

Getting Things Done

Becky Hagel

Interviews

Terry Gibbs

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How to overcome the obstacles of a busy life and get your first book written.

Becky: Okay, I'd like to welcome everyone to the CCC Workshop. I'm Becky Hagel. Tonight, our guest is Terry Gibbs.

Terry Gibbs is probably most known for his work with eBay, and one of his most-known sites in that niche is IWantCollectibles.com. If you've seen him around on the forums, you'll see that he's had lots of experience, lots of background in internet marketing, a big bunch of knowledge in eBay, a big bunch of knowledge in toy trains, and he puts them all together.

Terry and I have known each other for a few years now. We got together on Tony Blake's forum, started running in some of the same circles, started emailing each other a little bit, exchanging products.

And at that time, Terry suggested – because this is when I had just come out with my *Missing Link* book, which deals with building an email list – Terry suggested that we write an autoresponder book together.

So we got on the phone one afternoon and chatted, and he got the book transcribed and *Autoresponder Profits* was born.

The interesting thing about Terry is he's probably one of the most prolific information product creators that I know. He works in all media, from e-books, printed manuals, videos, audios, teleseminars, web conferences. Basically, you name it, he's done it.

The interesting thing, as I was saying, he's prolific. He puts out at least one product every month, and he's done that for the past 2 years. I remember when he started sort of on this kick of turning out these products, he told me that that was his goal, and he's been very successful at doing that.

Another thing he told me that always has sort of stuck with me is that a lot of people, they get online and they want to hit that homerun, so they get out there and they make a product, and they put everything into it. And then they sit around and they look at this product and they're saying, "Why isn't this selling?" That's all part of the natural process.

But Terry keeps putting them out, one a month, one a month. And basically, to use the baseball analogy, he has this multiple streams of income coming in. A lot of base hits. Some of them end up being homeruns, but he just keeps putting them out.

Another thing, also, as I said, Terry's main knowledge falls into eBay, but he's entered into internet marketing and he's worked with some big names, like Rosalyn Gardner, Ted Nicholas, and Joe Polish.

So Terry, could you tell us a little bit more about yourself?

Terry: I actually have always been the wishful entrepreneur. This goes back to when I was in junior high, where I was always coming up with ideas for ways to make money.

In fact, when I was in junior high, I started my first business, which was the toy train business, which I still have today. I used that to put myself through college. It waxes and wanes as my interest changes, but I always had that entrepreneurial spirit, I didn't want to be like my friends in high school who were working at a pizza place or somewhere else. I would prefer to go out, buy something, resell it and make a profit. I was able to do that very well.

Going through all of this, I learned how to do marketing and sales. Later, and this was after I got out of college, I ended up working as an analyst for a direct marketing company, and where I met a lot of famous marketers like Gary Halbert, Dan Kennedy, Jeff Paul, Ted Nicholas and others. I was tracking campaigns written by them.

Back then, it was all direct mail. There was very little internet stuff. It was just starting on the internet. The big new thing was fax-blasting back then.

So we were playing with the technology, but we hadn't gotten into the internet yet.

I decided that I didn't want to work for another company because my mindset, I looked not at what I was getting done or at the paycheck that I was getting, I was focusing on how much money I was losing by not building my own business.

I don't want to speak disparaging toward my employer, but I wasn't happy. I'm not suited to be working in an environment where people expect you to show up at 9:00 and sit in a chair until 5:00 and then leave.

because my mind is constantly racing and exploring things, I might work from 9:00 to 5:00 and go home and end up working until 3:00 or 4:00 in the morning. I wasn't getting paid for that additional time, and I wasn't building anything for my future.

Now, by owning my own business, I still get to do what I enjoy, but I get all of the rewards.

It's about learning who I am, what I want to do and what I'm happy with.

Becky: That's a really interesting thing, too, because this society says you go to school and you get good grades, you go to college and you get good grades, and then you work the 9:00 to 5:00 until you're 65 years old, and that's what you're supposed to do.

And anyone who doesn't fall into that specific little mold, they're slackers, they're quitters, they're losers, all of these horrible names.

When in reality, these are actually the sorts of people who end up being or are, oftentimes, really great entrepreneurs, just because they don't fit into that 9:00 to 5:00 mold, like yourself. You said that you don't really fit into that, you don't want to show up at the office at 9:00, but you're really good at working for yourself.

Terry: Now, remember, you did this introduction of me and I'm giving you this information about my background. I don't want to do gossip, so I'm not going to include information about people other than myself. And I've always been, at least for the past 20 years, very unwilling to share my income or my results with other people because I'm not interested in making friends or impressing people based on my accomplishments. I want people to like me for who I am. That causes a lot of problems with the interaction among others. Less so with other marketers because like, in Becky's case, just by talking with me she can see I know what I'm doing.

But in the real world, people don't see my expertise. I don't display it and I don't run around bragging about it.

One perfect example is the whole deal about e-books versus printed books.

Now, I've tried a couple of times to get a book published through a mainstream publisher, as a lead generator. I think it would be really good to have my books in libraries and bookstores in order to drive people into my websites.

To me, it's not a profit center, though, because the average book deal is \$5,000 to \$10,000. You write the book, and you never get an additional payment. Even worse, they sell a few hundred books, and then remainder is what's left.

Now, I have books that haven't done well, but I also have books that sell quite well. So here I am, because I don't brag, I meet somebody who's a published author, even a person who's only sold 200 copies of a book and got a \$5,000 payment for it and will never get a royalty check, there's this attitude that I'm a second-class citizen because I'm self-published.

It can be very difficult to dance in those areas. I've just gotten to the point where I just do my own deal and let it go. But that's something, and we'll talk about that later too, that I had to learn.

