



Gary Chappelle



Jean Shaw here, and one of the things I firmly believe is that things happen for a reason.

We don't always know what it is at the time, but eventually, all comes out in the wash, as they say, at least they do over here in England.

I discovered there was more to the internet than emails and Ebay on my 50th birthday, and what I really like about the internet is the variety of people you can meet.

I've been fortunate enough to meet individuals from all over the world, and today I'm chatting to Gary Chappelle.

So how did I meet him? Well, I just looked for anyone with the same birthday as me on facebook and contacted them. No, actually, that isn't true, but we do share the same birthday, although perhaps not the same year, although we might do because his taste in music would tie up with my era as it were. The Beatles and Rolling Stones were big news when I was young.

I actually met Gary at the first GVO workshop in San Antonio in October 2010 and he shared the stage with Tissa Godavitarne who'd won Joel Therien's BMW. He was there to not only accept the prize but also talk about ACME People Search for which Gary is the Area Manager

However, Gary also wears another hat as the President of a computer consulting firm and his extensive knowledge of computers and internet marketing techniques has made him a very useful person to know.

I'm hoping he'll transmit some of his computer expertise down the phone lines actually because my computer is doing weird and wonderful things today.

Anyway, without further ado, let me introduce Mr. Gary Chappelle.

Hi Gary. Are you there?

GARY Hi Jean, How are you?

JEAN I'm really well, thank you. Now, let me see. I understand your background is in accounting so it's not really surprising you're in business for

yourself because as you've no doubt heard the definition of a job is to be just over broke, haven't you?

GARY: Exactly.

JEAN: So how difficult was it for you to take that leap, from being an employee to running the show?

GARY: Well, it was a little bit daunting at first. I had actually, as you said, my background is in accounting, but I gravitated towards computers, and eventually worked my way up through the computer field and became a computer programmer and then a project manager for a lot of major firms, primarily in telecommunications.

I worked for some of the largest telecommunication firms in the world - AT&T, Verizon Wireless, T-Mobile, I've worked for almost all of them. Eventually after being an employee for a while, I decided to start my own company. I started my own computer consulting company in the Atlanta, Georgia area, and at one time had over 10 employees working for my company. Now that's not a large amount, but it was enough to have a substantial living.

JEAN: I should imagine, that's 10, lots of headaches though, isn't it?

GARY: It is. It is a headache to run your own company, plus you have to do all your own books unless you want to go ahead and consult that out. I'm kind of a self-starter, so I did all that myself. So it's quite a headache to run a small company. But one of the things I've learned, and I think people have seen this over the last decade, is that, as the world economy has gotten worse, people are looking for other ways to maybe supplement their current income, or perhaps even looking for a new career, and so they've kind of turned to the internet. And that's what I had done.

I started off slowly. I was continuing my computer consulting business, but it began to dwindle. Employees began to leave and it became increasingly difficult for me to get into these major corporations and consult for them, so I actually had to start doing sub-contracting work, where I would sign up with another large consulting firm and then they would get me in the door. As more and more U.S. companies began to outsource their work, I found it more and more difficult for my computer consulting company. So I too, even though I was pretty successful over the years, I too was starting to look online to see if there was a way to actually make money online, and that's actually how I found Tissa Godavitarne and ACME People Search.

JEAN: So do you think people are actively looking for other streams of income now, or do you think that many people will wait until their back is against the wall before they actually take some sort of action?

GARY: Everybody's different. In my case, I started looking about a year before my last contract ended. I saw the handwriting on the wall and I said, "you know what? I really got to do something. I need to really start looking

into this". So, if people are concerned about their current economic state, or they're worried about their jobs, they really need to start looking now.

It doesn't hurt to go ahead and start looking online to find out what you're good at, what your skill set is, maybe some things that you're interested in, and at least while you currently have a good job, you can start playing around with that and get your foot in the door, and also maybe have a little bit of supplemental income that you can start putting into your home business.

It really works to do that now while you have a job, than it is to wait until your back's against the wall to where then you may not have the resources to get your home business started right away. So I would recommend everybody starts looking now if that's what they eventually want to do.

JEAN: So how did you start to look? I mean, did you look for the areas of your expertise, as in computers? Or did you look for "make money online" or "home businesses"? What was your search?

GARY: Well, this is kind of interesting. I remember back when the internet was kind of like bulletin boards online...I don't know if you remember that. But I remember, about the biggest application that was online was an airline application called Saber. It was the one that all the major airlines used and it was really like a bulletin board. It wasn't very fancy. You didn't have the browsers that you have today, and they were just all kind of like little message boards. But I started even thinking back then, this is around 1988, maybe '89, I said "you know what? Man, if I could just come up with a product that I could sell online, I could make a fortune".

