

American Writers & Artists Inc.

***How to Create a BIG Second Income by Writing
Your Own Money-Making Website***

Speaker: Nick Usborne

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Denise Ford: Hello, ladies and gentlemen. Welcome to AWAI's teleconference series. American Writers and Artist Inc. is happy to have you join us today as we talk about the world of money-making websites. On the call is our money-making website expert, Nick Usborne.

Nick is an online copywriter, an optimization expert with over a dozen years of experience. During a career of 25 years in the marketing business, he worked offline and online. Nick is also the author of the critically acclaimed book on writing for the web, "Net Words Creating High-Impact Online Copy," and he is the author of our money-making website program.

Joining Nick on the call today is our host Rebecca Matter. Rebecca is the co-managing partner and director of online marketing for AWAI. She is a marketer with over a decade of experience and she has successfully spearheaded marketing campaigns for online and off products. She is the managing editor of our wealthy web writer and she and Nick will talk to you about this remarkable opportunity. Rebecca, it's my pleasure to turn this over to you.

Rebecca Matter: Thank you so much, Denise, and welcome, Nick.

Nick Usborne: Thank you.

Rebecca Matter: I just want to start by saying this program has been very, very successful. Over the course of the year, you've helped numerous people launch their websites and start creating a positive income for themselves. And so I wanted to do this interview today, if you wouldn't mind, to kind of take a step back. It's been about a year since we launched this program and really go back to the beginning. AWAI has a lot of new members who have joined us, a lot of people are now interested, but really aren't quite understanding 100% what it's all about. So with that I just want to go back to the beginning and start on the same page. If you could just start off by explaining what exactly is a money-making website.

Nick Usborne: That's a good question. It can be all kinds of things. Amazon.com is a money-making website but for the purposes of this program, what this is an opportunity for the regular person to make some money online. And basically all it is, is you pick a topic about which you know something about and that interests you so that you feel engaged enough to keep writing it; and because of the way that -- really, it's like being a mini New York Times. The New York Times puts out information

everyday and within on those pages, they put various links and advertisements and things like that and they make money when people click on those links. The money-making website model that we describe here is really a mini version of that. So if I use an example of some people may know I have a site about coffee called coffeedetective.com. I'm not an industry expert but I like coffee and so I've over the years, this being like almost four years now, there are now hundreds of pages on my website and on most of those pages there are links one way or another which can make me some money. Maybe I'll make a little bit of money out of a click. Maybe I'll make some money out of sale when people click through to a coffee merchant. So it's really just a scaled down version of what the big people do like whether it's The New York Times or whatever. We're publishers of information and we make a certain amount of money day after day, month after month from each of those pages.

Rebecca Matter: Excellent. Why is this different from other money-making opportunities? A lot of people are saying you can make money online on this; you can make money doing that. What makes our money-making website so different?

Nick Osborne: There are a few differences and they're all things that I really appreciate. One is that a lot opportunities is you're kind of launching something or you're selling something, so you put a huge amount of work into creating some kind of product. Maybe it's a course; maybe it's just a download; maybe it's a bunch of videos or whatever and so you put in all this time, and I don't mean typically. I guess the way most people do this, is with an e-book. They write an e-book and say, "Okay, I've got to sell the e-books". So you spend all this time writing the e-book; then you set up your website—a sales page to sell the e-book—and then you go crazy promoting that page. So

that as many people as possible find it; and maybe you buy some AdSense, some AdWords ads or whatever to drive traffic; and, if you do it well and you're fortunate, then you make some money over the first week. After that, things slow down a bit and you think, "Okay, well, I made a little bit of money there but now maybe I need to write another e-book." So it's like you put in a huge amount of time; you make a sudden burst of money, which the big guys swear to you that they make \$50,000 before breakfast. Most of us are lucky to make \$500 before breakfast; so \$50 before breakfast with that kind of model. So you just have to repeat that effort over and over again.

Like I was saying with my coffee site, it's been up there for about four years now, and the page that I wrote four years ago is still making me money today and the page that I wrote over two years ago. So I'm putting in the time to write the pages but they never stop earning. I never have to start over again. It's like work once and watch the money come in indefinitely.

Now, I keep working on that. I have to keep adding value and sort of adding pages and approving comments that people post on to the site and things like that. It's not like there's no work. I'm still writing pages this week that maybe won't make me any money for a month until people start finding that new page; but after that, the page will keep making me money for years. That's one thing I like about it and I think a lot of people like about it. You work once and then the income continues indefinitely.