Remember, I'm doing what I want to do, I'm doing it my way, I'm doing it suited to my skills, my capacity and my goals. What all of these other people think about me doesn't matter.

Becky: Exactly. One thing a lot of coaches talk about is not to compare yourself with others, but to set goals for yourself, and that's how you measure your success.

So don't look over at Joe Schmoe and say, "Well, I must not be doing very well because Joe Schmoe is doing this." Instead, set your own goals and then you know when you're a success.

Actually, that's something that I really admire about you, Terry, is especially, it seems, in the internet marketing forums, the big thing is to sort of run around and beat your chest and talk about how much you make. And therefore, that's an indication that you know what you're doing.

And you just sort of slide under the radar and dispense these little bits of wisdom here and there. I think people who know you and who have seen you on the forums are really interested in reading what you have to say because they know that you do know what you're talking about.

Terry: Dan Kennedy said years ago that he had done I think 24 infomercials total and only had 3 that were widely successful. And in most cases, all he talked about was the 3 popular ones.

But it was really the failures he did that provided the ability to do the successes, because there's no way, setting out in advance, to know which one is going to be a success. So you have to do them all.

And if I'm remembering his numbers right, it was something like only one in 8 was successful.

That's one of the things that I have been guiding myself with, is that my average is a little better because I've been sticking in one area, but it's the same thing.

A lot of the people that I meet online, they come across as one-product gurus. They're people that have done one and it worked, and now they're experts.

I don't really think they're knowledgeable enough. I think you really need to get a couple of failures under your belt, in order to really understand how this stuff works.

Becky: Exactly. Especially when you give that example of Dan Kennedy, who we really do look at as an expert, and that one in 8 or some statistic like that, the one-hit wonders just aren't really that impressive.

So what I want to ask you here, Terry, I mentioned that you are a prolific writer. Actually, an info product creator in general. And this is despite the friction that you've already been alluding to, like people and things like that.

So let's step back for a moment and let me ask you what are frictions?

Terry: Before I answer that, think about this. Have you ever felt the world was out to get you? Have you ever felt like there was a hidden conspiracy preventing you from achieving success? These are thoughts that go through my mind all the time.

Six months ago, I realized there is a conspiracy. There is something out there conspiring to keep me from achieving my goals and creating success in my life.

A little later, I realized it was even worse. I realized I was a part of the conspiracy and played a big role in keeping me from succeeding.

I decided that the easiest way to describe the conspiracy was to name them frictions, because there's a lot of different participants within the conspiracy.

Isaac Newton said, "An object in motion will remain motion, unless an outside force acts upon it." One of those outside forces is friction.

Newton also said an object at rest will remain at rest unless an outside force causes it to move. Again, it's friction that causes it to stay there.

When I started thinking in these terms, I identified two basic types of frictions working against me, holding me back, and preventing me from achieving my goals. And those were the outside frictions and internal frictions. We talked about the people around us earlier. That's an example of an outside friction. An internal friction is when I am part of the conspiracy. Does that make any sense?

Becky: Oh, yeah. Let's start with outside frictions and go over a few examples.

Terry: For the outside frictions, I see multiple demands on our time. That's just being busy instead of being productive.

So in my work, in order to keep my schedule up, I need to get 10 to 15 hours of productive work time a week. Maybe I should define productive work - that's actually working on creating the new products or working on the marketing for my products. It's not answering emails or talking to vendors on the phone, and all of the other things that I have to do in order to keep my business going. It's only the production of, or the sales materials relating to the products.

The other activities are just being busy. It is very easy to get caught up in being busy and forget what's important.

Another outside friction is common, everyday chaos. For example, yesterday I got up, I turned on my computer, and the monitor went pop. I spent 4 hours shopping for a new monitor and got myself this real cool one, which is defective and I've got to take it back.

Becky: More chaos for you.

Terry: Yeah. And to make it worse, the only place that had them in stock was 40 miles from here. My dad lives up there, so I got to see him, but I didn't get much productive work done yesterday.

And that's the common, everyday chaos. Something's always going on.

And then there's extraordinary chaos. These are events that don't happen all that often, but when they do happen they wipe out our schedules. An example is a couple of years ago, my grandmother died. I dropped everything I was doing and flew back east for the funeral.

Another one is three weeks ago, my dad had surgery and I took a couple of days to go visit him in the hospital and sit there with his wife during the surgery.

Luckily these events don't happen often.

Another outside friction, and we talked a little bit about this earlier, is the people around us. These are the frictions around us.

For example, seeking or taking advice from unqualified people, especially people we respect.

Now, for me, I've realized I have an inbred need for the approval of my father. So I'm doing things and I run over and say, "Look what I did, Dad." And my dad responds, "Oh, you should get a job."

That was devastating. And yet, I continued to seek his approval until I learned better.

Moving on, here's an example of taking advice from the wrong people. Years ago, I had a fantastic idea. This was 1984. I decided to put an ad in the Yellow Pages to buy toy trains. I talked to the Yellow Page people. Then I talked to my dad. His response, "That will never work." So I talked to one of my other train club friends again, "That will never work." So I didn't do it.

Then 4 years later, I met people living around the country, who were doing successfully doing Yellow Page ads to buy toy trains. So I went ahead and did it. I lost 4 years of profits because I took advice from people who really didn't know anything about what they were talking about, and really didn't know enough to advise me.

Becky: That's interesting, because these sorts of people fall into different categories. There's those, like you were saying, who just really don't know enough to give you any advice, yet oftentimes we seek their opinions.

Then there's those that seem like they are purposely out to sabotage us.

Terry: That's a different group of people. I've pretty much removed most of them from my life. Sometimes, I think that my dad does what he does because he doesn't want me to succeed, but when I get honest, I think his real deal is that he was a successful Vice President with Teledyne, and then he quit and started his own business and had a succession of businesses that were successful but ultimately failed. And he wants to protect me from that.

