

Experience the Thrill of

**Your First**

**\$1000**

Week

**Online!**

*Or. . .How Two Internet Marketing Gurus  
Pushed Me Over The Edge*

By **David Perdew**  
[The 60-Day Experiment](#)

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David Perdeu

[The 60-Day Experiment](#)

## ***\$1000 per week. . .that's a good start***

For what seemed like ages, I read, studied, listened and totally immersed myself in learning the processes behind making money online.

My dream was big. . .make enough money to quit the day job and build an online business.

That seemed like a huge dream to me, even though I met people everyday who were chucking the daily grind for *The Portable Empire* as Pat O'Bryan likes to call it.

Yet, I couldn't make enough to support my habit of buying way too many ebooks and software tools. I was getting pretty discouraged.

Recently, that changed when two well-known online marketing geniuses who, unknown to them, caused me to shift my thinking just enough to jump into the \$1000 per week success crowd.

Read on to discover the two very simple statements that made all the difference in the world.

### ***Don't be fooled by the smile...***

[Craig Perrine](#) is a really nice guy.

Cherubic face with fair skin and sandy blonde hair, he maintains a happy, go-lucky perpetual little-boy look. Soft-spoken and

professionally dressed in a navy blue suit, you wouldn't expect him to break your heart.

But he broke mine. . .

Craig was one of the featured speakers at [Pat O'Bryan's UnSeminar](#) earlier this year along with Joe Vitale, Bill Hibbler, Jillian Coleman, Nerissa Oden and Ray McNally.

Known as a [Maverick Marketer](#) and a master listbuilder, I expected Craig to talk about the usual ways of driving traffic to your site: *PPC campaigns, joint ventures, affiliate programs, working the forums, and setting up squeeze pages.*

But what interested me most about Craig was his "relationship" approach. He specializes in being personal and real with his subscribers. They *know* Craig – and his family -- because of the way he writes.

As he began talking, he focused instead on the inner game of marketing – you know, getting your mind right and fighting your own self-limiting demons before you try to convince potential buyers that you've got it all together.

My ears perked up. This was exactly what I'd been struggling with for more than a year of trying to build a business on the Internet.

And it surprised me to hear someone so successful talking so openly about it. From my seat in the front row, I felt like he was talking to me, his newest friend.

I could confide in him. . .

. . .and he'd be sympathetic and gentle.

“I am so confused and scattered,” I said. “I’ve got so many projects started. . .”

*Dear Reader, I can hear your sigh!*

*With a gazillion marketers coming at you with a thousand, panting, “gotta-have-this-now” messages, you may feel – like I did – that if you didn’t read each e-mail or buy each tool, you’d miss the one that contained the secret.*

Surely Craig would identify with this and reveal the key that would unlock the vault to online riches! He *was* my new friend. . .I hoped I wouldn’t hear the wishy-washy platitudes I’d heard from so many marketers who’d *made it*.

His answer really ticked me off . . .

. . . and motivated me to make some serious changes.

The result: *\$1112 in three days.*

That was my first \$1000 week.

I'd made some money here and there, but nothing consistent, concentrated or predictable.

After spending nearly \$18,000 on ebooks, programs, software, coaching and seminars, and becoming discouraged and dog-tired, I began to believe that online marketing was a hoax.

*The \$1000 week changed that too.* It was followed by another \$1000 week!

I'm thrilled to death.

*"Dude, it's a thousand dollars. Get a grip!"* I hear you saying.

- John Reese had his infamous Million Dollar Day!
- In two weeks, Mike Filsaime made more than \$3 million.
- Rich Schefren sold out one hundred and fifty \$5000 coaching sessions in two hours and fourteen minutes! On my calculator, that looks like \$750,000.

*So why am I so thrilled about my piddly \$1000 week?*

If you make a ton of money online now, you remember how you felt when you made your first \$1000, I'm sure.

If you haven't made \$1000 in a few days with your online business, you're missing a real thrill. So, listen up. I'm going to tell you ***the one thing*** that Craig said that changed everything for me.

And then I'll tell you how [Mark Hendricks](#) hammered it home in a master mind phone session.