I have some pages that earn me almost nothing and then other pages that are absolutely star performers, and a bunch of pages in between. So it's not like an automatic win with every page that you write. The other thing that I really like about this as a model is that I don't have to sell anything. It may sound a little odd coming from a

copywriter but I don't like selling much [laughs]. So what I do is, I write these pages, editorial. I can focus on helping my readers. I can focus on providing lots of useful information for people who want to find out about coffee and I don't sell a thing. I don't have to get clients. I don't have any deadlines. It's not like I'm starting a career some where I have to go out and cold call. I can absolutely literally sit in my pajamas, never have to lift the phone, never have to send a sales letter. All I do is I write the website, make it as useful as possible and I follow all my own guidelines that are in this program because there are some things you've got to get right for the search engines to find your website and to send you traffic. But I don't have to sell. All I do is I provide links to merchant companies that do sell coffee and coffee makers and things like that. And, all I have to do is put on the pages contextual advertising links like the Google AdSense where someone, if they click on that link, maybe I'll make twenty-five cents; maybe I'll make a dollar per click.

Like I say, and I think one of the reasons within the last year a lot of people appreciated this model was the fact that is not like having to learn a new career, without having to launch anything, without having to impress anyone or sell anyone or get any clients. They just sit there doing what they enjoy and doing what they know, which is to write about their topic of interest and that's it.

Rebecca Matter: Just like you were saying, too, earlier about the model in general, if you have an hour today, you can go write a page for your coffee website, post it and after that project, that page is done. Whereas if you were writing an e-book, you write that one page in the hour and then it would have to sit until the book was finished before it actually ever did anything for you.

Nick Usborne: That's true. That's true. In many ways, I do sometimes with investing. This is one of the reasons that I started this. As a freelancer, I didn't have a huge retirement fund and I'm over 50 and I think about that from time to time. Instead of putting money aside, I'm putting a couple of hours a week aside. When I started on each of my websites, I put in more than an hour or two a week during the early weeks. But, once the site is up and running and established each of my sites, I'll put in maybe one hour a week on to each website. Each time I write a page, it's like I'm putting some money into the investment account.

Rebecca Matter: I like it. I like the analogy.

Nick Usborne: That's exactly how it works because it's time I put in. I don't take that time away from -- this is part time. This is like a money-making hobby for me. This is not how I make my living. It's how I make a kind of second living. When I have an hour free or an hour between phone calls or I finish work early for the day, I'll write a page. And it's just like putting money in the bank.

Rebecca Matter: Why did you start this? Did you start it as a second income stream? Did you start it because you had an extra hour everyday?

Nick Usborne: I started it because through some of my other websites about online copywriting, I added a few affiliate links and a few AdSense ads, and I've noticed that yes, I wasn't making a huge amount of money, but I suddenly realized this is a source of revenue. If I could pick a topic and get a lot more traffic and a lot more pages, this could be something. Also, as a freelancer, I've, for the last 25 or 30 years, I've been successful; I've made a good living. But I've constantly been aware of

the fact that the minute I stop writing, I stop earning. Every single vacation I've taken over the last 25 years, I know that I'm not only paying for the cost of the vacation, I'm also paying for the fact that I'm not earning any money while I'm on vacation.

Rebecca Matter: Very interesting. The opportunity cost is greater.

Nick Usborne: That's right. I was very interested in coming up with a second source of income that didn't require me to be at my desk, where it was ongoing, it was passive and, as I've said before, I wanted a source of income that didn't require me to re-write, re-launch, repeat and wash and repeat and wash. I wanted something where I could just do what I enjoy, which is writing. I didn't want to have to sell. I didn't want to have to wonder if this launch is going to be successful or, "Oh, goodness, I wonder if I can hassle so and so again to mention my new e-book in his newsletter or something like that." I didn't want to do that. I didn't want to do any selling. I just wanted a quiet, consistent source of additional revenue, chugging away in the background.

My ultimate plan is that I will retire from working day to day, but in my retirement, my total income will be a combination of the money coming in from all the different sites that I've created. So long as I take reasonable care, so long as during my retirement years I still keep putting in about an hour a week per website, then that's it. That's my retirement income.

