



This free Talking Ebook is brought to you courtesy of part-time internet marketers Michael Green and Peter Twist.

NOTE: See Page 2 to play audio.

Success Habits Series

Diary Profits

Talking Ebook by Michael Green & Peter Twist

Audio For This Talking eBook

The audio for this talking eBook is provided by [Flash Audio Wizard](#). You must be connected to the internet in order to listen to this ebook.

Click the button below to start the audio playing and follow along by either printing out the book below or following the conversation on screen below:

[Play Talking Ebook](#)



Audio provided via [Flash Audio Wizard](#)

Disclaimer: We've discussed techniques that have made us money online and are known to have worked for other people. However, there's no way that anyone can be certain about the outcome that you'll experience and no warranty is given or implied in this Talking Ebook. Good luck with your own online enterprises.

RAPID INTRO...

PETER TWIST: Hello. This is Peter Twist and it's a Monday morning at ten o'clock and I'm here with Michael Green. It's a great thing to do on a Monday morning, Michael, is to put together our special Success Habits profit diary special edition. So, good morning.

MICHAEL GREEN: Morning to you.

PETER: I think this is a bit of a one-off really because we normally tend to do these at Christmas and New Year, don't we?

MICHAEL: Well, yeah, that's right the Success Habits Series that we've put together seems to have got a great sort of following now, isn't it, and we do that every Christmas —

PETER: Yes.

MICHAEL: And I know that there are thousands — literally tens of thousands of people out there — who have copies of the one of the Success Habits recordings or other because we've had a lot of downloads over the past. But this is a mid year Success Habits and pretty soon we're going to explain why really.

PETER: So it's a special surprise for everybody so I hope you're going to enjoy this next half hour or three-quarters of an hour. So let's just explain the concept of the profit diary idea. How did this come about?

‘PROFIT DIARY’ CONCEPT EXPLAINED

MICHAEL: Well, I have long maintained that one of the biggest problems for internet marketers — and, in fact, this applies to everybody no matter what they do, but particularly for internet marketers — is to really kind of work out how they’re going to achieve their success and, of course, part of that is coming up with a product and an idea and doing the actual mechanics and the technical side of it and the rest of it.

But actually I think one of the biggest issues is actually diarizing the time to go ahead and do it. So this special edition profit diary is really to talk about the diary — how you can use it to stunning success — it’s a stunning effect to create stunning success and that’s what this is really about.

PETER: So just from a purely practical point of view then are we talking about a desk diary or a computer diary? This is going to be the essential tool that people need to start off with.

MICHAEL: Well, I guess the answer is: it doesn’t matter which you use for reference. I’ll tell you what I do — which is I use the Outlook diary, which is part of Microsoft Office. One of the nice things you can do there is use a printout, which prints out every day in a period that you want to cover. So, for example, if it is a three month period then you can sort of print that out and it will have everything you already have in your diary in there.

Perhaps we’ll talk a bit later. I have a special technique for kind of planning out this Success Profit Diary and I’ll share that with our listeners a little bit later.

PETER: Now, although we’ve called it diary, what we’ve tried to do is to not put a kind of a limit on this. We did talk about a six-month, or a twelve-month or a three-month, and I think people’s abilities will vary that much. I would imagine this could be quite flexible really — couldn’t it — once people kind of put the framework together you can compress it or expand it.

MICHAEL: I think probably once we've explained the concept here. I think in everybody's own mind they'll kind of understand a period which makes sense for them, and that will be dependent on the kind of project they have in mind, the sort of ambition they have for it, how big the projects are, their own lifestyle, where they're going to be over a period of time — and so there'll just be a natural period of time where it works.

I think we're suggesting if people are listening to this pretty currently and we're in the summer of 2006 whilst we're recording, then a great timescale would be to use the profit diary techniques to make a ton of cash by Christmas.

PETER: Yeah.

MICHAEL: I mean that would be a very sensible time scale. Other people might say, 'No, I'm just going to run this over the summer' — there could be all sorts of approaches. But, yeah, it's pretty flexible as the listeners are going to hear pretty soon.

PETER: Now I think what I always like to point out about yourself is that before people start saying things like, 'Oh, I'm so busy. I'm on holiday' and everything — I've got to explain that you were involved very heavily in public life so this kind of a — possibly quiet time for you where you don't have to be in parliament and such so.

