



Garry Parkes



Jean Shaw here from JeansBestRecommendedProducts.com and today I'm chatting to Garry Parkes - that's Garry with two R's.

Now Garry's another of Alex Jeffrey's students, who was on the same coaching course I was, but his story is somewhat unusual.

Right from the start it was evident he had real leadership qualities and clearly they caught Alex's eye, because within a few short months, Garry became Alex's operation manager. I'm not really sure exactly what that involves, maybe he's just a gopher, but today we're going to find out. So, Mr. Garry Parkes, are you there?

GARRY: I am Jean, and thank you much for the introduction. It made me sound really good.

JEAN: Well, good. So how's things?

GARRY: Doing well. Thanks. How about you?

JEAN: Yeah, very good. Now, as I just explained, you caught Alex's eye. So what is your background? And what was your experience before you decided to become an internet entrepreneur?

GARRY: Well, the background, all my sort of "real career" or whatever you want to call it, I've always been in IT. Something like an IT consultant, or an IT project manager. So years and years experience doing that, probably leading up to a consultant or a project manager.

So, yeah, that was my background. For a number of years I've dabbled in internet marketing, but only that, never really give it the commitment it needed until Alex Jeffreys came along. So that's what I came from.

JEAN: So how did you find Alex then?

GARRY: Well I must have, at some point, obviously subscribed to one of his lists. I think one of the other big marketers, probably, that was on his list, sent me an email. I'd never, ever heard of Alex whatsoever, not even a little bit, nothing at all. And I got this email, and obviously I saw his promotional video, and I tend to be a good judge of character. And I could just sense in the video he was a sincere and genuine guy.

JEAN: When you say that is that because you now work for him?

GARRY: I did feel that at the time, and obviously I was just going to say, that's proved to be the case, he's a little bit different from others. And as you know as well Jean, the length of all those training calls we had. I think the record was 6 or 7 hours with one of them.

JEAN: I know - my son was getting up as I was going to bed.

GARRY: I know he was unbelievable, he literally kept on the call till the last question, the last person who wanted to ask anything was answered. So he delivered what I expected and more and it just really got me going in a different direction to what I'd done before when I was just dabbling, I just knew I could do what this guy was telling me, and hence, I really threw myself into what he was teaching.

JEAN: Now right from the start you displayed a lot of initiative, just looking back at the support you offered your fellow students at the beginning of the course. Alex kind of commended you quite a lot at the start and some of the students took it as if he was showing you some favoritism. How did you feel about that?

GARRY: Well, I must admit, it got drawn to my attention a little bit afterwards, that some people were saying negative things about me, and saying that I'm being favored, or whatever.

So, you know, that sort of stuff, and I've been picked out and all this, but the bottom line is, I was the one basically going out there and doing all the stuff that Alex said we should do, and I really, really threw myself into it.

So those other people, I know somebody actually gave me this link and said "Go and have a look at this Garry. You'll find something really rank. Some things about you which is not very complementary".

And it basically said that I'd been singled out, that it was unfair, etc. but that kind of stuff I'm not even going to bother looking at what these people are saying, so why should I apologize for putting an awful lot of effort in. If these people want to get the success of anybody, not just myself or anybody else, rather than create a site and be envious and jealous, they should mimic and mirror what that person is doing.

They'll never get anywhere if basically all they do is doom and gloom and blame somebody else for why they're not getting on.

The bottom line is I put an awful lot of effort in, to the extent to the back end of that coaching class. I had to actually stop people emailing me and requesting that because it was just getting ridiculous. Now, did they put that same effort in? I very much doubt it. Garry's being singled out again, because I was doing stuff.

They could have done exactly the same, exactly the same information was given to them, and yet they chose to basically bicker among themselves or whatever, rather than basically get on with the task at hand.

The only person, I believe, who's going to make you a success of anything in life is you as an individual and take responsibility, which I don't really think those people did.

JEAN: That's right. You're responsible for your own success, aren't you?

GARRY: That's right, and I'm not going to apologize to anybody else who basically says "yeah, Garry, why can't I be singled out and shown as an example in the course?" Well, what did they do?

And so I choose not to spend too much time thinking about why people are getting in that mindset, something like weird thinking, but unless they get out of it they'll be entirely stuck in a rut and blame everybody else, and not being able to take responsibility for their own actions.

