



Tim Castleman



Jean Shaw here and today I have the pleasure of chatting to **Tim Castleman**.

I've been intrigued by this young man for some time and confess to having bought many of his products, so it's with great delight I'm able to feature him in JeanShawInterviews.com.

If you've been involved in the internet world for any length of time, you undoubtedly have heard of Frank Kern, and in many ways, Tim reminds me of the living legend.

Both have a sort of irreverent style and have been known to swear a bit, which I must confess I don't like, but on the positive side, they're both great storytellers, extremely engaging, humorous and share tremendous amount of new information before asking for the sale.

Today though, I'm not here to discuss Tim's products, although I can highly recommend them. Instead I'd like to discover a little about the man who makes me laugh and whose emails I do still actually open.

So without further adieu, let me introduce Mr. Tim Castleman...

Hi Tim, are you there?

Tim Castleman: I am, Jean. I gotta say that first of all, your voice is absolutely lovely. I could listen to that all day. What an amazing introduction.

The fact that you would even put me and Frank in the same category, I definitely appreciate that. I will admit at the very beginning I will try and keep the swear words to a minimum. They may slip out occasionally. If I do and people are offended, I apologize in advance.

Jean Shaw: That's really sweet of you. I'm not the only one who thinks you are like Frank Kern as you'll find out later, but I sure am wondering what you're in for because we've never actually met or spoken before today, have we?

Tim Castleman:No.

Jean Shaw: I didn't provide you with any questions which is the way I prefer to hold my interviews because it comes across as much more natural, I think,

Tim Castleman:I agree 100%. Here's a little secret, when people send me the interview questions I usually never look at them, so I'm glad you didn't because you would be like 'Did you look at them?' 'Oh, yes. Of course, I did. I planned my answers well in advance.'

Jean Shaw: Obviously, I found you from the online world. To be honest I had no idea how I was first introduced to your work. Maybe it was through Jason Fladlien but you're actually an off-line and online expert, aren't you?

Tim Castleman:Yes. I got my start in off-line marketing in 2008. I worked for a large Fortune 100 insurance company and it was my first big job after college. I graduated, got my degree and started working for corporate America.

In a very short period of time, I discovered that I absolutely hated working for somebody else.

As I started to look inward, I thought about all the jobs I had. See, right after high school, I actually graduated a semester early, I went to the military then I served my country for 4 years, was honourably discharged.

I went to college trying to go to the officer route, hurt my leg in training. and I was physically unable to go back to the military.

Then I bounced around from job to job in college like most college kids do. I worked at a non-profit, I worked at a small business, I even had a part-time cigar business on the side and then when I graduated from college, and obviously I had a full time job.

What I started to see when I looked into all of those was they all had a common denominator, and that was that I hated the job. It's not so much that I actually hated the job. The only thing is I never really got along with my bosses.

It's not that they're bad people. In fact, a lot of them I'm friends with today. The thing I discovered about working for somebody else is I hate being told what to do, I hate having somebody else control my schedule.

So I made a conscious effort while working for somebody else that that wasn't gonna be my lifelong goal. My father, he's a 9-5 employee and he loves working for other people. I'm definitely not like that.

I started doing off-line marketing, at first, originally, for my hypnosis business. I did clinical ‘Stop smoking’ ‘Weight Loss’ hypnosis and when I got burnt out with that, I went into stage hypnosis.

In a matter of about a year or a year and a half, I was able to double my income part-time working for myself than I got working for somebody else. I was making at that time probably \$1700 a show. Imagine \$1700 bucks for like an hour of work compared to every 2 weeks, I think my before tax take home was \$2100

Jean Shaw: Really? So online, how did that come about with your hypnosis? What were you doing with that?

Tim Castleman: I have always had a fascination for hypnosis from a young childhood. Here in the States, we have the Boy Scouts and I was a Boy Scout for many years. I had a magazine. I believe the name was—it’s either Young Life or Boy’s Life. I really can’t remember. But in the back of it, they had an advertisement for jokes and magic tricks.

I don’t know why magic fascinated me but I got one of their catalogues. I remember they had this one-page flyer called How to Hypnotize and I bought it.

It was total rubbish but it planted a seed apparently because when I was in college it came back to me. I was like ‘Oh, I’d like to learn it.’

This is kind of funny. I paid my tuition and I actually overpaid by one credit hour, which was at that time about \$250. So the university sent me a check back and said, “Hey, you actually overpaid.”

Before my wife at that time found out about it, I did the totally responsible thing of going on eBay of all places and finding a guy in Chicago who agreed to sell me all of his hypnosis stuff for \$250. So I sent him the money and he sent me a huge box of everything he’d ever produced on hypnosis

Jean Shaw: That’s good. Do you use the hypnosis now when you are with your off-line clients?

Tim Castleman: No. It’s funny people would be like ‘Oh, what about NLP? What about this?’ I don’t wanna say I don’t believe it because I know it works and I’ve seen it work. I don’t do that. I’m a pretty laid-back relaxed type of person. So for me, I’d much rather be genuine and low-pressure and low-key than try and be, ‘Oh, I need to do this here and I need to put them in a trance here and do stuff like that.’ I probably could if I really wanted to, but I’m terribly lazy when it comes to manipulating off-line clients

Jean Shaw: So you don’t mirror them. You don’t cross your legs when they do?

Tim Castleman:I don't breathe when they do. I don't try to walk when they do. I don't try to do any open loops or nested loops or anything like that.

I actually tried that more online than off-line. I just find it to be a pain because you start thinking 'what about this? What about that?' What if you just wrote an email from your heart instead of trying to manipulate or sell? What if you just told them about why you think this product is legitimately good or what's going on in your personal life, or things like that and put a human nature to it?

I think storytelling and just being a real person to me is much more impactful in a business than somebody that tries to use tactics or gimmicks to get over on their customers

Jean Shaw:Talking about your personal life and you said, "my wife at the time", you have actually been married to the same lady twice, haven't you?

Tim Castleman:No. thank God, I have not. I'm twice married. This is my last marriage.

I joke that if this one doesn't work, I'm just gonna say, "Hey, I tried it two times". My mom, I think, has been married 4 or 5 times and the last one is it for her as well.

I married my high school sweetheart right out of high school. It was a tumultuous relationship when we dated. Somehow I thought it was gonna get better when we got married, but it turns out it didn't.

We had some great times together, but we were just better off alone than we were together. Of course, I do like all divorced men and swear up and down you're never gonna get married, never do that again, and then what happens? Through the course of my job, I met my amazing wife and I'm like 'Ok, I'm willing to do this again.' I don't wanna jinx our selves but it's definitely an amazing marriage.

People who have been remarried, I think are gonna attest to this. First time, at least for me, I've always thought the traditional model of love which is, you meet a girl, you fall in love, you start dating, you get pretty serious, you get engaged, you get married.

So I always thought almost like a roller coaster. Once it leaves the port, there's no coming back. You can't say, "No I wanna stop. I don't really wanna do this".

I really rushed the first time I got married. With the second final time, I just said, "Hey, I'm gonna take my time. I wanna date you for 2 years."

And the other thing is I was just brutally honest with her and there's not many women who can put up with me. I fully admit that. My wife is lovely in the fact that she does.

I think one of the reasons she does is she understands and I told her from the beginning “This is who I am. This is who I’m gonna be. If you like that, that’s amazing and wonderful; if you don’t, I totally respect that as well, but I’m not gonna change as a person.”

I think I was a lot more sure of myself who I was and who I wasn’t going to be the 2nd time.

Jean Shaw: That’s why you call her princess?

Tim Castleman: Yes, that’s right. The other thing is and I make it sound like a one-sided thing: when I thought about quitting my job, I had done all the things I was supposed to do. I planned for it. I paid off all my debt. I had money in savings, but I just kept not taking a final step.

I’ll never forget being called in to my boss’s office and being told, “You have the option here. You can quit or we can fire you.” at least that’s like I felt it was.

And she said, “You know what, you’re miserable there.” And here’s the deal. We weren’t even married at that time. We were engaged and we were gonna get married a few months later.

She said, “If you quit and things aren’t perfect at the beginning, I’ll support you. I’ll do what I can financially to help you out.” That’s when I knew.

I was like any woman who is willing to do that and support their spouse—the same goes for guys and girls—but anybody who really encourages your dreams and says, “Absolutely”, that’s the person you need to hold on to in your life.

She’s done that. Even when I’ve said, “Hey, I gotta go to this conference.” or “I just returned from a trip to China” and I’ve never heard her say “No”.

