

Doing Interviews For Profit

**Terry Gibbs
Interviews
Josh Anderson**

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Terry: Hi, this is Terry Gibbs, and welcome to another eBay Mastermind Interview. This issue is with Josh Anderson. We'll be talking about doing interviews.

Interviewing people is a great way to create new products. During this interview, you'll learn how to get people to do interviews with you, how to ensure your interviews answer questions your buyers have, and finally we'll talk about how to sell them. Are you there, Josh?

Josh: Yep. How are you doing, Terry?

Terry: I'm doing alright. Can you tell the listeners a little more about you?

Josh: Sure. I got started in 2002, online. Came from a background of offline marketing advertising. I really got into communication and talking to people, brokering joint ventures right away. And one of the best tools for getting me started online was the telephone.

Terry: So, you ended up just calling people all the time, or you did teleseminars?

Josh: It was just a great way to build relationships. Generally, if I found a website I liked and a business that I wanted to work with, then I would try to find their phone number and I'd call them up and get them on the phone, and work out a deal.

The telephone is just a really powerful tool. A lot of people think that email is the only way to go. But a lot of times, your personality comes out when you're using the telephone and you're able to develop those relationships even better. And being able to combine the power of the telephone with your online marketing really adds more power and also just other marketing avenues to your business.

Terry: I started, and we're doing this interview in May of 2007, in early 2006 I started. I tend to work in the mornings and then in the afternoon it's my whatever has to be done, like going to the post office, errands.

In that time, I also started making an effort – it isn't an effort anymore – to talk to 2 or 3 of my peers on the phone, somewhere around the country.

The reason for that was originally was that I really enjoy talking to interesting people and bouncing ideas off of them. Another part was that I sit here, like right now I'm sitting here in a spare bedroom, with the phone up to my ear, and this is how I work. I found that I was losing my social skills because I was spending so much time typing at a computer. It's very different.

Josh: Being able to interact with people is nice. A lot of times, it's hard to tell people's intentions, personalities just via email. And sometimes, all it takes is just a phone call, and you can explore and discover different ways to work with a person or make a new relationship that really grows and opens new opportunities for you.

And also, it's just a good way to get people to hear your voice and know what kind of person you are. It just sends your personality out a lot better.

Terry: I've found, and this is something that was so interesting, and once anyone gets involved with doing online stuff it's going to happen, people get lazy and they take web content and paste it on their website, things like that.

I originally would send them emails, asking them to take it down. Then I started looking at some of these sites, and some of them had fantastic traffic. And I started calling the people on the phone and saying, "Hey, I can't really let you do it that way, but if you did this, you could be an affiliate."

I created some fantastic affiliates, just by taking people who maybe they'd taken too much of the sales letter and pasted it on their site and coached them into writing a review or worked with them. I never could have done that on email. Because, like you said, email is impersonal and you can't really get an idea of what the person's saying, unless they're screaming at you.

Whereas on the phone, you've got give and take, and all that.

Josh: Early on in my experience, we were doing a lot of direct sales. I combined phone sales with different online interactions, email communication. It was more like one-on-one communication within our team.

But then we decided, "Okay, let's start doing phone sales," and we did presentations.

So, we called people. We'd get them to get on a teleconference. And on the teleconference, we'd have one speaker selected or 2 speakers selected. They'd give the presentation, and then we'd call the prospect afterwards and follow-up with them.

So, I started to think, "How can I leverage this? How can I leverage it even more?"

One, we were leveraging it by sending people to a call, where they could list and do a presentation. We'd have groups of people come, so we weren't giving one-on-one presentations.

But then I started to think, “Why don’t I take these calls, record them, and put them online? That way, I was able to start building my own content. And some of these calls are quite valuable.

We went from giving these free training sessions to recording the sessions and then creating products out of them and leveraging those products either for sale or as bonuses for other products, and stuff like that. So, it kind of moved from there.

From that idea, I started looking at basically web technology to better streamline the delivery of these recordings of this content that I was creating from various teleconferences and phone interviews that I was doing, and that kind of led into a whole product line that I developed based around audio and video online.

Terry: That was all for your use, and then you... so others could use it.

Josh: Yeah, exactly. And that’s what made it so good. I developed it for me. I wanted to use it. And once I saw that it was going to do what I wanted it to do and I shared it with other people, and the response was so big that it really did blast off into a whole new business model.

Terry: I found that with doing these interviews, and I do two types of interviews, one type is an interview like we’re working on now, which is kind of a discussion, and one is an interview where I’m going at somebody that’s going to educate me.

I did one with my friend Becky Hagel a couple years ago, about newsletters. Just sitting down and preparing to spend an hour and a half on the phone with Becky, on newsletters and what I did with my newsletter and all that, showed me all the stuff that I was doing with my newsletter, showed me things that I’d done and then dropped over the years, and helped me figure out what was going on. And then, sitting down and talking to her on the phone with it, and recording it, and that became the book that I wrote, *Autoresponder Profits*, talking to her about what she was doing made it even more powerful.

So, a lot of the interviews that I do help me. It’s not just that I’m getting valuable content for my listeners or my audience. I’m also learning. That’s so cool.

Josh: You’re talking about a strategy that, for a lot of people, it’s kind of interesting.

I’ve worked with quite a few different marketers over the years. And even the really well-known marketers have people out there that they want to gain knowledge from. What I’ve found is when you want to gain knowledge from somebody and you have specific questions that you want to get answered, and

you really want to go to that person and ask them a question but maybe that person's really busy and maybe they don't want to give you a free consultation, one of the tricks of the trade is actually to contact that person and let them know that you're interested in them. Tell them you've been researching them, following them, subscribe to their newsletter, and tell them what your interests are in them, and then also let them know that you feel that you could market their product to your client base or that you would like to create a product that would promote them in it, and just ask them for an interview.

I get these kind of interview requests all the time. So, people, what they do, is they get to sit down and talk to you and then they get to find out what they want to know from you, or the other way around. You can turn around and interview anybody that you want, basically just by asking.

Now, not everybody's going to say yes. But to be honest with you, this is something I've been saying for years, people love to hear themselves talk. So, most people are going to say yes.

I know several people that, basically, they would have had to pay \$10,000 to get answers to the questions that they had. But instead, they convinced the person that was selling the information to be interviewed by them. They asked the questions that they wanted to get answers to. And on the backend, they marketed this person's product or service to their client base.

So, both people were happy. One person got knowledge, the other person got exposure and got free advertising.

I also know several products that were created from this exact strategy.

So, yeah, it really is a benefit, not only just for the people who hear the interview, but also for you, as the interviewer, to be able to gain that knowledge by interviewing those people.

Terry: Also, another benefit of doing interviews is the prestige. The first interviews that I did were about 2000. I had written a book on how to buy toy trains. I ran a business doing this for years, and I called the largest dealers in the country and spent an hour and a half on the phone with these different dealers.

Back then, it was the Radio Shack crap recorder and telephone hookup, and all of that. The quality wasn't that good, but the fact that I'm selling a package plus you get this bonus interview with Ed Preneville, who was the most respected dealer in the toy train niche.

You'd get an interview with Pat Neil, the other guy. Pat spent 45 minutes doing role-playing all about buying stuff. "If they say this, you say this." Just sitting

there listening to Pat was like, “God, this is wonderful.” And the recordings weren’t that good, because the quality wasn’t what we can do today with the teleconference lines or the better tape recorders and all that.

But I still have the transcripts from that session with Pat Neil, and I refer to them. He’d gone off and taught the stuff that he’d been doing. He’d been doing it longer than I had. It was just so wonderful, and it was all spontaneous.

So, we’re going to get into talking about how to do interviews and how to get people to sign up or how to get people to agree to do interviews, and how to format the interview and things like that.

Right now, before we get into some of the specific stuff, I want to tell the listeners how we’re doing this. That gives you an idea of how easy this is.

Like I said, I’m sitting here in Arizona, in my spare bedroom office. Josh is up in Idaho, sitting wherever he’s at.

Josh: I’m in my home office, right now.

Terry: In his home office. We’re using a service called Free Conferencing At LiveOffice.com to record the call. This is actually a free deal. You’ve got to pay long distance, but I call the number, or Josh calls the number, and then I’m also logged in on the computer and I’m making sure it’s recording and doing all that.

Josh: Let me say something about that, before LiveOffice, I was paying \$400-some, \$425 a month for a teleseminar room. When I found LiveOffice, I cancelled that. LiveOffice offers more features for free than my \$425-a-month teleconference room did.

Terry: Yeah. And it’s this crazy internet world, and we don’t know how they make their money. But that’s what they do. It’s just wonderful.

I talked to Josh in the past, about the tape recorders. And I just mentioned the Radio Shack one. But I have a \$400-something Marantz dual-input deck, which has meters and knobs, and I can turn all of these knobs. Actually, I really enjoy playing with the deck and I keep it in the original box. And it is absolutely wonderful and does a fantastic, quality recording. It was \$400 in order to get the best, without having to go through multiple decks and multiple meters and splitters and all of that stuff.

That’s a Marantz PMD222. It’s about \$400. But today, you don’t need that. You just call in to the teleconference number, and it also saves me money, because I’m going to have this transcribed and then I’ll get the transcript and I’ll edit it by

highlighting areas that will be cut out, and then send it over to my editor, who will take the transcript and go through and delete the passages.

