



Joe Fier



It's Jean Shaw here. And today I'm chatting to Joe Fier.

I was first introduced to this young man in a bar in Las Vegas, which sounds pretty awful, doesn't it? But that's where everyone hits after they completed the hard day at the workshop. Actually, it's where most people make the kind of connections that have the potential to change their lives.

Like me, Joe Fier was a student of Alex Jeffreys and clearly, he took all the information he was taught on board because he's now a very successful online marketer, specializing in video creation. In fact, he is an internationally renowned video producer. And his creations are featured in many product launches.

Joe is equally as comfortable in front of the camera as he is creating PowerPoint videos. And his products have helped numerous people master what is often perceived as a really difficult thing to do, including me. I've bought some of his courses, and have the outmost respect for how effortless he makes everything appear.

Joe has several products to his name and he's kept pretty busy using his graphic and video skills to help other people promote their products. Whilst admittedly he's been online since childhood, and is really comfortable with computers, Joe has the ability to help others feel the same way. It's like everything -- the more you do something, the easier it gets. And video creation is no exception.

The biggest challenge is getting started. And Joe's simple explanations and reassuring natural way of speaking makes that initial step incredibly easy. So let's have a chat to this young man from California, and see what he has to say about his road to internet success.

So hi, Joe. How are you?

JOE: Hey Jean - doing really well. Thanks for having me on here.

JEAN: That's good.

JOE: That's a very good introduction. You did well.

JEAN: Well, there you go. Well, I've got to make it sound good, haven't I? But I've just discovered that we've got something else in common apart from being ex-students of Alex Jeffreys.

JOE: What's that?

JEAN: And that is that we we have birthdays one day off to each other, don't we?

JOE: Do we? Pretty cool. Yeah, just last week.

JEAN: Yeah. Admittedly, there's 30 years difference.

JOE: Hey. Happy belated to you.

JEAN: And to you. Yeah. So let's see, you went to University in San Diego, didn't you?

JOE: I did.

JOE: What did you study?

JOE: Actually, marketing.

JEAN: Oh really? Oh, gosh.

JOE: I did. But they didn't really teach the type of marketing that we use everyday online. So, as much as I like to say that I completed college, hopefully there's not any kids or high school students listening, but I really wish I kind of skipped it, and just focused on online marketing, how I am marketing now.

I just feel like I've gotten a lot more out of owning my own business, and really learning just by doing; rather than sitting in a classroom and kind of learning the theories of it all, rather than the application.

JEAN: Yeah. There are a lot of people that seem to be under the misconception that you have to be really clever to be successful on the internet. And I don't mean that in a disparaging way. The purpose of my interviews is to reassure people that success is really a matter of persistence and mindset, isn't it?

JOE: Exactly.

JEAN: It's really got nothing to do with gender, or age, or experience. Although, there does seem some evidence that young men of your age do seem to have a lot more success than others. Have you noticed that?

JOE: I have, to an extent. And you see around internet marketing that there really aren't too many females, in general, doing it. And it really is

unfortunate. I don't really know why that's the case. But I feel like they can probably deal a heck of a lot better than us, to be honest.

JEAN: I think possibly it's to do with the testosterone or something.

JOE: It might be, yeah. There's a fear of kind of putting yourself out there...

JEAN: Yeah, possibly. But for men, I suppose, it's that competitive thing. They think, "Well, if he can do it, I can do it." And often, when people who are in late or middle to late 20s, nearly 30s, they perhaps haven't started a family, so they don't have the kind of responsibilities which might make other people less inclined to take risks. Do you think?

JOE: Exactly. Yeah, and that's basically. It sums up exactly what I did with quitting my job. Because right now I'm 26-years-old and it's about a year ago, I quit my full time job, which was pretty comfortable marketing position in downtown San Diego. And I could have moved up if I wanted to, but I was more of a hard-headed guy. And I still I am.

Every entrepreneur is. You always want to do your own thing. You want to strive for more than what you have right now. And I felt like it was just kind of cooped, too cooped up in a little box in that office downtown. And the fact that I don't have any kids, I do have a wife but we're still both really young, so we feel like this is the best time to really get out there and try to risk. Not really a lot, but more so than most people would ever do in their lives.

JEAN: Because you are a bit of an action man, aren't you? Are you an adrenaline junkie?

JOE: To an extent, I am. I wasn't really as a kid. But it's kind of grown on me now. I'll definitely do more than most people out there and it's all about taking action no matter what you do in life, in general.

JEAN: Yes, because as a child, you were quite quiet, weren't you? Didn't I read somewhere that you were nervous about everything, and were very quiet?

JOE: A lot of stuff, yeah. I definitely wasn't as outgoing as I am now. I think that changed in late high school or so. So it really wasn't that long ago. But to be honest, I don't know what the switch was in my mind. But I think I just kind of realized that, "Hey, what the heck? What's going to happen? What's the worst thing that can happen?"

And same thing in business, too; if all else fails, I do have the credentials to go back to work for someone, which I would not be able to do. But yeah, it's nice to know that it's not the end of the world if you decide to try something, and put yourself out there.