So he's not sabotaging me, although it is damaging because of the way I interpret what he says.

Another thing about the people around us, I read a study somewhere that said that your income is an average of the 10 people closest to you.

Becky: I've heard that, too.

Terry: When I first read that, I looked around at the people around me and I found that I had some multi-millionaires that I was working with in a subservient role, where they're the authority and I'm the peon getting \$8 an hour.

And then I had all of my other friends, who were basically wage slaves. By wage slave, I mean somebody who goes to work to get a check and then complains about it. They complain about the job and their boss and everything else. They're just there for the check. We all know people like this. Maybe we've even been one.

I looked at them and decided I needed to hang out with people that were doing things like what I wanted to do and people that could give me valuable advice.

So I built myself a network of entrepreneurs. I call it my circle of support. Like one friend of mine who's a journalist, we get together a couple of times week. Another friend has his own auto parts business and I talk to him frequently. There's a copywriter and some other people.

While they aren't doing exactly what I do, they're all running their own businesses. They're all in charge of their own lives, and they've all basically built their business or work environment to suit their own needs.

So that's how I've changed my environment so I'm no longer associating with the wage slave mentality.

Becky: The great thing about being online for people, for example, who are like myself, I'm in a real rural area where you don't just rub shoulders with millionaires here. But online, I do. You get online and, like you said, you form a circle of support and start networking and start talking to these people.

In a way, it's almost magical, what happens. I'm not sure if it's because you're getting advice from people who are doing kind of what you're doing, or it's just the mindset, maybe, that's rubbing off. Do you have any thoughts about what changes?

Terry: Because you're running around with better people?

Becky: Right.

Terry: Yeah, I guess they are better. I think it's 2 things. One, it's about encouragement. When I sit down with say my friend who sold his business for Equifax and now works for them and commutes from Arizona to New York, when I sit down with him and say, "Tom, this is what doing," Tom has experience and he's crawled up from not the gutter but from a Virginia mining town to being one of the most respected CEO's in this country.

So he has that encouragement. He's got a baseline and, if I'm trying to get respect out of him, he's giving it to me because he understands that.

Now, I want to be real clear that there are individuals that even though they have the income level and they are doing similar stuff, are not helpful to be around. Luckily, they're few and far between because, as a group, we tend to ostracize them. But there are individuals who you don't want to hang out with, even though they're doing good stuff. I won't mention any names. I don't want to open that can of worms.

Encouragement is probably one of the most fantastic things to have going for you.

Becky: That's true, too, what you're saying. If you, for example, want to be wealthy or own your own business, don't assume that someone who's wealthy and owns their own business is the right person to talk to.

I don't know if you've read *The Artist's Way*, by Julia Cameron. She talks about some of these people. She calls them poisonous playmates, crazy-makers, drama queens, people like that. And those sorts of people can end up in very powerful positions, like you were saying, CEO's, owners of their own business, very wealthy people. But you, like you said, do not want to be around them.

Terry: My dad had a partner in the 80's who was brilliant. He might even have been as smart as I am. That was a joke.

Becky: That's why I laughed, you know.

Terry: And later, I came to realize it was control by fear. You never had a discussion with him. It was him screaming at you.

That's one of those poisonous deals. It's like no one is his equal. There's the people above him, where he kisses ass, and there's the people below him, where he kicks ass. And that's how this man ran his life.

Luckily, my dad's partnership with him didn't last long, but it was terrible. So that's a great example of one of these poisonous people who, if they really were a good person or had some people skills, you could learn a lot from. But they don't have the ability to share their knowledge in a way that you can easily access it.

Becky: So how do you manage this chaos that we've been talking about, these people and these demands on our time and things like this? You had told me one time that you sort of changed the way that you viewed chaos. You said we have control only over ourselves and how we interact.

Terry: I learned, and actually I learned this as a result of my mom in the 1980's, my mom started going to therapy and changing the way she interacted with the world.

Actually, she started when I was a teenager.

For me, it was very difficult because, all of a sudden, my mom was no longer the terror of my childhood but was trying to be an encouraging person.

What my mom had learned was that while she's a product of her childhood, she has control over herself and how she interacts with the world around her. And as

a result of her going through that, I started getting involved in a lot of therapy and family of origin issues, and all of this internal growth stuff.

I'm going to say that while it was enlightening to look into the way I was raised, the basic lesson was I'm an adult and I'm in control of my life today, and I can choose how I interact with the world around me. I can choose how I react to situations. I can choose to have a fit because the monitor broke yesterday, or I can choose to say, "Okay, we'll go buy another one and solve the problem."

I made a conscious choice, years ago, to go from creating chaos to managing chaos. And for a while, and I wish I still had this, I actually wrote an epic poem about the surfer of chaos. And that's how my life was. I actually got so good at it, that I worked as a tech rep for a manufacturing company and they flew me all over the country to solve problems. It's like it's there and it's not going to interfere with what I have to do.

Becky: That's an excellent point, like you say. The world around us is going to do what it's going to do, and our reaction is really all we have to be concerned about.

Because I can just imagine with the monitor, you could have sat there and just grumbled and stewed and bitched about it all day, for days even, and then thought about, "Oh, it's this much money and I shouldn't have had to put that out because the other monitor should have still worked."

This sort of thing, with certain people, can just get them down for days and days and days. And it's almost like – and I've seen this – almost like some people want to be in that position and they're waiting for their next fix.

So the monitor breaks and they stew about that for days, and then they get a flat tire. Oh good, that's something else that they can sit there and worry about.