Now, in the past, I used to have to take it out of the tape deck, make a copy, and then mail one copy to Michigan, where the transcriber is. And then take the other copy and run it out to Chandler, which is like 20-some miles. I always try to drop the one off for the next month and get it scheduled, so I don't have to make multiple trips. But it was a hassle and an added expense.

By doing it this way, as soon as I'm done, I have an MP3 file and I send an email to Sandi in Michigan, the transcriber, say, "Sandi, I need this transcribed." She transcribes it, and then I send an email to Lauren saying, "Lauren, this is this month's," and Lauren grabs it and downloads it, and does it.

Also, it doesn't actually lower my editing costs, because she charges me 2 hours editing time as a minimum fee. But if I had longer interviews, it would save me money because she doesn't have to spend the time taking it from the tape into the computer. It's already in the computer. So, it's easier.

Josh: It's brilliant. That's a great point. Live Conference, it pops out an MP3 file for you. You don't have to worry about anything.

Like you, Terry, I was the guy who was doing it all myself. In fact, when I first started out, we didn't have a lot of fancy technology, so we just used the Radio Shack hookup and a tape player, and recorded it straight to tape from the telephone.

But now, you can record it straight to your computer. And then with Live Conference, you don't have to know how to do any of that, because it does it for you. It records it in the MP3 for you.

I'm sitting here, and right in front of me is thousands of dollars worth of telephone recording equipment that I've used for my interviews. And it's nice to have and I do use it in some situations. But if you want something that's fast and easy, then Live Conference is great spontaneity. You just pop it into your teleconference room, do this interview, have the MP3 immediately afterwards. Because, for me, what I've had to do in production is basically record it, then I have to save it and render it, then I have to edit it, and then I have to upload it. It's just all of these steps, and then get it transcribed.

So, it really does save you time.

Anybody can do this. And even if you didn't get it transcribed, even if all you did was interview someone and get the MP3, you've got content that people are going to want to listen to.

Terry: That's an important point. This room doesn't do it, because it's just Josh and I in here. Some of these bridge lines or teleconference lines, when you get on there and get multiple people on the call, they go dong and make little tones when people enter and exit the calls. I'm sure you've had those CD's or you're listening to an interview and you can hear the noises in the background.

This room won't do it because it's just Josh and I in this room. But it's important that you turn off any of those things that are going on.

This is something I've learned over the years. If you can get started and capture your listener's attention within the first couple of minutes, they won't hear any of that background noise. It won't bother them. It just fades away.

I did an interview one day, we have these things here in Arizona called microbursts- it's 160-mile-an-hour winds, knocking down telephone poles and everything else. I did an interview, and everything was temporary out there, where they were replacing everything, and I could hear this faint noise in the background, like a fax machine calling in. And on the tape, it turned out to be really loud. It was aggravating.

But, because it was random every 2 or 3 minutes, the listeners were captured by the subject matter and they never complained about it.

Josh: It's true, the worst thing to have is a really bad recording and bad content. You can have a bad recording and have just great content, and sometimes people are still absorbed by the content and it won't matter.

But the reality is these conference rooms, they give nice, quiet recordings. The only thing that they're going to pick up is what you're saying and doing on the phone line. So, it's quite nice, in that way.

Another thing is you do need to take time to prepare, to make sure that, number one, you want to know that your phone connection is good. You want to know that your telephone that you're using is good.

And one of the challenges, when you're actually doing the recording itself on the telephone, you want to kind of be aware that sometimes telephone microphones, if you're speaking too close to them, they can give some static feedback. The microphone might not be so good.

So, you definitely want to make sure that you have the right phone to speak into. And sometimes, it's just an older phone is better because they have better microphones.

But I've tested out. That's another thing. I went through and I tested out a whole bunch of different telephones. Funny enough, I spent well over \$100, I think, between \$100 and \$200 on one phone that was a hands-free set. And I thought, "Okay, great. This fancy one is supposed to work really well." And it was so quiet, I couldn't hear. The actual earphones, the way that they fit, I couldn't hear. And that was a challenge for me.

So, I went back and I bought a model that was half as much. It's a Uniden 5.8 GHz. It has a handset and it has the base model. It has one of the wireless handsets. And then I got a headset from Radio Shack. I actually have a hard time hearing sometimes, when I'm on these interviews. So, what I did was I got a headset from Radio Shack that has earphones on both sides. So, I'm hearing in the left and the right ear, and then it has the microphone in front of my mouth.

That allows me to actually sit up or walk around and get animated while I'm on the call. It just allows me to announce better, it allows me to get more into the conversation, get more into the interview, and also, by adding in the ability for me to move around and express myself physically, it actually improves my inflection. It improves the way I communicate while I'm on the phone. And it improves, also, the sound, the overall sound.

You want to plan it out, especially if you're planning on selling the recording or it's something that's important. Maybe it's a one-time shot you've got with some really big-name person that you've been trying to get on for a while. You just want to make sure that you take care of as much of the things ahead of time, make sure that that is going to be a quality recording, or at least the best quality you can.

Now, I've had some mistakes in the past. What happened was say I was interviewing one person. I'll use Yanik Silver as an example. This was several years ago I was interviewing him.

When we got into the interview, the content was killer. But guess what? His voice was so quiet, his actual connection was quiet, while ours sounded just fine.

I was using the old model, the tape and the Radio Shack hookup from the telephone, which I don't use anymore. But what happened was his voice was really quiet.

Well, there wasn't really a lot of technology to improve it much, but I did go in and I personally went in and edited it. And you can hire an editor to do this. I increased his voice as much as possible.

Now, the content wasn't that great-sounding, because you could tell I had boosted the volume just on his talking and not on ours. The content was great, so it made it so people could actually hear what he was saying, and it salvaged a bad situation, where I had an interview and it turned out bad.

In that case, I couldn't really predict it. I couldn't really control the volume of his voice coming down the line.

I now have a system that allows me to do that. It splits my voice and the incoming person's voice, and I can actually have 2 different knobs, where I can increase the volume on either one, in real time, while I'm doing the interview, while I'm doing the recording. And I can actually monitor the levels on my computer.

That's a little bit technical. You don't necessarily have to do that. But one of the things that's really neat, let's just say that all you did was you used the Live Conference, what Terry and I are on right now, and it just records automatically the conversation you're having. And then, it gives you an MP3.

And let's just say that Terry's microphone, his volume level was really too quiet. Well, there's a site called Gigavox. I think it's Gigavox.com.

Anyway, if you did a search on Google for Gigavox Levelator, this is simple software. You don't have to know any audio editing or anything. All you have to do is take your MP3 file, let's say you downloaded it and it's saved on your desktop, then you're going to download the Levelator and you open it up, and it's just going to be a little box. It's going to say, "Drag your audio file here." You just grab that MP3 file and you drag it and drop it onto the Levelator. And what the Levelator will do is it will actually increase the volume of the lower voice to match the volume of the higher voice, and it will level it out.

It's one of the most ingenious applications I've seen. And what was really exciting to me was I thought, "Oh man, this is genius! Does it really work?"

So, I went back, I took that interview from 2 or 3 years ago, I dropped it on the Levelator, and it did an excellent job – far better than the job I was able to do manually editing the audio. A really great tool. So, just something to be aware of, if you ever do run into that problem. Search on Google for the Levelator. It's a free application.

Terry: Definitely. I've watched Lauren. I pay an editor to do all of my stuff, and then she makes the CD's or gives me the files that I put back up online. She charges me 2 hours labor as the minimum charge, which is \$80 to do this stuff for me.

From my point of view, being that I want to be a Luddite and not deal with any of this stuff, I'd rather just pay her. I've known her for years and I'm really comfortable with her.

Also, for me, running my own business, I need to concentrate on my core competencies, which are I'm getting better at interviewing people and the marketing and all of that. But my core deal is creating products for my audience, teaching my audience what they need to know. And I need to focus on that, not on getting caught up in the technology stuff. But you can do that. Actually, I watched Lauren one day, with one of my tapes that had a big difference between me and the person on the other end, and she showed me what she was doing. It's like a 4- or 5-step process.

It used to be she'd just boost up the low side and that would make it better. But when you boost up the low side, you're also increasing all of that background noise and dead air that's in the background, that we don't normally hear because we hear the voice. And it boosts up all that.

Well, what she's doing now, and she has a degree from Berkley or something in music and technology and is into all of this computer technology stuff, what she's doing now is she's going in and (visualize this is like a sign wave, where you've got the thing going up and down above the zero point, and it goes to like +10 and -10) she's going through and say, "Right now, I'm in between 6 and 8, which is where I'd want to be, and when Josh is talking he's only running between 5 and 6, he's less than me." What she does is she just cuts it off between 5 and 6, cuts everything off at 6.

So, instead of her boosting Josh up to make us even, she's actually quieting me down to make us even. That's cool, which I bet is what that program you're doing is doing. It's something along that line.

From my point of view, I don't want to get into doing all of that. I know that Audacity, and I think you get that at Audacity.com...

Josh: Actually, do a search on Google for Audacity. It will be much easier to find. It's on Source Forge. So, it's something like SourceForge.Audacity.net, or something like that.