JEAN: So, when you started online, it wasn't with the videos, was it? What did you try initially?

JOE: I was focused, because when we started in Alex Jeffrey's course, I was doing blogging before that time. So I was making a little bit of money online. And I did that with my buddy Matt Wolfe. And you guys might have heard him. He does WordPress stuff now, WordPress training.

So we both started at the same time. We used to work together. And we would just get paid with Google AdSense, the little Google ads you see on blogs, and different text links, and all that stuff. So it was nice. And that kind of opened my eyes to passive income online, or just making money online in general.

So what I decided to do at that point was to just start growing my list, and creating informational products to do so. That was basically kind of like a free give away; and then up-sell them with a one-time offer; and give good value on the backend in whatever product I offer.

JEAN: So do you think it helped you that you had somebody to start your business with, somebody to support and sort of bounce ideas off? Yeah.

JOE: Definitely. I think that's probably the biggest thing. And even now it's nice to have someone, actually. Just last week, I want to say I broke up. But I broke up with a business partner, a local guy here. The reason why I took on a business partner was almost that comfort of knowing that someone is going to push me. And even now to this day, starting out online, it's huge. It's massive, but it's all about realizing that you can drive yourself if you just focus enough.

JEAN: Maybe that has something to do with the first blogs that you ever set out, which was behealthyandrelax.com, was it?

JOE: You're good.

JOE: Did it relax you? But then your next one was howIwillberich.com. So presume that they. ..

JOE: You know what? It was the other way around.

JEAN: Oh, was it? Okay.

JOE: Yeah. And unfortunately, because I just gave both of ... Matt and I were partners on that stuff, so I just actually gave him the rights to just take it all, and unfortunately, when he was moving servers, he totally deleted "howtoberich" or "howIwillberich", that's what it was called, I believe.

JEAN: That's a shame because they were both pretty prophetic domain names, weren't they?

JOE: "behealthyandrelax" is still around. That's still cranking. That's one of the originals.

JEAN: Yeah, absolutely. You certainly concentrated on the keywords there.

JOE: Yeah.

JEAN: So have you at any stage been attracted by all the shiny objects that come out on the internet space?

JOE: Oh, yeah. And I still try to keep my head away from all that stuff. I don't really look at that stuff too often; but when starting out, yeah. I mean, there was jumping around from product to product. And to be honest, I didn't really buy too much. I didn't really spend much money in the market. I was just on the Warrior Forum way too often. And I don't know if you've been there but you can in the warriorforum.com, you can read articles and what people say all day long. And they give away a lot of free information. But there just comes a time when you need to take action and focus.

JEAN: Absolutely. But it's really reassuring to hear the people, who are now successful online, have gone through that shiny object syndrome themselves. Because I know a lot of people, myself included, bought courses that which I've never even looked at. Or I've started and then something else has come along, and I've gone onto something else. And you feel embarrassed and ashamed. It's as if to think, "is it me?"

But in fact, it's not. It's something I think everybody has to go through. And I don't think it really matters how many times somebody else says learn from my mistake. I don't think you ever do. I think you have to make your own mistakes. And then just sort of move on; and you learn from them, and then move on.

JOE: That's exactly right. And I feel like it's kind of a curse for the entrepreneur because we always want to do something new. I mean, we constantly want to innovate. We want to make something more. So we're always kind of looking. Even if we're not really actively looking, we somehow come upon a new opportunity, or a new method to make more money, or help more people.

And that's where I think I still see the shiny objects. And now, I kind of just see what they're doing. I don't buy anything anymore, unless I really have to. You have to be disciplined, I think. At the end of the day, it's what you have to do.

JEAN: Yeah. So do you can tend to focus on not so much what they're selling, but how they're selling it, and how they're promoting it?

JOE: Yeah. Not only that, but, I mean, I do focus on what the product is, and just what they're teaching. But more often than not, I can kind of figure it out myself, at least, in a general sense. But yeah, it's also important to study their marketing, how they get their traffic, how they sell to people, and how they give away good content to ultimately turn you into a buyer.

Because they're doing something right, if they're buying, so it might be actually good to go back to these products that you've purchased and see how they actually sold you; see what's the turning point there.

JEAN: Absolutely. And also, I think had I have gone through them, I probably wouldn't have needed to have bought other ones because they probably have the information that I was actually seeking. It's just that I never got to the point of ever finding out.

JOE: Yeah. A lot of people go through it. You're not the only one.

JEAN: Yeah.

JOE: Don't worry.

JEAN: It would actually be good to go back. But the thing is I don't think people ever do. They don't have time, do they? Because they just want to move forward, and not go back. But sometimes, it's good to revisit Alex Jeffreys' course, especially his "Forward to Basics", where you just have to get the focus and the planning. Do you plan? Do you plan tomorrow today?

JOE: I do. That's exactly what I do. I was the worst planner before ever starting online, just in life. I mean, you can ask my wife here. She's still my calendar. But to an extent now, I have my own, just work related calendar. But I definitely do plan all my to-dos and my priorities the night before.

JEAN: And do you think that was the turning point in your career, yours and Matt's?

JOE: I think putting priorities down and focusing was probably more the turning point.