MICHAEL: Well, there is that, but I mean basically this is a hobby for me. This is — when I want to — it probably sounds like a strange hobby for some people — but when I want to get away and I want to relax from the daily hustle and bustle of politics and what have you — then for me — for my weekend or whatever when I am not doing that stuff — this is relaxation for me. This is how I relax. I do internet marketing to relax. How about that?

PETER: Well, the reason I'm saying that is that for anybody who is listening who has a full-time job and is now coming up with all the excuses is that — well, both of us really — we both have sort of full-time work and we do this in our

spare time. I think that's an important thing to point out because people visualize us sitting by a pool all day long and just doing nothing I think — a lot of the time. Most internet marketers —

MICHAEL: The absolute truth is you can do this in very minimal time. You can do it whilst having a very, very full-time job elsewhere as long you — I guess as long as you have a Sunday free or something you can do this stuff. I guess what we're saying is lack of time is no real excuse for these things. It's always possible to fit the things in you want to do. If this is a hobby you enjoy — and a very profitable one at that — then you can go ahead and slot it around your life. Absolutely.

PETER: So just to pick up on that again — I think you've got two options: if you do have lots of time you can do this on a daily basis or you can do it twice a week or once every weekend. The principles will remain the same. The timescale will just change a little.

MICHAEL: In some senses I dream of what it must be like to be able to do this full-time because if you have that much time to do it then you can take everything we're talking about and times it by a hundred. But if you're just going to do it half a day a week, or in your evenings or your spare time — well, I think what we're going to talk about today is perfectly practical and doable.

PROFIT DIARY TIP #1

THERE ARE NO ‘GLASS CEILINGS’

PETER: Okay. Now we have mentioned these before — goals and things that you want to do and things that you want to achieve — but I think the first point — your title for it is ‘No Glass Ceilings.’ Just explain that for us.

MICHAEL: Well, I guess we should mention that we have ten points — ten key points here — that we want people to kind of understand and that’s what this special is about today. The first one is — as you say — ‘No Glass Ceilings.’

Well, the very first thing you have to do here is set some objectives for yourself and what is it that you want to achieve — in what kind of predefine diary timescale. If that predefine time is going to be the next three months because that’s when you’re in summer mode or if its going to be the next two months because that’s when the kids are off school or whatever the period is going to be — if it’s going to be the next six months up till Christmas — what you have to do is define the period of time.

Once you’ve done that you have to decide that there will be no glass ceilings. So it’s often said, but it’s — online usually just as easy to sell a product for ten bucks as it is to sell a product for a hundred bucks, a thousand bucks or, in some cases, even ten thousand bucks. There are obviously differences once you get up to the higher numbers, but at the low numbers, I don’t think there is any difference between selling a ten dollar product and a fifty dollar product for certain.

So when I say ‘no glass ceilings’ you have to decide how much you want to try and create over a period of time — how ambitious you’re going to be, both in terms of what it is you do online — and I strongly success that product creations is one piece of the mix — and how much you want to make from it. Don’t kind of just set figures because that’s what you did before. That’s what I think we’re saying here.

Set what you really think is achievable but make it ambitious. Don't have glass ceilings. Don't say to yourself, 'Well, you know' — I need to give you a great example of one of my mentor students. She had been online — I've mentioned her a few times — she's been online for years and had only ever made 97 bucks. I think she'd been online for five years and made 97 bucks. When I took her on as a mentoring student, it would have been very obvious for us to say, 'Well, look, you know' — her name is Lisa — 'Lisa, why don't we make your target a thousand bucks'?

PETER: Just a realistic target.

MICHAEL: Yeah. I mean it wouldn't have paid for mentoring program immediately, but — you know — why don't we make it a thousand bucks just to be realistic? I guess if your baseline is 97 bucks then making ten times that in a very short period of time sounds good. But we didn't do that. We simply set the ceiling much, much higher and she has made tens, if not hundreds, of thousands of dollars since. So it's just the value of kind of not narrowing it down into just a ridiculously small kind of base figure. Go for something ambitious.

PETER: Now just to — because you sell a lot of products online — would it be fair to say that the cheapest price is not always the best price? You must have done some price testing with your products.

MICHAEL: Yeah. I love to split test the prices and that's absolutely true. If you market a product low it often sells low as well in terms of volume.

PETER: Right.