She, of course, misses me and would love for me to stay home but I have to do this for business; and she’s like ‘I totally understand. Just let me know when you get back’ type thing

Jean Shaw: That’s certainly the case for most people that I’ve talked to online. If you have a supportive partner, it certainly benefits you both, doesn’t it?

Tim Castleman: Absolutely. Here’s the thing. This is just my belief. If you don’t have a supportive partner, it’s never gonna happen. If you’re trying to be on a webinar, you’re trying to actually go through a course, if you need a little money to send out a direct mail piece or send a gift to someone to try and have them become an affiliate, whatever it is, you need someone that’s gonna understand the long term plan.

Here's the thing. You need to explain the plan. I'll be fully honest. My wife was not exactly thrilled at the premonition that I was gonna get my stable and secure job that had full benefits and a retirement and a 401k, and all that stuff to do this crazy marketing thing that she's never heard of.

But once I sat down and I explained to her and showed her that I could be financially responsible and that I wasn't gonna put us in a lurch and that I was good with money management and people management, then she got behind it.

I think what a lot of people do—there's two critical areas I think. One is they don't explain to their spouse what the end goal is, which is 'Look, honey, we're gonna sacrifice a little bit right now. Maybe I can't be the best husband and father one night a week. I gotta do my thing. I got to study. I got to write a copy. I've got to put a product together, whatever. But here's why I'm doing that. I think if you do that, that explains a lot and people will get a lot of value out of that. That's mistake #1.

Mistake #2 is when they start making a little bit of money, they wanna reinvest in the business.

I'm all for that, ladies and gentlemen. In fact, I recommend you take every dollar you can. Save it or reinvest it. but what I also think you should do is set aside a 10% fund for your Fun Fund.

And what I used to do even when I made little money, and by that I mean a few hundred to a few thousand dollars a month online. what I would always do is once a month, I would take my then girlfriend-now wife out to dinner, and when the check came in, I'd say, "Hey, I'm gonna let the business pay for this."

By doing that, it let her see 'Wow, this guy is making some money. Although it may not be the most awesome thing right this second, I can see this tangible thing that we're able to go out to a nice meal or buy a nice bottle of wine and eventually go on fancy trips or buy endless Coach purses or shoes or necklaces." I think if you do those 2 things, you really can get your spouse on board with you

Jean Shaw: So did all your brilliant ideas come from your book 'I Can Teach You to be Rich' - the summary that you did?

Tim Castleman: No. I actually heard the suggestion to spoil your wife from a fellow marketer at a conference. It just stuck. For me, my biggest financial influence is Dave Ramsey, I really like Dave. I listened to him back and forth when I was driving because I had a 2-hour commute.

He really taught me money management. It's pretty sad at this day and age that you have to listen to a radio show to really prepare yourself financially. I bought one of his books called *The Total Money Makeover* and I just followed it.

Guys, you can pick it up but I'll give you the basic.

It's basically earn money, spend less than you make, save a thousand dollars for an emergency fund and save 3-6 months worth of your expenses. Then start funding your retirement and college funds and things like that.

He just makes a lot of common sense but I was able to see some very tangible results very quickly with it. I was able to go from while I was working for somebody else – I was about \$6,000 in debt after my divorce—I was able to go from that to I think it was \$15,000 or \$20,000 cash positive in the bank by the time I decided to quit my job.

I didn't do anything revolutionary. Sure, I had to say no to a few fun things in the beginning. There's a saying I always remember from him which is 'Live like nobody else today so that later you could live like nobody else'.

That's true because the friends I was on that journey with, they continued their way and I didn't. I said, "I don't like this; I'm gonna go this other path."

At first, they were doing all these trips and taking all this fun stuff and spending all this money and having a great time. But what happened was slowly one car payment turned into 2 car payments and turned into a boat payment and to a brand new house payment that turned into this payment, that payment. They were broke.

They would get money but the second they got money, they had to spend it all on expenses; whereas I was decreasing my bills.

At the beginning, it looked like they were having a great time. The problem was over time their debt increased; my debt reduced and my discretionary income went up substantially.

Now, it's like 'Hey, I'm gonna go do this.' What I hear from my friends now is the same thing I told my friends a couple of years ago 'Oh man, I wish I could do it. I just can't afford it.'

Jean Shaw: I interviewed another lady and she'd also been following Dave Ramsey. I think she said that one of the bits of advice he gave was that you pay off your smallest debt first

Tim Castleman: He calls it a debt snowball. It's like you take 5 bills. say I owe 100, 500, 1000, 2000. You make the minimum payments on all of the

bills and you take all the extra money and put it on that \$500 or the lowest bill.

The whole reason is—and I can tell you this is true from experience—and not only just a debt but in goal-setting, is if you can get that small victory really quick ‘Hey, that American Express bill. That’s paid off. It’s done. This old Sprint bill, that’s done. This is done. That’s done’ and you start getting success. You feel so much better.

I always joke about this like ‘Hey, if you wanna go learn how to run and you had 2 choices: you either get on the treadmill or you walk 20 minutes at a reasonable pace or you gotta go do a marathon, of course you’re going to pick the reasonable pace one because you need to start slowly and you need to start seeing results.

I think people what they do is ‘What’s the biggest, tallest mountain I can climb immediately?’ and they say, “Ok, I’m gonna shoot for that right now.” Sadly what happens is they get a little dirt kicked in their face and they go ‘Oh, I give up!’

For instance, financially when I talk to people online, their whole thing to me is ‘Hey, I wanna make money. I wanna make \$10,000 a month.’ My thing is if you’re getting started, don’t shoot for \$10,000, shoot for \$100. Once you get \$100, you go, ‘Ok, I’m gonna go to 500 and 800 and a thousand’ because as I look at my online income, it wasn’t a straight shot up.

Some months I made a few hundred, some months I made a few thousand, a few months I would make 5 figures. But I never set out with a ‘Hey, I’m gonna make \$10,000.’

What happens is when you exceed your goals, you shoot higher and you feel better about yourself but when you don’t exceed your goals and you don’t meet them, you feel worse about yourself. So set a small realistic goal, exceed that and then move the bar

Jean Shaw: So it’s really all about making personal decisions and spending wisely, isn’t it, rather than blindly?

Tim Castleman: As we’re doing this interview, we just had a big election in the US. We just re-elected Barack Obama. It is amazing to me the political from both sides and how many people have such vested interest in something that truly has no real impact on their life.

What I mean by that is I’m a big believer in personal responsibility and personal economy. What I mean by personal economy is this. I don’t care what’s going on in the outside economy.

I think right now our unemployment rate is 8%. I don't care what our unemployment rate is right now because my employment rate is 100%. While people were struggling and people were financially hurting—I respect that and I understand that because I have definitely been there—but I had the best 2 years of my business combined.

I was able to pay off all my debts. I was actually able to buy my 1st house completely. I paid that off and now we're in our 2nd new home which is a beautiful blessing. But if I hadn't listened to other people, I was supposed to be struggling and down and out in my luck.

In reality, I was doing better than 99.9% of the people out there. I don't care who the president is. I don't care who my local mayor is. Do I know that information? Sure. Do I let it impact me in any way? Absolutely not, because I'm gonna be responsible for my personal well-being.

If you read guys like Brian Tracy, Zig Ziglar, Earl Nightingale, they tell you 'You make the big shift in your life.'

I'll admit sometimes I'm not great at this. Sometimes I still have that victim mentality like 'This should happen because of this and that.' The truth of the matter is, ladies and gentlemen, no one is gonna pull you up and push you down in your life without you letting them. No one's gonna love and take care of your business and yourself as much as you are. That's why when you talk to a lot of business owners, there's a real disdain between them and their employees because for the business owner, this is like a child.

They love it, they nurture it, they brought it into this world; and to the employees, it's a job, it's a pay check, it's a, "Hey, this is what I do to make money between the hours of 9 to 5."

So take the personal responsibility. Realize nobody's gonna be here to hurt you and that you have to be your biggest fan and cheerleader going forward.

Jean Shaw: That's great advice. One of the quotes out of the book that you wrote, which is up on Amazon says, "A rich life is more than money. It begins when you start managing your own money. It continues by helping other people to become rich as well", which is a really lovely quote. That's what you do as well through your products because you have strategies and tactics that actually work

Tim Castleman: Yeah, it's one of those things Zig Ziglar is saying in his work. "If you wanna get rich, help other people become rich." As corny as it sounds, it really is true. I'm not great at his. But what you notice about people who are really successful is a couple of things.

I've really been studying this because I feel like I have a lot of growth left to do. But one thing is they're always grateful. They always have a sense of gratitude and thanks for the people that help them, for their situations, for their surroundings.