JEAN: Yeah.

JOE: Yeah, it's planning. I guess you can call it as well. I like to just call them kind of priorities just because we were so scattered at that time. And it's just finding whatever you're finding what the people want, and if you could serve it to them using your skills. And everybody has their own skills. You just need to kind of tap into them, and realize them. And usually, you can realize that by just talking to others, in networking.

The skills like my video stuff, that was Josh Bartlett that actually told me, "Hey, you need to focus on video." And to be honest, if it wasn't for him, it probably would not be doing it right now. I probably wouldn't be.

So it's kind of a mixture of, yeah, priorities, talking to people; and then honing your skills, and tapping into them.

JEAN: So how did you meet Josh? Was that at workshops, or did you know him from some other way?

JOE: I actually met him in Alex's course, in the forum. Matt and I, we're already buddies. We talked about this before ever starting that course. And we heard that we can network with people online. And we needed to really stay active in that forum, and get to know everybody. Or, at least, kind of look like

the authoritative people in the course and because that's a way that you can create a name really quick, is if you help people, if you're constantly talking to people, and giving away value.

And that's what we did. And Josh is doing the same thing. So we connected with him. And ever since then, we talk. I talk to Josh almost every other day, or so. Matt's a business partner with him now.

So we've kept that tradition going now. We're still on a really close connection. We see him every now and then. He comes to America pretty often.

JEAN: Was he okay with the disaster in New Zealand, because he lives there now, doesn't he?

JOE: Yeah. He's in the North Island so he was okay, because that happened in the South Island.

JEAN: Right.

JOE: But he did know some people that were affected. I believe they're okay. But he actually is setting up a fund where a whole bunch of internet marketers are donating their products.

JEAN: Mm-hmm.

JOE: I don't know what the price point is, but it's very, very low priced, below \$100. It's basically at fire sale. A 100% of the proceeds are going to go down to help them in New Zealand.

JEAN: Well, that is good.

JOE: So I haven't seen anything done like that in our internet marketing space. So that's really cool.

JEAN: Let's hope somebody does it for Japan as well. That would be brilliant, wouldn't it?

JOE: Yeah. It's almost unfortunate because I feel like Japan's going to be overlooked. I mean, New Zealand might be overlooked because of just how close they happened together.

JEAN: Yeah.

JOE: So yeah. But it'll work out. It's just unfortunate.

JEAN: Josh Bartlett, he's a really nice guy. I had a chat to him, not an interview. I spoke to him and I was very impressed with his outlook, on how honest he appeared. Because there's a lot of marketers that are just in it for the money, aren't they? But not really wanting to actually help people.

JOE: Yeah. If you look at what Josh says on Facebook, because he posts pretty often, quite often. A lot of the times, it's about his views on the industry, in internet marketing, or how people should kind of carry themselves in business, or create products of value. That's he really how he is in real life, I mean, he definitely jokes around. And he's a real person at the end of the day. But he's definitely that genuine guy and does what he preaches which is really cool. And that's why we're such good buddies still. And we get along so well.

JEAN: Yeah. Well, that's good because once you get to a certain level of fame, or whatever you want to call it on the internet, you do have a responsibility. Because everything you say and do, people take notice of, don't they?

JOE: Oh, yeah. I mean, I think he has noticed it already just with this last product launches, that people actually kind of start to look down upon you just because you've become successful. So you need to really watch what you say, watch what you do. Make sure you're really doing what you preach. And give real value back to them, which he does. But still, people like to scrutinize people that have been successful on line.

I don't know if it's a jealousy thing, or if it's just something like that. Or they feel it's unfair. But he's definitely seen it. And he's the last guy in the world that should ever have that happened.

JEAN: Well, I don't know if it's jealousy or not. But certainly, everything you do on the internet leaves a trace, leaves a trail? So there's going to be somebody that's trying to to dig the dirt, I suppose.

JOE: Yeah. It could be the smallest detail. And they'll find it from two years ago on a forum. And that is that we So just watch what you say to everybody. You never know what's going to happen.

JEAN: That's right. I've noticed that you are left-handed. Do you think that's why you're so creative?

JOE: You're really good. It's kind of scary. Do you have a key here in my house?

JEAN: They don't call me "Sherlock Shaw" for nothing.

JOE: I like that.

JEAN: So Heather, is she involved in internet marketing at all?

JOE: She's not. My wife, she runs her own marketing company. And it's a local, actually it's a US-based company. And they do natural food promotions, like in stores. I don't know if you have the Whole Foods over there, the health food markets?

JEAN: Yes.

JOE: But, yeah, you might see those people that hand out samples, free samples in the store. She has a company here that manages hundreds, like 500, people. Most of the U.S. over here. So it's really, really cool company.

JEAN: Brilliant.

JOE: But she's definitely gives me a lot of pointers. So some of the best ideas have come from her.

JEAN: So are you a healthy eater?

JOE: To an extent. I still like my ice cream. And my biggest thing is chips and salsa, Mexican food down here.

JEAN: Oh, is it really? And beer, are you still brewing your beer?