***Hey, it's all about the zeros...***

But before I do that, I want to tell you why this \$1000 is the most important paycheck you'll ever receive.

*It's the zeros, my friend. It's all about the zeros.*

I learned about the zeros many, many years ago when I moved from a weekly newspaper that I owned to a major metro daily (that I didn't own!).

The similarities and differences between the weekly and big metro daily newspaper astonished me.

Very soon, I realized that the only *real* difference between the two newspapers was the zeros – or the *scale of the business*.

My weekly publication had 5 employees. The big metro daily newspaper had more than 500. My paper had advertising revenue of about \$400,000. The big daily advertising revenue topped

\$4,000,000. My weekly had a circulation of 2200; the metro had 250,000 subscribers.

Heck, even the real estate confirmed my observation. My weekly was in a 1-story building. The metro daily was in a 10-story building.

- Processes were the same.
- Business goals were the same.
- Planning and execution were the same.
- We each had similar deadlines, projects, staff and revenue.
- Tasks were the same – just multiplied.

*Zeros are the measure of our business's scalability!*

The difference between \$1000 and \$10,000 is one zero – and a new attitude. Add another and you jump to \$100,000!

During a training course by [Armand Morin](#), he described his excitement the first time he made \$5 from AdSense. His wife couldn't understand it. It was *just* a \$5 check from Google after all. That wouldn't even buy dinner.

Armand explained that when he realized he could make \$5 a day by doing the work once – “setting it and forgetting it,” he called it -- he

knew he could make \$5000 or \$50,000 per day by *scaling his system*.

The AdSense system was *easily scalable because it was repeatable and perpetual*. Today, that [income stream returns him many, many thousands of dollars](#).

But how does this apply to your business?

Simple. If you build one niche site that drives \$150 per month, 10 similar niche sites might drive \$1500. One hundred niche sites could drive \$15,000 per month.

The great thing is that scaling the business also diversifies it. [Jimmy D. Brown](#) has been preaching this strategy and implementing it successfully for years. It's built-in income protection. If one niche fails, it's a small hit to the bottom line if you have others to support the failures.

But of course, the big advantage is building a large and profitable customer list. That's the most important *benefit* from and *objective* of niche marketing.

The first step in building a list is to give something to suspects. . .

## ***Gifts galore. . .***

[Mark Hendricks](#) is the big giver!

After listening to more than 100 hours of audio from his [Internet-Success-System](#) coaching course – several times, like I have done -- you realize Mark practices what he preaches: *Give first before you ever try to sell.*

We've all heard the old saying: The more you give, the more you get. Mark has turned that into an art form.

His philosophy goes way beyond giving out an eBook or extra bonuses, but forming a business attitude dependent on ***giving***. He gives the thing that's really most valuable – *time*!

To quote him from a [recent weekend seminar](#):

*“Instead of asking what someone can do for you, ask them what you can do for them!”*

Chances are that you've met Mark through one of his gifts. And if you haven't, you'll find great value in these:

- A special report containing “[Three Words Guaranteed To Make Your Sales Letter Fail](#)” – I guarantee you use all of these words!
- “[How To Find The People Who Will Buy Whatever You Want To Sell Them](#)” – That's the key, right? Knowing where to find the

people who want what you have. . .Or is it finding people who want something and getting it for them? Mark answers that in this special report.

- *The 12 Days of Christmas* annual promotion where contributors line up to give products away for 12 days as the event grows beyond belief. This is the mother of all giveaways. To get on his list, [click here](#).
- Know how a master mind session works? Mark shares [six hours his recorded master mind sessions](#) with several of his apprentices as they ask and he answers dozens of questions about all aspects of marketing online
- A 17-step report on *creating sales letters that sell* that's chocked full of valuable information. Go to the [bottom of the sales letter](#) and click on the link that says "*Click here only if you have decided not to order*" and you'll be taken to a page to sign up for this report. You don't want to miss it. It's one of the most valuable free reports you'll find.
- Although this isn't free, these [introductory weekend seminars](#) are worth their weight in gold. He answers tough questions and continues to give for two days straight! Get on his list and you may be able to attend one of these weekend seminars for free.

That's a lot of giving. . .