Rebecca Matter: You said this isn't the way you actually make a living right now but I'm sure a lot of people would be happy with this revenue. How much do you actually make? How many sites do you have and how much is that making you now on an annual basis?

Nick Usborne: I start sites and some work out and some don't, and the ones that don't it's simply because I didn't follow my own advice. The oldest one is the coffee one, which brings in on average about \$4,000 a month. The coffee business is surprisingly seasonal. Things slow down quite a bit in June, July, August; and they really pick up over November, December, January. That's about \$4,000. The other websites, which are younger and are still kind of in a development stage probably between them, bring in another \$2,000. I average from this money-making model about \$6,000 a month, which you're right, that's bigger than the average North American income.

Rebecca Matter: Yes, and doing this on the side, that's not really 40 hours a week; that's working four to six hours a week [laughs]. That's a big difference.

Nick Usborne: Yeah. Well. But again to be fair, during the first month of the website I put in a lot more time than that to think of it, to do the research, to get the topic right, to put it together, to get the first 20 pages up and published. I'll maybe put in a 20-hour week on it just to get it up and launched. But, yes, after that everything is -- you can speed it up. I did it that way. I trickled the content. I add a page or two a week to each website because I have a full-time work anyway. I don't want it to turn into a second job. I don't want to feel that I have to. In fact, there's been times when I've been very busy and I've ignored these sites for weeks and weeks on end and it's had no detrimental effect whatsoever. Now, if I ignore them for a year, they probably would be to but for someone who is retired and can put in more time, then the whole thing works faster.

Rebecca Matter: You launched your first site four years ago. We put up this program about a year ago. What

about the timing, is now still really a good time to get started?

Nick Usborne: Yeah, in terms of the underlying way, which this works, nothing has really changed. Let me explain a little bit about why this works. There are lots of information websites out there. There are millions of them. In terms of coffee, to use that example again, how on earth can I write a coffee website when there are already thousands of websites out there all about coffee? How can I compete with Starbucks? How can I compete with the big companies that are selling coffee and writing about coffee?

The reason is that those guys are all concerned with filling their websites with information about their coffee. The Starbucks website is about selling Starbucks. What I do is I always look for a little niche, a little area within a topic that is not being well served by the big guys. In my case with the coffee site, my niche is beginners. It's people who've never really thought about making gourmet coffee at home. They have a can of Folgers and that's it, as exciting as they got in terms of that journey into coffee. But maybe they go to Starbucks or whatever and they think, "Oh, this is much nicer coffee. I like this. I like the taste of coffees from different parts of the world. I would like to make coffee like this at home." It's that group just starting out. Once I realized that group was not being well served then I realized I have an opportunity.

I have people posting questions to the site, which is very, very basic. Things like, "Do you have grind coffee beans to make coffee?" This is my market. That's how this thing works. There are millions of questions asked online every single day. Sometimes through sites like mine, sometimes through huge sites like Answers.com. There are hundreds of millions of questions that are typed into search boxes every single day. That's where the opportunity

lies because lots of big companies they don't address those specific questions. They're talking about stuff that's important to their companies. They're not addressing individual questions from people who are browsing the web.

Let me give you another example of how you can beat the big guys. As you know, when we did that training series at the beginning of the year, I started a new website and it's called badplastics.com. It's all about the toxic chemicals in the plastics that we find in our kitchens and bathrooms and elsewhere in the home. When I was doing the research for that, I found hundreds of excellent articles all about this topic of people's concern with dangerous chemicals in plastics. I mean some really high quality material in all kinds of different websites across the web but there wasn't a single individual website that covered just that topic. That's one of the reasons I chose it. I thought lots of people are interested in this. Lots of people are writing about it. Lots of people are concerned about it. But there is no one place for those people to come to. That was my niche there. And that's what I'm always looking for. I want to find something that I'm interested enough in to write about a subject for years. Then I look for a gap. I look for a space.

And, yeah, getting back to your original question is that opportunity still there as it was four years ago? Yes, it is, more and more so. There are so many people are asking questions and you just need to find that niche where you're interested in the topic and you can hang on this particular set of questions on this particular aspect of this topic is not being well served, I can find a gap.

Rebecca Matter: You write about coffee. You write about bad plastics. My first money-making website was about cooking food and my next one is actually another niche having to do with food. I'm looking through the Success

catalog and seeing these great money-making websites from people who have taken your program on meditating; we've got life after stroke, raising rabbits, organic gardening, a whole website ADHD and bipolar disorder. Can you really write on any topic? It really does look like it.