Terry: Exactly. I actually used to do that, years ago. I looked for some big catastrophe in my life, so that I had things to talk about.

Actually, that ended for me. In 2001, I knew it was gone. My Blazer was stolen, and they found it down in Central Phoenix, and it had been stripped and burned. I was driving a rental car, and I saw one of my friends. And she says, "Oh, you bought a new car!" "No, the truck got stolen and I'm just driving this until I can get a new car." And she's replied, "How come you didn't tell me the truck got stolen?" I answered, "It's not important." She's said, "Oh, but it's a good story."

And when she said that, “Oh, but it’s such a good story,” I realized it’s not a defining moment in my life. Well, it is something I’ll remember 6 months later. But it’s not really something that deserves to be remembered.

And that was one of the things when I was first trying to learn how to do a measured response to whatever came up was the question, “Will I remember this in 6 months?” And if the answer was, “No,” then it wasn’t worth worrying about today.

Becky: That’s a good point. Is this going to be important even next month? Will I remember it or will it be important? Is this a life-defining moment, or whatever? With 90% of the things that we encounter, it’s “No.”

Terry: Right. And part of that, because in my upbringing with my mother and my grandmother, it’s the whole drama queen experience. I guess I’d be a drama king, but the whole drama. And to me, this sounds sad, but my older brother got most of that. So he made my life miserable with his drama.

I got to the point where I completely detested and refused to put up with it around me.

Becky: I went through that same period. It’s a difficult thing, especially when you’re talking about friends and such. But you just have to step away from those toxic people. And when you do, you see your life actually start to change when you have the courage to do that.

Terry: There’s a second thing in there. It’s not about helping someone else.

I have quite a number of friends, as a result of my therapeutic years and years of recovery-related activities. A lot of them got heavily involved in helping others, which is one of the tenets of the 12-step organizations. They never spent any time helping themselves.

So when the extraordinary chaos came up, they didn’t really know how to deal with it. Whereas by focusing on myself, and I know this sounds selfish but it’s really not, I have to help myself before I can go out and help anyone else. I have to learn all of this material that we’re talking about now, and not only learn it but apply it in my life, before I could go out and tell others about it.

Becky: That’s exactly it. And I think, again, one of the problems is the word selfish has this sort of negative connotation.

My friend Kit and I talk about this. And one example she uses, that goes right along with what you’re saying, is she goes, “You’re like a well, but you’re not an infinite well. So people come along with their little buckets and they keep pulling

water out of you, keep pulling, keep pulling, keep pulling, until you're dried up and you have nothing left."

So this being selfish that you're talking about is when you stand back and you say, "Hey, you people with your buckets, step back for a moment. I'm going to refill my well."

That's when you take time to focus on your needs and your wants and what's going to be helpful to you, because basically what you're saying, you can't help other people unless you're helping yourself first.

Terry: Right. I have a list of books that I try to read regularly. And on that list are two Ayn Rand books. One of them is *The Fountainhead* and the other one is *Atlas Shrugged*. And both of those books are about completely selfish individuals and how they interact with the world around them, based on what Ayn Rand's philosophy. She was a philosopher and wrote the books, both of which became phenomenal best-sellers, as a way to exhibit how people who were rational and selfish individuals and considered their own self-interest and yet had this code of ethics operated in the world as a whole.

And that's actually the theme of those books. I would recommend to anybody to read them. *Atlas Shrugged* was a little better than *The Fountainhead* because she has 3 protagonists to show how her principles would work, instead of one.

In *The Fountainhead*, where there's only one, he comes across as really sinister. And that's not where we're going.

But that's very relative stuff, where you can read fiction in order to see how people act. I think I just lost everybody there.

Becky: We'll have to send those book recommendations out. Actually, I'm interested. I haven't read either one of those, either.

The other thing that you were talking about in the beginning, as you said, there are two types of friction, outside frictions and the internal frictions. Could you tell us a little bit about internal frictions, and give us some examples?

Terry: Internal frictions are where I'm playing a role in the conspiracy. They're psychological blocks we place in the way of our success. These are the results, like I said earlier, of our upbringing and our life experiences. And they're also a direct display of where we think we fit into the world. What we see and what we're actually doing may not be the same thing.

Becky: Can you give us some examples?

Terry: For me, how can I put this, I was quite successful in my early 20's and lost everything. I really did, I lost everything and ended up moving into my mom's house, rebuilding my life and all of that. And I lost all of my friends.

And somehow along the line, I got the idea that these people were around me not because of me, – and I said this when we started, “I want people to like me for who I am, not what I've done or what I can do for them” – this is really where I learned that, is when I lost everything and everybody turned their back on me.

So I got this idea that if I had nothing, I wouldn't have to worry about it because anybody that was around me obviously liked me for me, because I'd have nothing to offer anybody.

Becky: They're unconditional.

Terry: Yeah. So basically, it goes from about 1988 into the late 90's. Every time I started doing something and it started popping and clicking, I pulled the plug on it because I couldn't allow myself to become the successful person again, because that would attract all of these people that are fair-weather friends.

So basically, rather than learning how to differentiate people, I just destroyed all of my opportunities in order to prevent me from becoming attractive to other individuals.

That's a great example. I also ended up thinking that I was worthless, as a result because every time I started doing something, I pulled the plug on it.

I didn't understand psychologically, in the back of my head, what all was going on. Even when I did, it was very difficult to move past that. That's also one of the reasons why I don't talk about what I do and my accomplishment, because I'm trying to learn how to fit in and just be myself.

But some other examples of internal friction are indecision. We're not able to make a choice. We have two opportunities presented to us, and we choose neither. And we put off choosing an opportunity.

The lack of path. I don't know about the people on the call, but speaking from my own experience, I was a serial biz-op person. I was constantly going in different directions, trying to do something. And I'd go a ways down one path and then give up and go another direction, switch lanes. I was all over the map.