JOE: Jeez. Well, you are good. I don't know where you get this information from, to be honest. I haven't brewed beer in probably, unfortunate, about a year and a half. And really, there's no excuse. I'd like to say I'm busy, which I am. But I'm actually looking at my beer equipment now that you've said that. So it's very, very dusty right now. So I need to change that.

But yes, I love brewing beer. When I really feel like I could walk away from the internet, I want to open up a brewery. That's always just kind of been a passion of mine.

JEAN: Really? Gosh.

JOE: Yeah, just something, nothing big, but just something where I could entertain people, have fun. Not really do the day-in day-out work, but I'd just say, "Hey, that's my brewery." I'll call it Fier; Fier Beer. That's the name.

JEAN: Oh, that was good. Well, that's brilliant actually, because you've got the name all sorted. So when you said that I'm good, obviously, I've done a bit of research. And presumably, that's what you do when you create your products, especially for the people. So do you ask the "who, what, why, when, where"? I mean, how do you go about creating your videos?

JOE: I like to judge the market. So like, when I create, it could be "Video Simplified". Well, there are some things in the works with that product. Actually, might be handing that over to Josh for his Easy Video Player, but you might want to check it out there if you're interested in it.

But what I do is I like to go the forums, for one, and I can kind of gauge the market that way, and see what they're actually asking for in terms of video. And also, just post a question. Just ask something in there. And usually, people will tell you everything, and more, that they want.

Another great way is surveying your list is surveying any readers that come through. That's a great way to do it; and really tap in to exactly what people need to know.

JEAN: So do you use SurveyMonkey for that?

JOE: I have, yeah. And it really doesn't matter which survey company or website you use just because I feel like a lot of people kind of get stuck in the technology of it all. They need a more focus on to structure their surveys, or any kind of questionnaire that they send out. And make sure that it's really tapping into exactly what they're looking for, and how it's going to benefit the reader as well.

JEAN: So you actually work backwards then? You find out the desired result, and then you work backwards, and create your videos accordingly. Yeah.

JOE: Exactly. I feel a lot of people don't do that online enough. You see a lot of products that demonstrate the products just because they see that there's a trend going on, like Facebook, for instance. That's the hottest trend right now. And you see about six products that were just released just on Facebook. And yeah, people need that Facebook help. But you kind of need to really home in and see what they're looking for within Facebook; and delivering what they need.

And making sure you're an expert in that, too. Don't just go in there, and kind of fake your knowledge to an extent. Everything I teach is a result of years of practice. But I just didn't realize that I was doing it, to be honest and still I was told, "Hell, yeah. You're really good at this." And you need to actually teach people how to do this.

JEAN: The thing is when you can do something, and you find it easy, and you do it all the time, it's very hard to realize that other people don't have that same kind of skill, that same kind of level. You just think that everybody can do it, don't you?

JOE: Right, right. Us entrepreneurs, too. The more we grow successful online, and knowledgeable, we kind of forget where we were. So it's like you said, it's kind of going back to basics. And you have to kind of get in the shoes of your customer. And really realize where you're at, and where they need to kind of get to from where they're at right now. So, yeah, it's kind of difficult for a lot of people just because we don't think like that, typically.

JEAN: Absolutely. So talking about going back to basics, do you use pen and paper or whatever? Is that the way you start your projects? Or do you mind map? How do you go about it?

JOE: Yeah, I like to write down my ideas on pen and paper. And there's something about the old writing-on-paper thing. It's totally old school. A lot of people don't do it. But for some reason, I feel like I can get more out of my brain that way.

And definitely, I'm in the same way just by taking notes during, say, a webinar, or something too. But yeah, what I'll do is I'll write down all my

general ideas, and then kind of formulate them into clusters or groups. So kind of like a mind map, sometimes I do, sometimes I just keep it all on paper. And I kind of group them accordingly. If it's not such a good idea anymore, I'll scratch that. And then, I'll usually come up with a lot better ideas, or additional ideas, after I kind of group them altogether, depending on whatever topic it is.

JEAN: It's certainly a lot easier, when you have some sort of vision or representation of what you want, isn't it?

JOE: Yeah. And that's the power of a mind map. And, unfortunately, my mind is always so scattered, in a way. So that's me, kind of trying to put it together. So really, boiling it down into a mind map is really difficult for me, still. I don't know. It's just in my blood. That's how I work. But I feel if I can get it on paper, and cluster it into different groups, or topics, it's usually good enough for me. But everybody is different.

JEAN: So you create all sorts of videos. Which do you prefer? Do you like the ones when you're in? Or do you like the PowerPoint ones, where you're very creative; where you get things flying in, and revealing yourself?

JOE: Yeah, I personally like the PowerPoint, and the different motion, animations that I do a little bit more. Just because I feel like it could kind of show my creativity a little bit more, and really polish it.

But nothing can beat really the whole on-camera videos because if you can present yourself on camera, and really speak genuinely, and really look someone in the eye through the lens there, that's how people really make a connection with you.

So definitely, it's important mixing the two. And especially if you're just meeting someone, or introducing yourself to people online for the first time, video is the way to go.

JEAN: Well, it certainly builds the "know, like, and trust", doesn't it? So people see that there is a real person behind the product or business that's being shown.