Nick Osborne: That sounds like a tricky question that's come up before. Can you write on any topic? There are a couple of things you need to do. If you have a topic and you say, "Oh, look, I'm really interested in gardening", you're probably going to have a problem getting traffic and making money if your website is just about gardening because there really are a lot of very well-established websites on that topic. But if you're interested in gardening and you think, "Hey, I'd really like to do this", you have to take a slice of that topic. Let's look at how that could work. We've got gardening in general and then a slice of the gardening topic might be garden ponds. Now we've taken a much narrower part of the gardening topic. You could probably write a wonderful website all about garden ponds, decorative ponds, ponds with fish, pond plants, pond building kits and liners and filters and fountains and rock decorations. You can write hundreds of pages about garden ponds.

If you take a slice further and you say, "Okay, let's do a site about garden pond bridges." I mention that because a few years ago, I did some research on keywords and you should probably ask me a question about that in a minute. I did some keywords research on garden pond bridges and the results were fantastic. Let me just explain that a little bit now for people who are not familiar with the term. A keyword is simply a word or a phrase that people type into a search box at Google, Yahoo, or Bing or whatever else. Anything that types in is by definition a keyword or a phrase if it's more than one word. Some

phrases, like if you type in the word "garden" or "gardening", when you look in that search page, you will find that there are 33 million results found. That means that there's huge competition among websites for people who search for the word "gardening". That is a very high supply. It's also probably in quite a high demand. There's probably lots of people who want to learn about gardening.

What you want to do for a money-making website is have pages on your website that are focused on the phrases where there is significant demand; in other words, plenty of people are typing in the phrase "garden ponds", but there is much more limited supply. Maybe instead of 30 million in results there are 13,000 results. You want good demand and fairly low supply. I've been talking about this broadly but as you get into the program, there are specific steps you need to go through to make this work. That is one of the most important ones; to find a topic where you can write on pages that answer people's questions or interest relating to these phrases they type into search engines. For those phrases, you want pretty good demand, a good number of people searching with that phrase, but not many websites and web pages that come up in the results for that phrase.

Rebecca Matter: That part may be a little bit complex for some people. If you're listening for the first time, that might seem like, "Oh, my gosh, I have to do what kind of research?", but I would like to say is as somebody who has seen people go through the program from scratch, you explain this very clearly in the program and then the training program that comes along, the training program that we ran at the beginning of the year, it was interesting to watch people walk through that process. I love the fact that we're giving everybody who has this program access to those sessions because I think watching other people go through the process of choosing their

websites is useful and will help all of this make sense to everybody.

Nick Usborne: Yeah, absolutely. Just the finish the illustration of that point, like gardening, is hopelessly huge in terms of supply. There are so many websites about gardening. I did some of this research on keywords for garden pond bridges and, in fact, the figures there are fantastic. Well, they were a few years ago. I haven't checked recently. And I thought, "Oh, this is amazing!" because there was good demand but almost no website really focusing on the garden pond bridges. And I stopped and I thought, "Well, hang on. How many pages can I write on this topic?" I can write about -- there's so many things to write about when it comes to coffee, but when it comes to garden pond bridges, over the years can I really write 100 or 200 pages? Probably not. Like you say, all of these steps I walk through very carefully and very simply in the program. But this is the kind of thinking you do. You kind of juggle in your head, "Oh, I'd love to write about such and such but I need to find a niche within that broad topic and I might need to find a niche where the search engines will list my website high up in the results."

There's a technical aspect to it but it's not trickery. When I say there's a technical aspect, it's not like here's the hidden secret of...I mean, none of this is a hidden secret. You can go to the Google webmaster page and they'll tell you exactly how to build a web page or a website so that Google will like it. None of this is kind of hidden secret information. The magic of this program really is the way in which we go through it so that people with no experience in building websites or making money online at all can just follow the steps and create something that works.

Rebecca Matter: I think that walking through that process along with choosing a good topic you have the confidence that you picked the right topic. I think that's so valuable especially in this space as well that you're not really on your own you're given a great structure. Just follow these steps and it'll lead you to a good topic in the area that you're interested in.