One of the things that best helps me do that is every morning I get up, I have this little one-page time management checklist. The second line is 'What am I grateful for today?'

Here's a perfect example. My wife still has a 9 to 5 job. I don't know why she still does. I think she does it just torture me, but she mistakenly set her alarm at 4am. That's not a time prevalent at the Castleman household. Usually I'm going to bed about 4am. So the alarm goes off and my lovely bride gets up and cuts it off.

Now I'm wide awake, but she decides that she's gonna go back to bed, I can't sleep. Of course, naturally being the lovely, sane, level-headed guy, I'm upset about this. I'm like 'I'm awake, you're asleep. This really stinks.'

Then she gets up and turns the lights on. She starts blow-drying her hair with only what I could describe as a jet engine because it was truly that loud. She had that spotlight. I don't know what. But honestly, it put me in a bad mood. But I was able to re-focus once I did that one-page time management sheet.

I think if you come from a position of gratitude in the day—that's number 1. Number 2 is value.

The third thing I figure out is 'Today I will create value by' and then I leave it blank. I actually have as part of my routine every day, I have to spend 30 minutes creating value.

It can be a blog post. It can be a video. It can be a software product. It could be working on a book. It could be working on a presentation.

This interview here is creating value hopefully for the people that are listening. Think that if you come from a point of gratitude like I'm thankful for everything and how can I continue to increase value to others?

Once you increase your value to other people, other people will greatly appreciate that and they'll be drawn to you. I'm not trying to get your mind's eye and stuff like that, but if you notice people that are happy and successful, that's what I notice about them. They're always striving to provide value and they're always looking in a sense of gratitude towards somebody else

Jean Shaw: An attitude of gratitude. That's wonderful. The process you work with is that you learn something and you do it yourself and you teach it don't you?

Tim Castleman: Absolutely. That's the thing. So many people they look and they say, "What you do, Tim, is so hard." It really isn't. I probably shouldn't say that. I probably should say it's incredibly tough and I should be paid more for what I do.

If anyone wants to send me more money, I'm fine with that. but the fact of the matter is what I do, is what other people do.

I don't think it's a big deal but other people seem to believe it is. Here's what I mean by that. So many people are afraid of failure because we make it out to be this big huge thing because we make it in our minds to be 'Man, if I were to try to learn how to speed read and I couldn't accomplish that, what a life tragedy that would be.'

I talk about this often because dating to me really has taught me just as much about marketing and sales as anything.

I remember being divorced. I had married like I said earlier my high school sweetheart. So I married practically the first woman that I seriously dated. So here I am. I think at that time I was 24 or 25. I was divorced.

I was grossly overweight. I was making a whopping \$32,000 a year. I was driving a Chevy Cavalier, which for those of you not in the States is like an economy sub-compact car.

I lived in a neighborhood where my house had been attempted to be broken into 3 times that year. So I really didn't have a lot to offer.

So I started freaking out like 'Man, if I tried to go and approach a girl and show her this dynamic wonderful package known as Tim Castleman, she's gonna reject me.'

But it wasn't just that she was gonna reject me, I imagined her throwing drinks in my face, maybe slapping me, maybe doing all these horrible things. Maybe her and her girlfriends will be laughing at me and stuff like that.

I remember being paralyzed by that fear for a long time. I think a lot of people, sadly, are paralyzed by that fear. That's where they get. One day I just said, "Shut up! Stop. I'm gonna go try. I'm gonna find the first attractive girl I see and I'm gonna go ask her out for a date.

If she says yes, great; if she says no, that's fine too.

So I went up to this very young lady at a gas station of all places—the worst place by the way to try to pick up women. I went 'Hey, I notice you're pumping gas. Do you wanna go for a coffee?'

It was horrible, but I asked her out. I followed through with my intuition and she said, “Oh, you know what? Thank you so much. I’m flattered but I have a boyfriend, but thank you so much”

I stopped and I was like ‘Wow, is that it?’ She didn’t slap me. She didn’t throw gas at me. She didn’t try to light me on fire. She didn’t spray my face with mace.

That’s when I discovered—and ladies, I don’t mean to offend you because of this name—but it’s just what I’ve discovered that ladies and women and girls—are trained to be really polite to people even when they’re saying no.

My wife, we’ll be at a restaurant and it’d take her 2 hours to get something. I’m fuming. I’m mad. I wanna start breaking stuff, and she’s like ‘Oh sweetie, maybe the cook is having a bad day’.

They’re very understanding. Once I understood that the worst they’re ever gonna say is No and 95% of the time they’re gonna do it in a loving, kind, gentle way as to really go out of their way to not hurt my feelings I was addicted.

I went from no dates to about 3 or 4 dates a week just understanding that power. So I told you that big long complicated story to basically give you this synopsis.

The fear in your head of what’s really gonna happen never ever does. You always think it’s gonna be this big huge thing. The world’s gonna open up and swallow you whole, but truthfully most of the time, 95% of the time, it’s just a simple No. If it’s not a simple No, some people in life are jerks. You just move on

Jean Shaw: That’s what I really like about you, the way that you convey your messages through your stories and your message is absolutely brilliant. So did you buy that double your dating book by Eben Pagan?

Tim Castleman: I did not. Actually a buddy of mine gave me one of his CD sets. I listened to that driving back and forth to work for a solid month and I was really impressed with Eben’s attitude and what I remember from that was the whole ‘What’s the worst that can happen?’, but the other thing he really taught me was the ideal self-image.

Basically, we all have this picture in our mind of who we really want to be. I remember this vividly. I was closing my eyes and I was picturing myself with jet black hair, tan skin, skinny, wearing a nice outfit, fancy shoes, driving a nice vehicle with a nice watch and some rings on. It’s funny, I look at myself and I don’t even own a watch. I have no jewelry on. I don’t even own a wedding ring, but I remember having that self-image.

That gave me something to really strive for. So Eben was definitely helpful in that area. All of his stuff, I don't really agree with. That's something. People take so much stuff at face value and they never try something on their own.

It's like if I tell you to go out and take 5 steps left and 5 steps right and you're gonna be home, and you're like, "No, I'm not". What happens when you take a sixth step or a seventh step?

So what I would tell you is take people's advice try it out, how they teach it first and if that doesn't work then modify it to your own situation.

Really just stop and ask yourself "What is the worst that is gonna happen?" If you start asking that question and you really write it down, you realize "Man, nothing is terrible."

I live an amazing life and I'm extremely blessed with the life that I have now. But what's the worst that could happen to me? Well if this whole business goes bankrupt and I suddenly lose my ability to produce a single email or sales letter, the worst that could happen is I might have to work for somebody else.

And yes, it would probably suck and not be ideal but it's not like they're gonna put me out to pasture one day soon. I still have a lot life in front of me, a lot of years of creating value and helping others in front of me.

So I think if you really look at that you'll realize those big mountains you think are really low mole hills that you've just built up over time.

Jean Shaw: That's right, if it doesn't kill you, perhaps it's all okay isn't it?

Tim Castleman: Yes. What doesn't kill you make you stronger. Exactly

Jean Shaw: Something like that yeah. Earlier, I was referring to your stories which I really enjoy. Another person who does great stories is Frank Kern who you obviously admire as well. I'm not the only one who thinks that you're a bit like Frank Kern though, because I received this email the other day and you're probably aware of it

I'm not really sure if you've seen it, but it's about your product Money Made Easy. Somebody was promoting it and I quote here, "Every time I promote Tim and Tanner I get at least one person that comes back and say "That Tim Castleman can be a real jerk." and it makes me snicker a little bit because Tim is one of the most caring guys I've ever met He cares more about the success of his customers than just about anyone I know... but he can be quite aggressive, he curses on his webinars, makes vulgar jokes and at some point will say something that will offend you (kind of like Kern but funnier) but if you get past his tough outer core you'll find a squishy fluffy bear that just wants to help people succeed."

Tim Castleman:I'm gonna kill Don Wilson, that's who wrote that. Again when I see Don again and it will be in a few months, I'm going to physically assault him.

Jean Shaw: How did you know that was him?

Tim Castleman:Well my assistant was like "Hey Don wrote an email about you" and I was like "Well let me see it." and I saw it and I just laughed, and lets kind of breakdown that email because I'll be honest with you, I struggle with that a lot. That's probably one of my biggest struggle.

In fact today I was helping Noah Kagan from AppSumo, by helping I was just kind of reviewing a product and he said "Hey Tim I really want to know your opinion." I forget his exact words, but basically he said "You're extremely critical and harsh." and I thought that's kind of an asshole thing to say, because I don't see it like that.