MICHAEL: So it's a fundamental mistake and it usually indicates that the creator of the product hasn't valued their time, effort and knowledge and then they go and set the price too low. Occasionally, and just once in a while, it indicates that a person has a too greater view of their time, value and knowledge and sets the price too high. We all know those products when we buy them. My advice is to buy products which have a 100% guarantee built into them. Right.

PROFIT DIARY TIP #2

THE PROFIT DIARY TIMESCALE

PETER: Okay then. Well, we've briefly touched on this — point number two is how important the timescales are. But as you say, we're not talking really in terms of months or days. Just give us an outline then of what kind of marks we have to set down.

MICHAEL: Yeah. Okay. Well, as you say, point two will be the profit diary timescale.

PETER: Yeah.

MICHAEL: You want to do something worthwhile in my mind. My argument is you need to think about it over just a bit longer term than most people are prepared to. I mean you and I were joking when we were naming the Success Habits Profit Diary special edition. We were attempting to call it profit diary in 24 hours or something like that.

PETER: Yeah.

MICHAEL: But the truth is — to do something worthwhile I suggest that — the three month period is kind of a reasonable timescale to set. Now an individual product or approach may take much less time and so a month might work. But here's what I do. Shall I give you the nuts and bolts here?

PETER: Yeah. Go on. Yeah. No problem.

MICHAEL: So what I would do if I was using Outlook, for example, which I do — I'd go into Outlook. I'd go into the calendar in Outlook. I'd hit control P for print or File Print. Then on the left hand side it says Print Files, I'd go down to the one which says monthly style. I'd click Page Setup and I uncheck the one which says print exactly one month per page.

So now what I do is go back to the first print page and it says Print Range. I'll put in a start date — so I might put in today as the start date and I'll put in an end date for the period of time that I'm interested in — just the same as the case where I was going to put in December the 25th, Christmas Day. Then I'd hit OK and Print Diary.

What it will give me then is several months worth of a diary printed out of approximately a month per page but I unchecked the thing which says it can go over the page if it's more than a month so if you start halfway through the month you'll get half of one month and half of the next month on the page. What you get in front of you are boxes for each day where you can write in — on Tuesday what I'm going to be doing is this — and that thing could be I'm going to create the product — I start creating the product.

Now I notice on Wednesday — and this is actually how I go through — I notice on Wednesday I'm already committed for the full day doing other stuff unrelated. Thursday morning's the same. Thursday afternoon I'm going to get back to this product creation. Friday I can't do. Saturday I can, so I'm going to do it then. Sunday I can do the morning. In the afternoon I'm going to be out with the family or whatever — and I work through like that and I'd say, okay, this is a product that I know that I need two weeks to complete — to create.

PETER: Yeah.

MICHAEL: And I would work, quite literally, scheduling the time in the manner I just described so that I know that I have 14 days or 10 days or whatever it is I require outlined and ready to go. Then, of course, the key thing is to be religious about how I should be using that time. But I go through all the way through the product creation right through laying out the time for marketing letter. Like I know a good marketing letter takes me a weekend to write.

PETER: Yeah. So you can allow —

MICHAEL: Now other people would say, 'Oh, for me it takes three or four days or one day or whatever they want to say and I'll allocate that time. Now it's not necessarily a weekend, but I want two complete days work and really focus on it and work my socks off. So I'll allocate that in there as well.

We're talking at a fairly high level here, Peter, so I guess it's worth saying to people that if they're at this point sitting there and saying, 'Alright, it's all very well' you'll say just go off and create a product. How the heck do I do that?

Then there are lot of tools out there to explain how to create products, one of which is my own [Create and Sell Products Online](#), which goes through the A to Z of creating a product from scratch and it goes through every single stage from the product creation to the sales letter and actually the technical side of getting it online. So some people just — and mine is just one of many and there are many other good guides out there as well.

PETER: But I think the point you make is something a lot of people don't do because before they start anything they do see the obstacles. So I think — I mean I always do it. I always put down I will do this and then I try to work out how I'm going to do it. But I think it's important to put down what you want to achieve. Don't worry about how you're going to do it and then once you know what the end result is — is try and find the way to do it.

MICHAEL: Yeah and in some cases — yeah exactly — in some cases you can work from the back of the diary forward. So backwards — for — you know what I mean.

PETER: Yeah, I know what you mean.

MICHAEL: Target date and work backwards. Okay. If I'm going to do it by this date I would have to have the sales in by here. I would have to have, therefore, the sales letter by here and the product created by here, you know, and you kind of work backwards in time. You can go one way or the other. But I mean once you've sat down and gone through that process the whole thing looks

much more straightforward because it's in front of you on the page and that somehow just makes it easier to do it.