Nick Usborne: Yeah, that's right. One of things in the program at the beginning I say, "Okay, on a sheet of paper or a spreadsheet or however you want to do it, create a list of ten potential subjects. Then, as we go through chapter by chapter, section by section, we look at each topic and say, "Is this strong in this area, weak in this area, etc.?" Then, ultimately, what you do is you end up with the one topic where it may not be super strong in every area but its strong enough in most and you say, "Okay, this is the one I would go with."

Rebecca Matter: You were talking about not being, it sounds kind of techie and it sounds kind of overwhelming, how do you actually get the website online? Is that all covered as well?

Nick Usborne: We don't really tell you go to this supplier to host your website or use this tool or this system. We certainly suggest a few so we give people a starting point. In fact, in the Group site, there's a lot of discussion on that from that last series where people are talking about their choices when it comes to how to build a website and where to get the domain name and where to do the hosting.

Rebecca Matter: And the Group site, for everyone listening, that's a members only area that we have for everyone taking the program as well as for Nick to participate that we can all stay motivated, bounce ideas

off of each other and steer each other in the right direction. If we find a new tool, a new resource, something that works, a way of writing copy that we found to be effective, we all share in that one space.

Nick Osborne: Right. The program, when we first launched it, was very well received but I feel just personally a lot more comfortable now that we have that Group site because it just automatically makes me much more available to everyone. It makes me much more accountable to everyone [chuckles]. But it's worked out really, really well. What happens is that there are hundreds of people there and the aggregate knowledge, there's a bunch of people who come up with suggestions I haven't thought of and I think, "Hey, that's fantastic. That's great." Or they'll suggest resources that I haven't found. That's been a really good aspect of this.

From the technical point of view, I think people who ask me, "How Internet savvy or web savvy do I have to be?" My answer generally is, "If you know how to use Facebook -- there are two requirements here for this. One, you need to enjoy writing. You certainly don't have to have any professional background in writing. You don't have to have any qualifications as a writer. But to succeed I think you do need to enjoy your writing and enjoy sharing information and knowledge with other people. If you don't enjoy writing, the whole thing probably becomes a bit of a grind.

The other thing is that you need to certainly have a certain comfort level with the web. You certainly don't need any technical experience or expertise. You don't need to know how to do coding or designing or web programming because there are tons of tools out there that make this very, very simple now.

But, yeah, if you can use Facebook, you can do this.

Rebecca Matter: Just to finish off and to kind of make sure everyone's on the same page, how exactly do you make money from the money-making website?

Nick Usborne: There are lots of ways of doing it. I'll talk about three that I do with the coffee site. One, like I said, is if you go to Google search page and you put in a term, down the right-hand side, you'll see a bunch of text ads and probably the first three listings on the page with a little kind of tone color behind them, these are paid-for ads. This is called AdWords. As a publisher, which is what you've become when you create a money-making website, you can host those ads. Google is not the only player; they're certainly the largest. So, if I write a web page on the topic of manual coffee grinders, a particular kind of coffee grinder, and I put in my AdSense code, I just paste into the page there, what happens is that the Google computer thing matches their advertisers with the content of my page. So all these little AdSense ads come up and most of them are either for manual coffee grinders or coffee grinders. So Google automatically matches. This is what is called contextual advertising. They match the advertisers to the specific contents on your page.

If someone clicks on that link, the revenue is shared between Google and the publisher, that being me. So the advertiser who bought the ad might be the manufacturer of manual coffee grinders or the retailer that says, "Okay, I'm prepared to pay up to a dollar a click." When someone clicks, you get a slice and maybe you'll make twenty-five or thirty cents or forty cents or fifty cents. It's going to depend on the advertiser and their keywords and their biddings. That's one significant way that I make probably half my income, from Coffee Detective AdSense ads, because thousands of people go there each day and a certain proportion click on those links and each time that happens

a little bit of money falls into Google AdSense account. That's one way.

The other way is that I look for merchants who have affiliate programs. An affiliate program basically is, if I put their link or their ad on my website. Actually, the biggest example would be Amazon. You sign up. They don't call it affiliate, they call it associate. You sign up for the Amazon associate program. I then put a link or an image with a link on my website for a coffee maker or a manual coffee grinder that can be found at the Amazon website. That link or that ad has a code in it and that code identifies me as a publisher. So, if someone clicks on that ad or link and it takes them to the amazon.com site and then they buy that coffee grinder, I get a commission on that; maybe it'll be 6%, 7%, 8%; it all depends on how much you sell through Amazon and how much they will pay you. The thing with the AdSense for the contextual links is that I get paid if someone clicks but I get pennies usually or, if I'm lucky, get a dollar or something. With an affiliate program, generally, you don't get paid for the click; you only get paid if the visitor to Amazon actually makes a purchase.