Let me tell you some things I think people should know. One, I don't have a high tolerance for BS or bluffers, I really don't.

Two -, I have no business in the Customer Service business. Now let me explain that, I don't mind doing webinars, I don't mind sales presentations, writing blogs, I love all that, writing emails to my list I actually love all of that.

What I don't like is having to deal with negativity and dealing with customers that want refunds and stuff like that because to me, I still work on this and I've basically outsourced it to my assistant and I don't even have access to the account that she does, to see all the emails, but when someone says, "Hey I don't want this product anymore." I take that as a personal affront that they don't want me, like its rejection.

And I'm certain it has roots in my childhood but I have always, one thing I've noticed about any relationship, it's like when somebody rejects me or pulls away my immediate response is, how can I pull away farther.

So I'm guilty as charged for that.

I also do rude jokes or inappropriate jokes because I am an entertainer at heart. I mean you can't be 4 foot 2 inches and go to middle school and not make the bullies laugh before they beat the crap out of you, so a lot of that has to do with my childhood. A lot of things I'm sure are coping mechanisms for some of the wonderful things that transpired earlier in life, but the thing that Don mentioned, and I'm glad he did is, I really care about my customers.

You see with this marketing thing, I know a lot of guys who don't have issues right? They send 5 emails a day, they promote anything underneath the sun, what's gonna make me the most money? Get it, Get it Get it... and I don't.

I wanna look and I wanna find products that are good, products that are relevant, products that are really gonna help, products that the product creator actually did.

I go through the products, I have my assistant go through the products, I try to find stuff like "Oh they're lacking in this, so let me do that."

So I really feel like I try to keep my customers best interests at heart, but I understand that to people they see a different person. They see kind of a gruff, kind of short tempered, just a short fuse type of person and trust me I can get spun into anger like nobody's business, but I really don't feel like that's who I am at my core.

But, I guess I have to work on improving that because I think other people see that and like Don says I think most people on the outside, but once you get to my inner circle, and it's not that hard, just be cool and lets hang out and let's get to know each other and you'll really see someone that I'd like to think really cares about their success.

Nothing makes me happier than to get an email from somebody that says "Hey Tim I quit my job." "Hey Tim I made my first dollar online or offline." That's the stuff that we live for.

You see this whole guru thing sounds awesome and wonderful and it can be and it does have lot of perks, I'm not griping about that, but it can also be very lonely and depressing and you really start to question yourself a lot, like "Am I really making a difference in the world? Am I really helping people with this product?"

My things is I've got to be able to do that for me to ,feel complete and I like getting that feedback and validation from others letting me know that it's working.

Jean Shaw: Now with success comes responsibility doesn't it because people do tend to follow what you say and think, so you have to lead them in the right direction. And your success has been quite considerable both online and offline, and although you claim to be lazy you're actually a very prolific product creator, an author and a local offline consultant, so you can't really be that lazy.

Tim Castleman: I got to stop you. My friend Brian Johnson yells at me every time I say this, like "You're not lazy." and I'm not lazy but I feel lazy compared to like my dad.

My dad spent 20yrs in the military and he hated that job, everyday he hated that job he goes "Ugh" "What are you doing?" "Going to work I hate this job."

But he stuck through it. He went on deployment, he got up at 4:45 every morning, worked late, worked weekends.

My wife travels every other week out to California for her job when she's here, I think last night she went to bed at eleven o'clock. She was working up until then. So when I see the nine to fivers work, I'm lazy when it comes to putting in the hours.

Here's where the critical change is and if people get this you can change your whole business and your whole life. I went from making \$40,000 a year at my height with the insurance company and I think I was 40 hours plus a 2 hour daily commute, so let's just call it 50 hrs working through lunch, stressed out, fat, overweight.

Well, I seem to duplicate that income working 4 hours a week, sometimes less, right, on my first year online. But two disclaimers, okay? One, I did not use the 4 Hour Work Week to do that. I didn't even know the book existed yet, but I was amazed at how little I can work and how much money I can create from that time.

And here's what the difference is, and here's what you need to understand. You need to understand where your value is to the world, meaning, look you may get paid, at that time I think I was making 20 bucks an hour at my job, which was pretty darn good but I got paid per hour, every hour, but still you get it right? So 9-10, twenty bucks, 10-11 twenty bucks, 11-12, twenty bucks.

Well now as a product creator, and as an author, as a speaker, I can do something once and I can get paid on that forever.

I'm still getting paid on products that I created two, three, four years ago because of the fact that I was able to leverage my skills, talents and abilities to get something to get paid over and over.

So that's Tip 1.

Tip 2 is, you've got to understand what you're NOT good at. I reference customer service I'm not good at that. My assistant is amazing with it. I pay her amazingly well because she is amazing at what she does. So if you're like "Man, I just can't get this technical stuff", hire that stuff out. To me it's much more important to do that and really focus on the stuff that's gonna make you the most amount of money in your life and really eliminate stuff that you hate.

Let me give you two other quick examples cause I get a lot of crap about this. I wanna be clear, I'm not an elitist okay? I drive a Toyota Tundra, I'm not like Frank Kern. I don't have millions in the bank, if I stop working tomorrow I'd be broke probably within a year to two, but I do have a lady that comes and helps clean my house three times a week, and by helps, I mean does it.

And people go "oh that's so snobby I can't believe you've got a maid." Well first of all she's like 10 bucks an hour and I found her on Craig's List, but two, if I had to do that stuff, I'm taking away from high value activity time to clean the restroom, to wash dishes, to fold laundry, to do stuff like that.

And my thing is this, if you set a value on your time, anything below that value for that time you should outsource, and anything you don't like doing, you need to outsource as much as humanly possible.

So I don't like cleaning up after myself. I don't mind putting the dirty laundry in the laundry, but I don't get fulfilled by doing dishes or any of that domestic stuff, and frankly neither does my wife. She doesn't mind cooking, but the day to day cleaning stuff we just don't, so we got a better investment, better long term strategy, to let someone else do that so I can take those two, three, four, five hours she's here a week cleaning, and invest it in putting out products, answering emails, and writing a blog post, and doing interviews, things of that nature.

So don't feel guilty taking care of yourself and saying "Hey I know who I am." There's nothing wrong with saying "Hey I know who I am as a person and I'm not gonna like that, I'm not gonna enjoy that, I don't wanna do that, so here's what I'm gonna do instead."

Jean Shaw: Now I think a lot of people do that. I was listening to somebody the other day who lives a very healthy lifestyle and they have people come in to make their juices in the morning, and prepare their salads and things just because it's a better use of their time to do what they can earn more money off, basically, what they're more skilled with.

Tim Castleman: I've got a lot of friends that do juicing. I've thought about it but every time I think about juicing I go, "I got to go buy all the stuff then I got to do it then I got to clean it all up, then I got to get the little juice containers, remember to clean those up and I got to do that on a daily basis. No way."

My assistant locally does this thing. She prepares these little egg cups, I don't know the recipe. It just looks like scrambled eggs, little sausage bites and stuff like that, but she does that every Monday so that I have breakfast for the week.

So when I wake up my new routine as of two weeks ago, is I get up, I go to the gym, I go do the treadmill for 30 minutes, I go sit in the sauna for 30 minutes, I come home, take a shower, I eat those egg cups and I plan out the day.

Now if she didn't do that a lot of times, I skip breakfast, which is really bad for you, I eat something super unhealthy, which is even worse, so to me it made better sense to do that.

So if you see people doing that, the first inclination is "That's kinda snobby or rude." but really it's all about taking care of yourself, and making sure you're at your optimal health and fitness levels for the day and what the days gonna bring you.

Jean Shaw: Absolutely. If you don't look after yourself you can't really do anything else can you? You haven't got a business if you haven't got your health, have you?

Tim Castleman: I agree with that. I remember, I saw someone somewhere and he had a photo of this car, and this car was covered in bird poop. I mean if there were less than a thousand bird poop droppings I'd say I wouldn't be shocked, and I thought "I can't believe that someone let their self image be beat up like this. Why not spend the \$6 to go get the car washed, and if you don't have 6 bucks wash it off yourself." It really struck a nerve with me. At my lowest weight, I was probably 170 and in I'm right now about 200 lbs which is 15 pound down from 215 and what really prompted the change for me is "Do I not love myself enough to take care of myself physically?"

I don't mind going out having a drink and a smoke and eating bad food now and then, but it's like "Do I hate myself enough not to even do basic maintenance and try and eat good and healthy?"