JEAN: Now you've formed some really good friendships through the course, and I'm assuming that they're still going. One in particular, Gary Simpson, from Australia. And you were very good friends with him long before you ever met, weren't you?

GARRY: That's not true.

JEAN: Oh really?

GARRY: We met in the course.

JEAN: Yes, exactly. Sorry. That is what I meant, but you became friends through the course.

GARRY: Yeah, that's very true. We both started out on the course, and like anything we obviously made some tentative email exchanges, we really have a sort of similar mindset, in thinking about things. He's got a great sense of humor and we really, really got on great.

We Skyped each other all the time. Obviously we met in Vegas last year for the very first time, and again for the second time this year. We got on fantastic.

Like I said, similar sort of beliefs in what we should be doing to go forward, and not only Gary, there's one or two others I've kept in touch with, maybe not as regularly as I should, I've been very busy, but yeah. It was a great thing, that was the good strong thing about Alex Jeffreys' course, we got sort of a community of friends going that was helping one another. And that's continued on to this day, I feel.

JEAN: So was he more or less your accountability partner from the start? Did you both help each other?

GARRY: I suppose indirectly, that's a good way of looking at it. I think we were both driven, and we were both committed to it, and I think by basically exchanging ideas and basically talking regularly and helping each other out, because as you know I started a the Profit Pulling newsletter during the course and Gary offered to do all the editing and copywriting for the newsletter.

Grammar and English are not one of my strengths. I'm not terrible at it, but obviously Gary is far, far better. And he just volunteered to do all that and it was great. And I helped him out with some technical things and it went from there.

JEAN: It's like a dream team. Much appreciated.

GARRY: It was. I think we both got something out of it and to this day we both help each other out, we're going to do like a joint venture together very, very soon.

JEAN: Alright. Who's getting top billing, the Garry with the two R's or the other?

GARRY: It was very, very funny. The reason we actually emphasized that thing about the two R's and the one R, obviously he's got one R in his name, is because for some bizarre reason, he was on the other side of the world in Australia, he had his own blog and I had my blog, people kept mixing us up. We kept getting emails regularly from people, and it was quite evident it was for the other Gary.

It was kind of futile, so we tried to differentiate between the two of us and Gary started using the Gazzman and that sort of stuff and I started using the Garry with two R's and stuff. But as for who's having top billing, well it's going to be a joint effort so I'm sure we'll be able to have a nice, friendly discussion about it when we get to that.

JEAN: Now, as you say, you've both got a good sense of humor, and your first video was an amusing tongue-in-cheek video about you being online with Alex Jeffreys and reversing the roles about who was a celebrity.

GARRY: Yes, that's right.

JEAN: You told me actually, that you were quite nervous making that video, but it was never apparent. How do you feel about making videos now?

GARRY: It's amazing. I can't remember if I told you my full story, but up until that point in the coaching course nobody, everybody was raving about me and it was great and helping people like that, nobody had seen my face, not even a still image. I had a bit of a mental hurdle, even though I was throwing myself into all this, there was something about having your face on a blog.

JEAN: Yes. I remember you had an avatar, didn't you? That wasn't your face, was it?

GARRY: I think it was an old milky eye, or something like that, and I knew it was something that was holding me back. I knew if I really wanted to 100% commit to all this, I had to get over that mental hurdle in my own head, basically about my face being visible and out there.

JEAN: I thought that was just a woman thing.

GARRY: Well no. Mental hiccups, or problems we have to overcome, and that was one. Even though it was something absolutely ridiculous, most people couldn't believe it when I said this, it was a big issue for me and when Alex announced the video competition, get a video up there, I knew at that time that straightaway I had to get the video up there.

I had to be an A, and that would get over this sort of phobia or whatever, this big hurdle, mental hurdle I had. So that's why I put that video up. And I'm glad you said that it didn't look as though I was nervous.

When I was doing it I wasn't nervous, it was more of preparing for it that was the main thing. Like now, my face is all over the web, I've got a picture on the blog, doing videos, it doesn't bother me in the slightest, but at that point, it was big for me. I think I wrote a blog post about, I really felt relief in getting that over and done with, and I felt there was no going back after that point.