JOE: Absolutely.

JEAN: Because the danger of the internet is that you can pretend to be anybody, can't you? I mean you just see that on these kids' sites where the people groom them because they pretend to be something they're not. Whereas with video, I mean, if you say that you're a 26 year old male, then they can see that you're a 26 year old male, can't they?

JOE: It's true, yeah. People get the fear of the lens, looking at the red light when the camera turns on. So my tips are just to basically talk to it just like your best friend. And just try to be real. Don't try to kind of act like someone you're not. Just be normal. And really, it's all about practice, and really getting used to it.

JEAN: Well, you're quite a natural now, obviously, and your face has become really well known on the internet, obviously, from your YouTube videos, and your Facebook, and everywhere. So do you find that disconcerting? I mean, do people come up to you now, and do they say, "Oh. Hi, Joe," and you perhaps don't know them? Does that happen?

JOE: It just happened. It happened last week.

JEAN: Did it?

JOE: Yeah. The last three weeks, I've been going to three seminars every weekend [laughs]. It's it's pretty draining, to be honest. But it's hugely beneficial. And if you guys are going to have the chance, whoever's listening here, go out to some live events because you can't beat it. The networking is topnotch. And that's how I met Jean, as well.

JEAN: It's a dirty job, but somebody's got to do it, isn't it?

JOE: Someone's got to hang out in the bar. It's kind of funny. I actually went to Washington D.C., which is on the east coast. So it was about a five to six hour travel time for me. And Matt and I went out there just to literally hang out in the bar for four days. We paid upwards of a grand or so; \$1,000 or more just to hang out in the bar. And I met great people, big internet marketers and potential clients as well. So I totally lost my train of thought...

JEAN: Yeah. I do have to make a disclaimer at the moment, that I don't actually drink, so although we did meet in the bar, I was only drinking orange juice.

JOE: I can't say the same for myself.

JEAN: I don't want people to think I am some sort of a lush.

JOE: I forgot what your question was, to be honest...

JEAN: I was just saying about people recognizing you. I was talking to Joel Therien the other day, the CEO of GVO. I don't know if you know the company. And he says that it can be a bit intimidating sometimes when people don't respect your space. He would speak to anybody, he said. But when he's like in his car, he's got a Ferrari, people will actually come and put their head right inside his car. And you're never quite sure whether they are fans, or whether they're interested in the car, or what these days. So I noticed in one of your videos on your desktop, you had a very posh car. Is that yours?

JOE: No, that's definitely not mine. To be honest, that's kind of the car of my dreams. But I don't know if I would really buy one. I'm not a huge car guy. It's kind of more just like an inspiration thing. But really, I should replace it with just a big house or something; or a nice house. Because right now we're in a condo, my wife and I. So we kind of live kind of mean and mean.

JEAN: Do you still have your Suzuki Samurai?

JOE: I do have that still. I don't drive it as much as I should, though.

JEAN: Are you still tinkering on it?

JOE: I think I might actually sell it. And I'm really, really sad. But where I live right now, I'm kind of down by the water. It's really not the best car over here. So I'm kind of thinking about getting rid of it. But yeah, I did a lot of tinkering under the hood. And it was pretty fun, and it was a good learning experience still.

JEAN: Did you video it? Did you get your wife to video it?

JOE: No, unfortunately. And to be honest, I didn't really do all of the work. I had a good mechanic buddy that kind of took the engine and did it for me. But I'm not nearly as skilled at it as I'd like to think. That's why I stick with online.

JEAN: Yes,, it's nice to do things isn't it, although your hands would probably get a lot dirtier than creating videos, I suspect. So you live by the beach. And I know you've got a dog. Do you take him for long walks every day?

JOE: Oh, yeah. She's here with me all day long, typically. She's the one that I can kind of talk to because no one else is around here, even though my wife is working from home today. I'm starting to get her to do that more often. But yeah, I've a little dachshund-corgi mix. So she's a pretty cool-looking dog.

JEAN: But that must be a good reason to get away from the computer because many people get stuck in front of the computer for like hours and hours and hours, don't they?

JOE: I still have that curse, too. She definitely gets me outside of it.

JEAN: Going to say, do you set a timer? Do you work in block sessions? Because I know a lot of internet marketers have said that that is what you need to do, because your brain sort of tunes out after a while. Is that what you do?

JOE: Yeah, I do. I don't have a set time block. I like to work in about two or three hour increments. And like I said, I don't really have a timer that goes off then. I probably should. But that's kind of when my brain just realizes, "Okay. time to take a break," or time to eat some food, go on a walk kind of thing.

There's definitely power in stepping away. And just recently, over here with my old business partner, he got me into surfing. And that's something I've never done before. And that was probably the ultimate getting-away-from-the-computer experience just because it really opens your eyes, and makes you focus on the now, and not just so caught up in your thoughts all the time.

JEAN: Obviously, that what Frank Kern's done because he's a big surfer.

JOE: Yeah. I've seen him out there, too. He's really preaching what he sells.

JEAN: He certainly is. He certainly attracts a lot of attention, doesn't he?