So, how do you make money giving stuff away? Believe me, it's not about making sales, but building a relationship that is personal, warm, reciprocal – and profitable in the long-term.

People like doing business with people they **know, like** and **trust**, Mark says.

[Craig Perrine](#) echoes the same sentiment.

### ***What does giving have to do with my \$1000 week?***

People who've participated in my [60-Day Experiment](#) tell me that I'm very generous because I give a ton of information, tools and ebooks. And I put an incredible amount of time into being personal, reachable and responsive.

*So why didn't giving work for me?*

The answer was between my ears. I constantly kept score. I was most concerned if my subscribers were reciprocating like I thought they should. It would eat at me. And that creates two problems:

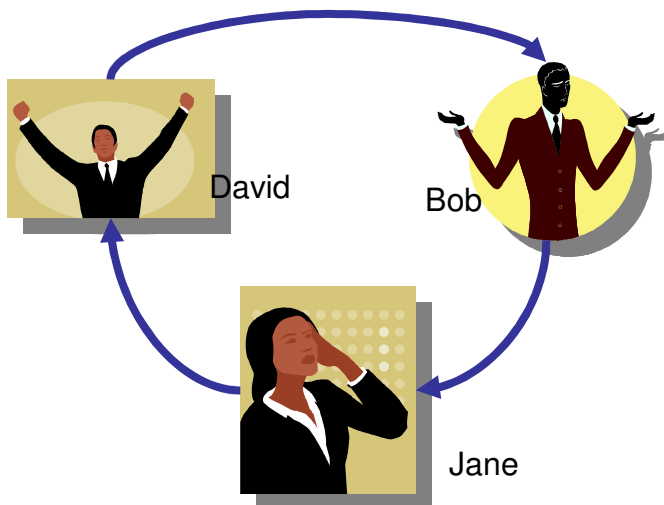
- 1) **An unwritten contract** – gift-giving by its very definition means there's no contract. A gift is a gift. Period. If I'm keeping score, you're the second party in a contract that you didn't know existed and violate on a daily basis.

2) **Hard feelings** – better known as resentment. That builds when someone doesn't do what you think they should have and you feel somehow injured. *Resentment ain't good*. It's a negative emotion that robs us of peace and serenity. But the worst part is that usually, you're the only one injured since the object of your resentment doesn't know anything about it!

The *law of giving* says that whatever you give comes back to you tenfold – *whether what you give is good or bad*. It's a universal law that doesn't belong to any one religion. But of course, tithing is a good example taken directly from The Bible.

Putting out a little resentment means you'll get back negative emotions tenfold! No thanks.

Mark says keeping score is a waste of time because you never know where the return energy will come from. That makes total sense once you think it through. Here's an example to help you see it:



*I* decide to give gifts, help, advice and anything else needed to *Bob*. *Bob* is grateful, but doesn't respond exactly as *I* expect. Maybe he doesn't buy the product, or say "Thank You" exactly as he should

have.

So *I* get bent out of shape about it, worry about it and begin to resent *Bob's* lack of appreciation. But *Bob* doesn't have a clue what's going on in my head.

The resentment eventually poisons *my* outlook on life and causes me to vow that I'll "never be so generous again" which kills the pleasure I get from giving!

Yet, *Bob* goes along happily unaware and glad to be the recipient of *my* gifts. He tells *Jane* about *my* generosity. *Jane* buys *my* products and becomes a great, lifelong customer.

But I don't know that because I stopped communicating with that incredibly ungrateful *Bob*. The connection between *Bob* and *Jane* eludes me.

*I* just hold on to the resentment (stupidly!) until all that resentment toward *Bob* eventually causes me to implode.

The moral of the story: *A person full of resentment can't survive.*

You never know where the return energy will come from, so don't worry about the direct results from your generosity now.

Making that shift was an essential key to *allowing me to experience my first \$1000 week.*

[Mark Hendricks](#) revealed another secret to me and it was so simple. See if you can discover it in the rest of this report.

### ***What have we learned so far?***

*1) Create relationships via sincere, personal communication*

*2) Give and keep on giving without expectations*

So, what else do I know about these two facts?