JEAN: I think that's the same in life for anything, though, isn't it? When you have a fear, if you can just embrace it and just think of it as a challenge rather than a problem.

GARRY: You're exactly right. You're exactly right. And there are different fears for different people. And I've always been a really, really, in real life, in reality, I'm quite a confident person, but I knew deep down that this was a hurdle I had.

When I have a hurdle I know I have to get over, usually I like to take action immediately and do whatever is necessary to get over that hurdle, but with this particular thing it lingered on for I think it was about 6 weeks into the course and nobody had seen me or whatever.

And I thought, "Garry", slap yourself around a bit, "What am I doing, you know? I need to get over this". As soon as the video competition was announced, I thought this is it and I went guns blazing and did that video. I was really pleased with that video in the end.

JEAN: It's like going to bed on an argument, isn't it, it festers, so you just need to get over and done with it.

GARRY: And I think that applies to a lot of people, the technical thing or some personal thing holding them back, not only online but with any walk of life, and really you've got to address those before they become deeply entrenched in you, then it's even more difficult to get over them. I think online, people worry about actually making it online, what they have to do, where they have to go for help.

And really, if you really set your mind to it, all these become insignificant. Most people are reasonable enough to learn the technical things that need to be learned, and there are a few, but they're not horrendous. Once you set your mind to something, and really commit, you can achieve great things.

JEAN: I think the problem most people have is that they compare themselves to others, and they think if somebody's been able to achieve a certain amount of success in the same amount of time that they've been doing something, and that they haven't quite achieved that amount, they consider themselves a failure. Where what they don't always appreciate is it's the things that have gone on before in the other people's lives that have made them where they are.

GARRY: That's a good point, yeah. People have got to put that initial groundwork in. They've got to have the patience to get over those initial hurdles in the early days, get everything into place, and eventually you start getting some traction, start seeing some results, and that's motivation more, then you can start moving on.

A lot of people will give up before they start seeing some results come in. You should use the people to get success. As an example, well they've done that in so much time, it might take me a little bit longer but I'm sure I can get there.

And that's really where people should be coming from all the time, and not comparing themselves like you've just pointed out.

JEAN: One critical factor, I think though, is having support of your family and your significant other because when you learn internet marketing there is an awful lot to learn. And depending on your skill set before you ever decide you could spend hours and hours learning what you have to do and unless you've got a very understanding family and partner, it can be difficult, can't it? Especially if you don't get any return straight away.

GARRY: That is a very good point and I think there's two factors there. Yes, you do have to have a supportive family. I think that certainly helps. It makes it an awful lot better if you know you've got people backing you up, and you basically say you're in it for the long haul, etc. I found in my outdoor life, all my family support me, but my friends think I'm nuts.

They're indirectly trying to pull you down in a joking way, so I basically never used to talk about what I'm doing with those people because I don't want negativity to come into what I'm doing. So that's the way I address things like that.

But I suppose when it happens to close family it's a little more difficult to sort things out like that. I've always had to support my wife, and the kids are a bit little at the moment, but they understand that I'm doing something on the internet, helping others and that sort of thing, so it's been great.

The other thing, as well, is to make sure you do get the right direction, and rather than struggle for hours, days, even weeks, trying to overcome small things which are difficult to do in the early days.

That's why it's probably essential to get a good mentor to make sure they direct you to the right places to get the support you need to overcome those, so it actually becomes a little bit quicker. There's no point in reinventing the wheel, and the best way not to reinvent the wheel is to follow a well-trodden path by who's come before you.

JEAN: You do say that it's not intelligence, desire or time, which sometimes prevents people achieving what they'd hoped for, but poor planning and lack of action. So, obviously if you have proper instruction and somebody to show you the way, to keep you on track, that is the best course to take, isn't it?

GARRY: I think planning is absolutely essential. And obviously, it's not just planning and doing things, it's doing the right things, and obviously you've got to find somebody you believe in, you can trust in, to actually make sure they've done it before and had some level of success, and if you like that person, follow them. I actually loved being in Alex Jeffrey's course and have been doing very, very well since we started working with him.