JOE: Yeah. And unfortunately, a lot of people try to copy that. But that's another thing with trying to be yourself or brand online. You just got to be yourself. Don't try to create a whole image from someone else kind of thing.

JEAN: Although apparently, that's the ultimate form of recognition, isn't it?

JOE: Seems you really need it then, huh?

JEAN: Yeah, sure does.

JOE: As if they were copying you.

JEAN: Yeah. Well, absolutely. I suppose it must be because if you we're absolutely useless, and nobody thought anything of you, they wouldn't bother, would they? So it's the ultimate accolade.

JOE: Flattering thing. There you go. Yeah.

JEAN: Yeah. So I know what I have to ask you. Why do you keep saying, "Hey-hey"? Whenever I see you, you say, Hey-hey." This is Joe Fier. Yeah. Have you not noticed?

JOE: I don't know. That's probably my little saying. Because I know everybody always has a little quirky thing when they start the video. Yeah, I guess I do.

JEAN: Hey-hey. It's Joe Fier. I just wondered if it was something -- whether it was an age thing that I kind of missed out on.

JOE: No, it's probably just more of me, to be honest. It's not a San Diego thing, or anything either. Yeah, I think everybody's got their little saying that they'd stick to. People kind of start to, like you just said, you picked up on it. And it's kind of how you're known by, I guess, to an extent.

JEAN: It's one of your idiosyncrasies; very sweet; very endearing.

JOE: Yeah. It's working out.

JEAN: Yeah. So what advice would you have for anybody who wants to make it online, and go the video route then?

JOE: Yeah.

JEAN: Apart from watching your videos which are brilliant. Where can they find them again?

JOE: Right now, “Video Simplified” was a course that I created. And I’m actually selling that to Josh Bartlett for Easy Video Player. And he’s going to add that into his membership section, I believe. So it’s actually going to be in the back office now.

JEAN: So the people who’d already members then, are they still able to access it or not?

JOE: Oh, yeah. Yeah, yeah. And that won’t be changed at all. And I’ll still answer any questions that come in there; support questions. But yeah, definitely. Nothing’s going to change there at all.

But what I realize was just my focus needs to be on creating custom videos and promotional videos for clients. And that’s the whole thing. I think that’s a good tip for people when they start online, is to try to simplify things as well.

And that’s why I made, just within this last week, I made two big moves. One was dropping my business partner locally here, which was kind of a separate thing. We had a whole different project going on, but I had to let him go. And then I had to let “Video Simplified” go as well, so I can focus on my business a little tighter.

But yeah, if they want to go to joefier.com, there are a few videos there that actually show what I do, and kind of some previous launches, and stuff I’ve worked on. That’s kind of my little resume right now.

JEAN: So if anybody wanted to contact you to create videos for them, that’s where they would contact you as well, is it?

JOE: Yeah, exactly. And that’s kind of a work in progress, that page right now. So it’s going to be changing as well. But that is definitely the best place to go, yeah.

JEAN: And what about with Matt? I know he’s doing something with Josh at the moment. Are you likely to be doing anything more with him?

JOE: Yeah. With Matt, we kind of do some little things on the side, because we had a product called “The Marketer’s Classroom” that we did together. And we never did fully launch it just because we did have, again, like our own projects going on. So it was almost a little bit of a distraction. But I believe that we’re going to actually put that out there again, and kind of do another push with it. Because it is a really good product to help people start from the beginning, and start making the first dollar online.

JEAN: That is wonderful because a lot of products that you see, they come in with “Make your first thousand dollars overnight” or something like that. And I think that’s really scary for the majority of people because what I want to do is make that first \$1, or the first \$10, or \$100. Because some people are as afraid of getting started and failing as they are of success. So I think, like you’ve just said, to make the first dollar is a big thing really, for a lot of people.

JOE: It is. I think that's the most inspirational. It just proves to them that it is possible. Because a lot of people, when they hear making money online, I've received some resistance from my own very close friends, my own age, who have grown up around the internet, and have seen people make money online and create companies. But they told me, "Oh, you can't do that? Make money online. 'You kidding me?'"

And that just proves, if you make the first dollar, you can definitely do it. It's just simple. You know what? It's kind of funny. I was just testing fiverr.com. I don't know if you've heard of that site.

JEAN: Oh, yes. It's brilliant, isn't it? You can get anything done on there, can't you?

JOE: Yeah. You can. It's amazing what people do for five bucks.

JEAN: You're not telling me you go on there and have your videos created for you, are you?

JOE: No. People do create videos for you there, but they're nowhere near the quality that I create. I'll say that I have a lot better quality than those guys do. But that's actually good spot if you're just starting out. It might be a good way to just test a product out, or at least get some marketing knowledge.

Actually, recently, I just tested selling a product on there. And it's just some audio tracks. Surprisingly, they sold fairly well. And it's nothing more than just sending a link to a download for people and they buy. But it's kind of funny because it just proves that if you just threw something on there online, and you actually market it properly, if it's something that people really want to buy, they'll buy it from you.

And it's almost like I proved to myself that I could sell in that website as well. Because I was just testing it out, and I ended up selling about three copies within a day. And I was like, "Oh. That's cool.". It wasn't much money. But it's verifying that it's true. It can be done.