PETER: And again like most things it sounds simple but I can bet a lot of people don't apply this. What I like about the way you've put it out — explained it there — is that this is so flexible that those half days could be just like one half day per week, so it may take you two months to do what you're going to do or just two weeks to do it. I think that's the beauty of it.

MICHAEL: Absolutely. Absolutely. I've got cases — and I've just done this for this next period coming up till Christmas, if you like, from now — and I've got things where I've put in — well that's just the evening because I have the evening off or whatever else I'm doing — so I have this evening just to work on something. I mean that's how detailed this could be and, of course, the key is when it comes to that evening — it's a nice sunny evening and you feel like going out to get a drink or something — you know — the key is sticking to the plan.

PETER: Yeah. Yeah. Sticking to it.

MICHAEL: And that's one big thing, but we'll come back to that.

PETER: I must point out we have mentioned Outlook here. There are lots of other programs that you could use and I need to mention that we are no way affiliated to Microsoft or endorsing Microsoft products here, just to make that clear to everybody.

MICHAEL: Absolutely.

PROFIT DIARY TIP #3

LEAVING DIARY TIME TO BRAINSTORM

PETER: Okay. So number three then is — I mean how do we work out what we're going to do? Do you sit there in a darkened room for 24 hours and try and make a list of things — I mean that's quite difficult to do, isn't it?

MICHAEL: Yeah. Yeah. Well, number three — as you say — is brainstorming. I don't find the darkened room works for me. I find the shower is great for ideas generation — I mean that's just — the shower or sometimes driving along — I just find the two places — if I'm going to go and think about things those are the places that really work for me. But, anyway, everyone will have their own little kind of special way. But number three is very much brainstorming for what you're going to do.

Okay. So, so far we've set the no glass ceilings. We've decided on the target — let's say you want to create a hundred thousand dollars worth of whatever it is — whatever your target is. We've worked out there's a timescale of things. So you pulled the diary out and you started to look at the diary and how much time you have available when you might do it. And so then number three is the brainstorming for an idea.

People brainstorm in a lot of different ways and I know that some people struggle with brainstorming. I mention — I devote a whole chapter to brainstorming in my [Create and Sell Products Online](#) toolkit.

There's another great toolkit for people who want to just — devoid of ideas and they want to come up with something, and this is a toolkit that was written by one of my apprentice students — and, by the way, I'm just about to [rerun my mentoring program](#). I only have ran it once before and I took ten apprentices, most of them have become very successful in their own right.

This particular apprentice student is called Lisa Preston. She became very successful and her product when I was tutoring her was called the Complete Brainstorm Lab — completebrainstormlab.com — and is all about trying to come up with ideas for online products. I mean it's just a mine field of information.

So people can reference these various different guides, spend time online surfing, look through magazines, look through newspapers, consider their own interests — all of those type of things to come up with the different projects that they're going to do.

PETER: And again I think the important thing is to put it a timescale on that because you could spend weeks, couldn't you, just brainstorming and not getting anywhere.

MICHAEL: Yeah and I think people have a tendency to do that. I mean — to give you a working example of this — I've brainstorm for my three projects between now and Christmas and they are: number one what I'm going to do — I'm repeating my mentoring program only for the second time ever.

Ten individuals. I don't have — because of these time limitations — I actually don't have time to do anymore or do it anymore regularly or take on more people so it's just ten individuals and I'm recruiting those individuals right now. It's kind of like an application and interview processor to How to Corp. So that's my first thing.

The second thing is that I'm releasing a product called [Pure AdSense Gold](#). It's not out as I speak. It may be by the time people listen to this. Pure AdSense Gold is — as the name suggests — all about AdSense advertising.

I have been spending months, if not years, checking just about every product out there on the market today — directory generators and different ways of creating websites quickly and easily or, by comparison, building websites from scratch. I've checked them all and seen which ones Google prefers and how to make that successful and [Pure AdSense Gold](#) is all about that and that's a product that will come out this summer.

Then the third product is called SR3 and those who remember the Stinking Rich range from number one and two will know that SR3 is Stinking Rich 3. And Stinking Rich 3 — that's kind of like the right behind the scenes stuff about creating products online.