Becky: Almost like it's more fun to just think about and daydream and fantasize about what could happen than actually buckle down and focus and work on it.

Terry: Yeah. And with me, it's a lot of fun to sit here and do absolutely nothing except to think about how things would work and how it all fits together.

So I am actually getting something that's enjoyable out of the daydreaming. I'm not getting any results, other than feeding my need to be able to solve problems. I might as well go buy those \$2 books with the puzzles in them.

Another internal friction is a lack of focus.

I did a consultation a couple of years ago with a woman who was writing a book. When she told me about the premise and the market, who she's selling the book to and all of that, I was amazed. I said, "You've got a best-seller here. Even if you self-publish this, this is going to be something that's just terrific. What have you been doing?"

She had spent 6 months designing the cover. She had like color swatches. She wanted cloth on it, with a bow and stuff. And I was looking at that and I thought, "My god, do I do that?"

Back then, I would finish a book and I would spend 6 months editing it or 6 months trying to put a column on the right side that said "Notes." Actually, that only took 3 weeks.

That's a lack of focus. What was important in her book and what was important in mine is to get the thing done and throw it out there and start getting some sales, and then reassess it and make some changes and improve it, not getting it perfect the first time out.

Becky: That's such an excellent example, because about a year or 2 ago, I ran into the same thing. A friend of mine and a friend of hers had decided that they were going to partner up and do this site together. So they asked me if I would help them, because they didn't know the technical aspects of putting the site up. So I said, "Sure."

So I bought the domain name and the hosting, and I ask, "Okay, what do we put on the front page? Let's go, what are going to do? Let's start collecting email addresses."

And instead, we just sat there and we talked and talked and talked about what should their titles be. Should one of them be CEO and should one of them be this? What should my title be? I'm like, "I don't care, I don't need a title. Let's just get this done." It never got done. Months and months and months. And all the while I'm asking, "What do you want me to put on the front page." "Well, I don't know." And it was exactly like you're talking about, like these stupid little

details. And part of it was just daydreaming, the fact that, “Oh, I’m going to own a business.” And it’s like, “No, you won’t if we don’t get this site up.”

So yeah, lack of focus, definitely.

Terry: I see that with my friends that are the marketers, the big marketers. We get together and we have lunch, and we talk about what we’re doing and share our ideas with each other.

So if we spend two hours having lunch, there’s some ideas and then, bam, we’re off.

And it’s a lot of fun, but we’re off and we’re out there somewhere.

All of us have the same problem, and that is more ideas than we have time. I used to be very secretive about my ideas, closely held because we talked about my need to for outside approval and the damaging people. I was afraid that people would put them down.

And then my second fear, which this might be a more easy fear for people to admit to – I know it was for me – was that somebody would steal it.

Becky: That’s very common.

Terry: I had all of these ideas, and I had books full of things that I’d written up. I never did anything, because I was just running off with it. And that’s the lack of focus in the design phase, and then later it’s the lack of focusing on what’s important.

Another thing that was very damaging to me was what I call big eyes. That comes from the phrase, “Your eyes are bigger than your stomach.” I’m sure most of us have heard that.

What that means is that we look out at what we’re going to do and we bite off more than we can chew.

For example, last month I did a consultation with one of my students, who wanted to do a membership site. He doesn’t have the marketing ability or even the web ability to build a membership site.

So I recommended to him that rather than doing this more involved project, that he start out small, with a website and just an e-book and a couple of reports and collecting email addresses.

And then later, after he’s built up his skills and got a nice audience, then he can do the membership site.

So big eyes, that can be very damaging. And I like to look at it in terms of can I get this done now, do I have these skills? If not, can I have somebody else do it easily? And if not, let's do a piece of it and then we'll hold that as a bigger deal. Does that make sense?

Becky: Oh, absolutely. I was just looking at the time, that we're getting close to the time. So if you have a few more examples of internal frictions, and then I want to talk, very quickly, we've talked about all of these frictions, how do you overcome these frictions?

Terry: Anyway, the next one that I have written down is the big kill. The big kill. I look at that in the hunter/gatherer wandering around, cave people, and they're catching whatever they can, they're eating whatever plants they can find.

Well, later they evolved to the point where they started doing the big kill. Instead of going out and searching for rabbits and things like that, they spent 4 or 5 days chasing an elephant.

From a society point of view, those societies were not successful. The big kill mentality says, "We ignore anything that's small." A lot of the attention is paid to things like John Reese does \$1-million worth of sales in one day, and so-and-so does all this and, ooh, that's wonderful.

The truth is it's the small people, the people like myself that are out there day-in and day-out, making \$100 or \$200 a day, or \$500 a day, or whatever the number is. That's where all of the real money's being made online. It's not in those big kill things. The small things are just not as sexy.

For me, I went through a period of time where everything I did was that big kill. I'm going to hit the big one, I'm going to make millions off of this. Then I would put all of my effort into it, and then it would result in a couple of hundred dollars in income a day or a couple of thousand dollars income over a month or 2.

I was looking at complete, utter disappointment, give up and go try something else. To me, that was very damaging. And about the time I met Becky was when I changed from constantly going from one thing to another, to just building. I call it my orchard, where I've got a bunch of trees and they're all growing, and I plant new ones, some die, and I just keep adding.

Another internal friction I'm really good at is looking for reasons why something won't work. I'm a natural-born problem solver. So if I can find a problem I can't solve, then I'm in heaven.

For opportunities and from an entrepreneurial point of view, there's no risk if you don't do something.

So if I spend 2, 3 days working on how something fits together and then say, "Oh, dealing with these merchant account people is just a total hassle, so I'm not going to do it at all." Sadly, I've done that over and over.