JEAN: So did you play? I mean, because you play the guitar, don't you? Or used to?

JOE: Oh, yeah. I haven't played in a while. But I need to. But the tracks that I sold on there were royalty-free tracks that people can use in their music, or in their videos, and stuff like that.

JEAN: Oh, I'll have to look you up. Are you on your own name, under Fiverr? Because the royalty-free music tracks are always useful, aren't they?

JOE: Yeah. But to be honest, I forget what my name is.. like I have a couple of them on there, this is a brand new name, too.

JEAN: Goodness!

JOE: I'll have to let you know, but yeah, there are quite a bit of royalty-free tracks you can download there.

JEAN: All right.

JOE: And for \$5, you can't really go wrong.

JEAN: Well, it's worth that to be safe, isn't it? Really?

JOE: Oh, yeah. And that's the thing. There's some cool websites out there. You just do a Google search about royalty-free videos, and web audio tracks. That's the way to go.

JEAN: It's the same with images as well, isn't it? A lot of people think you can just take them off of Google. But you can't, can you?

JOE: Right. Yeah, everything that I get is purchased. But you can probably find them for free. But I go to a site called Fotolia. I'm probably pronouncing that wrong, but it's F-O-T-O-L-I-A.com. So that's a good little resource for me that I use to get all those little guys that look like the faceless characters.

JEAN: Oh, right.

JOE: The little white snowman-looking guys, they're really cool. And yeah, it's kind of a popular thing right now.

JEAN: Excellent.

JOE: I can give a little tips too or a few tips to people if they just want to start out with video online.

JEAN: Well, that would be excellent.

JOE: Yeah, and some of the benefits as well. What I would say, just starting out, is to use slideshows. And what I like to do is do everything on Apple, on a Mac book. And I use Keynote. But that's just the same as PowerPoint. So it's very simple. They just create a slideshow, just like you would for any kind of presentation. But the cool thing is that you can animate these slideshows. So you can make images appear very smooth, or texts come out from the side.

And it's fairly simple to do. You can check out and play with it yourself. Or look up videos on YouTube. Or check out "Video Simplified" if you have it already. But it's easy to do.

But what you do from that point on is just to record it with something like Camtasia, or Screen Flow on the Mac, and just speak over it. And really once you've recorded that, maybe edit it a little bit after you're done, but then, you have yourself a video. And you can get that done within 30 minutes tops.

So it's a really cool way. So just get out there, and put something online.

JEAN: That's fantastic. I'm sure there's a lot of people that, even if they can't do it themselves. I'm sure if they ask their children, or they're grandchildren, they'd surely show them because they seem to learn these things as soon as they start school at kindergarten these days, don't they? So, okay. Well, that's fantastic.

JOE: Yeah. And if you wanted simple cameras because it is powerful to get in front of the camera like we're seeing as well, the flip camera is kind of a big popular one out there, but I would say stay away from the flip cameras and go with the Kodak Zi8.

JEAN: It's that because you can put the microphone in that one?

JOE: Partly that, yeah. And I do that, the little lapel microphone. But what I like to do is it just films at a higher resolution. It's a much higher quality camera in general. And I believe it costs less as well.

JEAN: Oh, really?

JOE: Yeah. I mean, it has an expandable storage. And there's that little card in there so you can upgrade if you would like. And that's something that the flip cams just don't have.

JEAN: That's the Kodak Zi8, is it?

JOE: Zi8

JEAN: Zi8.

JOE: The number 8.

JEAN: Okay.

JOE: Yeah. And it's just a nice little handheld. It's about the size of a Blackberry phone, or so. So it's nice and thin. You can just put it in your pocket. But definitely, that's the camera you want to have when just starting out. And you can put it on a tripod, and all that stuff, too.

JEAN: So really, actually making videos needn't be expensive, need it? If you've got PowerPoint or Keynote, they're already usually on computers, aren't they? So that's kind of free. And then, you could upload it to YouTube for nothing, couldn't you?

JOE: Yeah. And the Kodak Zi8s are about a hundred dollars. Right?

JEAN: Yeah.

JOE: Sometimes, you might get lucky on Amazon and find them even cheaper; or eBay even. Yeah. I mean, there's really no excuse to try video. And I mean, video marketing is just getting bigger and bigger everyday. But the powerful thing is that, still, a lot of people are scared to get in front of the

camera, or to even put themselves out there. So you can really go a lot further with video than just writing a blog post all the time or something like that, where you're kind of getting mixed around in everything else.

JEAN: Yeah, fear is a terrible thing, isn't it? It stops you in your tracks, doesn't it? But fear, they say, stands for false expectations appearing real. And as I think, I saw you say once that the worst they can do is just kind of switch off your video, can't they, if they don't like you? It's not like it's going to kill you being on there.

JOE: Exactly. Yeah, it's just like starting your own business in the first place, too. Like I was saying, you just got to do it. What's the worst thing that can happen? You can always go back. I mean, whenever you're making them, a YouTube video, the first 10 are probably going to be horrible. When you watch them back, you're not going to even want to listen to your own voice.