So now there you have three different projects that's my brainstorming done. Now my task is to put that into action and it's exactly the same for our listener. Go ahead. Brainstorm your products or projects. It may just be one project — it may be three or five who knows — and then move on from there and put it into action.

PETER: Now I think an important point that I picked up on there is that one thing people will say when they're trying to come up with an idea is it's been done before or they'll try and do something completely brand new. But here you are, a well known marketer, going into a market, the AdSense market, which is not saturated but there are a lot of products out there. So I think if somebody like yourself goes ahead competing with other people that's got to be inspiration for others who think its been done before.

MICHAEL: Yeah. I mean for me a lot of the time. That simply proves the market's there. And, of course, what you want to do is offer something different. Most of the AdSense type products — what they do is they sell often their own specific piece of software or they are plugging a particular piece of software or a particular approach and what I've done here is effectively — I'm creating a review product.

I've tried everything there is out there, from your traffic hurricanes, to your AdSense directory creation tools and to doing it yourself — you know — just about everything there. I've considered all the factors, including placement of adverts on the page — I've tested the whole thing and what people are buying is — some the up short of all of my research, which I guess is more independent than usual than many of the other products out there.

Now is there a market for that? I don't know exactly but I'm pretty damn confident that it's the sort of thing I would want to get my hands on if I hadn't created it myself because it's going to save people months, if not years, of their own exploration. So that makes sense.

PETER: Somebody else can do that. Say, for example, they are an expert in a certain field and the joke is always what — go for knitting or whatever. I mean there's no reason why you couldn't review the best golf products or the best knitting products and give your own opinions on those if you were short of ideas yourself.

MICHAEL: Absolutely. My [How to Achieve the Swinging Golf](#) product, which is one of my —

PETER: Everything I mentioned you have a product for it. I can't believe this.

MICHAEL: Well — and that product is not even — I mean, A, it's not an original subject as you quite rightly point out and B, it's not my product. It was written in 1923 or 1921 actually, so it's a public domain product and it gets into that whole public domain product generation thing, which is well worth checking out.

If you don't have your own product ideas why not rely on public domain stuff and there's some great — Yanik's [Public Domain Riches](#) is very good if you want to understand how to create public domain products or rather how to remarket public domain products. And I've got to tell you that book *How to Achieve the Swinging Golf* sells every single day. Everyday without fail. I didn't write it but I marketed it and so I'm pretty sure the busy markets is the one to go for.

PETER: And just on the subject of public domain if I can mention two U.K. guys — Neil Stafford and Peter Woodhead — they've just re-launched a public domain site which has got loads of stuff in them. I'll get [the URL](#) and we'll probably put it in the printed book for people or whatever for people.

MICHAEL: Yeah. We'll put it right where you've mentioned it.

PETER: Sort the URL out for you. [[It's here](#)]

PROFIT DIARY TIP #4

MAKING YOUR DIARY SCRIBBLES HAPPEN!

PETER: Okay, then number four then — we're up to number four which is —

MICHAEL: Well, putting it into action is number four. Shall I share with the listeners how I did this just last night?

PETER: Okay.

MICHAEL: This is a good one. This will explain it pretty well. I printed — as I described before I printed out the diary. I'd gone through the brainstorming. I decided what I wanted to achieve. I literally took the three pages of my printed diary. I went out for dinner with my wife.

We grabbed Chinese right in the village that we live in and we sat down and we worked out how we were going to produce the outcome — I should say how I was going to produce the outcome — that we were looking for — to an extent both of us — and the extent to which it was both of us is this — it really, really helps to have somebody else to look over what you are doing — look over your shoulder and kind of discuss it through with someone and I know we're going to come onto that as a separate point but that's why I say we.

What I did was grab the diary and we quite literally went through every single day in the timescale that we were talking about. There's a load of time, which is the majority of the time which is already blocked out because I'm already committed to other things that I do. Then I'm just looking at my free time and I'm saying okay well this is my free time. I still want to do some other things with that free time like see my family or my great love in life is flying and I just got a new aircraft so I want to go fly it.

So it's all of those things — and we want a family holiday — that kind of thing. But I am the type who will quite happily take the laptop with me and I'll be

creating some products whilst I'm on holiday — you know — so that's okay. I just do it a couple of hours a day and I find it very relaxing. As I say it's my hobby so why wouldn't I?

So putting it into action, grabbing the diary, and actually outlining exactly when you're going to do what when — that's number four. You actually have to make sure you've not only had the idea and understand the diary principle, but you're actually putting the times and dates into the diary.