Now this was back in 1989, so kind of in the back of my mind, I always thought about trying to get on the internet and do something, but I never did do anything with it until probably the last 4 or 5 years, and I tried a lot of different things. If you remember when I was talking in San Antonio at the GVO conference I kind of touched on this, but I actually looked into Ebay auctions. I don't know how many people are into Ebay, but I tried to do that and I know some people who are very successful doing that, but I just didn't enjoy it and it didn't work for me.

And then I tried some drop shipping companies, and these are companies that basically you just sell their products and they will handle everything else for you. They'll handle the credit card processing or whatever, they'll handle the shipping, and then they pay you a commission, and I know people who are successful doing that, but I didn't enjoy it and it just didn't work for me, so I've kind of always been looking for something that would work, and I just happened to just stumble upon ACME People Search.

I was basically doing what you were saying, you know, looking for "home businesses", looking for "make money online", that kind of thing, and I came across ACME People Search.

JEAN: I think that's really interesting, what you just said, because clearly you've got to have an interest, something you enjoy. You said you just didn't like it, so you couldn't have an interest in something you didn't identify with,

and I think a lot of people make that mistake, don't they? They go for "make money online" because it looks like the quick fix, but if your heart's not in it, it's never really going to happen, is it?

GARY: You have to have a passion for what you do because that's going to make it so much easier. I see things all the time where people will say "Oh, I tried such and such, and it was a scam", you know? Well, no, it probably wasn't a scam, it's probably a very good business. They probably offer very good products or services, it's just that the person trying it out didn't really have their heart in it, didn't really try that hard to be successful with it, so in a lot of cases I think it's just sour grapes on those people's parts. Instead of admitting that they didn't really try to succeed, it's easier for them to say "ahh, it's just a scam".

There are a lot of good products and services out there on the internet and you really just have to find the one that you enjoy working with. That's what happened with me and ACME People Search. ACME People Search isn't for everybody, but I saw the platform that was out there and I saw what Tissa was doing with it and I said "you know what? This is something I think I could really get to work".

As I started working with it and setting up my websites, and started advertising, and working to be a success with it, I just found out that I really did enjoy it. Not only that, but I realized that it was something that provided value to people, and that's the other thing people really need to look at when they're evaluating a business.

You really need to make sure the business you're looking into is something that provides value to your customer. You don't want to just sit there and advertise it and try to get money out of people, that does nothing. You really want to provide genuine value to people because then not only will they be satisfied and tell their friends about it, but they're going to come back. They're going to be repeat customers. So there's a lot of good characteristics of a business that you want to look at and one of them is you have to have that passion for it, and number two is that company, or that service, or that product, has to be of value to the customer.

JEAN: That's right. Because if you introduce somebody to whatever it is you're introducing them to, and they get a good feeling about it, they're always going to think highly of you. They're going to really appreciate you, because you introduced them to something that made them feel good.

GARY: Yeah. Joel Therien of GVO always talks about like, know and trust. If you introduce somebody to your business, and your products, and your services, and they get to know you and they begin to like you, and then over time they begin to trust you...who are they going to tell their friends about? They're going to tell them about you! They're going to say here's a product that you guys should really look into, or here's a service that you really need to take a look at. That's the way it works.

All advertisers know that the best advertising is word of mouth. So, yeah, you've really got to have a good product and a good service that you're promoting. And I know that there are some out there that aren't very good, but a lot of them are.

Again, just find that passion that you have. Find that business that you're really comfortable with, and it doesn't necessarily need to be something that you've done in the past, it could be something that was always a hobby or something. A lot of people have hobbies that they turn into home businesses. Or maybe it's something that you've always thought about doing and you never have. Just find that passion and go with that and you'll find out that that will help you go a long way in your home business.

JEAN: There's a lot of people actually that are, what many people would perceive to be experts, but they just don't realize that they've got loads and loads of skills built up from years of experience, but because they do it naturally or they do it every day, they don't realize that other people can't do it. Which is why a lot of these mom and pop type businesses are so good, aren't they? Especially on Youtube, a lot of people are demonstrating their every day talents on Youtube.

GARY: Everybody is an expert at something. And so it's exactly what you're talking about. Everybody's an expert at something. If you can take that and turn it into a home business, and if that's where your passion is, again, then you have a really good chance at being successful. So yeah, you're exactly right.

JEAN: I think a lot of people are put off with so-called "experts" and "gurus" when they come online and they show their paypal accounts and their bank balances, and they say "look, I earn thousands and thousands of dollars in a day". Well, if you're just beginning online, if it's your first introduction to the internet, even \$100 seems an awful lot, I think. It's nice to say when you've earned your first dollar online, and then people realize the potential.