Even if I've only been doing this for the last 6 weeks as far as change in diet and exercise and things like that, I've noticed a real difference in my attitude, in my confidence level, and just my overall well being.

I hate exercise let me be clear. I don't run, I walk in the treadmill, and if you ever see me running from an event, someone's chasing me, because I'm not doing it willingly, but I just said, "You know it may not be like what an Olympic runner or an athlete does, but it's better than I did before, and its better than 85% of the people out there are doing now.

Jean Shaw: You're not doing Martial Arts then?

Tim Castleman: I do that in the evening, and that's a great workout. I do Brazilian Jujitsu. If I'm not travelling I try to get there 3-4 times a week. Infact, in a few hours I've got a class. I'm already dreading because I'm the old guy in the class. Imagine showing up in a training centre and you've got all these young ripped 20 year olds who are all trying to do ultimate fighting and then trying to knock you out and beat you up, and I'm like, "Okay just please don't punch me in the face I have to shoot a video tomorrow."

It's a great workout. It also, and I don't want to say it humbles you cause I guess I'm not at that point, but it really just teaches you respect. There's a whole other level. My coach taught very early on that if you are out somewhere and you have some guy that is being loud and boisterous and

basically talking a lot of smack, like, "Hey I'm gonna beat you", that guy can't fight.

It's the guy that's quiet and is just waiting for you to make a move, that's the guy you have to be afraid of. So yeah I do the martial arts.

I'm doing treadmill and the sauna in the morning, I'm eating a little healthier because I just want to take care of myself, I want to have a better image, to look in the mirror and to be proud of what I see and not be like "oh man I can't believe I'm fat or I don't like this or I don't like that."

Jean Shaw: I think a lot of people that work online do tend to get out of shape though, don't they, because they spend a lot of time sitting at the computer and it's not really a healthy lifestyle is it really?

Tim Castleman: At the beginning you kind of get addicted to it right? As we are doing this interview we've sent out a promotion and every few minutes my Gmail reboots and tells me I've got some new sales, and I remember when I first got started that was so addicting.

I would send out an email, it would shoot up and I'd stay there until the sales dropped off, and I'd go "Once I get 5 more I'm going to bed."

And you're just spending all your time, and you focus all your time and energy on one thing and you forget to kinda have a life, and a few months ago I stopped and said "Hey, what do you want to do for fun?"

And I legitimately couldn't come up with an answer, I couldn't tell you "Man I'd really like to do this for fun." or "I can't wait to do that for fun."

I had been so involved in my business, I'd let personal relationships lapse, my health lapse and I just said, "Man I don't have to think about something, I don't have to do anything, so what it is that I want to do?"

And I really couldn't come up with anything, so that was a big alarm for me that, "Hey I need to do a better job of balancing."

This business is great and awesome but the whole point of it is you're supposed to have this freedom and live life on your terms so now I've got a strict cut-off time that I get offline.

I try to decompress. Tomorrow I probably won't be online at all, because I also feel like the more you are plugged in and connected, just like your phone battery, your iPad battery, your laptop battery, you drain over time, and you need to get away from the computer. You need to get out, you need to experience life and that recharges you.

Jean Shaw: At least you're lucky because you're making sales. There are a lot of people online that are just buying all the time out there, and they're not actually earning I think.

Tim Castleman: Yeah. It's frustrating, as I have been there. I don't think I've mentioned this before, but one of the things that I bought and this was on eBay was, and I don't know how I came across it, so do a search and I'm sure it's out there, but I found an old digital copy of the Gary Halbert letters. They were all 20 years of Gary's work and I think I paid a whopping 15 bucks.

So the guy mails me the disc, and I go to work promptly on Monday. I go in an hour early before the boss shows up and I print them all out. It's about 1200 pages, a 3 hole binder's full, and every night I sat there, from when I got home at 6 o'clock, I sat there and I said I'm gonna read these letters, I'm gonna do this, I'm gonna do X, I'm gonna do Y, and I did that for months on end.

I remember telling my then girlfriend, "Hey I got this idea." "Oh great baby", "I got this idea", "I got that" and then finally one day she said, "Hey, are you gonna do anything with this stuff that you're learning or are you just in a perpetual state of learning?"

She didn't use the fancy word like perpetual; but she was like, "Are you actually gonna do something with this?"

And what I found happen was, those letters were a blessing and a curse and I think most products out there are a blessing and a curse. What I mean by that is this. If you go out and get knowledge, that's great. Let me learn something else, let me learn something else, let me learn something else, and we are always waiting for that last little thing to complete us, and I'm guilty of it too.

I still buy products on a regular basis and then I kick myself. I'm like, 'I'll get to it or I already knew that and I know that'.

We keep looking for this secret button, this magic formula or this magic pill and it's not out there. So what I started doing was I started saying, "Okay this one I'll do, I just read it, it really inspired me, I'm really excited about it, I'm gonna go do it." "Okay that worked, didn't work." "Okay it worked. What's the next idea?" "That didn't work, what's the next one? - the next one?"

And when I stopped trying to know everything, and I just said, I'm gonna take one little step and then another little step and one little step and another little step, and you start making those baby steps. Then you start making real progress in your business.

Jean Shaw: Another problem as well, with a lot of products that are available these days, is there are so many videos and so many reports and things that

you can just never get through them can you? Whereas, your products tend to be quite simplistic. They follow logical route.

Tim Castleman: Yeah that's true. Dan Kennedy, who's probably one of my biggest mentors and I owe so much to Dan, and I hope to meet him one day and tell him, add my name to your long list of Kennedy lovers, one of my biggest problems with Dan is his products are forever.

One of the best products I've ever bought from him was the "Advanced Coaching and Consulting" thing and that was a real eye opener for me. The problem was it was a 3 day live event that he just recorded as is, so anytime that I want to go back and watch those DVDs, I literally have to carve out three days of my life, or I can look through the 1700 pages of transcripts, so I don't like that.

And there are 2 reasons I do my products the way they are, probably three. The first one is, that's how I learned. Like in Jujitsu class they have to break everything down for me.

"You do this. The one move and you do this and you throw the guy in the back and you grab his arm you do that."

I'm like, "Okay stop. What is step one?" "Step one is you grab." "What is step 2?" "You flip him" "okay, so how do I?"

I learned like that so I know if I learned like that other people learn like that too.

The other reason I do it like that is, I want people to really feel like its quick, it's easy and they can get through it. They can be done with it quickly and they can start implementing it, because tomorrow, if we keep waiting for tomorrow, tomorrow, tomorrow, tomorrow, it's never gonna come, but if you get a product and you're like "Hey it took me 20 minutes to get through, or an hour to get through, I like it, I know exactly what I'm gonna do, and I can start posting and get results" That to me is the world instead of "I've got to wait 5 days get through all this stuff, take this test, fill out this quiz, answer these nineteen pages of questions."

No, no, no! Get in, get out! So I want people to get started as quickly as possible, and lastly I want you to have a sense of accomplishment when it comes to completing a product.

You see when you buy a book, and Tim Ferris is getting ready to release a new book here, and I'm gonna buy it. I will never read all the way through it but I'm going to buy it, just like I bought his other 2 books.

And I'll pick and choose some chapters, and I'll read them, but what's gonna happen is, every time I walk by the bookshelf, I'm gonna look at that book and

in my mind think, "Man this is unfinished business, unfinished work", and I'll probably get to a point where I start resenting that a little bit and resenting myself instead of something "Man I got all the way through it. I understood it and I'm ready to go."

Jean Shaw: Your products, you tend to start with an idea don't you, and then what is your process - you ask why, what, how and what if, isn't it? Isn't that how it works?

Tim Castleman: If you are ever stuck this has gotten me out of so much, and I don't know who the originator is. I think it might be Eben, or Jason Fladlien. I know he has this in a product, I'll just give them both credit for initially teaching me the foundation and I'll give myself a little credit for expanding it.

But what I try to do, I try to break everything down, every product into four categories, so why, what, how and what if?

So let's go through all those.

The first one is Why? and basically, "Why the heck should I care about learning this?"

So I'm getting ready to release at the end of this month a product called "Easy Offline Video", and it's basically about clients, or you shooting a review video of a clients website and sending it to them through YouTube.

The great thing about it is the fact that they can stay at home, they don't have to meet the client face to face, they only show the videos to interested parties, and it doesn't cost anything, or its very, very cheap in order to do that.

So I would list why? Why do you want to do this? Why? You can stay at home, it's cheap, you can email people, only people that are interested respond, right so that's set.

And then the What? is the step by step.