Terry: That's a free program. It's open-source freeware stuff that you can use. And I do that if I do a 5-minute or 2-minute deal, where it would take more time to send it over and have Lauren do it, and then get it back.

Josh: If you need something quick, and a lot of people may not have ever edited audio before, if you can copy and paste in Word you can edit audio in Audacity.

I actually have a video training program that walks people through every step of editing audio in Audacity. It's part of my Total Web Audio package.

One thing I wanted to point out, Terry, is when talking about preparation, you want to test your equipment. You want to make sure that it sounds good, your phone connection's good. Do a test recording in Live Office. Find out how you sound. Get your wife on the other line, or your husband, or whoever, your friend on the other line, and do a couple of test recordings beforehand. It's almost like warming up for the boxing match.

Sometimes, that can help you too, if it's like your first interview and you just want to get a little bit of experience. You might have a friend pop on and ask him a couple of questions.

But also, when you have your guest on, don't be afraid to ask them to speak closer to the microphone or to speak further away from the microphone. Sometimes, people are speaking right into their telephone and it sounds just crazy. Really muffled and kind of garbled.

And sometimes they're speaking too far away. Or sometimes they might be tempted to be on speakerphone or a cell phone, and you might just tell them, "Hey, you're cutting out."

Don't be embarrassed to do that, because it's the difference between you wasting your time and their time and you getting a good product.

So really, you should be upfront and say, "Hey, can you speak a little bit to the side of the microphone?"

I recently did an interview series with a call. He basically was interviewing me. I told him, I said, "Hey, try speaking not directly into the microphone, but just a little bit to the side," because it was so loud that we were getting garbled and stuff like that.

That worked. And he wanted to create a product out of it, so I needed to take the time to actually help us to set it up so we had a good recording to begin with.

So, we eliminate as many problems as possible, because it's always harder to fix it in what you call "post." So, after the fact, it's harder to fix it. It's better if you do it right the first time – or the best you can. You may not get perfect, but get as many things right as you possibly can to start with.

Terry: One of the things, and if you rewind this or scroll back a bit, you'll notice that I read a little short thing that I'd written, and then asked Josh if he was there. And then I asked him to introduce himself.

I could have written a longer introduction, and when I first started doing this I did that. Over the years, I've learned not to do that. There's 2 reasons for that.

One, it's easier for me to not have to write the biographical stuff. And 2, this is the big reason, when Josh is talking about his stuff, it gives me the time to make sure that he's comfortable and all that.

In a lot of cases, I've done interviews with people and they're not comfortable. So, by allowing them to introduce themselves, which is probably the hardest thing for most people is to talk about themselves in a nice light.

By getting that over first, everything from there goes well. If it comes out so bad, then I can just do a real simple talk into the microphone and replace that.

I really learned this when I was doing video, when I'd do some video interviews, the person is absolutely terrible when you turn the camera on. They're not used to it, and it's like a deer in the headlights. With a camera, you have to watch the camera and talk to me or the camera.

Now, what I do is I have them do that long introduction to the camera, and then, at the end of the video, I do the beginning again. And then we take the end, which is where they're all comfortable, and move it around and paste it in, which is the wonder of editing. That helps people get comfortable and really changes the whole dynamic from, in the case of these audio interviews, from some kind of presentation – people are afraid of doing presentations – and you'll have experts that you're interviewing who aren't used to doing this.

By changing it from a focus on a presentation to just two people on the phone, it comes out so much better and so much more comfortable. Those are important.

Josh: How true that is. How true that is. You will run into people who are uncomfortable. It's just inevitable.

And you'll be surprised, too. You'll run into people that maybe you've read their writing, and they just seem like this powerful communicator and they seem like the most confident person in the world. And then, you talk to them about doing an interview and they're nervous and afraid. And you say, "Oh, don't worry about it, it's just going to be you and me talking." That's really the thing.

Your goal, as the person who's interviewing or as the person who's conducting the conversation, Terry mentioned there's different styles you can have; the kind of cut-and-dry interview process, and you can have the conversational style, and then also there's the mastermind or the brainstorm. There's lots of different strategies that you can use. There's the consultation, where you're just going and you just ask them, and they start talking and you just let them go.

Sometimes, that makes the best presentation, because this person may have a wealth of knowledge, and all you're doing is flipping on the switch.

But if you can make the person feel comfortable, that's your job, to make them feel comfortable. You need to have the right questions, you need to have the right attitude, the right personality. You need to come into it with a real positive attitude and make the environment real comfortable for them ahead of time.

Also, just reassure them. I've had people that say, "Well, I don't know if I can do this." I say, "Don't worry about it. It's easy. I do it all the time. Once you get on and once we start talking, you'll forget all about your nervousness.

Terry: When I first did the train interviews, there was a guy, actually a really good friend of my dad's, he's on the Antiques Road Show and he's an auctioneer, so he's standing up in front of the public, talking real fast all the time.

I do a deal where, unless I specifically know someone, like I know Josh so I just called him on the phone and said I wanted to do an interview, and it would be a chance for him. We'll get into the explanation of why Josh would want to do this and what I said to him to get him to do it in a minute. But I know Josh, so I just called him.

In the case of this other guy, he was a friend of my dad's, so I had my dad call him, and my dad explained what I was doing.

A couple of days later, Bill, which is the guy's name, called on the phone and I said, "Yeah, Bill, I see you on the Antiques Road Show and I buy trains from you in your auctions, and you're a good friend of my dad's, blah, blah, blah. I want to do an interview and I want to talk about doing an auction, how it all works, how to bid, and stuff like that." He was terrified. And it was so weird. He actually refused to do the interview.

And then later, I talked to his daughter and his daughter said, "He just sometimes gets fearful." I never did it. I might do an interview with his daughter. But I couldn't make him comfortable, and I just moved on.

That brings me to how to get people to do interviews. I just mentioned trying not to approach experts you don't already know directly.

What I mean by that is I do something called triangulation. Take, for example, Josh. If I didn't know Josh and I wanted to interview Josh, what I would do is I would call Tony Blake on the phone, and I know that Josh and Tony talk. And Tony and I talk. So, there's a common denominator there.

I would call Tony on the phone and say, “Tony, I want to do an interview about doing interviews. Do you think Josh Anderson would work?” Tony would tell me, “Yeah, Josh does interviews. He loves doing that.” Or he would say, “No, Josh never does interviews,” which I know is false.

But in some cases, getting that feedback, and then I would get some information from Tony about what I need to tell Josh in order to get Josh to do it. I’d call Josh on the phone and say, “Josh Anderson, this is Terry Gibbs. Do I need to introduce myself or do you know who I am?”

In some cases, people already know who I am. It used to be nobody knew who I was. And nowadays, people say, “No, I know who you are.” And then I’d say, “Okay. I just got off the phone with Tony Blake, and I’m looking for somebody to do an interview on interviewing. Tony suggested that you were the best guy.”

What’s that? Flattery. Remember, I called Tony with the whole intention of being able to call Josh and say that Tony and I agreed that Josh was the best one to do it with. That’s that the flattery, pumping them up. It’s giving credibility. When I’m coming in and saying, “Tony sent me,” Tony is not going to deal with fools, so that gives me some credibility. And it’s so much more efficient to do it that way.

Now, one of my friends, he interviews like *New York Times* best-selling authors and people like that. He doesn’t do that. He takes it a step further. He’ll call somebody and say, “Hey, I want to interview this guy. Do you know him?” And the guy will say, “Yeah.”

So, my friend will say, “Okay. Would you 3-way me in with him and then introduce me to him?” And they do that 3-way calling. That is just killer. That’s how he gets those *New York Times* best-selling authors. Now, they come to him and beg him to interview them. But when he was first getting started, it was all that you never go directly at someone, if you can go in a triangular method.

Josh: That’s credibility. It’s actually one of the best joint venture strategies. It’s often called other people’s credibility. Basically, you’re borrowing their credibility. You’re getting an introduction from a trusted person, who’s known by that person. And it automatically makes this person more comfortable, “Oh, I trust so-and-so. And if they like this person, why not?”

And also, they’re more likely to say yes, even if they’re tempted to say no. You have some help. That is a really good strategy.

But then again, if you can’t find a way to do that, go ahead and take the chance. If you don’t have that option, if you can’t find someone to get to that person, go

ahead and take the chance. Don't think that you can't approach a person directly.

But the main thing is to remember what Terry said. Do your research first. Get to know the person. Subscribe to their newsletter and purchase one of their products. Read a book they wrote. Know about them. Know about their products, because you don't want to be put in a situation where you say, "Yeah, I'm a big fan of yours," and you don't really know about them. You do need to know about them.

Some of the most effective strategists in joint venture marketing, too, are people who actively do research. And sometimes, it takes a while to get a person to do an interview. A person may turn you down the first invitation, but over time, maybe you do a few other things for them. Maybe you're able to develop a relationship with them, and then you can come back and ask for that interview, and they might say, "Okay, I'll do it."

How many people who are in national media have had that experience where they've been turned down so many times for an interview or for an appearance from a start or from someone famous, and finally have that person agree, for whatever reason it was that they agreed.