I know that was the way it was with me, to think that somebody had actually found my website and bought something because of some words that I'd put up in cyberspace. That was kind of phenomenal for me. Another thing people don't realize is that experts were always students first, and that people that are really, really successful online now have probably spent anything, from 5-10 years learning their craft, haven't they? And they've probably had more failures than they have successes. Has that been the same with you? Have you had any failures that you want to share?

GARY: Yeah, absolutely. And I think, if you remember Frank Sousa at the GVO conference, he talked about all of his failures, and every self-described "guru" that I've ever talked with. They all say the same thing. They all failed in the beginning, and I failed in the beginning and Tissa Godavitarne failed at the beginning.

I think it's all about taking baby steps, about making that first dollar online, and then you can make your first \$25, and then your first \$100. Everybody

has goals, and whether that's just to maybe make a car payment every month, I mean, how would it be to be able to make \$300 or \$400 a month and be able to make a car payment? Or maybe someone wants to be able to pay their rent every month, or pay their mortgage.

Everybody has a goal that they can set for themselves. And you're going to fail in the beginning, that's what I tell everybody. Every time I work with a student I tell them "look, you're going to fail in the beginning, but take that as a learning lesson and apply your failures to your knowledge base, and then go ahead and continue to grow and your failures will then begin to turn into successes".

Like I said, I tried Ebay and I failed miserably at Ebay. I tried drop shipping and I failed miserably at drop shipping. It wasn't until I found ACME People Search that I found something that worked for me, and now I make thousands of dollars a month in income every year.

I say this all the time but it's true, "if I can do it, anybody can do it". I had no background whatsoever in the internet. Even though I knew computers, and how to run computers, I didn't know anything about the internet. I started off just like everybody else starts off. I didn't know a thing and I had to learn how to put up a website. I had to learn how to advertise. I had to learn how to do WordPress blogs...all these skill sets that you have to develop, it takes time, and even if you do start making money, you're not going to do it overnight.

You know, you always have these get rich quick schemes that are out there, "oh, you've got this automatic teller machine, it's just going to be feeding money into your account". It doesn't work that way. Like any job, you have to develop the skill set to be successful, and that's the same with starting a home based business, or an online business. You have to devote the time necessary to learn the skills that will make you successful, and if you're willing to do that, you can be successful! But you have to be willing to put in the time and the effort to be successful.

JEAN: That's right. And you need the right tools and support and encouragement, don't you? And I think a lot of people when they start on the internet, as you said, it takes a lot of time because there's an awful lot to learn, and if you haven't got supportive partners, it can cause an awful lot of friction, can't it? Especially as most of these things aren't get rich quick overnight. So it can seem that you're putting in a lot of effort for very little reward at the beginning.

GARY: Well you bring up a good point and one of the things I would say about that is when you're evaluating a home based business, or an online business, one of the things you do want to look at is what kind of support do they offer? At ACME People Search, for example, we have all kinds of support.

We have a support forum where our members are actually in there all day long helping new members who've joined and explaining to them "hey, here's what you can do. Here's where you can advertise free in paid advertising methods.

Here's how you set up a blog." That's the kind of things we do here over at ACME People Search. So when you're evaluating a business, make sure that there's the support network there that can help you to get up and running. So yeah, that's a very good thing.

JEAN: That's great because you do need motivation, don't you? Everybody does. It's like Zig Ziglar says, "motivation doesn't last, but then, neither does bathing, that's why you have to do it every day". I love him.

GARY: I mean, there's going to be days where you're going to be working on your business and feel like it's all hopeless, and it isn't. Again, it's baby steps. You have to take one step at a time, and just set your goals, and work towards those goals.

JEAN: And actually it's a real sense of achievement, isn't it? Once you do something, you think "well, that wasn't so difficult after all", was it?

GARY: Yeah, exactly. I think back, I've been doing this now for a little over two years, and I think back to where I started. Like, we were talking about experts. There's people who come to me now for different things, whether it's search engine optimization techniques, or advertising techniques, or Wordpress blogs. I think about how much I've learned in two years and it just boggles my mind. And now people look to me as an expert in different subjects, and two years ago, I didn't know a thing about any of this. So, yeah, everybody can start at ground zero, and then in a year or two, be an expert in their field.

JEAN: Yeah, that's great, because the internet does level the playing field, doesn't it? It has nothing to do with age, or experience, or gender, or nationality, or anything. If you're willing to learn, and you should continue to learn the whole of your life, I think a lot of people leave school or college and think that's it. "Okay, I've done my bit. I can just relax now", but you can't, can you, if you want to... I mean, your thoughts create your life and obviously the more you have to offer people, the more value you can give, the more you're going to get back.