So what process do I have to take from Tim Castleman to a newbie who doesn't have a clue? Tim Castleman would record the video and uploaded it to YouTube, send an email, consult with a client, make a sale, do the outsourcing?

Then there's the How? It's basically taking each step of the What?

Let's say, step 1 is "Okay I have to find local businesses", so that's the What number 1.

The How is, here's how I find them.

I go to Google, go to yellow pages. I type in attorneys Lubuck, Texas. I review all the websites. I find the bad websites. So step 2 is I've got to shoot a video.

Okay, how do I do that? Well, you need one of these four pieces of free software. Once you do that, here's what you say? Here's the script to go from there.

Okay so you've got the Why, you've got the What, now you've got the How and then you have What if? And the What if is simply, what if everything goes right, and what if everything goes wrong? So here's what happens if they don't respond, you do this, if they do respond, you do that.

Jean Shaw: Sound like a brilliant product. No doubt I'll be buying that. It sounds like you've been following W.J. Cameron, who said once "Money never starts an idea; it's the idea that starts money."

Tim Castleman: Yeah, and to kind of tell you the truth of that, let me tell you about the last product I released, which was "Easy Offline Formula" and basically this is an extremely revolutionary patented process so I hope nobody steals it, but basically I bought some private label rights. I'm sorry developer rights PLR or developer rights. I posted an ad on Craig's list and I said, "Hey if you want me to make you a cheap one page website I'll do that for \$295". I believe that was what I was charging, so I actually was able to land a client and then get someone to do it.

Long story short, I actually gave away that ad as a bonus to an affiliate offer. I forgot I placed the ad online, and I started to get calls for it, so I had to fulfil the service for one customer.

So I made I think a whopping \$380, but I don't even think I cashed that guys check, so he got a website for free. Congratulations!

And then I was able to take and make a product based on that process, and I probably got paid before affiliate commissions, ten times to a hundred times what I got paid for that single client.

So you don't, and that's the only thing I tell people "you don't have to do tremendous huge life changing things".

If you've lost 20 lbs, people want to know how to do that. If you have a good relationship, people want to know how to do that, if you're able to do X, Y or Z there are a lot of things people will pay for, especially small amounts like \$10, \$15, \$20 to learn a simple technique, or trick or a helpful tip that would help me kind of progress either to get skinnier, to have more free time, to better manage my money, to improve my health, and wellbeing, relationships, or whatever.

So understand, keep that format in mind. Understand, it doesn't have to be a huge process to begin with and as long as you have a single chance of success or a single proof element, even if that proof element is yourself, that's enough to get the ball going.

Jean Shaw: That's right, because you're not special in any way. I don't mean that in derogatory way, I just mean everybody is special, and they've got their own talent and it's not about intelligence or money or education. It's self belief and giving back really, isn't it?

Tim Castleman: Yeah. And the funny thing to me is people just, they know it, they understand it, but they don't take the action, and it goes back to that whole fear thing.

And here's my deal right? What's the worst that's gonna happen to you if you spend 15, 20 hours on a product and it doesn't sell? Okay, you can catch up on your crappy programming at a later time, catch up on all the shows that you missed, but what happens if you make a few dollars on it? What happens if you make a lot of money?

Look at your situation now, and really think about it. I mean do you really want to continue to live that life the rest of your life? If you do, that's great, I'm very happy for you, and I really do wish the best for you, but if you're like a lot of people where you're not happy, and it's not that you're not happy, it's just you want a little more money, or you need some change or anything like that, why not put yourself out there and help people out?

And the greatest reward isn't the money. That money I make, although that's a nice benefit, it's the fact that I actually help people. Mentioning the Easy Offline Formula, the great thing about that is I have a guy and he came to me and he's a quadriplegic.

For those who don't know, he has no use of his arms and his legs, and he's confined to a wheelchair, which I believe he has to steer with his nose. Don't quote me on that, but I'm pretty sure he does.

Well he was able to buy that product and get not one, but two offline clients as a result of that. So think about that, here's a guy who can't walk, can't use his arms, limited mobility but he was able to achieve success.

So what would happen to that guy if I hadn't put that product out? Maybe he wouldn't have been successful, maybe he wouldn't have that extra money to help out his family with all the medical bills and things like that.

So don't just think about, "Well what does it take out of me?" What is the disservice that you're doing to other people?

A lot of people have questions about Tim Ferris and his background and some of the claims he makes, but I know a lot of people are doing the low-carb diet that he wrote about, "The 4-hour Body" and getting a lot of good positive healthy results.

So he's probably with that one book impacted thousands, if not tens of thousands of people's lives in a permanent way. What if he just decided "You know what I'm not gonna write that book." Well then he took away that joy and that increased life or that better life from all those people.

Jean Shaw: That's an amazing story. But there are so many people offline particularly that need help don't they, so your product is not only probably going to help the people that purchase it and implement it, but obviously the people that are on the receiving end.

Tim Castleman: You just never know. It's crazy where the success stories and the testimonials come from and you're just blown away by it. And when you start to realize, I did a survey to my list months ago, and I basically said, "Hey if you earned an extra thousand dollars a month, what would that mean to you?" And you would be amazed at the percent of people that just that extra one thousand dollars a month would have a tremendous to life changing impact on them.

That's the other thing, it doesn't have to be this huge here's how to make fifty million dollars over night. It could be more of a, "hey here's how to do this one thing and consistently make a few hundred dollars a month." And people will love that, and respect that and appreciate that.

They do that for two reasons; One, they see it in their mind and they see that that's believable. A lot of people, myself included, again because I always like to tell people I don't come from this I'm perfect thing.

I'm a flawed individual and if I really thought about it, I never thought I'd ever make six figures in my life. I never thought growing up I want to be rich, but I never thought six figures, man that's a lot of money or anything.

So if somebody had told me at the beginning, "Tim you're going to make six figures a year," I would probably tell them they were full of it. In fact I remember having a conversation with a good friend of mine and I was like, "dude are you serious? Come on don't lie to me, tell me the truth. Can you really make six figures online?" He was like, "yeah, I've done it for multiple years."

At that time even though I had my friend's confirmation, swear word coming up so cover your ears right, I thought, bullshit. I was like this guy's lying to me, there's no way you could do that, until I did it, and then I was like, I really can do that.

And I was able to do it again and wow it's actually something that if you do the right things in your business it's going to be totally sustainable.

That's kind of what I would tell you to do is just look at yourself. See how you can impact people. How can you provide value, and how can you come from a place of, the other thing we haven't really touched on but I think is critical is building relationships in this business. All our advice is centred round relationships with our spouse, our loved ones, our family, co-workers, bosses and friends. But on the online space it's even more so.

What I would tell you is go out there and generally try to make friends with people. Don't just be like, "He's just my affiliate, I'm only going to contact him when I need something from him," because we know that there's certain people I get e-mails from and they must have a product coming out because that's the only time I ever hear from them. That's the wrong way to do it in my opinion.

My way of doing it is this person is a great friend of mine, I want to help them whether good times or bad times. I want to help them out first and foremost because they are my friend, more than they're just an affiliate and I want to make money off of them.

Jean Shaw: That's a fantastic way to live, and some people are afraid of failure, but equally it's true there's other people that are frightened of success isn't it? Because they're frightened that they will change and their relationships with their family might change and that's why a lot of people never go forward.

Tim Castleman: Let me address that because here is the truth. You are going to change, you absolutely are. I am not the same person that I was three years ago and I am so freaking grateful for that. I have grown more in the last three years than I probably did in my first thirty years on this earth.

The other thing is this, the friends that I have now are totally different than the friends I had when I was working. That's not a bad thing; people think it's a bad thing.

Here's the thing, we surround ourselves with people that are like us. Okay, when you work for yourself and you can do whatever you want, when you want, how you want it, it's hard to maintain those nine to five friendships, because when you want to go to golf at 1:30 on a Thursday, you call your buddy up and he's like, "I can't get off, I got to work, right?"

When you make a lot of money other people are going to look at you differently, but it's okay. I will say that the relationships I have now are at a higher quality and a higher level personally, not just the financial aspects and stuff like that, because I'm surrounding myself with successful, smart people.

I'm in a mastermind. We just had a great call the other day and I truly believe that I'm one of, I don't want to say the dumbest person, but I truly feel I have a lot to learn from those people in there.

And those are the people that I want to be with. I don't want to be with somebody that's content with making thirty thousand dollars a year, because what happens is either you go up or you go down with your surroundings.

If you surround yourself with people who work at Pizza Hut, don't want to advance themselves, don't want to improve their lives in any way, have terrible marriages, have bad diets, well...