These are the two principal ways but there are others. I also have on coffee site a short booklet for people who really are beginners but it's just a basic introduction to making coffee at home, the equipment and the kind of coffee you want to buy. I sell it for \$6 or \$7; that's an e-book; it's a download. I don't get a huge amount of sales from that. I get most of my sales through the contextual advertising and the affiliate marketing. Other people have started off that way and then said, "Whoa, whoa, I can sell something bigger. I can sell a book through here. I can sell my services through here." But what I like about the main two ways that I do it, through contextual advertising

and the affiliate program, is that I don't have to do anything. I just put the link in there and I don't have to deal with customer service; I don't have to ship any goods. Again, for me, I can go away for a month and nothing bad's going to happen. Even if someone buys one of my e-books when I'm away for a month and they write back the day after saying, "Oh, it isn't what I wanted. Could I have my money back?" That's a problem if I'm away for a month. So what I really like about this passive income stream is that everything is taken care of for me.

Rebecca Matter: I like that you can go on vacation, set it and forget it!

Nick Osborne: Absolutely.

Rebecca Matter: Let's actually get into the program a little bit. What exactly does the program cover the nuts and bolts of it?

Nick Osborne: It's written in a sequential manner to help you get started but you need to start and then take you through. First of all, it explains the kind of underlying concept in the process and why this works and how it works. Then you get into a section about choosing a topic, which is very important. Once you've chosen your topic, we then get into how to create content for your website. And then, of course, once you've done that you finally get to the stage where you're going to publish your website. Then there's a section on how to get traffic; how to get people visiting your website and how to increase the number of people who visit your website.

So, we've chosen a topic; we've written a website; we published a website; now we go into how to increase your traffic and have lots of people come into your website. At that point, once you've got your website up and you've got a reasonable amount of traffic, then towards the end of the

program, now's the time to look at different ways to monetize that traffic. In that sense, like going back to the beginning of what I said earlier, we're the same as The New York Times. You have content; you create an audience; once you have an audience, you have an opportunity to monetize those readers and it's the same process with the money-making websites.

Rebecca Matter: At the end, I'll actually be able to get my website live and put it up?

Nick Osborne: Yeah. Yeah.

Rebecca Matter: Great.

Nick Osborne: Absolutely. You can do this with just the program alone. It takes you through the whole process so that you end up with a website that is up, getting traffic and making money. Something I always like to say about this program and this is not get-rich-quick; you're not going to be a millionaire by Tuesday or make \$50,000 before breakfast tomorrow. This is like where you put in the time now, just hour by hour and the income grows, like the Coffee Detective makes me, like I said, about \$4,000 a month. It was over a year until I got to that point, that kind of income. In fact, for that website in particular that first year was very slow in terms of getting traffic. You could find that suddenly you put it up and once it's up after a month or two you'll say, "Oh, goodness, I made \$30," and it can be discouraging. But this is where by being really persistent and patient pays off because my Coffee Detective website after about nine months was paying me \$30 a month. In looking back, I can't believe I stuck with it but I'm glad I did. I know other people much faster and I've had other websites that start generating income faster than that but it's really hard to have a hard and fast rule there. Sometimes you'll start making hundreds of

dollars a month within two or three months; sometimes you make more; sometimes it'll be less. But so long as you follow the instructions in the first few sections of the program, it'll work. Like I say, when I look back at websites that I've started where it hasn't worked, it's been because I haven't followed my own advice. I can always track back as to why a website didn't work and it's because I got too enthusiastic, I wanted to work too fast and I didn't think it through.

Rebecca Matter: How long do you think the course on average would take someone to complete?

Nick Osborne: If you lock yourself in the basement, you can probably read it in a weekend but that's not the same as really absorbing and practicing and researching and kind of doing the work to make the website happen. But I think certainly, if you've read the course -- what happens to a few people is they read through the whole thing from beginning to end and so they get the full picture in their mind of what this is all about, how it will work. Then you go back to the beginning and you start by really putting in the work. I include lots of suggestions there. If you want help looking for a topic, here are a whole bunch of ways to do it; here are some sites that you can go to do research; here's some other sites that you can go to that might give you some ideas on the topic selection. That's when you start putting the work in. I say as a rule of thumb that if you're serious about this, I think you could go from beginning to then having your website up and getting visitors within a month. I think that's reasonable.