The last internal friction is inner needs, and that's the scary one. It's very difficult to admit to the things like I want validation, like I don't really care if I make money doing this, I just want people to like me and I want to run around.

And there are actually quite a number of marketers that are more interested in who they know and who they run around with, where their goal seems to be to run around with these upper-tiered marketers and be accepted by them.

So there is a whole bunch of people that have a very deep knowledge of marketing but they never do anything because that knowledge is all they need, that ability to hang out with the rich and famous is all they really need, the inner need that's addressed. So they never get down to actually working on stuff.

Becky: And the big thing, too, with all of this, for example you laying this out for us, is just to be able to recognize this in ourselves, to recognize our lack of focus or our daydreaming or the big kill, or whatever is holding us back.

So once we've recognized these things, how do we overcome these frictions?

Terry: In economics, they have this fancy phrase that's called "there's no such thing as a free lunch." I have a degree in economics, and that's what we're taught.

I don't like that phrase. I like to think in terms of the work goes in before the money comes out. And a great example is slot machines. A lot of people think, "Oh, he won a million dollars on a slot machine." Think about it. He puts a coin in, pulls the handle, a million dollars comes out. Right?

That's really a simplistic way of looking at it. And it's not correct from a mathematical point of view. In order to win a million dollars, \$1,052,632 has been put into that slot machine, if it pays a 95% payout, which I think that's about common or in the right range.

But gosh, sure the guy got a million dollars, but \$1,052,632 times the handle was pulled before that million dollars came out. So that's the big key here, is to recognize the value of effort.

We talked earlier about associating with people who are doing things, setting a series of small goals, and taking things that you can do and working within your capacity.

Another factor is momentum. And that's just doing it. Falling forward is a great description of momentum. And that is if you ever think about how you walk, what do you do? You stick a leg out, you kind of lose balance, you teeter a little bit, and then the foot comes down and you bring the next one forward real quick so you don't fall.

That's how you walk. That's also how you get things done.

The best way to have that momentum and keep it going is excitement. I'm excited about what I do. Some of it is I'm excited about the money I'm going to make. Actually, not the money I'm going to make but what I'm going to use the money for. I'm excited about seeing if these new techniques that I'm incorporating into my sales paths are going to work, and I'm excited about many other things. That's just fantastic.

A great way to keep that excitement going is with achievement. Every time I get a sense of achievement - I call these achievement plateaus - it's that small step forward, I got this done, I can look around and say, "Hey, I just moved forward!"

One thing that I learned and I just talked about this with throwing out the stuff, throwing out the products and getting them done and then coming back and fixing them later, is artillery fire.

You've seen these movies where the guy runs up in the front and he's looking over the hill with his binoculars, and they fire an artillery round. The artillery round explodes, and the forward observer looks through his binoculars and reads off some numbers, then they fire again.

They might do this two or three or even four times. And then once the forward observer says, "Okay, you were on target, fire for effect," the whole battery goes off.

This is called the fire, ready, aim method of targeting. What they're actually doing is just throwing the shells up there, and the guy up front is telling them how to get it closer.

Now, contrast that to what we learn when we're growing up. We are taught not to do that. We're taught that you get ready and then you aim, and then you fire.

Becky: We kind of think we have one shot, too.

Terry: That's actually a great point, Becky, is the one-shot mentality. But it's backwards. visualize my products as heaps of colored clay that I throw at a wall. And using that one in 8, which I think I'm more like one in 3, one in 3 hits the wall and sticks. The other 2 fall on the ground. And I get these huge piles of colored clay at the base of my wall, and I'm able to reach in there and grab handfuls of that used clay, smack it into a new shape, and throw it at the wall again. And some of that sticks.

That's that whole getting things done, just continuing to move forward and assessing results. The forward observer is assessing the results. He's the tracker. He's getting the data and saying, "Hey, this is the information." As an aside, there's a difference between data and information. You guys can all spend some time on Google researching what that is tomorrow.

But the observer is the one who takes the data and converts it into information. He's assessing what's going on.

The big thing to remember is learning skills is an achievement, but the primary goal is never to learn skills. I have a friend who's been going to college now for 20-some years and has about 7 Masters degrees and a doctorate, and she works as a secretary in a radio station. I think she's hiding from the world in college.

So you never want to get obsessed with learning skills as the primary goal. Skills are the things that we gather because we need them as we're working towards another goal.

For me, I want to put a book on the *New York Times* Best-Seller List. So anything that I learn that furthers that goal, is fine. But I'm not working on that goal today, I'm working on doing interviews like this, which improve my audio or oral communication skills, my speaking skills, all of these things that I know I'm going to need to know when I'm a *New York Times* best-selling author.

And, in many respects, it all builds. So I'm not out there saying, "I've got to learn all of this different stuff before I can have a *New York Times* best-selling author, so I need to sit down and learn it." I'm saying, "This is where I want to be, this is where I am, and I'm working from here to there." And along the way, I'm doing all of these projects. Anything that comes toward me that furthers my long-run goal, I do.

You said, earlier, we're about out of time.

Becky: I want to say too, though, the big point that I think is really applicable to the people listening to this call is just what you were saying before. Take that

clay, throw it at the wall and see what sticks. Don't be afraid to just get it out there. Get that product out there, get that sales letter out there, get that web site out there. Get it all out there, get it making money, and then work on the tweaking.

Like we were saying, it's not a one-shot deal. So just get it out.

What I'm going to do now is I'm going to open up the phone lines, and if anyone has any questions or they have comments, maybe they want to share an example of some of these things we've been talking about, that's great.

The phone lines are open right now, if we have any questions for Terry.

Caller: Hi Terry, this is John. Can you hear me?

