, isn't it, not hard?

Dean Holland: Yes, absolutely, yes. And one more thing you said there, that was something which I always find myself is, if you have a to do list then you know your tasks. Then you have to look at the two sides of the coin here and say, if you were to get to the end of the week and look backwards at the week that had just gone by and if you feel like you've got nothing done and another week had just gone by and

you haven't progressed, it's really quite a negative impact on yourself.

You kind of beat yourself up inside and you got mad and frustrated at yourself possibly. And put that in comparison to having a to do with the start of the week and actually getting to the end of the week and say everything crossed off and knowing you've got everything achieved to most of what you set out which you've done, it's the opposite and it's quite a positive feeling. It's actually motivating. And when you start seeing yourself cross off the items in your to do list, it kind of propels you to go on to get things done even more effectively and quicker, so you see that you're seeing progress.

Jean Shaw: Absolutely. And it's such a sense of achievement isn't it, to realize that you've learned something new because you should never stop learning. Should you?

Dean Holland: Yes of course I agree, yes.

Jean Shaw: Well thanks Dean. I think, well it seems to me that there always be a need for courses like yours because there's always people needing a helping hand. Certainly, in my age group anyway because we've got less time to make up for maybe not having a financially rewarding job in the past, and most of us have commitments. Because if we all are going to live longer then we want our retirement and our twilight years to be as comfortable as possible, so your Quick Start Challenge could possibly be the place for people to head. I appreciate you telling me about it. Is there anything else you would like to add?

Dean Holland: No, like I said, thank you very much for inviting me here to be your guest. I guess if people are thinking about doing this and they're lacking a plan to follow at this moment in time, this could really help. And as I said, we've have hundreds and hundreds of people go through the Quick Start Challenge now. There's so many testimonials out there on You Tube and people actually got really great results. I don't mean this to sound like it's a quick fix at all, but we've seen people get results in actually days and weeks rather than in months and years. There's a lot of things there that you can do. So if you've got a willingness to learn and you're actually willing to implement and give one thing your focus, we do have a proven plan here. It's the plan that turned everything around for me and has done for countless other people that have followed this as well.



Like I said, I'm here. I've got the structure in my business now to really support people and help people through it. So it's not just the case of they'll be left to it. They'll be able to go at their own pace and if they get stuck possibly if they didn't understand, we're here to help out. So we've got the plan. We've got the support. All we're looking for now are people that are willing to implement it. So we're here to help.

Jean Shaw: I think there'll be a lot of people who are willing to try because after all if you do things on the Internet, you tend to work from home which cuts down on traveling cost. Doesn't it? And there's so many people, especially as they get older, who've acquired skills and things over the years especially if they have hobbies which they can actually turn into some sort of financial reward.

Dean Holland: Yes, absolutely, yes of course yes. I don't think there's anything better than working from home myself. I would hate to do anything different.

Jean Shaw: Especially if you're doing something you enjoy. And if someone has a hobby then they've obviously got an interest in it. So I can't think of anything better than talking about something you really enjoy and sharing your knowledge with like minded people. So if anybody is listening, and thinks Dean can help on the route to financial freedom, you can check him out at <http://www.JeanShawOnline.com/QSC> and Good Luck!

So thanks Dean for chatting and hopefully we'll hear from you again soon or even see you. Actually I do remember when I first saw you, you were really, really shy. And I remember seeing you on stage and you came out and you stood there with your head down. You reminded me of a little boy at a Christmas play. But you're certainly changed now. You've grown as a person and as a teacher, and I'm quite sure your QSC course can help everybody else develop in the same way. Do you think so? Do you feel more confident?

Dean Holland: Yes, I do. You're absolutely right. I remember that myself, I was always really shy, quiet and I guess the fact if what I've been able to do for the last years have really brought me out of my shell a lot. I speak with people now.