Sometimes, it takes patience. And sometimes, that interview can really pay off because it's something spectacular. You've got a person who isn't normally interviewed, a person who has information that's not normally heard, a topic that's really popular. There's just all sorts of different opportunities.

So, you really need to look for those opportunities, because there's people out there that other people want to hear from, they want to listen to an interview with. And maybe, just maybe that person isn't available for an interview very often. And if you're able to land that interview, that's something that can be quite powerful and very valuable, and you can leverage it in so many different ways to build your business.

Terry: Actually, thinking about that, and I've been doing this interview series for 2 years in August, so that's 21 months, and then I did sporadic interviews and some teleseminars and other things, in all the time, I've only had 2 people – so, this is in 10 years and maybe 50 different interviews – I've only had 2 people flat out reject me and do so in a manner that led me to believe that I would never be able to do an interview with them.

I've had other people tell me, "Look, I'm busy." I talked to a guy earlier this week about doing an interview, and he was on a plane and he travels all the time.

Finally, he said, “If your timeline is August and it’s only May now, let’s go ahead and talk in June or July.” And I’m like, “Okay.”

And most of them will leave that door open. I’ve only had the 2, one which is the Bill guy, who was terrified of it. And the other one was a woman that had her assistant call me on the phone, and her assistant was like, “How big are you? What’s your audience reach? You’re too small for us.”

I guess she didn’t really close the door, but it pissed me off. So, as far as I’m concerned, no matter how big I ever get, it will never be big enough for her.

The whole thing is that it’s not that hard to get these people, if you ask.

Josh has been talking about the research, what I do is I have a worksheet that’s called “The Power To Connect” worksheet, and it’s from a book called *The Power To Connect: Creating Communication That Gets Results*, by Teresa and Chuck Easler.

The book is out of print, but you can sometimes find it on Amazon or eBay, if you look.

There are 6 questions on there. And this is in any communications situation, when you answer these 6 questions, it gives you an idea of how to behave with them in the communication.

So, the first question is, “What do we want them to do?” And obviously, we want them to do an interview, which means that we want them to spend 90 minutes or 2 hours on the phone with us, or show up somewhere and do that. There’s a time commitment.

Then, the second one is, “What should they remember?” This is what should they remember once we get off the phone?” This is when we’re trying to set up that. They should remember that they’re going to do this interview and it’s going to be fun, and they’re going to learn stuff, and they’re going to be flattered and all that. They should remember me, basically, and remember my ability to make them look good.

The third one is, “How should they feel?” They should feel flattered and, if I’m doing my job right, honored. And they should feel really good and positive about doing an interview with me.

And then the fourth one is, “What are the obstacles?” Well, time is an obstacle. Fear are obstacles. And by having a list of all of those things, time, fear, I guess those are the two big obstacles, and any other ones that might fit with that, in some cases an obstacle – and this can be a serious obstacle – is a lot of people,

especially the marketers, they don't want to do recordings. They don't want to distribute anything that's not their product, because they're afraid about rights and things like that. And that's why you don't see some of these large marketers, people like Jay Abraham doing a lot of interviews. They don't want the dilution. They don't want to lose their control.

That's a major obstacle, in some cases.

And then, the fifth question is, "Where is the value?" So, what's the value in doing this? Those are things that change.

For Josh, Josh has that Total Web Audio Suite. So, that's a value. We're talking about doing interviews, and he's talking about he's got a suite that teaches people how to do that. They're videos, right? Are you there?

Josh: Total Web Audio's a series of software that helps people to take their teleconferences and put them on websites, and then also be able to create interactive content.

After you've recorded the interview, you can put it on a little player that will stream in 10 seconds or less over any internet connection, including dial-up.

Additionally, you have the option. You can have it trigger events on your sales page or on your info page, and show resources that have to do with the interview.

And then as part of the package, I've included training videos, step-by-step training.

So, for example, let's say that someone hears what Terry says about having other people do those menial tasks, do the technological tasks, which is important because once you get to a certain point, you need to have people do those things where your time is more important than other places.

But for some starting out, you may want to edit your audio. And then you may say, "Well, I've never edited audio before. Is it hard?" No, it's not hard at all. You just need to know how to do it.

So, I've got this 10-video training system that shows you how to download and use Audacity, which is free audio editing software, and create your MP3 files. And each training video is just like 5 minutes long, and there's 10 of them. So in less than an hour, you could be editing your own audio.

Like I said, if you can copy and paste like Word, then there's that.

So, what I do is I provide the software and I provide the training on how to edit audio and put it online.

Why put it online? Leverage. You want to get in front of a larger audience? The fastest, the easiest, the cheapest way to do it is to put it online. Because otherwise, what are you doing? Radio advertising, TV advertising, newspaper advertising, trying to get people to order your information.

You want people to get your information. You want them to hear your voice. You want to get in front of an audience.

Well, the internet has eliminated that barrier now, which is just powerful. Because before, your barrier was can I get on radio? Can I buy an hour on radio? Can I get a spot on cable access? Can I buy some cheap ads?

Now, you can get on free. And if your information is good enough, people are just going to come looking for it.

So, that's what I do. That's why I'm interested in this topic. That's why I have experience in this topic, because I have done this, have developed tools to do this, and teach people how to do it.

Terry: Yes. So, right there, and don't take that as commercial, although I like Total Web Audio, but that provides value because Josh knows that when I'm doing an interview on how to do interviews, the people listening to it are prime candidates for his stuff. I won't mention the price, in case you change it or anything.

That's part of the value. What does Josh get out of doing this? There are other things that Josh would get out of doing this.

Some of the people that I interview, these are not so much the marketers but the general public people that I go to. I give them the interviews.

I'm going to do a monthly or bimonthly video interview series with collectors and dealers, each on a specific topic. I already did one on children's books, just to learn all of the mistakes you could make doing one. And I'm going to start doing them on dolls and trains and all different kinds of stuff.

With that, and this is interesting, the big motivator for a lot of these people I'm interviewing, other than they're an expert and they get to show off their toys and all that, the big motivator is I'm telling them, "Look, I'm going to give you 50 of these things that you can give out to your friends. You can sell them, you can do whatever you want with them. I'm going to give you 50 of them. Then, I'm going

to tell the duplicator that you can buy them at cost, if you want to get more.” They love that idea.

Now remember, every time they give out one of these DVD’s, it’s increasing my audience share. That’s that whole flattery and give them something major value right there, and giving the first batch free has some cost but that’s a value.

So, there’s a lot of different ways to find value to offer the person you’re interviewing. Audience is one of the biggest ones that you’ve got. I like to call it reach – your ability to put that person in front of new people for a couple of hours on the phone that they wouldn’t otherwise get.

And then the last of the 6 questions is, “What do I want to get out of this?”

Obviously, I need to get this interview done, so that I can edit it and send it out to my subscribers. But there are other things that I’m looking at, in terms of what I want. Because I do these monthly, I’m looking at, over the course of 6 months to a year, year and a half, putting together 4, 5 or 6 all on similar topics, that can then go together in a package. So, I’m building towards something. That’s leveraging.

Those are the things I want. I have a whole list of those. Like Josh says, maybe I want to get some information that I otherwise couldn’t get from this individual.

So, those would be questions that I make sure to put on the outline.

So, that’s the list. And when I have those 6 questions answered, that’s how I do my research.

I can sit down and I have almost 100% chance of closing somebody. And by closing, I mean getting them to agree to do the interview.

So far in doing this, I have only had one person out of maybe 50 that has agreed to do an interview not do it, other than scheduling and things happen. But I’ve only had one person who just completely flaked out. That happens.

But that’s the whole deal of motivating them, figuring out what they want, and all that. So, how do you do this, Josh? Your research?

Josh: How do I research? Well, go ahead.

Terry: That’s basically what I do. And I also do like read their newsletter or go to a bookstore and buy a bunch of books and read their books, and get that background information, gossip about them on the phone with my friends in order to find out some back story on them, things like that.

Josh: Generally, I'm more focused on online and the type of people that I'm interested in interviewing. I may be interested in interviewing people that work primarily offline. But I would go to their website, I'd read all about their products. Obviously, their products, it's like a great review, because everything that they have written about their products and services is the best thing. So, that will give you a good overview of what they do.

And then, of course, I'll want to take a look at their newsletter. If they're an author, I may want to pick up a copy of their book. If they work in and about a sort of niche, then I'll go to a forum or a community in that niche and I might try and find some people who know that person.

And then I might try and network ahead of time, because a lot of times the relationships that I build, they start before the invitation or even the thought of the invitation, before the actual interview takes place.

So, I may call them up on the phone and just say, "Hey, I just wanted to talk to you, tell you how impressed I am with your business. Can I ask you a couple of questions about your business and open up communication? Because I think in the future, there's going to be an opportunity for me to promote you or your business, and I just wanted to introduce myself now."

By doing that, then you start building that rapport. Sometimes, a conversation ensues and sometimes it lasts for a couple hours. So, you get more information than you could ever dream of, right off the bat. You say, "Hey, let's do an interview for my client base sometime."

I guess for me, rather than being a real technical strategy, it's more of a natural flow. It's just part of what I do. I've gotten so into networking and, in the natural course of things suddenly see, "Man, this person has some knowledge! They'd be great for an interview. I'd love to get them on the phone and record it, because I think people would really resonate with what this person has to say and with the way that they present themselves."