But even before all that, I believed his presentations, I believed he was a sincere guy, I took everything to heart what he was saying, and I followed it religiously. If I paid good money for it, there's no point in picking only pieces I thought was going to work.

This guy has done it before, he's got to the level of success I wanted to be at, so I was going to follow it religiously. And it worked. I suggest everybody does the same sort of thing, regardless of what mentor you pick.

Pick somebody. They will get you far quicker to your destination than you trying to muddle through and work it all out for yourself.

JEAN: Now you've obviously built your business and the course we were on was list building. And list building was all about connecting with your target audience by offering them high quality information in exchange for their email address. It was recommended that we try a variety of different ways to get traffic. Did you try them all? And if so, which did you find that you enjoyed the most?

GARRY: I probably did try them all, and obviously some worked better than others, and others take a lot longer to see the results. You don't see loads of traffic from that from day one. But you will get organic traffic, people do come to your site, to your articles you've written and published to the directories, around the place.

But the ones that I liked best was the helping other people out on their blogs, putting valuable comments on there, because obviously if you put a valuable comment, as Alex likes to call it, where you put a comment on somebody else's blog, you added value. If you added value on that blog, people will come back to your blog as well. So that's one I found was very, very useful.

And videos. People love videos. The number of videos that I did early on there on the course, some of the tutorial videos I did I can't remember what they were about now. There was one that I did actually making the video myself using free video editing tools, another one about Twitter. People, they do get traffic back to your sites, all the time, they always put the blog reference at the end.

Twitter was a good way at the time. Twitter's not as good as it used to be, because there's an awful lot of people who like spamming there, but I still use Twitter a little bit to this day and it was good for driving traffic.

But it's like anything, try these things out, always monitor your results and stick with those, apply your attention to those working the best, and that's especially if you've got limited time. There's no point in doing trivia. You've got to try and focus on the stuff that really matters and really gets results at the end.

JEAN: I think the reason videos are so successful is that we tend to forget that a lot of people can't even read, can they? Or not properly anyway. They have problems, and so watching a video is so much easier than what they have to do.

GARRY: That's probably true. Some people like to listen to audio as well, and audios are great when we can just rip the MP3s for a video because they put it on their ipods or MP3s, and they like doing that as well. Sometimes you don't get the full effects when it's an audio, but some people like that, basically they can do it in the car or whatever.

And some people still do prefer the written word. I used to like it too. Occasionally I'll print something off, if an encyclopedia or that caught my eye, knowing I can sit down, have a read a bit at my own pace.

I think there's a place for all the different types of media, I just think that video marketing has certainly been the one I've noticed fantastic results in getting recognized and getting traffic and that sort of thing.

JEAN: The ideal scenario presumably would be to do all three. The video, the audio and then have a PDF done of it so you're covering all the bases then, aren't you?

GARRY: Yeah, that's true.

JEAN: Did you have a plan, I know we were supposed to create a plan right from the start, so did you set your goal? And if so, have you achieved it?

GARRY: I did have a plan and I still have a plan to this day. And the way I tend to plan is I have a rough idea of where I want to go in about a year. The thing is with a yearly plan, or beyond a yearly plan, it's difficult to put a timeline on some things on when you can achieve them because you don't know what things are going to come up.

It's very easy to plan on a smaller time scale. So what I do is I have overall objectives for the year, which I've got several. Then for the next month ahead I'll plan the next month ahead, always referring back to my overall yearly targets.

So what do I need to do to make sure I get on track, basically, to deliver those five goals this year, or how many goals I've got. And so I tend to map out, reasonably detail the month ahead, what I want to be working on week by week, and then each week on a Sunday night, what I would do I'd say "Right, this week I need to do, or whatever, list the things out, prioritize them.

And then day by day, I will then set out my task for the following day. At the end of the day I will check which ones did I complete, which ones are the essentials, and I should have completed absolutely all no exceptions.

But sometimes circumstances get in the way. For whatever reason you may not have achieved it because something got in the way that was unexpected. And that's when you move it to the next day where it becomes even higher priority.

That's the way I do it. And at the end of the week, there things that are probably leftover that weren't on the priority list, but I'll just make sure I check those over the following week. That's the way I do it, from week to week, month to month, always referring back to what my overall targets are for the year ahead.