Terry: Yes, I can hear you, John.

Caller: So many things you said tonight resonated with me, it's amazing. I've been learning about internet marketing for a while. I actually started a course with Becky last February. I haven't even produced a product yet. Sold a couple of other people's items on line. But a question occurred to me. Are you married and do you have children?

Terry: I'm not married and I don't have kids.

Caller: Okay. It's kind of nuts, because you're talking about friction and other people holding you back, and I find myself in the opposite position. I've been married 26 years, I've got kids, a couple of kids going to college, bills up the yin-yang, and I guess you could say this is almost like paralyzing friction, to a point. And then you talk about being selfish. It's almost like you're saying, "Gee, I'm going to have to leave my family in order to concentrate on being selfish to get something done."

Terry: Actually, I read an article in *The Wall Street Journal* earlier this week, about a woman who was in the same position as you. I think her kids were a little younger. She wanted to write a book. So what she did was decide she was going to work for 2 hours every night, Monday through Friday, on her book. She actually managed to get the book published; written and published by doing that after her kids had gone to bed.

One of my friends who's a copywriter, he's got 2 kids, both of which are younger than 5 running around, and he's got a wife - that's a lot of friction. And then he's got some older kids that are in their teens. And he does the same thing. Everyone goes to bed, and then he works for an hour or two in order to take care of his copywriting clients.

So what he's doing is rather than saying to himself, "I'm never going to be able to get anything done because of all of this chaos and because of all of my responsibilities, he's making a choice that he's going to carve out some time and do it.

Now, I said earlier that, for me, if I get 10, 15 hours of productive work done a week, I feel good. When I first started doing this my goal on that package was to write one chapter a day.

I talked about the *New York Times* best-selling book that I'm working on every Thursday. So tomorrow, I'm going to spend three hours working on that book. And that is me saying, "I'm taking this time for myself."

Now, I don't have to compete with other people for my time, like you do. But it's your time and you can take that time. And as long as you're saying that I have to do all of this other stuff, that's using being busy as an excuse.

I know it sounds harsh, but only you can make that choice.

Does that answer your question?

Caller: That's a great answer. First of all, don't shoot for anything too big and don't try to place a mental burden on yourself that you really can't attain, and then force yourself to carve out time, even if it's a little amount of time, to get something productive done, even if it is a small amount.

Terry: Now remember, I can create my own time and divide it up any way I want, you don't have that opportunity so you're going to have to find the time in and amongst everything else you're doing, whether that's getting up an hour earlier than everybody else or whatever you choose.

For me, my time before noon is mine. I don't answer the telephone, I don't answer the door, I don't answer email, I don't surf on discussion boards. I don't do anything except my stuff. If that's sleeping, that's me sleeping. I don't play games with "Oh, I slept until noon," and beat myself up about it.

If I choose to use it, fine. If I don't choose to use it, I start all over again the next day. And that's an important point. Don't get into that trap of I've got to catch up because I missed yesterday. No. Today's a new day, I'm going to get my time today.

Caller: Great advice, Terry. Thanks.

Becky: I was just going to say, John, there aren't too many work-at-home dad boards, for whatever reason. But check out work-at-home mom boards like

wahm.com. They talk a lot about things like time management. These are women who have several small children at home, and they're often talking about how to get their businesses launched in between the children sleeping and eating and things like this.

Caller: I just wanted to say I'm in that spot. I have 5 kids 9 and under, and a stay-at-home mom, and am involved in all sorts of other activities too. Ministry type-related stuff.

In any case, the biggest barrier, time management is a huge one and it does help to find the tricks, like your own biorhythms. Do you work better in the morning, how to carve out that time.

But the biggest advantage that I found myself is saying, "Okay, when I'm with the children, I'm really with the children." Like, for instance, getting my home schooling done the way I want to get it done actually fuels energy for the time away. And the time away, when I'm working on my projects, releases me for energy for when I'm spending it with my family.

There's something weird that happens with being fully present in the allotted times, giving myself permission, that I get so much more done and make the connections interpersonally or whatever, when I'm actually at those times. In my work time, I get more done. In my family time, there's more connections made, more gets accomplished, instead of feeling like a blur.

So there's something strange on a spiritual level that happens, I think, or an emotional level, when we go ahead and take that time for ourselves. Does that make any sense?

Terry: Yeah. I've actually got 2 comments on that. One of them is with my friend the copywriter – and I said before I wasn't going to gossip and now I'm telling you all about his life – when I'm on the phone with him during the day and his kids come in, and they're screaming, "Daddy! Daddy!" And he responds, "Not now." "Daddy! Daddy!" "Not now." The kids get worse and they literally have tantrums.

I have another friend. His kids come in and say, "Daddy," and he picks the kid up and sets the kid on his lap and continues to talk to me on the phone, but pays attention to the kid. The child is after attention. Basically, we all want attention.

So the man back east gives his child attention. The kid sits on his lap for a couple minutes, gets bored and wanders off.

So that sounds like what you're doing. You're giving the children the attention, so they don't have to drag it out of you when you're doing something else.

And then the second thing is the whole idea of "a part of " versus "apart from." It sounds like you are very much a part of your world, your society around you, your community, your family, rather than apart from, which is isolated. Whenever you're in a position of apart from, when you're not a part of the group, there's going to be a lot of friction, there's going to be a lot of pain.

Because, as I said earlier, we're social organisms and we really need that attention from others. So it sounds like you've got it.

Caller: I wish I was as good as that. I'm teasing. I've got some of that but, boy, I sure feel a world apart, too. I think a lot of stay-at-home moms do.