And then, I get calls all the time from people who want me to promote them sometimes. Like for example there's this gentleman, a really big name in capitalization. He basically teaches people how to get money for their business and how to develop businesses that are capital-friendly. His name is Joel Block.

He called me up and he said, "Hey, I want to work together." The way that I met him was through an introduction. A mutual acquaintance asked me if I'd like to get in contact with this guy. And I took a look at his site, what he does, viewed samples of his work, and he sounded very interesting.

So then, we got on the phone, we talked for a while, and he said, “Hey, I’m going to hold this teleconference and get all of these people to come onto one teleconference.” And I said, “Hey, my clients resonate with personalized interviews. So, how about this? How about I see what the response is like. I’ll send some of my clients to the big teleseminar that you’re doing for a lot of different companies, and then if that works out well why don’t we set up a time and I’ll just do a Q&A with you, a little personalized Q&A? I’ll tell my clients they can submit some questions. And if they’re on the call and they have some additional questions that didn’t get answered, we’ll just do a personalized Q&A.”

He loved the idea of that, because it’s a little bit more personalized, the conversion rate, because obviously we’re going to be talking content. But the ultimate goal, what’s his motivation, was he has an offer to make at the end.

One of the things that I discovered early on is it’s all about the content. Don’t worry about selling as much as providing killer content. Because if you provide killer content, the sale will come naturally.

I remember one of my first teleconferences that I did for TotalWebAudio.com, when I launched it, I’d been talking about it, kind of hinting at it for months to my client list.

Remember, early on, Terry said, “Josh developed this because he wanted to use it.”

Well, I’d been talking about it, and people had been begging me, “When it’s going to be ready? When can I use it?” So, I decided to have a teleconference.

Now, this is really interesting. I said, “Man, I’m just going to mail out and see who will attend.” It was 12 hours before the teleconference was going to start that I sent out an email about it.

Now, most people start promoting a week before. Well, in those 12 hours, I had 1,200 people register for this teleconference. I got on and I just basically interviewed myself.

Now, you may not be the person to do that, but this is another strategy. You could have someone come in and interview you. I started out the teleconference talking to people as they came in, and then I muted everybody out, and then I just said, “Okay, in a second I’m going to tell everybody to go ahead and just say, “Hey, let me know you’re here,” and I popped back in. It was just total chaos, filled with people. I turned it off and then I started talking. And I just delivered content.

Now, it was a long teleconference. It was probably an hour and a half. That's extra long. Usually, you want to limit your teleconferences to somewhere between 5 minutes and 45 minutes. But I delivered so much content and talked about all of these strategies that I'd been dreaming about. And the purpose for me creating this product was so that I personally could then apply these strategies.

But basically, I shared what I was excited about, how I was going to take advantage of this product that I just created and that I'd spent all of this time developing. And at the end of the teleconference, I popped back out into the audience. I unmuted the audience and I just wanted to see if anybody was still there. And it was amazing. Even after that length of time, people were just sitting there on the edge of their seats, and all I could hear was people going, "I'm going to get this! I want this! I'm going to get it right now."

I did, in 24 hours, \$17,000 in orders for a \$79 product. That is the power of the teleconference.

But guess what? I recorded it. And then what did I do with it? I put it on a website and I put it there with a player, and then I used my Total Web Audio technology exactly what I told them I was going to do, and I created these visual triggered events where, during the teleseminar, I annotated it with links to products, with links to examples, with different things that compliment this package, different tools to use in their audio and video production online.

And then, I sent that out so they could listen to it, and made even more sales.

And then I also framed that into an exe e-book and made a multi-media interactive e-book. And that, to this day, continues to sell products for me over and over and over. I give that e-book away for free.

So, I'm giving the content away, but the content is continually selling, and I'm not having to do anything because it's online or it's an e-book they're downloading, and they're opting into my list. I'm getting thousands of subscribers opting in just to get the e-book.

Sometimes, I post in a forum where someone has a question. I say, "Here's this free e-book that answers those questions."

Why do I give it away and why can I give it away there? Because it's not an advertisement, per se. It's content. Even though it does instill in our minds the desire to get these tools, to achieve these different effects, it's valuable content. That's all I focused on was sharing the most valuable content that I have.

I've found that that strategy sells more than simply getting on and saying, "Okay, tell us about your product? How cheap is it? How soon is the discount going to expire?"

Those are all important aspects of the selling process, but they're not the most important aspect of the selling process. The most important aspect of the selling process is putting those emotional and psychological triggers in the client's mind, showing them what they can do, answering those needs, those desires, and even creating and triggering new needs and desires.

And then, you close that by saying, "Look, for a limited time, I'll give you this bonus. Here's the value, and here's why you should purchase tonight."

If you're going to sell via interviews, if you're going to via teleseminars, you definitely need to put some hooks in there because there's got to be a motivational reason. Why should they purchase tonight? Well, maybe it's a limited sale. Maybe there's some added bonuses. Everybody who purchases in the next 24 to 48 hours gets X bonus. Everybody who gets on the call gets X bonus. If you don't make this call, you don't get this."

So, there's all these different reasons to buy that you can weave in there. But those are not the main content of the message. Those are the close. It's like shutting the door on it, closing the sale. But that's not what you need to focus on the entire time. Everything else leads to that.

So, make sure the presentation itself is so packed full of content, of answers to questions, you can practically give away half or more of your product and still have an audience that will buy it. Why? Because they want to have that tangible in-their-hands feeling, even if it's a digital product. They want to have it, so they can review it at any time that they want to.

There's people who give away free teleseminars and then sell the transcript. It's quite interesting.

You may have given away the teleseminar at the time, and then you just take it off the market and sell it later. It doesn't really matter. There's so many different ways that you can use this strategy.

Terry: You guys are listening to this on a CD. Think about what you just heard, which was Josh talking for 4 or 5 minutes, about motivating people and providing content and all that. But listen to the inflection in his voice and enthusiasm that he's carrying through, and all of those things that are also in there.

Now, I've done a couple of teleseminars where they were scripted and they have one guy. "Yeah, let's teach your list about this and I'll send you an outline. We'll sell something and split the money."

He didn't send me an outline, he sent me a 30-page script. It was abysmal.

So, listen to that. Think about that for a minute, and we'll come back to that in a minute, when we start talking about how to ensure your interviews answer your buyer's questions.

But what I want to back up on, we talked about the way that I get people to do the interviews and the way that Josh does, and Josh mentioned a word called networking.

Now, somewhere along the line, and I don't know where I picked this up, and I'm sure a lot of you listening to this have the same idea about yourself.

Somewhere, I got the idea that I was a terrible networker. So, I developed or acquired these tools, like the Esler's worksheet and these other things that I could do, and then work up to the point. Like, it was hard for me to pick up the phone and call people. I didn't know what to say. And I had all of these tools that I followed that path.

What Josh has said is that he does the research in order to get some information. He calls them on the phone and he relies on his networking skills.

The truth is that I'm a pretty good networker. I was actually talking with my therapist about this a couple of years ago, and I'm like, "You know, I really need to learn how to do networking." And my therapist, for his \$130 an hour said, "Terry, if I needed to get something printed, who would I call?" And I'm like, "What do you want printed?" And he makes up a suggestion." And I'm like, "The best guy for that is call Doug over there."

And he gives me another example of "If I want this, who do I call?" And I'm like, "I don't know, but if you call Bob, I'm sure Bob knows somebody because he's into that kind of stuff. And if you want, give me a call and I'll give you Bob's number."

He did like 4 or 5 examples of things that he wanted. And every one of them, I either told him specifically who to contact or told him, "This is the person that you contact in order to find out exactly what you want and get it." Kind of like the Kevin Bacon 8 degrees of separation, or whatever they're talking about.

Then he looked at me and said, "Why do you think you're a terrible networker? Isn't that what you're doing?" And I was like, "Huh? I just always have."

So, I have developed those tools. So, if you're in that position where, for some reason, you think that you're a terrible networker, develop a path that gets you to the point where the step is to call, to pick up the phone and start talking to people, and get comfortable with it.

For me, that was always hard. It took a while making the phone calls, in order to get comfortable with it. If you're at the point where you're already comfortable with it, do your basic research and then go for it.

I think that's the difference between Josh's method and mine, is that because I had that misconception that I was a poor networker I had to use all of these tools in order to give myself an advantage, in order to help it happen.

When, in truth, that really was a misconception. Does that make sense?

Josh: Yes.

I guess I kind of want to switch gears, if we can, a little bit, Terry. I wanted to talk about just a couple of really concrete examples of how I used interviews to really leverage myself. And the first of which, this was really amazing to me.

A few years ago, I'd been networking. Picked up the phone, called someone and had talked to them. That was after they'd emailed me. We got to talking and it turned out we had similar interests online. It was early on in my online career. I was part-time online, part-time offline, my marketing.

We started talking and we said, "Let's come up with an idea. We both want to make some money." I told him the project I was working on, which needed about \$50,000 in capital to get developed.

One day, he called me and said, "Look, I just had this idea. I think we can make the money you need and the money I need, and I think we could do it in about a week."

The idea was marketing deal time, and the person who came up with this idea was Russell Bronson. He and I basically started brainstorming. "Okay, how are we going to put this together?"