PETER: Now — just to go back to goals — one thing that a lot of people talk about and they use to always like to talk about on the internet is the goal just in terms of financial success. Did you put any financial — any actual numbers on these goals at all?

MICHAEL: Oh, sure. Absolutely. Absolutely. I mean I know exactly how much that I'm looking to create in that period of time. I mean without — that would be absolutely — I mean for me having the goal — and I know that we're actually going to talk about — our last point is related to this — having the goal is absolutely key to it.

If you don't know what you want to do or why you want to do it — and by the way that reason could be anything from being able to pay for something that you desperately want or — you know — quite often it's paying for something that somebody else wants or your kids education or it could be doing something very altruistic and —

Like I remember one of my students was — when I take on mentor students I always ask what they want to do. Why are they doing this? Of course, the trite answer is, 'Oh, we want to make a lot of money.' Well, that actually is not good enough. When people give me that answer I don't take them on as apprentices. If that is the deepest motivation they have then the chances are they'll fail.

But I had somebody who they wanted to set up a horse sanctuary so the horses would finish they're working lives running races or being working horses. They

wanted to give them a great place to retire. This was there ambition and goal and this is why they wanted to raise —

PETER: The money.

MICHAEL: — a million dollars on my marketing. Well that's a great ambition.

PETER: So as long as you've got that goal there — but in your diary you could put numbers down there. You could, for example, like you did with Lisa, you could put by this day let's try and generate \$1000 and then perhaps \$5000 — I mean is that a good way to do it?

MICHAEL: Yeah. I think you want to be absolutely clear about what you're trying to achieve and there is no point in doing this in a vacuum. You have to do it and you have to be clear about what you're trying to achieve and this is the point — to kind of write all that down and — as you say — diarize it so that you can look back and you can check it.

PROFIT DIARY TIP #5

COMMIT YOURSELF TO A THIRD-PARTY

PETER: Okay. Now this is an important point. We're halfway. Number five is commit yourself to a third party.

MICHAEL: Yeah, absolutely. I think this is essential. You can be the most determined person in the world — and I guess you and I like to think of ourselves as being pretty straightforward — we have our objectives, we're determined to reach them — but actually, if you've only made that pledge to yourself then often as not it's quite difficult to achieve.

So what I like to do is make sure that I have committed the plan to somebody else. Somebody else has seen it. I've discussed it with somebody else. In the case of myself going out with my wife last night for dinner, we went to Chinese, had dinner, discussed the plan, and I now feel like it has the seal of approval.

PETER: Yes.

MICHAEL: In my case the royal seal of approval. I feel that somebody else actually understands this. So if it starts to go pear-shaped — as my plan did last summer when I set out this great plan and week one was to do XYZ, and day one my computer crashed and the rest of week one was spent sorting out a new computer — you know even when you have everything backed up its still becomes a major effort.

PETER: Yeah. Yeah it's a problem.

MICHAEL: It was like that. Anyway, having somebody else run through with that and say, 'Look the plan's changed. This is what's happened' — and I know we're going to talk about flexibility —

PETER: But I mean we have talked about this in our previous [Success Habits 2005](#) and [Success Habits 2006](#) [both free downloads], so I think just to expand on that a little bit. The way the diary comes in is — I think what you're saying is not to just go out for dinner and say to people or your friends or family say, 'I've got this great idea' without any backup behind it because then the minute somebody says, 'Oh, that's been tried, that's been done' the whole thing falls apart. What we're saying is to first formulate the idea before you discuss it with these people. That's an important point, isn't it?

MICHAEL: Absolutely.

PETER: And so that as soon as when somebody comes back to you and says, 'Oh, what about the market?' 'Oh, yes. Well, I did this research.' 'What about the timescale?' 'Well, yes. I reckon in two months.' That's the important part about the diary, isn't it?

MICHAEL: Yeah, absolutely. And the fact that you sat down with your diary with somebody else and you've kind of — you've said — well let's take the research for example — a great point — you said the research is going to take three days and they've said, 'Hold on a minute. Really? Is it only going to be three days? I think you need to allow the whole five-day method for that particular task.' — whatever that task is.

Well, the marketing, which is another very, very big issue — and I think we're going to talk about that a little bit later — but the amount of time — the division between the product creation time and the marketing time is absolutely vital to the overall success and having somebody else to kind of look over your shoulder very useful. Incidentally, this doesn't need to be somebody who knows the first thing about marketing.