And I still don't really like listening to my own voice. But it's just kind of your human nature coming into play. But you just have to get through that. And keep working at it.

JEAN: And what do your parents, and your family, think of your success? Are they very proud of their little boy?

JOE: Oh, yeah. They're definitely proud. My stepdad is actually still a little confused about the whole thing, like, how it all works; all internet marketing, in general. He understands my video production, and all of that stuff now.

But it's kind of funny because when I was explaining to my mom about what I do, and how money is made online, it took her months and months and months just to understand it. So it's really a foreign idea to people that don't really put themselves out there, and learn what goes on online.

JEAN: Now I think a lot of people, especially, perhaps older people, think that the internet is purely just for sending emails; or Facebook, for young people; or selling stuff on eBay. I don't think they get that it can be used for other purposes, really.

JOE: Yeah. They're in their traditional work mode kind of thing. And it's all they use it for; and maybe, some research. But that's about it.

JEAN: But I must admit I was 50, in fact it was on my 50th birthday, that I actually got introduced to the internet. When I realized exactly that you could use it for something other than sending emails, and buying on eBay. And I've never looked back since. I mean, it's just been a wonderful journey. And I've loved every minute of it, not least because it's enabled me to meet people from all over the world that I would, obviously, never have gotten the opportunity to get to know.

Even if I haven't met them physically in person, you get to know their names and their faces. And certainly, with video, you get to know what they look like.

So you feel as if you know them, even if you don't. And that broadens your horizon completely, doesn't it?

JOE: That's exactly what happened at the event, when I saw someone that had watched all of my videos. He came out to me. And he was talking to me like he almost knew me. And it's little bit weird for me because I'd absolutely no clue who this guy was. But it's really cool at the same time because they know you. They feel like they could just talk to you like a normal guy. And you can have a conversation, more or less.

Yeah. So it's really beneficial to really just put yourself out there. And one thing that I'm going to actually start doing, I've kind of tinkered with it before, is to actually create kind of like a Web TV show, where you kind of come up with something once a week; some kind of episode. But that is a pretty good idea, or a pretty good thing for people just getting started, to do as well. Instead of maybe blog posts, do a video every week; or maybe once every two weeks, just to kind of get your face out there. And that's what I did from the start. Yeah.

JEAN: You could have a confession show, Joe. And you could admit about Corky. Does your mum ever know about that yet?

JOE: Yeah, she does, actually. She does. I think I actually admitted it to her right after I wrote that because I felt guilty again. Yeah, for those that didn't read that blog post, Corky was a bird - a little cockatiel .. when I was a kid we had him in a cage outside, and my buddy and I were throwing our football around, American football around, and I accidentally hit the cage, and it broke a little piece of it off, and I put the piece back there thinking that it would be okay, and the bird wouldn't go anywhere. Then, about an hour later, I realized that the bird was gone. It was like, "Oh, no!". I'm sure flew away to a nicer place though.

But I was just always too embarrassed to admit that. So it finally came out - . "Well, I don't know why there's a big hole in the cage now".

JEAN: Oh, dear. Well, you can have confessions of a video star then in your weekly program

JOE: Exactly.

JEAN: Well, Joe, it's been really nice talking to you. And I really appreciate you taking the time to chat because you haven't been feeling very well, have you? You had a bit of flu.

JOE: A little bit.

JEAN: Yeah. So I'm sure my listeners have got a lot of useful information about how they can step out of their comfort zone, and start with the old videos. And just in case they've forgotten where to find you, perhaps you'd like to just remind them again?

JOE: Yeah, just go to joefier.com. That's F-I-E-R. And yeah, just check out what I do. But even if you have any other questions about video, there's a little contact form on there. You can just send me an email. And I'd be glad to help you out. Because that's one of the things I've loved doing.

And I will start to do even more, is kind of one-on-one helping or coaching with people. And I really want to do it with video. So ultimately, that's one day where I'm going to be; maybe a year down the line. But in the meantime, if you have any video questions, just contact me on there.

JEAN: I thought you're on Facebook, Joe? I'm sure you are.

JOE: Oh, yeah. You could search me up on there; my profile. Just look my name up. Or there's a fan page as well. And yeah, I check that, just like everybody else, probably every other minute of the day.

I may need to close that out, if I have the time, but yeah, I'll definitely respond to you, and help you out if you have any questions. Reach out and connect.

JEAN: Oh, that's fantastic. Okay. So that's how you can find Joe Fier at the moment. But if you hang on a few years, we may be able to find Fier's Beers in a bar somewhere.

JOE: I hope so.

JEAN: Anyway, on that note, I'll leave you, Joe. And as I say, thanks again; 'really appreciate it. Okay, take care.

JOE: Thank you very much, Jean. Bye-bye.

JEAN: Bye-bye.

Note From Jean - Joe's brilliant Video Simplified course is now in the back office of Josh Bartlett's amazing [Easy Video Player 2.0](#), and as they don't call Joe a high converting video producer for nothing, you "might" want to check it out



If you want to hear more from Joe you can listen to him and Matt Wolfe on [their podcasts](#).