But something about you said take some time for yourself and block off some time to work. And it's amazing that for me, as a stay-at-home mom, going ahead and taking that time for myself makes me a better mom. I am more with the children and more fulfilled and fully free to pay attention to them in the kid time, when I'm being fulfilled in taking the time to do these other things that also matter deeply to me, but not at the expense of them.

I feel horrible if I'm too busy and not giving them the time that I need. And yet that balance in there is a really good synergism between the 2 of them.

Terry: It was suggested to John about the work-at-home moms group. I know a couple of my friends the home schooling, so I know there are organizations relating to that too.

Caller: Oh, yeah.

Terry: Myself, I actually prefer that physical one-on-one interaction. And I've gotten to the point in my life where come 4:00 in the afternoon, I shut everything down and I go and I sit in downtown Tempe, which is like a college town with restaurants and coffee shops, and I sit down there with my friend the journalist and the guy who owns the shoe store and a bunch of other people. And it's not organized, we just basically show up about 4:00 and then leave at 5:00, if it suits our daily schedule that day.

That's that socializing with our peers. That might be good for you, is to maybe do that with your church.

This is an important point. For me, the trip to the coffee shop is never a reward. I don't say, "I didn't get my four hours of work in this morning, so I'm going to stay here and work.." I say, "It's 4:00 and I'm going," and it's part of my daily life

because that social interaction is just as important to being able to get things done. Feeling a part of is vitally important to my success. Does that make sense?

Caller: It does. And it feeds you to be able to do that work the next morning.

Terry: And it's a way to bounce things off. Like yesterday, I went down and complained about the damned monitor breaking and all of that. And we all need that. It might not sound productive, but it is. Because once you walk away, if you complain for 5 minutes about something, that's acceptable. If you complain for 20 minutes about it every day, pretty soon people are going to ostracize you.

But venting is important, along with having people around you.

So is there another question?

Becky: Are there any other questions for Terry, or comments?

Caller: The stuff that you've been talking about, these are the real obstacles. There are the technical problems, etc., things that people have to overcome, but I just wanted to affirm these are the real challenges for people.

Becky: That's a good point, because everything else that we encounter, typically we can learn or we can outsource or something like that. But I think this really is one of the big things that people stumble on.

Caller: And even when you know what they are and you've identified them, it's very difficult to know what to do. Even when you know what to do, it's really hard to actually act on it, especially if you're alone. It's really helpful if you have a coach, someone who can help you take action and move, friends or whatever.

Becky: Thanks, Sarah. As long as we're wrapping it up here, Terry, why don't you tell us a little bit more about some of your products and some of your websites and where we can find you online?

Terry: The Nalroo.com website has links to the majority of the stuff that I do, or at least any that I'm willing to have my name on.

My major emphasis – and I spoke with Becky about this a couple of months ago – I used to wander around and I wrote books about how to write an e-book, and Becky and I did the book on autoresponders. And I did all of these different things, which it's actually very good to sit down and write a book about how to write a book after, at that point, I think I'd written about a dozen of them.

It really helped me understand the process I was using. So it was a good learning experience for me. But it's not profitable, because I'm not involved in that market.

Now, Becky does the gambling and then also does the internet marketing, and pays much more attention to the whole internet marketing circles and what's going on than I do.

For me to go out and promote that book, which that's the real work, writing it, and we've talked about how to get things done, the real work in internet marketing is the promotion. And that's the thing that needs to be done constantly.

I learned years ago, I guess this was about a year and a half ago, that if I just stayed in the market where I had an established presence, that that was where the money came from.

So since last June or July, I haven't really done anything except for eBay-related materials. Actually, I have done a few books that I've released that weren't related to eBay or antiques and collectibles, were all books that I'd written earlier and never got around to putting online.

But that's an important thing for you to think about in the future. Once you select a niche, stay in there. Once you get a niche that's profitable, stay in there.

For me, the antiques, collectibles and eBay, which is a big part of it, that's my home. The rest of the stuff, it's pretty much just been abandoned, although I still sell the e-book on how to write e-books, which that's laid out in a 5-week course, so that you actually do 4 or 5 hours a week over the course of 5 weeks. And by the end of the fifth week, you'll have finished your book.

Actually, that fits in with what we're talking about here. I've been selling that book for a couple of years now. I've never really promoted it, so I'll only sell somewhere between 5, 15, maybe 20 books a month. It's been, I think, about 200 books would be a good guess that I've sold. And only 2 people have written books. It actually has in there, "If you finish your book, send it to me and I'll give you some advice about marketing it," stuff like that, and only 2 people have ever done that.

I think what's happening is people get caught up in everything else and went off to do something else. And that's sad.

Becky: That's pretty typical, actually, as far as statistics. People buying various helpful manuals and stuff, who actually put it into use, whether it's a marketing book or a dieting book or anything of that sort.

So I guess we'll wrap it up. So I just want to send everyone to your website. Again, it's Nalroo.com. If you're interested in eBay, definitely go on over to IWantCollectibles.com and sign up for his newsletter.

And I think you'll be really surprised, too, if you sign up for a lot of internet marketing newsletters and you get these constant pitches. You'll be really surprised when you sign up for Terry's newsletters, because it's just filled with information, really well thought-out, and just bursting with information.

Terry: That's the Nalroo newsletter, on the Nalroo website. The IWantCollectibles website, which actually always has at least 70% content in it. The Nalroo newsletters almost never have pitches in them. They're almost all content.

Becky: That's what I was saying. It was the IWantCollectibles one that's just full of content and good little tidbits.

So I do want to thank you so much, again. This is Terry Gibbs we've had this evening, from Nalroom.com and IWantCollectibles.com, and various others that you can find on Nalroo. So go ahead and sign up for his newsletters and see what he has to offer.

Thank you so much, Terry.

Terry: Thank you.

Becky: And you have a good night.