This is just somebody with common sense who you trust — and that could be somebody online, it could be somebody offline. In the case of going out for dinner, somebody offline and — that's my wife — of course she's offline. But it could be somebody who you know through the online environment or who you chat to on a forum — on an internet marketing forum or something like that.

PETER: And I think the important thing is to show people what the — I mean what's the expression — that you could be running a business but you could be building a business as well. I think there is a big difference, isn't it?

The big difference between just running your business day in and day out — if people say to you 'Why are you doing this?' You can say, 'Well, this is going to be the end result because I'm building my business', and the things that may look crazy to some people that you're doing at the time — minimal things possibly — once they understand the big plan, the big picture, then they can see what you're working towards.

MICHAEL: Yeah, that's it. And, of course, the diary is absolutely key to this because they can see the bigger picture because they can see the dates in the diary and the overall plan. The whole thing's going to make much more sense, which is again why your diary is really your route to your profits.

PROFIT DIARY TIP #6

TURN YOUR DIARY DREAM INTO ACTION

PETER: Okay. So on point number six then we've got taking the action layout these timetables, but they still have to be a little bit flexible, don't they?

MICHAEL: Yeah. I mean number six is doing it, taking the action. As I was just describing, last year I had this whole thing planned out — I was absolutely determined. One thing happened — which is the computer crashed — and despite having backups and all the rest of it, it's just the effort of putting it back into place — I mean I remember I lost four days that first week and it just through me out of kilter. I found it very difficult to recover from it. So you know we all suffer from this.

My plan was never quite the same. You have to be flexible. Things are always going to be thrown in your path. You're going to have to be flexible with your plan. One of the best ways of being flexible is to allow a bit of leeway in the plan. For example, if you know that writing a sales letter is a two day job for you — if you could find a way to allow three days in your diary just in case you know the first day you can't work all of it or whatever — that's going to help tremendously.

PETER: Yeah, that's right because again it's a big myth and again we've talked about this before that people only see the end result and they think — I mean that's a great revelation that you've said about having your computer problems because when you look on the surface of Michael Green everything is fantastic and runs so smoothly. It's unbelievable. But it is reassuring to hear.

MICHAEL: See behind the scenes.

PETER: Yes, exactly. Behind the scenes it's never quite the same really.

MICHAEL: Well, that's right exactly. And you know I use a — I always use to be very loyal to Toshiba laptops. I now use Avaya and they're pretty reliable beasts. But you know just something can happen or you might lose the computer and that's going to kill your timetable you have to have a recovery plan you have to get the diary out.

I mean things —it's kind of a flexibility thing. If things go wrong and other things intervene as they more surely will, then you have to be prepared to pull that diary out again. Go for another Chinese meal or whatever you're going to do ideally with the original person and rework the plan.

PETER: And importantly print it out.

MICHAEL: Yeah, yeah. I mean I'm a great one for working on the computer and I don't print much stuff out. This is the one time where I print this out and I stick it on my desk or up by my desk and I refer to it everyday, whilst I'm trying to achieve what the diary calls for each day. So absolutely it's one of the very few times where I would suggest printing out makes sense.

PETER: And again — just to reassure people — you were involved in helping me or we talked about this a couple of weeks ago when we all were suppose to be going to France and everything was laid out and I had all my time laid out and things I was going to do, then I decided not to go to France and my wife and kids were going. But then we discovered the kids' passports had run out. So what do you do? My wife is due to go to this wedding in France and we couldn't get the passports before then so she went out, I got the passports, I drove the kids to the airport, I took them to France and came back. Okay, that's an extreme example, but these things happen, don't they? Life gets in the way.

MICHAEL: Yeah.

PETER: So that was more or less a week out of my schedule really, but now I'm more or less managing to get back on track.

MICHAEL: Yeah, I know. Absolutely. You have to take the diary and then use the diary again to make sure that you can reorganize your time successfully.

PROFIT DIARY TIP #7

MARKETING YOUR PRODUCT (OR SERVICE)

PETER: Okay, that was number six — on to number seven now.

MICHAEL: Yeah. Well, this is [marketing your product](#). And the reason I want to mention this with specific reference to sort of using your diary profitably — is it's very tempting to — I notice this with all [my mentor students](#) — they think the creating product is the big deal because it's what most people struggle with, and that marketing it is a couple of days.