GARY: Yeah. That's the other thing about the online community, it really is like a community. I mean, you and I met in San Antonio, and we're meeting people all the time just from being online. It's amazing all the different kinds of people that you can meet. And this is another important point, is we all know about social networking now, we know about Facebook and Twitter and all the other social networks, but one of the keys, I think, to being successful is to make sure that you do get out there. Brand yourself. Get people to know who you are.

You set up a public profile so people know information about you, just like you did with me, and brand yourself. Get yourself out there and socialize with all these different people because you'll be amazed at not only how much you can learn from these other people, but all the kinds of little business deals you can set up with all these people. People want to work with you. There are people out there who actually want to do deals with you, and so as you get out there

and begin to get your name out there and people begin to find out who you are, then the better that's going to be for your business.

The better that's going to be where you can start offering your services to other people, and as you were talking about, as you do that it's like a boomerang effect, it just comes back. That's a very important point. I think everybody needs to, if people don't have a public profile on the internet, they need to set one up, because that's one of the most important things you can do.

To give a biography of yourself, provide your contact information, even a photo, make sure you have a photo of yourself online, and just start branding yourself and getting your name out there. Again, it goes back to know, like and trust. People want to know who they're dealing with, they want to know what they look like, they want to know that they can contact them.

So if you can do that, then you've got a leg up on most of the people who are online because most people who are online don't want to share any of that information. They want to remain underground. And that really is, totally, the wrong thing that you can do. Just like with any business who wants to brand themselves, you are a person who has to brand yourself, so get yourself out there.

JEAN: And also, actually, if you do stay underground it can be a lonely existence, can't it? If there's just you and your computer, you can sell your wares, but it can be depressingly lonely, I think.

GARY: Yeah, the landscape has changed online. It used to be ten years ago people could do that, people could remain underground, and just kind of silently make money online, and there may still be some people who do that, although I think it's shrinking. The deal now really is, you've got to brand yourself, you've got to get yourself out there. You've got to get yourself out there and let people know who you are, because that's the name of the game today.

There's so much skepticism out there now, that again, people want to know who they're dealing with. They're not just going to pull out their wallet and put their credit card information in, for somebody that they don't know anymore. It used to work that way, it doesn't work that way anymore. People are very discriminating now when it comes to dealing with people online, so you really do need to brand yourself.

JEAN: So, you're obviously very comfortable as a speaker...what was the biggest step you took to step out of your comfort zone? I know for me, it's doing videos. I hate being in front of the video camera. So, what was it for you?

GARY: I think everybody hates being in front of the video camera!

JEAN: I don't know, some people seem to lap it up, don't they? I suppose it depends what kind of personality you are.

GARY: It could be. It could be. I had an advantage there. Being from the corporate world, I used to have to do presentations, so I kind of grew up in that atmosphere and I got over my fear of that a long time ago. And also, like I said, I told you privately. I'm in a band, in a music band and we travel around and play around quite a bit, so I've got a certain comfort level of appearing before the public, so that's never been a real issue for me. As far as how people can overcome that fear, I think what you just said is a great idea. Using video to do that is a fantastic way to record yourself, then play it back and critique yourself.

I know most people don't like to see themselves, so they're probably going to over-critique themselves, but just look at the way you handle yourself on video, and if you see any things that you might need to change, then you can work on that. Yeah, but getting out there and being able to speak publicly is a nice skill set to have.

Now, a lot of people don't really need that, it just depends on what kind of level of business that you're trying to entertain. For instance, if you're going to different conferences where you're asked to speak, then obviously you want to have that skill set, but not everybody has that or desires to do that. So if it's not that skill, just work on some other skills that you might need to work on.

JEAN: Yeah, that's great advice. As you say, I think most people don't like to be on video. It's probably more of a "woman" thing than a "man" thing, but...

GARY: You think so? Really?!

JEAN: Yeah, I do actually. Yeah, I think women seem to think...

GARY: Why do you think that?

JEAN: I just think people, women in particular, think other people are judging by what they're wearing, or how they look, and things like that. And I know you shouldn't. I absolutely know that, because you see, I've got an autistic son, and people judge him by the things he does, and you shouldn't do that. You should never judge a book by its cover, as they say. But I still think it's a female thing - definitely.

GARY: It could be. There's probably a double standard there somewhere, so you're probably right.

JEAN: Anyway, I see some of your other interests are religion and politics. They're kind of dangerous grounds to get into, aren't they?