We came up with a strategy. I was already working in lead brokering, so I knew the value of what was called a buyer lead. Basically, a person who becomes a buyer, who you then have the ability to contact and sell other products and services to is very valuable in business. Buyer leads, when they're sold on the open market, sell anywhere from \$20 to \$75, depending on the level of the buyer.

Just having a client who is a proven buyer is quite valuable.

So, we contacted different companies and I told them, "Look, what we want you to do is we want you to actually give us your product. We're not talking about resell rights products, we're not talking about freebie products, we're talking about real products that were valued at anywhere from \$97 to \$497."

We told the company, "We want you to give us your products, and here's what's going to happen. We're going to put your product in a package. And this package is going to cost \$500. And the reason you want to give your product in this package is, number one, you're going to be able to capture every buyer who buys this \$500 product on the backend. When they go to download your product, which is part of the package, they'll have to opt-in and you'll get their contact information."

"Number two, you're going to get free exposure, because we're going to have an affiliate program for this. So, everybody's going to promote it."

"Number three, you're going to get to promote it. And only people who are contributors to this package will actually be able to recruit second-tier joint venture partners."

So, we paid on two tiers. We paid \$200 commission on the first tier and \$100 commission on the second tier.

And then we said, "And also, we're going to have an interview series and we're going to interview you and distribute the audio recording, after the fact, to this client base. And on into the future, it's going to be free advertising for you forever, and you'll be able to network with the other people in this joint venture."

So, we put all of that together. We actually did this twice, and it was highly, highly successful. We generated about \$70,000 in sales in 14 days.

It was just a really, really powerful routine. It was the first time that I'd done 5 figures in sales in a day. This was years ago, now. I think it was 2003, 2004, something like that.

Anyway, after the fact, after we sold all of these \$500 packages, part of the delivery, part of the value that we provided to the client was we interviewed all of these experts who were contributors to the package.

The interviews themselves were just designed to be content. Killer, killer content. It was amazing, the content that we got. In fact, some of the actual people that we interviewed, like Joe Vitali, Johan Mok, Mark Goldman, Mark Hendricks, Willie Crawford, Mark Joiner, some of those people that we interviewed, they responded by saying, "Wow! That was one of the best interviews I've ever taken part in."

Why? Because we talked about real stuff. I'd heard interviews with these people before, and one of the temptations was people to get on and basically they didn't talk about much. They did more selling than talking.

What I did is I got on and I had access to all of these people that I wanted to learn from. And we talked about real stuff. We had real creative conversations and interviews. And we got real solid information.

In fact, as an interviewer, I decided ahead of time that I wasn't going to hold back. If I could ask them a question that normally you would have to buy one of their products to find out, I wasn't going to stop from asking that question. They could decide whether or not to answer it.

So, I went ahead and I asked the questions that weren't just designed to sell a product. I asked the questions that were designed to get answers to information that I wanted.

So, this content became very valuable. It was the follow-up content to this joint venture.

Well, what did that do? That not only provided value to these people who paid \$500 and on the front-end they got \$11,000 in actual retail products for \$500, which was unheard of at the time, they also, on the backend, got this follow-up content, which was very valuable.

And, we later took that content and turned it into MP3 recordings, and we've distributed it in many different ways. I've used it as bonuses for products, I took one of those interviews and I edited it, and I turned it into a multimedia viral e-book that I gave away and that people download all the time and still makes me residual commissions to this day.

We're talking about an interview that I did several years ago, and I just got a payment two days ago from it. So, it's making sales right now, because people download the e-book. And what does it have in the back of the e-book? It just has a link to a resource. It says, "Want to know more about this person I interviewed? Buy their book." It's an affiliate link. So, I get commissions on it.

So, these are assets, and it's evergreen content. It's content where I ask questions that didn't have to do with technology that was going to go away in a year. It didn't have to do with information that was going to go away in a year. It's still information that's viable today. It was things like copywriting, sales, spiritual philosophies, things like networking and motivation, mindset, all sorts of interesting things like that.

So, I still have that content. What can I do? I can repackage that content again today, and make a whole new product out of it and sell it. It's valuable content. And I can continue to use it over and over, in so many different formats, too.

I can podcast it. I can get it transcribed and put it on a website as text. I could get it transcribed and put it into an e-book. I can make it into a multimedia interactive e-book. I can take it and make video presentations with it, and use the audio as the background.

So, there's just lots and lots and lots of different strategies. I could put it on a CD and sell it. I could sell it in a bookstore. I could do tons of different things with it.

So, what does that one effort give me? It gave me this incredible, incredible asset.

It really is a concrete example. Was I an expert at that time? Yes, I had a certain amount of expertise, but I was not known.

From that one event, from me interviewing these experts, guess what? To this day, I still have friendships and respect from those experts. They still know who I am. They still interact with my business. They still support what I do, to this day. And some of them have gone on to become very good joint venture partners. I promoted their business and made them thousands of dollars. They've promoted my business and made me thousands of dollars. And they've sent clients to my business, from their own client bases, by recommending my products, which I pay them commissions for.

It builds that rapport and it establishes my credibility. It goes back to what I mentioned earlier – borrowing other people's credibility. It's this co-branding.

That was another thing, another reason I told them. I said, "Look, you want to be part of this package because you're going to be associated with so-and-so big-name here and so-and-so big name there."

Well, guess what? I was getting the same benefit. I and Russell just happened to be the people who were bringing together this network of big names in the one place. And some of those relationships that we built between other people, just other people and meeting people through that joint venture, those relationships exist to this day. I know lots of people who got their start, got their name out, or got a little bit of exposure from that venture and it really was one of the building factors of their business.

This was a new concept, at the time we'd done it. It was so successful, that I had people like Joel Christopher call up and interview me for 2 hours, drilling me on the techniques and strategies just from that venture.

So, it sprouted into other interviews, where people wanted to know, from me, my expertise. What was your experience? How did you make this successful?

And then he went on to use that. He took that interview and he distributed it, but he also used that interview to do the same thing in one of his promotions, the same strategy. So, he got the answers to my techniques and strategies and used it in his.

And then it trickled down and went on to other people. I see other people using it to this day. It was quite powerful. We were one of the first people to actually do that type of strategy in our marketplace, and we've seen it go on. Many people are continuing to do it to this day. In fact, I know one gentleman, he does it every year, based on that original strategy that we laid out and the joint venture he took part in. He continues to do it every year, the same type of sale.

There's just lots and lots of strategies.

Terry: I've actually been involved in his deal, if I'm thinking about the same guy, the guy that does it every year. I've been involved in at least a half-dozen deals like that. None of them have ever incorporated the interview aspect, which that's like a big change in it. Most of them are just like they throw together all of this stuff, you buy it at this one price.

Josh: Let me stop you for a second, because we did it two times. Remember, I said the first time we didn't have the interview. The first time, we had these huge value retail products. None of them could have been free. None of them were resell rights products. They had to be retail. And it was really successful.

The one feedback we got from our clients is that a lot of people came and they bought the products, and then they were overwhelmed. Where do I go from here?

So, in the second one we said, "Why don't we follow it up? After the sale is done, we'll do the interview series, nothing but content, and it's the where to go from here content." And we interviewed the contributors.

We based all of our questions around strategies for business, like how to take these assets and turn it into something. And man, that was powerful. People loved it. We had the interviews, but we also had live coaching, we had hosting, we had automation, we had all the stuff. We basically made the package so that they could then step in and use it afterwards. And that was really what the unique twist was.

Terry: You added a lot of value by doing that. I've seen, and I'm sure you've seen them, Josh, and I would bet that the majority of the listeners have seen, when they're trying to push a book up into the Amazon rankings.

Josh: That's the exact strategy I'm talking about. Yes.

Terry: And everybody dumps something in the pot. "Go buy this book on Amazon, and we'll give you all of these PDF's, a value of such-and-such." So, you're buying a \$20 book on Amazon and getting thousands of dollars worth of stuff.

I spent some time trying to reverse-engineer those. And the nearest thing that I could figure was that these people were reaching out to everyone they could possibly find, throwing anything they could get into the pot, and not really spending a lot of time on whether it was valuable.

Josh: And that's true. That's one of the things that we really focused on, was we were refusing contributors. We were turning people away, right away. And some people actually got upset with us about it, and I didn't really care because I was after quality. That was one of the main things that we were really focused on was let's make this quality, because we're going to charge \$500 for the package. And it sold really well.

So, we just wanted to make sure we were charging absolute quality.

Before we did this, I had not ever seen anybody do those big Amazon.com book pushes, where they have everybody donate bonuses. I can't say that all of those were inspired by our strategy, but I can say that after Joel Christopher interviewed us and he did it, I saw a lot of people copy him.

So, I think that we had an influence in the marketplace in this specific strategy. But also in those book promos, where people are donating bonuses, a lot of those bonuses are actually interviews. They're actually audio content or they're transcripts of interviews.

Heck, you could turn your interviews into a book. And many people do. You'd be surprised when you go to these seminars and you see these \$1,200 products, and they have these big, fat binders. I don't know if anybody's been to a seminar and seen this, but they have these huge binders. I have one sitting right in front of me right now. It's super-thick. It's about 2 inches thick of paper, in a big 3-ring binder. And they sell these, and it's usually included as part of a package, and they generate anywhere from \$1,200 to \$3,500 a sale.