JEAN: I suppose it must have been quite difficult for you recently because you've been helping Alex, getting him sorted.

GARRY: Well, very difficult yes, there's an awful lot to do, it's difficult to find the time to do it all. What we do, we plan meticulously and we have some project planning stuff we use, and we have everything mapped out for the coming alongs, which we're going to be doing day by day, week by week, everything to a T.

And some of those things obviously do get moved back slightly because like I say, circumstances get in the way. But on the whole, we have a detailed plan and it basically just mirrors what I just told you before where each week we're going to be doing that week, each day what we're set to do myself for today.

What do I have to do tomorrow which I didn't do previously, etcetera etc, and that's the way I've always worked. The fact that I've got a lot going on at the moment means that planning is even more essential because you can easily forget key things if you don't have it written down.

JEAN: Do you write things down on paper as well? Do you keep a daily journal?

GARRY: I do keep a daily journal. And that's for bullet points, again as well. Again, when I'm mapping things out, I do mind maps, but when it comes to the planning bit, I get it all written down in some project planning stuff.

I mean, you don't have to use project planning software, you can even just use a spreadsheet, get all the tasks that within a deadline day and a rough duration you think how long that's going to take. Day by day, week by week, I check it up against that and tick it off on a tick sheet essentially and that's what I do.

But I do get it written down and it's on a document on my computer and I can run it against that all the time. Other people use different ways but it's got to be written down. If it's in your head, then you're going to forget it, or it's scratched on a note somewhere, sticky notes all over your computer is not

organized. You'll miss things, and you're basically not using your time to your best advantage if you work in that sort of fashion.

JEAN: So do you outsource a lot?

GARRY: Not myself personally. Obviously I would go away to get graphics done. On the whole I tend to do an awful lot of things myself. Occasionally I've outsourced, when there's been a real technical problem that I know is going to take me a long time to resolve, and I know I'll get it back probably within a half a day or so.

JEAN: So you don't utilize the other students? Their talents, or...

GARRY: I've used my students for graphics. Some of them have made some really, really good stuff, I can't think of anything offhand, but not directly asked their help, but I've actually used some of the products they've created.

Some of the free fonts or whatever, because obviously I'm active in the forum, keep up to date on what's going on there. I thought "Oh that's useful, I might need to use that later on". So I do utilize the students that way. It's a great community and they come up with some great stuff and it's very supportive, all of us are, I tend to use it that way.

JEAN: I must admit, I haven't been on that forum yet. I should do, but I find forums really time consuming.

GARRY: It is what you put in to it. Obviously, you can get bogged down, but it's an invaluable resource, all sorts of helpful things that have been resolved on there, it's a very, very positive forum.

There's no negativity we've seen in the forums, and it's a great resource, even if you just want to browse now and again, if you've got a problem or html issue you want to solve quickly. You do a search on that, there's often a lot of answers there.

JEAN: Yeah, I should. It's on my list. Absolutely. Now Alex, obviously has been a great influence in your life. Did you have any other mentors before him or was he just your first?

GARRY: Absolutely not. No mentors at all, and that's, I believe now looking back, where I've been going wrong. Because for years, I dabbled with internet marketing, but because I was so comfortable in my own personal life, I'd never put that real commitment in. I'd think I'll find my own way about it, I'll do this. But I just kept going off on tangents and all this sort of stuff, never really fully committing, because there was no real need to commit.

I've done this for a number of years, and when Alex came along, I thought to myself look, because I really want to be serious about building an online

business, I've got to do it right. And I've got to do it following someone whose done it before. I've not been getting anywhere doing the approach I take, so Alex was the first mentor, and I can recommend anybody if they really want to get along, they have to get a mentor.

I'm not saying Alex Jeffreys, though Alex Jeffreys has been fantastic for me, and I'm sure he can make the difference to a lot of people, but there are good mentors out there who are recommended. It suits your personality working along with these people. That is the best way to go and it's the thing that held me back for a number of years.

JEAN: You have to identify with somebody as a mentor, somebody who's like you, don't you? Alex had a sort of universal appeal, I think, and I think it was a lot to do with the fact that he burst onto the scene really quickly, and he wasn't like the other "mentors" or "gurus" who'd gone before, because he was very open and honest.