Building relationships takes time. Time is a commitment by both parties. And to nail down the commitment, each party must receive something of value. The value of the gift must be great enough to trade the time. The time must be used well to build the relationship.

Whatever I did, it would have to be over a period of time. So, I decided to give prospects and subscribers to my list *30 Gifts in 30 Days* to add value to our relationship, build good will and start a consistent daily dialogue.

When a prospect signed up for this, they received at least one gift -- a special report, eBook, case study, resell rights product, etc. -- each day for at least 30 days. (*Rumor has it that the gifts continue beyond the 30 days.*☺)

But the concern of most marketers is that if you give away too many freebies, you'll train the recipients to expect freebies.

Maybe, but. . .how would you like to have a subscriber commit to *receive and read* your e-mail each day for at least 30 consecutive days?

Can you build a relationship in 30 days?

You bet! You should accept that challenge!

***Here's how I did it:***

Each day, the prospect receives a personal note from me telling them a little about my life, my dreams, and my hopes on one hand as I give them a gift with the other.

Then I ask them to share their life.

I created a simple questionnaire to delve into their lives gently. The tool I use gives me real-time analysis and the ability to communicate back to them immediately. This incredibly simple and flexible communication tool called is [You Ask Them](#).

At the end of 30 days, I've accomplished several tasks. The prospect:

- 1) *Recognizes my name and e-mail address*. That's the first step, right. If they don't know me, they won't like me. And by giving them a gift each day, they begin looking forward to each e-mail.

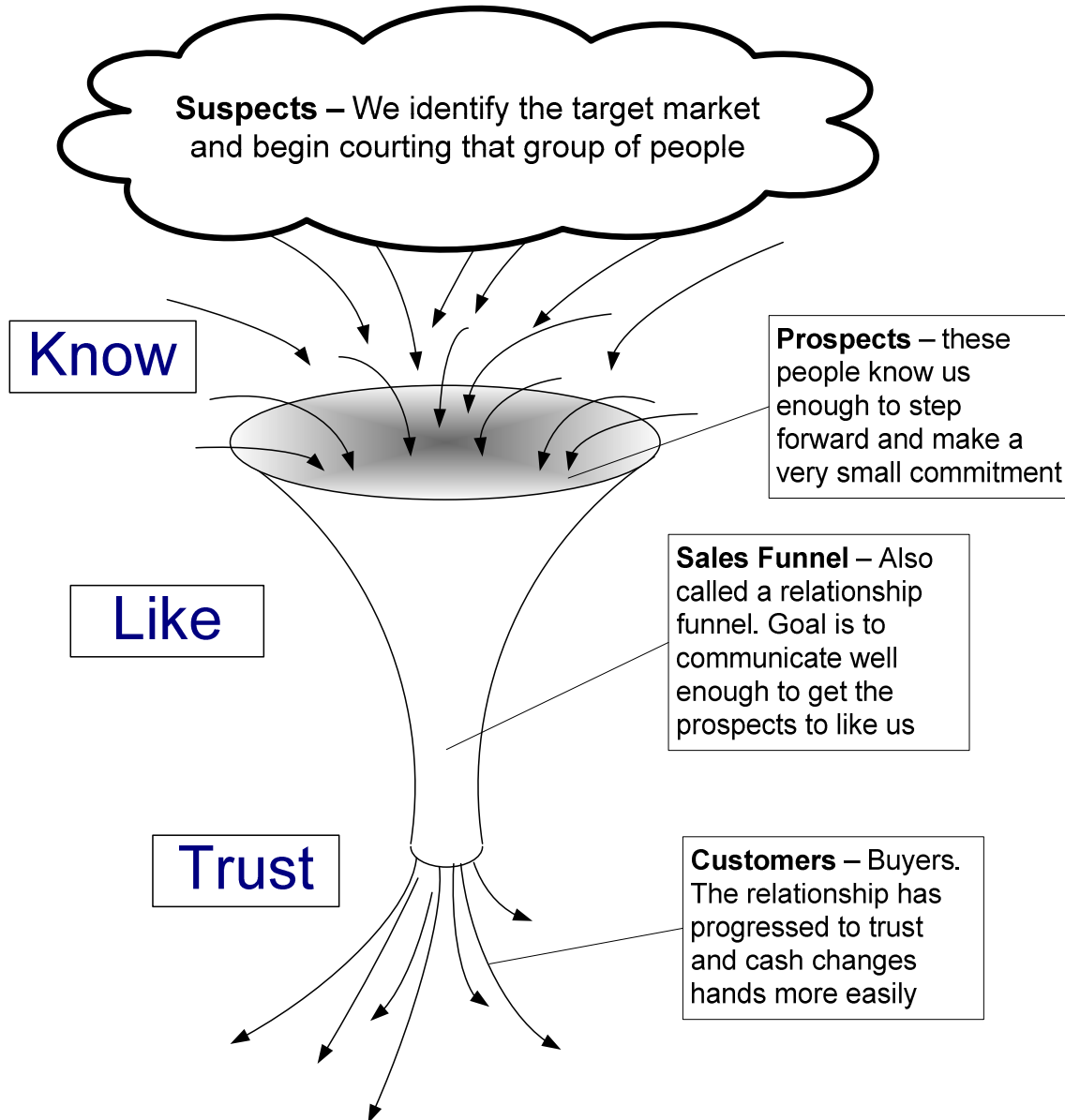
- 2) Opens the e-mail and reads it (because they never know what kind of goodie I'm giving them.) Receiving the e-mail isn't the final goal, is it? No, if they don't open the e-mail and read it the relationship goes no where!
- 3) Clicks on the link (training them to click through to valuable gifts trains the mind and muscle memory to click when I send them an offer too.) This is a very important skill for a prospect to have. I want them to click through my offers. Moving from gifts to offers will become natural.