Why do you think fat people hang around with fat people, because they're similar right?

You don't see a fat person hanging out with a bunch of fit people and going, "Hey want to go to a buffet and totally destroy it?" No, because like surrounds like.

I would tell you, yes it's going to happen, but if you do it right and you're not a snob and a jerk about it, and rub it in people's faces, your relationship will be much better.

And the other thing is, you're going to find out who your true friends are. When I left the company, I left very suddenly. It was literally a Thursday night I quit, so people came out on Friday.

I left personal notes for six people in that office before I left thanking them for their friendship, telling them good bye that I couldn't wait to hear from them. I never heard from a single one of them and I was crushed. I was depressed, I was devastated, I thought with some of these people we were blood brothers. But what it taught me was, we didn't have a real, meaningful relationship.

The guy that was my best man at my wedding, we still talk all the time, because even though we're not brothers we really are like brothers. And because we have that meaningful relationship, even though he still works a day job and I have my own business, we're still friends. The true friendships rise up, the superfluous crappy ones fade away and frankly you shouldn't want it any different in your life.

Jean Shaw: They say you are the result of the five people you most surround yourself with, don't they?

Tim Castleman: That's a big thing, I thought of consciously doing it, but now I don't know. I'm always out trying to meet new people and I always gravitate towards people.

Just the other day, this will be a funny story, so I'm in a sauna sitting there listening to some music. I'm praying for my little timer to go off because thirty minutes, at two hundred degrees I'm fairly cooked. This guy walks in with a book, and I don't know this guy from Adam, and I'm like, "That's Brian Tracy's Focal Point book," and for the next thirty minutes we had this conversation. And it turns out he's a local business owner, and wouldn't you know this guy's probably going to become a client of mine. But what started that conversation, our mutual interest and enjoyment of Brian Tracy.

He told me how he just got back from a Tony Robbins event and so on and so forth. Had I not looked at that book and tried to gravitate towards him, I probably would miss out on someone who's going to be a really good friend, a really good influence in my life and somebody who has the potential to employ me for services.

Jean Shaw: That's great. It's just as well you've got two good women behind you haven't you, to complement your work? Obviously your wife, your princess, and Paula. At what point in your career, did you realize you couldn't progress alone and that you really needed somebody to do the things that maybe you didn't want to do or didn't like to do?

Tim Castleman: They teach in the internet market world that you should outsource immediately. You should try different programmers and different assistants, that you should go overseas and hire somebody for two bucks an hour, and you should do X and Y and so I did that. I drank the kool-aid and hired little Cluck Cluck in India, or the Philippines. I was paying them dirt cheap, like three bucks an hour, and it was shocking to me, to my surprise, it didn't go that well. Because they could barely understand English, they couldn't speak it, they couldn't do this or that.

So then I switched over to a US assistant and I had a US assistant and she was okay. She wasn't great, but she was okay. The issue with her was it wasn't that she was incompetent; the issue was her life was in shambles.

And one of the things that I can't stand is drama. Now we all have bad days, I totally get that, but Jean if you were going to come to me and say, "look Tim here's the deal, I've got a husband, a boyfriend whatever and he beats me," and I'd say, "okay Jean, what I think you should do is to get out of that relationship."

Then you come back next week and you've got more black eyes and you're like, "he's still beating me," I'm like, "did you go, did you leave?" "No."

Then you come back the third week and you're like, "he's still hitting me". At that point I'm done, because I've tried to help you, but obviously you're addicted to that drama. So that did not work really well.

Truthfully I was done, no more partners I'll just hire some outsourcers when I need them, no more assistants.

Then a good friend of mine said, "Hey do you need an assistant?" I said, "Well, I don't really know."

He said, "I can't keep this lady employed enough and I think she does a great job and maybe you'd like to talk with her." I friended Paula on Skype and said, "hey send me your resume."

She did, and I never ever looked at it because I got busy, my ADD, I'm sure something to have to do with Facebook or something like that. I just totally forget about it to be honest, and a few days later she said, "hey, are you still interested?" and I said, "Crap!"

I looked at her resume and said yeah let's talk and I said yeah let's give it a try. We'll do a couple of hours a week and see what happens. We agreed to the price which was more than I've ever paid anybody per hour, but I was like, well you've got to invest in good people and you got to do that stuff.

A few days later she hit me up on Skype because she needed something and I was out and I came back and it said, "Hey, do you have the log-in for this?" I wrote her and said, "Paula, I'm sorry I was out. What can I help you with?"

She said, "Don't worry, I found the information and I got it. Enjoy the rest of your day." Right then and there I knew I had my person and as weird at that sounds I was like okay this is the one.

Let me explain that to you because I know that may not make sense. I heard an interview one time Noah from AppSumo and I'll always remember this. He says that he classifies people into three types; you have your negative ones, you have your zeroes and you have your plus ones.

Let's go through those.

The negative ones are the people who detract from your business. They're always in a bad mood, they're drama, they're stealing from you, maybe they're taking your customers. They're running off potential JV partners and stuff like that, so those people you want to fire immediately.

I would say that my previous assistant was not a negative one, she was more of a zero. By that I mean she wasn't bad, but she wasn't good. She wasn't growing the business.

Paula is a plus one, and before I say this I want to tell everyone who's listening that she's not for hire. You cannot steal her from me. I have cemented her firmly into the ground, she's mine and so leave me alone. Find your own Paula.

Paula will look at my business and go, “hey, what about this? What about that? How about if we mail for this?” She’s actively trying to find ways to help me in my business, and that’s when you know you have someone that takes care of you.

I mentioned earlier in the call that I went to China. I was there for ten days, I didn’t take a computer, I had crappy internet access. When I came back she had practically paid for my entire trip, she may have paid for all of it. Actually I have to go back and look at the numbers. Well how did she do that?

She found affiliate products, she reviewed them and she sent e-mails out about them. We talked about the plan but the fact of the matter is she did that. That let me know that I had a plus one in Paula.

What I would tell you is go out and try to find someone in your business that could do that. The other thing is there are certain things that, as I mentioned before, I’m great at and there’s other things that I absolutely hate. What I’ll do is, “Hey Paula, I hate doing this. I love seeing videos, I hate editing it. Here’s the video, go edit it and put it online, send me a link when it’s done right away.”

I never have to worry that she’s not going to do that. I would tell you get to the point where you can afford to do that. It’s a considerable expense but it’s an expense that pays for itself.

When you hire people, they should never cost you money. Paula is an investment but at the end when I compare what she made me compared to what her salary is, it should always be that I made money of that. And if you’re not making money off the people that you hire, you don’t need to be hiring them. That’s my recommendation.

Jean Shaw: She certainly sounds like a diamond. What you need to do is clone her. You’d make an absolute fortune.

Tim Castleman: I agree, I definitely think so and I know they’re out there. I know there are great assistants out there. Unfortunately you just have to go through a few of them and go, “I don’t ever want to do that again. Okay this is not acceptable to me.”

The other thing is this, and I really learned this lesson a lot. One of the things that I like to do when I’m not travelling is I like to travel and like to go to concerts and I could check out bands. One of my favourite bands right now is a band called “honeyhoney”, it’s all lower case one word. I can’t even put them in a genre, just check them out if you like them, you’re welcome. If you don’t that’s okay.

They did a campaign where if you helped sponsor their tour that you got a backstage pass to hang out with them. I think it was two hundred and fifty dollars. You got two tickets and you got to hang out with them for the night after the show.

A buddy of mine and I, a couple of weeks ago, we jumped into a truck and we went down to Dallas and we see their set and they play for 45 minutes. And I go up and I introduce myself and I tell them who I am.

The lead singer knows me, so she gives me a big hug and we get to spend the next hour and a half to two hours drinking, playing pool and having probably one of the best nights of my life with these guys, just a great, enjoyable time.

I tell you that because I want you to understand I was able to do that because I paid for access to them.

What I would tell you is this. If you want good people, pay good money. I know it's daunting, when Paula told what she charged per hour I was like, "Wow".

Okay, it really makes it serious for you, because when you're paying someone three bucks an hour you're like, "worst case I've got to pay him eighty bucks this week if I don't do anything.", but when you're paying someone a ridiculously high salary, you're like, "okay I have to make this work, I have to keep her busy, I have to keep me busy," so it keeps you motivated.

But the quality of work that I get from her I couldn't get from someone that I spent three bucks on, and it would take them three times longer.

To me it's just spend the money for quality, buy the stuff that's going to impact your business the best and spend the money where it counts the most.

Jean Shaw: So she holds you accountable and another thing that holds you accountable presumably are the mastermind groups you're in.