GARY: They are probably the two most dangerous grounds to get into. I just like reading. I like reading religious books and political books. So that's where I spend a lot of my time.

JEAN: Do you read a lot? What sort of inspirational motivators have you had?

GARY: I tell you, as far as motivational, again, I grew up as a kid, and I don't know why I gravitated toward that, but I grew up reading motivational speakers like Napoleon Hill. I just was wrapped up in them when I was growing up, so I've kind of always had this positive outlook. So I'm not really sure what caused it.

JEAN: So did you get the message when you were young then?

GARY: I think I did. I really do. I think that just reading those types of books really did instill in me this idea that we really are what we think, and that we can control a lot. You can't necessarily control what happens to you, but you can control your response to what happens to you, and you can either respond positively or you can respond negatively. And I've just always had a positive outlook and tried to look at the positive side of things.

JEAN: That's good. As Einstein said "God doesn't play dice" he said, "there's no such thing as coincidence, and you're responsible for what life brings to you", so as you just said, it's how you respond to different opportunities and situations that creates what you've got in your life, really, isn't it?

GARY: Yeah, and it's kind of like what we were talking about earlier where people fail. The only thing that's really prevents people from succeeding is that they quit. All of these people who are now successful online, all of these "gurus", they all failed in the beginning, but the funny thing is, they didn't see them as failures. They saw them as an opportunity to learn and to go on and not to repeat the same mistakes over again. So it really depends on different people's personalities.

Some people will fail and they'll just stop, and they'll give up at that point, and other people have this, I don't know, this desire inside of them that just says "hey, I've got to keep on" and learn from their mistakes and move on to be successful. I really do think that's what separates successful people from people who quit. So yeah, a lot of it has to do with attitude.

JEAN: And tenacity. Keep going.

GARY: Definitely tenacity. Definitely keep going. Again, the only way you'll fail is if you just give up, so keep pushing on. Keep learning.

JEAN: That's it. What is it? "Quitters never win and winners never quit", or something like that.

GARY: Exactly. Exactly. It's true.

JEAN: Isn't it?

GARY: It is.

JEAN: I know at the workshop there was just so many different types of people, you couldn't put them in the box, could you? You couldn't say they were all go-getters, they were people from all different parts of the world, and different ages, and different interests, which I thought was absolutely amazing

really, that they all kind of had one goal - they wanted to make money online. But they also wanted to make a difference, and that was really good, I thought.

GARY: Yeah, I think that's another characteristic of people who are successful online is they're not just trying to make money online for themselves, they really do want to help other people. One of the things Tissa always talks about is how he wants to make sure that, again, he's giving value to people. It's not just enough to make money, you have to be able to want to help others to achieve success too. That's why you see a lot of these "gurus" out there now, they don't really need any more money, they're not in it for the money, they're successful already, they're wealthy. They do it really because of the love that they have for helping others to achieve success.

So I think at some point, when you get to a certain level in your life where you are successful in your business, that really is what's important. Sure, we all have goals we want. I think the thing is, is that when you become successful you then have the freedom to help other people. It's not so easy to do that when you're trying to be successful because you're focused on the things you need to do to achieve that. But when you get to that level, then you have the freedom to help other people and that's really what it's all about.

JEAN: It's a bit like being a grandparent, isn't it? When you think about it, when you've got your own children, you're so busy trying to make ends meet and just getting through that you haven't got time to spend with your children, but as you get to be a grandparent you can spend a lot of time with your grandchildren, can't you?

GARY: That's an excellent analogy.

JEAN: Okay Gary, well that has been really, really helpful. And I'm so glad that you could spare the time to chat to me. How can people find out more about you and your ACME People Search?

GARY: Well, they can go to acmepeoplesearchbiz.com and all the information is there on ACME People Search, and my profile is out there, they can check up on me if they'd like, and I'm on Skype as well - Gary.Chappelle.

JEAN: And what about the band you're in then? Where can they listen to you? Is that all in your profile as well?

GARY: That's actually on my brother's profile, which is stevenchappelle.com.

JEAN: Well, there you go, so if you get a few more raving fans at your gigs, tell them I sent you.

GARY: We have a few groupies.

JEAN: You do, do you? Oh.

GARY: Yeah, we have a few.

JEAN: Okay, well thank you again, Gary.

GARY: Thank you so much. I really enjoyed it.

JEAN: You take care. Bye!

GARY: You too. Bye.

Note From Jean – Not only should you look out for Gary with ACME People Search but also with [ACME Phone Leads](#), which is a great resource to help small businesses grow by using both online and offline advertising.



Tissa Godavitarne's ACME Phone Leads