Clicking should become part of the muscle memory associated with an e-mail from me. How much more difficult is it to click on a purchase than to click on a gift? Not much, right?

- 4) Receives offers sprinkled throughout the gift schedule. I do this occasionally in the first 30 days just so my *new friends* know that this is a business relationship too. Some of my best online friends also buy from me. (Remember, people buy from people they *know, like and trust*. Friends, in other words.)

This technique helped build a prospect list of 750 people in a very short time. Not a big list, right? But remember – it's about the zeros. All I have to do is scale the process and I'll add another zero soon.

Now, they've entered "the funnel." Look at the diagram below to see how this works.



Notice that it's a "funnel" because many more prospects go into the top than customers come out the bottom. To increase the conversion, I began training them gently to know me, to expect emails and *to take action*.

Have you noticed that making the first step toward a goal is much harder than taking the second? That's the idea behind gift-giving. Even freebie-seekers will find it much easier to take a second step after making that small first commitment every day for 30 days.

One of Mark's favorite sayings to all of us in his [apprentice program](#) is that ***actionable content***, not relevant content, is king. If you're not leading people to an action, you're not marketing.

And the most important action in content, the one that completes the very first step in the relationship is...

CLICK!

*Click to take a look at the sales page.*

*Click to download a freebie gift.*

*Click to verify a subscription.*

*Click to submit an order.*

*Do your readers know how to click?* Training my subscribers to click (early and often) is my most important job.

Offering one gift each day for 30 days is a good start in training them. In the Internet marketing world, clicking, buying and downloading are common tasks that most of us know and love!

But in the *real* world, that can still be a scary thing.

Teaching prospects to download digital products and *be comfortable doing so* is key to improving that trust factor. If I train them well, they'll trust me, and my support issues will be few and far between because I've taught them well.

### ***What about the small end of the funnel – conversions?***

After a few days of receiving and downloading gifts, they're ready to receive an offer. At this point, I could blow the whole thing by offering the wrong product. If I try to convince them to buy a \$1000 product, they'll run.

But, if [I offered them something wonderful, with high value, at an incredibly low price](#) they may take that all-important next step to become a paying customer.

My new friends online will make that decision using two criteria:

1) ***Integrity*** – Do they believe I'll do what I say when I say it? Do they believe I have their best interests at heart? In other words, have they begun to trust me? Hopefully, because I've established a personal relationship through the e-mail channel and given them valuable gifts -- as well as quite a bit of myself -- to them, they're willing to give me the benefit of doubt.