I think his appeal was that he appealed to the younger generation because he was, or is, quite young. He appeared to be my sort of age group, especially the females, because you feel that you want to mother him.

GARRY: I'll tell him that.

JEAN: And he appealed to an older generation as well because he was just like somebody's son. He had that, kind of universal appeal.

GARRY: He does. And he's very, very passionate and enthusiastic and it comes across. I knew I'd spent my money well on the first night of the first module, I think from memory it was called Forward To Basics. And it really hits home, his passion is infectious. It basically spelled out why people had failed at that point, and basically mapped out how you should do it.

He's all about your planning, focus, time management, your mindset, your organizational abilities. That is why most people have been failing. And it sounds quite simple, but I believe that's the root cause of why most people don't get it online, or don't have the success they want, is because they've got too ridiculous expectations from day one, that they're make a million dollars in a month. And that's fueled by a lot of these false gurus out there, there are some, but basically, they make false claims that you can make money overnight.

JEAN: I think that's changing though.

GARRY: It is changing, but there are still people out there. And because they're out there, people get sucked in to like a lottery win type mentality, or it can happen quick for me. It can happen. It can happen reasonably quickly if you just put a little bit effort into it.

And Alex addressed in that first module, why people are drifting from thing to thing, cost to cost, and never really committing and getting the results they want, because they've got false expectations and are not organized themselves well enough. And I thought that first module was absolutely wonderful, and it was the right, for me, and I could really relate to it myself. I thought "yep, that's me and I'm going to change" and I did.

JEAN: Yeah, I must admit I've been pretty much the same, juggling too many things, or "I'll buy this" and "I'll buy that" and "this is the answer", and you never really finish anything. I've got loads of things I've started that are like 90% finished and never quite got to the end.

GARRY: The only things I purchase now online is when I know exactly that I've got a particular problem or issue I need to address now, and I need to go out and find what solution I need to address that problem, whereas before, I used to go out and try this product and try that product, and buy all that. Now I just buy things that I know are going to help my business along, and that's where the big mindset changed for me.

JEAN: And you have to think of the word "now", don't you, not "that will come handy in the future"?

GARRY: That is very true. You made a very, very good point there. There's no point buying something today that might be useful for you in a month's time. What is the point? Because all you're doing is getting distracted.

If you need it in a month's time, buy it in a month's time. Only focus on the things you need to do now. And that's coming back to your planning, because if you really, really create the plan properly, you would have had that thing you wanted before in a month's time, so you're not even thinking about buying something today.

It just reinforces the whole thing. If you have a good plan, and you abide by that plan, you will really see a big difference in the results you start getting.

JEAN: Well, that's really great advice Garry. And so you're back now with your blog. Are you going to be spending a bit more time then?

GARRY: Yeah, I will be. I'm going to be starting to build up my side of the business as well because, obviously, one consequence of me actually working alongside Alex, like last year over the coaching course, is I put my own stuff on hold, which I don't regret.

It's been a fantastic opportunity for work and I will still be working with Alex building his brand up to a multi-million dollar industry in the year ahead, but at the same time, I like creating content, helping other people, so I'm going to start actually getting back into that side of the business, doing stuff with

myself as well. Hence, I mentioned earlier on about the stuff with Gary Simpson, a project's going to be coming up there in the next couple of months.

JEAN: I'm really looking forward to that.

GARRY: And there's a few other things which I'll be revealing in due course.

JEAN: Great. Well, as I say, it's been great chatting to you Garry, and I look forward to following your progress. So if anybody else wants to catch up with Garry, with the two R's, you can find him at <http://GarryParkes.com> where you can also pick up a copy of his free ebook. And of course, he'll have his own page on www.JeansBestRecommendedProducts.com and the Alex Jeffreys coaching student page. So, Garry Parkes, with the two R's, thank you very much.

GARRY: Thank you very much Jean.

JEAN: It's been great chatting to you. Take care.

GARRY: Thanks so much. Bye.

JEAN: Bye.

GARRY: Bye.

Note From Jean -

Since recording this interview Garry has gone on to set up a very successful [coaching course](#) with good friend and fellow [Alex Jeffrey](#) student - [Gary Simpson](#).

You can find it here - [InternetBusinessCodeX](#)