Rebecca Matter: When you think about the Success Catalog, we did that seven-week program and the fifth or sixth session was the site review, so people already had their websites up and were active by the end of that program.

Nick Usborne: And, again, it all depends on -- I have to be careful because I always think of it from my perspective where I'm doing this very much part time. For someone who can apply more hours in the day, obviously it'll happen faster. Yeah, you're right, in that catalog, and I don't think we've mentioned yet, we give everyone access to that catalog.

Rebecca Matter: Yes. And when you sign up, for those of you listening on the call, when you first signed up, on the final page there was a link to access this catalog that we've been referring to and what that catalog is are people who have gone through the program, have posted their websites and are sharing their websites and their experiences with you, just letting you kind of get a feel as to how wide the topics really are, what their experience was with the program. And, if for some reason you missed that link, I'll make sure that you get it when we send out the playback instructions tomorrow for this call. So either way you'll have that catalog.

Nick Usborne: And just as important, if you listen to me talking now, you think, we'll of course they're trying to make it sound good. So if you're taking what we're saying with a pinch of salt, you can actually read about what people have done with this and that brings a smile to our face every time I go through the catalog 'cause part of you is somewhere writing a program like this. It's wonderful to see people who have done it and to hear about their experiences.

Rebecca Matter: And that says a lot because we all know you don't smile that much.

Nick Usborne: I do at least twice a week whether I make more than I need to or not.

Rebecca Matter: [Laughing] Twice a week? Very good. That training program was amazingly successful and I am very happy to hear that you're willing to do this all over again starting May 3rd, correct?

Nick Osborne: That's right. Originally we talked about basically -- 'cause we recorded the first seven sessions and I know we first talked about basically making those recordings available to people who were getting the program now and, of course, it makes sense because we've already put in the work and we've done the recordings. But it suddenly struck me that it wouldn't be quite the same if it wasn't live because one of the things we do at the sessions is that I spoke for 35 minutes and then we opened up the line and so we had some Q&A. If we just gave people the recordings, they'd be having the Q&As from the previous group. I think it's much more valuable that we do it again live and that people really can call in live and ask their questions. And it also makes a little more sense that after the call and the Q&A then people can get back to the Group site, they can discuss it, they can ask me questions and we're all on the same page 'cause we'll all be listening to the same call at the same time. So I think it's much better for everyone that we do this again completely live.

Rebecca Matter: I completely agree but, again, that is extremely generous of you. I can't think of many people who would -- most people create information products to, again, just put it out there and let it go. And the fact that you are continually dedicated to helping people succeed, most of these programs and through the ongoing support forum. I think it's an amazing thing.

Nick Osborne: Well, it's the way that works best for me.

Rebecca Matter: Is there anything else that you'd like to add as far as people doing this, joining us on the training program? Any other points that you'd like to make?

Nick Usborne: Well, I would say this to everyone who's -- I often find myself in the same position. I'll listen to a teleseminar and there's a product pitched at the end and I think about it and I'm always fairly cautious and we all are. What I would say is that if you have a sense that this is something that you want to do sometime, now is a good time to make that leap because of the live training we're going to do. This is our second group of live training. I don't know whether we'll do this live again. If the demand is there, we might but I don't know for sure. We certainly haven't planned anything. I would never have guessed quite by how much that live training and that group site contributed to people's success. We have that catalog of 30 websites and I know we've got a ton more lined up for the second edition.

Rebecca Matter: A ton already in, yes.

Nick Usborne: All right. I didn't think that would've happened without the live training and I'll tell you why. There are all kinds of reasons but I think the principal one was that we all held each other to account. We were all in the same boat. The reason I say that is because I started a website myself at about the same time. Everyone was at the same point in the process. When people had questions, others jumped in with answers; intensive support and encouragement and information. It was amazing and we all had deadlines. We had to get to a certain point by a certain time and I think that was invaluable and I think that if we try to create that catalog of websites without the training, I don't think we'd have nearly as many and I don't think there'd be nearly as good. If this is something that you think that you'd like to do, then I

would jump at the chance now because you're going to get the program and the training. In fact, it's going to be even better than the people who took the first training because you're going to have access to the Group site where all these successful site builders are still there. The training is finished and we said at the end we should keep this site open. We didn't plan to keep it open but everyone was still submitting thoughts and questions, encouragements. They'll be there, people who've been through the process. If you ask a question, it's not only the other people on this training session group that will be there to answer, but the people who've been through it before will be there to answer. I don't know whether we're going to do this a third and a fourth time. I just really have no idea. So I think that there's a huge advantage to get into the training session and the Group site in addition to having the program. And, there's no extra cost involved.