2) **Value** – If I’ve done my job well, price is not the only criteria. But for a first offer, price helps them take another small step in the life-long customer process. The price should be small enough to be painless while the value is huge. And of course, there’s no risk to them with a generous money-back guarantee.

Luckily, I had an experiment in building and marketing a niche product that I called [The 60-Day Experiment](#). What is The Experiment?

*This report is a good example of [60-Day Experiment](#) philosophy. Imagine 60 days of lessons based on real-life and real-time learning about building a business online and sharing that knowledge openly and freely among an active community of like-minded folks. The people who went through the initial course with me loved it.*

*Several finished the Experiment with a website and a business of their own.*

(But I never tried to sell it! **Why?** That was the question that Mark and Craig asked too!)

The prospects were offered not only the [first course in The 60-Day Experiment](#), but the *Elite Membership* (lifetime membership for all past, current and future courses) for the small fee of \$27.

To help them see the value and understand our relationship a little better, I moved them through an e-mail sales process that was

modeled after Craig's personal, relationship building teachings with a lot of Mark Hendricks thrown on top.

It moves from friendly, value packed invitations to Mark's more politely assertive actionable content.

*(If you'd like to see the e-mail series with my commentary about what worked and why, sign up for [The 30 Gifts in 30 Days](#) promotion here.)*

### **Okay, let's talk about results**

*Fifty percent conversion. . . !?*

I know. That was ridiculous, but I did get 7.5 percent conversion over the three days of active selling.

So you tell me: Successful or not? I was ecstatic that I'd made \$1112 in three days. And I'm told that 7.5 percent conversion is pretty good.

Subscribers to [The 30 Gifts in 30 Days](#) promotion continue to sign up every day. Each day, I'm driving new people to the current offer. And each day brings new sales without much more work because I've automated that process.

That's success. Now, I'm ready scale the small success by adding a few zeros!

***What's next? A little gift for you, of course. . .***

Ka-Ching!

I love that sound. When I fire up my computer, there's a pretty good chance I'm going to hear a cash register dinging sales now. That's motivational. Or maybe addictive. . .

I love this little [wav file](#) that I have put on my computer. When it dings like a cash register, I know someone just made a purchase. Even better, I've received a deposit to my PayPal account.

How cool is that?!

If you want the same set up, check out this [little video](#) and you can create an Outlook rule for your computer too. (Just another little gift from me – beginning to see what I'm doing here? ☺)

***What about Craig's and Mark's comments that sparked all this?***

If you remember [Craig Perrine](#) was standing in front of the room at [Pat O'Bryan's UnSeminar](#) and I was in the front row. . .*alright, I was whining about having too many projects, not enough time, not getting anything done, yada-yada. . .*

Craig listened. Then he said something that really ticked me off:

**“There are two kinds of people in the world: Starters and Finishers.  
You, my friend, are a Starter!”**

There was silence. I was crushed. He had nailed me. I do finish tasks – but in desperation usually. I built my own log house, but had to because we had no place to live!

Too often, I get a *great idea* – I don’t mean just a good little idea, but a **GREAT IDEA** -- and I don’t follow through.

Idea people are terrific. I’m one. I love being around people who come up with and share great ideas. But if we don’t execute those ideas, they’re worthless.

Craig did me a big favor by holding up a mirror and letting me see that *finishing* was my first problem.

A month later, I was still steaming about being put in the “*starters*” category. So, on the [Mark Hendricks master mind session](#), I began whining that I wasn’t making any money online. “When will I begin making money?” I asked, just like every other newbie.

*Again, I got truth!*

**“When will you decide to?” he said. “ Nothing happens until you make the decision.”**

Decide to? Uh. . .

At that very moment, I decided two things:

- 1) I'm a finisher!
  
- 2) I'm making money on the Internet!

I have a specific number in mind and I will not be deterred. So, I'll pass on these two key questions to you:

**Which are you? A *STARTER* or a *FINISHER*?**

**And have you *DECIDED* to make money online yet?**

Let me know. Really! Tell me which you are and if you've made the decision and then I want to know how it's going.

I might just have another little gift for you. 😊

Good luck!

David Perdeu

[The 60-Day Experiment](#)