Like I say, I've seen people in that kind of same position as me that have a lot of, I guess, self doubt as to whether they can do it. That maybe been through a lot of things and have no results as I did. It does kind of beat the confidence down, to be honest. I've been through it now

and things have come good on the other side so yes, absolutely. If anyone has that feeling about himself, I've absolutely been there. So just go through that QSC link like you said and see how it can help.

Jean Shaw: Because you do have to go through the comfort zone, don't you? If you want to develop, you have to step out from your comfort zone don't you?

Dean Holland: Absolutely, yes. Like you've just said there, possibly the first time you saw me and my head was down in front of all these people. That for me was massively outside my comfort zone. Even things like doing my first time on video on You Tube. People saw that, I'm so, so quiet and shy, and that was massively outside of my comfort zone. Still now I'm always pushing myself because when I push myself outside of my comfort zone, and I don't feel entirely comfortable with doing things for the first few times. I've always found when I do, do that and I do push myself, I get the greatest rewards from it.

Jean Shaw: They do say if you don't feel uncomfortable, you're not actually learning.

Dean Holland: Yes, that's right.

Jean Shaw: And another thing they say, if it doesn't kill you, it doesn't matter too.

Dean Holland: Right absolutely very true indeed, yes.

Jean Shaw: Okay. And you actually instruct some of your instructors now don't you? Some of your previous teachers, have you not given advice to them too?

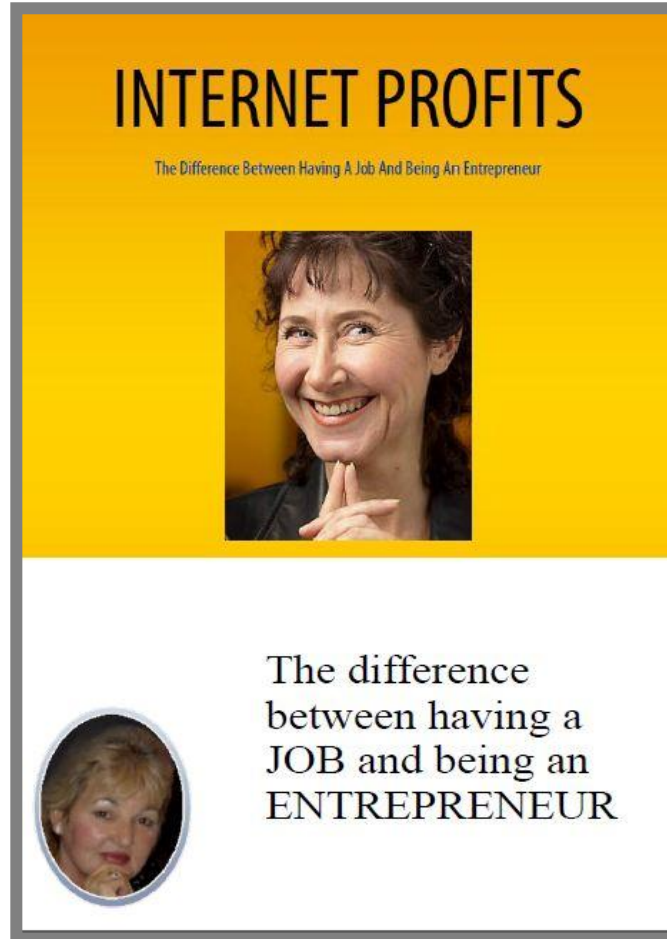
Dean Holland: Yes, yes, that's a bizarre thing, yes, very, very true. Yes and it feels very, very strange. I had someone visit at my office yesterday who's someone I've looked up to for many, many years and they actually came to me for advice. They felt things aren't going well as they used to, so they were asking me for advice, yes. So it's a very, very strange thing that happened but it's true, I am now teaching some other teachers, which is nice.

Jean Shaw: Well there you go. Well that's certainly a testament to your Quick Start Challenge, isn't it and your knowledge. So once again, if anybody wants Dean to help them on their road to financial freedom, go to [www.JeanShawonline.com/QSC](http://www.JeanShawonline.com/QSC)


and thanks for listening.

'Bye.

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