Rebecca Matter: That's what I think is so amazing, the fact that you agreed to do this training program for free. And in addition to the point, even if we do it again, the first group is already up and going. They're sites are live. And, even if you were to put it off right now and wait to see if we do it again, think about all that time wasted between now and then. Your website could've been up. You could already be driving traffic by then. So you're really just delaying the revenue stream to start by putting it off.

Nick Osborne: That's true because, like I say, it's kind of like a drip, drip, drip. You just try to create a page before you start off creating a block of pages and then you just add a page, a page, a page, a page and I sometimes think that way. I'll write a page and suddenly I stop making revenue from it and I think if I put that page

up a year ago or two years ago, that would be an extra whatever \$1,000-\$2,000 in my pocket.

Rebecca Matter: I'm guilty of that, too. I started a new website with the training program the last time and didn't launch it and every week that goes by, I'm just kicking myself because I know it's just one more week down the toilet. It could've been up and it could be live. So I think to just get in there and decide that you're going to do it now and the process you're guaranteed on the program, which is something that we don't do very often. You were so sure that people could do this that you agreed to let us give a year guarantee, which, to me, just shows how confident you are in this process and in this program.

Nick Osborne: Yeah, you shouldn't mention that. That's not really a guarantee.

Rebecca Matter: I got you. You were happy. You were smiling that day that I got you to agree to do it.

Nick Osborne: It's part of like what I hope people find with this program and this training and everything, there's a kind of level of transparency that you don't get with a lot of online money-making programs. I am available. It is live. You can ask for your money back for a whole year. I know you and I have talked about this that we really wanted to be totally transparent, totally honest and totally removed from the hype that you often get with the sales pitches, online money-making.

Rebecca Matter: Absolutely. For everyone on the call today, you've probably seen promotions come across by now, if not I just want to make sure that you're aware of all of the details, everything ends on April 23rd, which is this Friday at midnight Eastern time all the organizers and promo rules to our regular standard offer. If you sign up before Friday, April 23rd --

Nick Usborne: That's not this Friday. That's tomorrow.

Rebecca Matter: Yes, it is April 23. Today is the 19th, Nick.

Nick Usborne: No, it's not. [Laughs] Oh, you're right! I'm sorry, really confused.

Rebecca Matter: It's April 23 as I was saying, you'll save \$100 off the program, you'll get attendance to Nick's seven-part training series that's starting on May 3rd and that includes the entire series, plus access to the Group site. And, again, Nick answered every question. There was never a time where we got to the end of the session and someone had one more question and it didn't get answered. Every question whether it was about your website, someone else's website, picking your topic, AdSense, anything that you have gets answered so you 're not doing this alone and you'll have your website up and running in June if you follow the program just like the people in that Success Catalog that you see. They went through the program and in seven weeks, they had their website live.

So, if you're interested and I highly recommend that you do because, again, you have a full year to change your mind. You're going to go to www.rightmoneymakingwebsites.com, and that's plural, websites; rightmoneymakingwebsites.com or you can call member services, call Barb, Jackie, Debbie, all those girls in member services at 866-879-2924. And, if for some reason you have any questions whatsoever, I invite you to email me directly. My email address is askrebecca@awaionline.com and I'll make sure that you get the answer to your question before the deadline. Normally I would have you email member services but I want to make sure you get your questions answered so that you can take advantage of this 'cause the

opportunity is huge. Nick agreed to do this training live all over again. We don't know if we're going to do it for sure and even if we do, why would you want to delay this revenue stream?

Anything else you'd like to add, Nick?

Nick Osborne: No, no, I think we've covered all people need to know and, like you say, if there are any questions, they can email you.

Rebecca Matter: Exactly. Well, great. Thank you so much, Nick. I really appreciate your doing this again.

Nick Osborne: You're very welcome.

Rebecca Matter: And I'll see you on May 3.

Nick Osborne: Yes.

Rebecca Matter: All right. Bye-bye.

Nick Osborne: Bye.