Always, one of the packages will be this thick, 3-ring binder. And I would say probably about 50% to 75% of the time that paper in there is just filled with these

transcribed interviews. I'm serious when I say 50% to 75% of the time, those 3-ring binders are nothing but a transcribed interview.

Why? Well, John Childers, a very, very successful speaker, he talked about what the easiest way to write a book is. Basically, make an outline, and then follow that outline and speak.

So, you can speak and then have it transcribed, and then you can use that to write your book.

So, a lot of people, they publish books that are filled with interviews. Why? Because it's fast. It's easier than sitting down and trying to write everything. It's faster to speak and then have it transcribed later.

And heck, there's even software to do this. You still need to go through and proof and edit your transcription, but you can use Dragon Naturally Speaking and you could transcribe it yourself. Or you could hire a transcriptionist. A transcriptionist costs anywhere on the low end, 75¢ a minute, to higher. It just kind of depends. Generally, you can get transcription services from \$50 to \$100 an hour.

Terry: I pay I think it's \$35 an hour. I used to get it done cheaper from a woman who did the phone for the deaf in real time, and that woman was cheaper. She was charging like \$10 an hour and could transcribe an hour of tape in an hour.

Josh: Wow, that's fast.

Terry: Yeah, but it was a mess and it required an extraordinary amount of editing and it was basically an hour would turn out to be 25 pages of text. It would be one big block. And the only time that there was a carriage return or she was hitting enter was when somebody else was talking.

Josh: Oh, wow. So, she was into real-time transcription.

Terry: She was banging these things out and bam. Whereas with this woman that I use, Sandi White, GetItTranscribed.com is her website, she charges me three times as much per hour, and it takes her twice as many hours to do an hour, but she also goes through and edits everything, breaks it into paragraphs. For something like this, which goes out as an audio, she'll go through, while she's doing the transcription, and she'll mark extraneous noises like if I'm coughing or anything like that, highlight them. So, the whole thing is easier. And by having her do it, it's easier on me.

Originally, when I first started writing e-books, I tried to do at least a new e-book every month and at least an interview. I have to do an interview every month,

because I have a subscription for these. So, when I first had that goal of a new e-book every month, that's what I did. I wrote out a long outline, and then I sat down with the outline, which is general.

Like right now, Josh and I are talking about how to sell the interviews and the uses for them, and we're also, in the earlier section, which is how to ensure your interviews answer your buyer's questions, we're kind of bopping back and forth between those two areas. And I'm watching as we're doing them and checking off that we've talked about all of them.

The only one that we haven't talked about in the ensure your interviews answer your buyer's questions is the audience profile, which is what does your audience want to know. And that's research, again, going out and finding out what they want.

But these are only simple things. It doesn't say on this outline. It doesn't have big paragraphs of information that I'm reading. It says, "Use an outline." And we keep coming back to it and discussing it from different directions. And that's part of conversation, and it's also how people learn best.

If we went and just bam, bam, bam, and had all of this prewritten stuff and we were reading it, it would be boring and monotonous. And what we're doing now is Josh got in and just told his story about creating the whole deal with these mega-package – what do they call those, Josh?

Josh: I guess there's different words for it. For me, it was just a joint venture. But I don't know. There's a few different examples. Deal Time, the 12 Days of Christmas, which is a free one. Deal Time was kind of inspired by our marketing deals.

But I don't really know what to call it.

Terry: There isn't a name, like fire sale or anything.

Josh: Yeah, it's kind of like a fire sale, but this was before the days of the internet marketing fire sales. It's a little bit like a fire sale, but the price didn't go up. It just stayed the same, and it was only available for a week. We just had a limited time.

So, it was kind of one of the early fire sale joint ventures.

Terry: So we have, on here, and Josh has got this outline too, and what we did is I made this outline up and then I wrote this, and there are little notes on my outline that say this story here. I made the outline up earlier, a couple of days ago.

Then, I'm thinking about, "Okay, I'm going to talk about a story." At this point, this is a good instance to use as an example. And I think Josh does the same things. Or maybe he's just winging it and he's good enough to do that.

But that's what we're doing. It's not scripted. We're doing it, and now, as we're going down, Josh uses that as an example and gets into that. And he's talking about all of the uses that he used for that stuff later, and the way that he repackaged those interviews, repurposed them.

Josh: One of the things that really seems important, though, is to be flexible. If you're nervous and you just need to stick by the outline, that's fine. But what I like to do is I like to keep it natural.

So, if you want to expand on the specific topic, you can. And then what you do is you go back to the outline and you can look at, "Okay, let's go to this stuff."

That way, instead of grasping for straws, where should we go next, even though you may wander off-course. That's okay. You then go back to the outline and say, "Okay, let's make a transition here."

Terry: That's the job of the interviewer. And I'm actually checking the things off as each one of these bullet points, which is all I have on my outline, is covered. And I'm checking them all off. And as we miss things, like we haven't really covered the audience profile all that much, but there's only two other things that we haven't talked about, that are on this outline.

So, I'm watching that as we go along, because those are things that I know have to go in there. I know that the people listening to this are interested in how do they make sure. And I think that's important, too, from when we talked about delivering content and how important that is.

When I first started doing these interviews, part of that whole nervousness or call it that self-doubt, is "do I have anything to say?" With the outline and actually going online and doing the research, talking in discussion groups and finding out what questions people were asking and what problems people have in different things, and getting on the phone and calling my clients and audience, which is something that I do, and finding out what their questions are, this interview comes from I do the Thursday night free web coaching, where anybody can come in and ask questions.

It's something that comes up over and over again. "How do you do these interviews? How do you get people to go ahead and do an interview? I'd like to do an interview, and how do I do that?"

So, it's something that comes up over and over again. And I know people are interested in that.

Prior to having all of that knowledge and being able to tailor it in and know that people would value the information and respond to it – and that's important if you're doing these to sell them, you need to be able to sell them – prior to knowing that, I was always nervous.

Now, and obviously Josh has too, we've relaxed into the point of yeah, we are knowledgeable enough to do this. That's an important thing.

Now, I kind of take my audience for granted because I've been dealing with the same group of people for 5, 6 years. And it's just a quick jump in and find out what I need to know.

Josh: There's something else, another strategy that I found interesting.

When Russell and I put together that package, I had been doing telephone interviews already, for a while, offline. And then I'd been doing them online as well.

When I suggested the interview series, he said, "Oh, I don't know. I've never done that. I'm a little bit nervous." I said, "Don't worry, I'll take control."

What I did was I kind of orchestrated it. Both Russell and I were on, and I would ask the questions. I'm a little bit more aggressive, my personality is a little bit more strong. I talk a little bit more. So, I can take control of the situation.

And then I'd stop occasionally, and I'd just ask Russell to give his input. I'd try to ease him into it, to lead him into it.

Now, Russell does way more interviews than I do in his business. This was years ago, now. But Russell is, just over the last week, interviewing some of the top names in direct marketing and various industries, created this huge interview series, having a competition called Marketer of the Year Award. And it's really quite interesting because he's doing it much more often than I am.

So, back then, he was a little bit nervous and I kind of took the reins and did the interview, and then I'd ask him specific questions, to get him involved into the conversation.

If you're not used to it, you can actually hire or bring on someone who is used to doing the interview, who can do the interview for you. And you could be a third party in the conversation.

Terry: One of the things that changed the whole way I looked at these and my whole skills, and I'm not polished, and you can hear me saying um and the pauses and things, one of the things that changed that was when I started doing these myself and then listening to the other people, and I'm talking Brian Tracy, Zig Ziglar, and all of these famous people who do this kind of stuff, or talk, public speaking and all of that, I would listen to them and I'd hear the same things. Not as much as me, but they were there.

And I looked at that, and I remember talking to my friend Joe Polish, he runs TheGeniusNetwork.com, and he interviews all of the best-selling authors and people like that, I remember talking to him and I said, "You know, I listened to these interviews and I always thought, "Man, these guys are so wonderful. They've got such great public speaking skills and everything else."

And now that I'm doing it myself, I'm listening to them and their skills are better than mine, but they're not as great as I thought they were. They're just people talking, and they're not worrying about all of that. And I see that in a lot of stuff.

Joe said to me, and this makes so much sense, he said, "When I do these, I get terrified. I get nervous. What I try to do is just tap into that nervous energy and go. That gets it started and it gives me that big boost, so we start on a high note and capture the attention. And then I get going, and I just relax into them."

So, rather than having the fear or the doubt, or whatever it is, it's like just push in there and do it. That's cool stuff, just as a result of doing it.

On this outline that I have, we have pretty much covered everything. You want to do an audience profile, and you can use the 6 questions from the communications worksheet, for your audience in order to figure out what they want.

Now, we've also talked about how to sell interviews. Josh covered a lot of these. And one of the things, when you're doing interviews, is you get somebody talking, let them talk.

I've been doing a very good job of that with Josh. Usually, I try to interrupt.

I actually subscribe to an interview series, David DeAngelo's, "Double Your Dating: How To Pick Up Chicks" thing.