Tim Castleman: Yes we sit down and it's like, "Okay here's what I want to accomplish this week," and she'll just kind of say, "hey how's that coming? Any updates? Anything that I need to help you with?" So on and so forth. She's really good about that.

The mastermind, we do a little bit of accountability but it's more of ideas and this is what's working and stuff like that. That naturally makes you accountable.

I mentioned at a mastermind meeting I got on yesterday, one of the guys told me, "What have you made in the last weeks?" and I was like, "holy crap I can't believe you made that much in two weeks."

What does that do?

That fires me up, it motivates me, gives me energy. If that guy can do it and that guy's a freaking idiot. I'm a genius compared to that guy so I could make twice as much, of course I could. It does inspire you and it goes around the whole like begets like thing.

If you hang around with people who think forty thousand dollars is big money, then that's probably what you're going to be happy with, but if you hang out with millionaires, that are making six figures a month, you're probably not going to think that forty thousand dollars a year is such a good idea.

That's what I would tell you is find someone who's holds you accountable, and find a group where you're either the dumbest person in the room, or the person making the least amount of money because I guarantee you, you will rise with those people.

Playback to the very beginning, I somehow lucked my way into the Practical Profits group. And a lot of those guys were making high six figures, and a few of them have gone up to seven figures a year. When I met them I was making forty thousand dollars a year. The next year I'd be at six figures, and the year after that I made six figures times two. My point is, would that have happened without their kind of nudging and stuff like that? Absolutely, but it would have happened a lot slower than I needed to compare or match up to my peers.

Jean Shaw: So how old are you Tim? Do you mind me asking?

Tim Castleman: I am thirty-two years old, but in twenty days from today, on the 28th of November, and yes I do accept gifts, I'll be thirty-three years old.

Jean Shaw: Because statistically successful entrepreneurs are sort of young man around thirtyish with no family, probably because they take more risks. They haven't got so many responsibilities, maybe not so much to lose.

Tim Castleman: I totally respect that, but if you look at Will Mathos, you know Will and Jason are partners with Rapid Crush. Will at the time that he quit his job I think was making two hundred thousand dollars a year, had a wife had a baby and I'm pretty sure had another baby on the way. Granted they had built up and stuff like that but he is doing much, much better.

What I would tell people is, it goes back to what's the worst. If you take six months and really make a go at this and by that time really follow your heart and soul, the worst case scenario is you got to go back and get another job. That's okay. No one's going to fault you for taking the shot. You're definitely going to hate yourself if you don't take the shot and you'll always wonder what if down the road.

Jean Shaw: It's never too late to become what you want to be is it?

I know about two years ago I went to Alex Jeffreys workshop in Las Vegas and at the workshop there was hardly any women there at all. Most of the people were young men in their sort of thirties. And then I went to another of his workshops here in London in 2011, I think it was and there was much more a variety of age group.

There were far more women and a lot of older men and I was listening to Jason Fladlien the other night and he was saying that the majority of people that are searching to make money online these days are aged 50-55. That just goes to show you how desperate they're getting in the real world when they have (Just Over Broke) jobs because there's no security in things. So there's going to be a lot more competition in the future. What do you think?

Tim Castleman: I've read that same survey and it does surprise me to find out how many of my customers are my parent's age frankly. There's no other way to say it.

I see it in my mom. My mom was a lifelong employee, I get a lot of my fire and sarcasm from her and then one day she just decides, "You know what I'm going to open up my own sewing store." And it's like "What? You did what?" And she did it. It's successful. Then she followed up with, well now I'm going to open a restaurant and now she's opening a third business.

She's sixty plus years of age. It really is never too late to begin for sure.

The thing that really there's no other way for me to describe this, but this is how I think of it in my mind so please nobody be offended, but I call it my "mom rule" and it is this.

I have to make stuff for my mom. When I make a product I try to make it for my mom. I love her so much but anytime she has to send a fax or an e-mail or needs help with her computer I get a call. I've got to go over and explain it to her for the hundredth time, "Okay mom, you put the fax paper down here. You put the number there." I have to keep stuff very simple but if people don't do that and overcomplicate things they stress out their audience. The audience gets lost.

Whenever I'm doing something on the computer I'm trying to show my mom, I'm doing about fifteen things. I've got nineteen tabs open and she's like, "okay, that went way too fast, can you slow down and show me one more time?"

Here's the step by step and that's another reason I do my format of the reports the way I do them is because I want people to be able to go, step one, I've got step one done. That's step two done, I've got step three.

Sadly to speak to the age thing, it's getting harder to get a job, jobs are paying less. Frankly a lot of people didn't prepare for their retirement and I get it. I'm thirty two and I'm not even thinking of retirement but I should be. I'm going to blink and before I know it's going to be here. There's a lot of competition out there, jobs are paying less, people don't have as much money and they really are looking for a way to leverage what they already know and can do online for sure.

Jean Shaw: Well if you keep doing things like that Google will love you because they cater to the grandma don't they? In their searches they want to make it so simple that if your grandma typed in something she would find exactly what she wanted.

Tim Castleman: You do no good luck to yourself or your customers by trying to overcomplicate things. One of the products that I've produced and I can't remember what it was but believe it or not, the most refund requests that I got from it was because this is too simple. It is too easy, and wrote those people back and I said, "Okay here's your money, I appreciate that," but I asked them, "Legitimately did you want to make this more difficult or hard for you?"

I don't get people that feel like they have to struggle to make money and it's got to be super hard and complicated. I tell this every time I go to deposit a check from a local client or take money from my PayPal to my local bank. I always ask, "Do I get a bonus for harder work?" They say no you don't get anything, a dollar's a dollar.

If a dollar is a dollar wouldn't you want to find some simple and easy way to make money instead of something that is super hard and complicated and involves nineteen different steps.

Jean Shaw: You're absolutely right there; take the easy route every single time that's what I say. Anyway, I think I've probably taken up an awful lot of your time so thank you so much for sharing your story with me; it's been really great fun.

I thoroughly enjoyed our little chat, I just loved the way you've been able to show people that they can achieve their dreams if only they'll value their own experiences more and focus on the opportunities around them.

Of course they also need to take action, but before I let you escape, I just got one more question for you. And that is I believe we're all on this earth for a reason and we have a purpose, so what would you like to have written on your headstone?

Tim Castleman: I don't know yet. I'll be honest, I love marketing and I love what I do but I don't know if it's my highest calling. I don't know if that's what

I'm meant to do. I'm meant to do it now, but in ten years? I'm not really sure; I always think where can I provide more value in this world?

What I would like on my headstone is probably nothing to do with business, it's probably, here lies Tim Castleman, a good friend, a good husband and if my wife and I ever decide to have children, a good father.

I value money, money is of great importance to a lot of people and it's important to me based on what would it do. All the trappings, you can buy all the gadgets in the world trust me, I've tried to buy them all, but it doesn't fix you if you're a broken human being.

At the end of the day it goes down to did you live, did you love, did you enjoy, did you have a good friendship and did you experience life?

So many people that I talked to I've said, "I'm going to China and I'm doing this," and they're like, "oh I could never do that." It's well, actually you can. You just get a visa, you get a passport and you go.

So many people think, think that they'll do it later in life, that they may do it one day. But you've got to get up you've got to start living today. I would encourage people to take action, massive action to stick with something for the long term. To get out and enjoy life and don't forget we only get one go around at this so definitely make the most of it.

Jean Shaw: I'd like on mine, "She made a difference", I think. Just something simple, but here's one epitaph I'll never forget which reads, "Wherever you be, let your wind blow free, 'cause that's what caused the death of me!" That's really somebody who obviously needed to take care of his health.

Tim Castleman: Absolutely.

Jean Shaw: Anyway Tim as I say it's been really wonderful. Where can people find out more about you?

Tim Castleman: The best way to do it is my blog and that's at TimothyCastleman.com. That's my personal blog, I haven't updated it in a while. I'm getting ready to refresh it and start updating it with some more content, I definitely will do that. You can get on my e-mail list there, and then I'll send you e-mail pretty regularly with some product recommendations, some stories of what's going on in my life and all of that fun stuff. That's the best place to reach me.

Jean Shaw: So have I been addressing you incorrectly then? I've been calling you Tim, should I have called you Timothy?

Tim Castleman: Timothy and Timmy, the only two times that I ever hear that is from my mom when I've done something wrong. No, Tim is perfectly fine.

Jean Shaw: Well I'm about her age so that's probably why I asked. Anyway once again thank you so much for your time and goodnight.

Tim Castleman: Good night to you as well. Thanks everybody.