David starts the guy off talking and sits in the background going, "Uh-huh. Uh-huh." And every now and then, when the guy slows down, he'll ask another question and get him going. And then, he sits back there. And it's so cool that he can just sit there and let the other guy monopolize it.

I'm learning how to do that. And that's okay. Just let the other guy go on a roll, because you can edit it later.

But we've talked in that, Josh has covered you can use bonuses, and part of that also is throwing them into those joint ventures, things like that. So, other people are using them for bonuses. Convert them to e-books and reports. Do them as teleseminars, which you can play them on the telephone line, tell everybody to call, and it's prerecorded, or you can tell everyone to call, do it live, record it, put it back on the teleseminar later, so that your new audience thinks it's live when it's actually a recording. You can sell them and distribute them as transcripts, downloadable sound files, as CD's, which we've covered all of those uses.

The 2 that we haven't really touched on is continuity programs, which that's what this is. Every month, I send out a new CD on a topic that I think will interest my audience.

The great thing about the continuity program is that you get the people's credit card numbers. For example, this is \$23.47 a month. Every month, I charge the credit card and I mail them a new one.

I do that and it does two things. One, it forces me to continually get things done. I can't drop into my natural slacker mode and do nothing. I have to get the stuff done, which means that I'm creating new products that I can turn around and use for bonuses or sell the transcripts, or do whatever it is, package them up, anything like that.

And then, two, it also means that every month I'm getting a chunk of money from my subscribers, and that grows.

With the continuity programs, which is more involved and, if you haven't done interviews, you don't want to just start out and do a continuity program. You want to go out and do a few interviews and get comfortable, and get to know your audience.

But with the continuity program, and I talked, when I started this one, to a half-dozen different people that have continuity programs. And since I've been doing this, I've also been testing things.

So, if you're subscribing to this, you get a cardboard sleeve with a CD in it. Maybe there's a slip of paper with a note telling you to go grab a bonus or something wrapped around it. And that's all you get.

You don't get the transcripts, you don't get a big booklet of stuff. You just get the CD.

In the tests that I've done and that these other people have done, they've all found that that increases the retention, which is the biggest thing with the continuity program. It's keeping people as subscribers, because the deal is you charge and ship until they cancel.

So, giving them the smallest amount of stuff, some of my friends have tried "subscribe and I'll give you 10 CD's to get you started, then I'll send you a new one every month." Two months later, the people have a dozen CD's. They've listened to half of one, and they're seeing it on the credit card statement. And they say, "Well, I've got all of these and I want to listen to these. And then once I catch up, I'll re-subscribe." They don't.

What happens is they cancel and you never see them again.

So, that's an important consideration with a continuity program. The less stuff that you give them, the longer you're going to keep them. Or, and this is something that I see a couple of people doing that's really good, is you subscribe, they give you a video interview, a high-value video interview, and maybe one or two back interviews as an example, and then you start getting the series. The video does a great job of getting people motivated and doing this.

Now, there's a second deal with continuity programs, that's forced continuity. What that means is that say you buy a package – and I don't do this with my people – but say you're selling a package and it's \$400 or \$200. When people buy that package, you also put them in the continuity program. So, if you're going to get this, you also get the continuity. Every month, you'll get a CD, until you cancel.

That works extremely well to get people on, but you have to work harder to keep them on. By harder, I mean you have to do teleseminars, you have to offer them coaching and all of those additional things, to keep them involved.

It also is different, depending on your market. With where I'm at, where I teach about antiques, collectibles and eBay, and every now and then wander off into the online marketing areas, like we're doing today, for me, there are no barriers to entry to getting involved in eBay or online marketing.

So, there's a constant flow of people that say, "Hey, I want to do this," and then next month they're thinking, "I'm going to buy an ice cream truck, and that will be a great way to make money."

So, for me, it's harder to keep the people on. The same thing with the dating. Once you learn how to date well enough and then you end up in a relationship, you really don't need to get more information on dating.

In some of the markets, like where one of my friends does carpet cleaning and another one does chiropractors and there's another friend of mine who does an interview series aimed at artists, how to sell your art, stuff like that, those people, where there are the barriers to entry, the higher the barrier to entry, a carpet cleaner, anybody can be a carpet cleaner, but you've got to go out and buy a truck, you've got to get equipment, and all this other stuff.

Anybody can go out and be an artist. I couldn't, because I don't have the skills. But almost anybody could. And by the time someone decides, "Yeah, I want to start taking my art seriously and make money from it," they've pretty much pre-selected out the people that are just, "Maybe I'll do this."

So, in those cases, it works better to sell them that big package and do forced continuity, because it's easier to keep them on.

Those are things to consider. That's more of an advanced tactic and it's something you might want to think about.

Now, the last thing with how to make money off of these interviews, which I said we hadn't covered but really we did, is combinations. And that is you can do any of these things. Use them for one purpose and then do something else with them and repurpose them, and all of that.

So, at this point, we've pretty much nailed most of the stuff. And I want to give the listeners a couple of simple, basic tips. These are just going to be real fast things. They're all written out, like I told you not to do. But they're simple and they're quick. And I'm sure, a lot of these we've already talked about, but they're important. Just a list of 10 things, and each one of these will give you some help.

The first one of these is don't go over the material first. Josh has his copy of the outline, I have mine. We get on the phone and we're doing the interview. We're not going over it first.

The reason that you don't do that is that is spontaneity. It adds the whole enthusiasm and everything that conveys on the phone.

Or, if you need to go over it first, record all of that too. And then, do the interview with more structure.

If the person is nervous, distract him from the recording aspect. That can be really helpful. And I talked earlier about do the introduction and then do the introduction again. It's the same kind of stuff.

We talked about noise makers and stuff like that. Plan for extraneous noises.

Oh, here's one. We haven't talked about this at all, although I guess maybe we have.

Research the person you select for the interview. You need to make sure he really does know what he's talking about. And that doesn't sound like it's important, but it only takes once to end up on a teleseminar with somebody who is like the Wizard of Oz behind the curtain there and doesn't know what he's talking about, to make you realize that, "Yeah, I need to pre-qualify these people.

Especially in an online environment, there are a lot of people out there, that are selling e-books and they're writing newsletters when, in reality, and I got burned by one of these people, they got a copywriter that they paid a bunch of money to create the package and create the sales letter, and everything. And they don't know anything.

I got seriously embarrassed by one of those people once. So, I always try to spend an hour or half an hour on the phone with the individual before we do the interview, in order to make sure that this person does know what they're going to talk about.

Number 5, don't interrupt the expert. Let them talk. You can always delete it later.

Number 6, while we call these interviews, many of them are really discussions. And that's important, when you think about it in terms of the aspect of building your credibility. It's you and an expert talking about a topic. So therefore, you must also be an expert.

So, discussions are fine and people won't mind that.

Number 7, if you have call interrupting or call waiting, turn that off. And also turn off the ringers on fax machines, things like that.

Number 8, if something happens, back up and start the sentence or segment again. You can have the mistakes edited out.

Nine, have the transcriber mark extraneous noises.

Now, you guys won't hear this on the finished interview, because we'll have removed those. But they're in there. They're long pauses, things that have been removed by the editor.

I've got a stopwatch sitting here. So, when there's a place that I know it's going to be removed, I'll read off the numbers on the stopwatch, which allows the editor

to jump right to that chunk. You obviously do not do that if you're doing a live teleseminar. But when you're doing a recording, it's okay to do that.

And then, number 10, have the editor give you a CD with the edited reel and a copy of the master. You want the raw source material. And a good example of why you want that is Josh, with the technology changing so he could improve the Yanik Silver interview, you want a copy of the master and you want to put them in a safe place – a safe deposit box, something – because they're valuable.

Those are 10 real quick, basic tips to help you get fantastic high-quality interviews.

So, at this point, we're about done. You've been telling us about this Total Web Audio, Josh. You want to tell the listeners what website that's on?

Josh: Sure. If you want more information about Total Web Audio, go to TotalWebAudio.com.

Also, be sure to go to Nanacast.com and opt-in there. I'm not one of those people who sends a lot of emails about a lot of junk. I only talk about innovations I'm working on and about quality innovations that other businesses might be bringing to the market. I don't send email very often.

Sometimes, you'll get 2 from me in a week. Sometimes you won't hear from me in over a month.

Terry: That's nanacast?

Josh: Nanacast.com It's a new service for audio and video syndication. It's not actually open to the public yet, but you can get some information about it there.

The TotalWebAudio.com is my main software site. It will really help you with the repurposing. Basically, once you have this interview, it will give you several options on how to publish it on the web and monetize it, including putting it on a website and streaming audio presentation, including being able to create visual presentations with it. It's just a really good suite of products.

But to get more information about me, just go to Nanacast.com and opt in there. You'll get on what I call my announcement list. That's when I only say things that I think are important, that other people might want to listen to.

Terry: Alright. I think our time is done. I want to thank everybody for listening. I want to thank Josh for doing the interview. And for those of you that are subscribers, I've got some great interviews coming up in the next couple of months. So, you'll want to look forward to them.

Don't forget that as a subscriber, you get my telephone number, which means you can call almost any afternoon. I don't work Mondays, but any afternoon. And if I answer the phone, you can have my time.

That's the new deal for 2007, making it more accessible to you.

I want to thank you all and thank you.