The truth is, of course, marketing — as with anybody who's created something online will know or possibly even offline — marketing the product is nine-tenths of the deal here and what you have to do is allow sufficient time to be able to market the product.

Now I would say when you're outlining your diary, what you want to do is allow the same amount of time for product promotion as you do for product creation. Sometimes that's hard to do because you know that the sales letter is going to take less time to create than the entire product. But actually the marketing is probably going to take just as long. By the time you've set up — I don't know maybe you're going to do some Google ads, maybe you're going to contact other people to do JVs, joint ventures — and you need to learn out about how to do a joint venture — maybe you're going to —

PETER: You mentioned another URL then.

MICHAEL: I nearly did but I was mentioning —

PETER: Sorry. I couldn't resist that. Go on.

MICHAEL: Well, now there's a product that you and I created — [HowtoJointVenture.com](#) — is that the one?

PETER: Yes. See you do it unconsciously now.

MICHAEL: I did it unconsciously. And while I was mentioning how to promote a product — there's actually [a toolkit](#) called that, which is a toolkit which runs through 24 different ways to go about [promoting a product](#).

If you ever are fooled into thinking that creating a product takes as long as promoting, just go ahead and read how to promote a product. You'll find out that by the time you've used the 24 different — I call them [power kits](#) — 24 different things that you need to go and do — oh, boy that's easily going to take you just as every bit as long as creating the product in the first place.

What I'm saying here is with the diary and trying to use the diary in a profitable way, make sure that you allow roughly the same amount of time to promote the product as you did to create it. That's the rule of thumb lesson that you want to get across.

PETER: So if I can just drop something in there about promotion, especially with JVs. I think JVs are great examples where it's really important to lay down a timeline because what I see a lot of people doing is they'll have this product and they'll just gather as many names as possible — potential JV partners — and just email them in one go and that's it.

Because I get — as you do — get a lot of these emails — I find that the people who — perhaps what they'll do is select five JV partners, email those five people and then another five — because if all of those people come back to you the same time you may not be able to deal with all the inquiries and everything — and then again the most successful JVs I've seen are — it may well be that if you email some of these really busy people, make sure that you contact them again, say two days later, and say, 'By the way, Fred, I emailed you two days ago.'

Now some marketers — what they will do is — they can actually put all of that into an auto responder. But what you have to be careful of is somebody does come back to you and say no I'm not interested or yes I am you have to take

they're name out of your auto responder because there's nothing worse than getting back to somebody saying yes you're interested and then you get an email from them saying I haven't heard from you in two days. So that's — and a person who I think who has been really good at doing that sort of thing is a guy called Mike Mertz, he's been doing a lot of JVs for people and he's very good at doing that kind of thing. So I think at times —

MICHAEL: Mike's great. I rarely do JVs, but I do them when Mike brings them to me because he just does it really nicely as you said.

PETER: Yeah and he has that — you know I'm renown for not really answering peoples first emails. So I have to admit that. It is the ones who send me two or three who would just gently remind me and you know those guys have got it down in their diary or timescale or whatever it is that's so important.

MICHAEL: Yeah, yeah, yeah.

PROFIT DIARY TIP #8

SET UP A YOUR OWN DIARY REVIEW

PETER: Okay. Number eight is the — let me see — is this — what have we got for number eight then?

MICHAEL: Oh, this is setting up a review process in the diary.

PETER: That's it.

MICHAEL: So you have this whole diary. You have it printed out. It's sitting by your desk. You're getting on with things and you think you're doing pretty well. The key point is to stop and assess your progress. Work out — just at a regular interval — and I suggest kind of weekly — it depends on the timescale that you're working to — but if you're doing kind of like from now till Christmas — weekly you just want to sit down and you want to make sure you're meeting your objectives and you're stopping and assessing the progress.

PETER: Right.

MICHAEL: That is really I think pretty much what there is to say on that.

PETER: And that's where the flexibility comes in again. Not to become — well, not to get too excited if you're ahead of yourself. Not to get despondent if you're way behind. It's just to keep that flexibility.

MICHAEL: Yeah, yeah. The thing is to have a plan.

PETER: Yeah.

MICHAEL: You must have a plan.

PETER: Yeah.

MICHAEL: If you're finding that things aren't going to timescale one way or the other, what's your plan to deal with that? It's simple as that.

PROFIT DIARY TIP #9

BUILD PRODUCTS FOR THE LONG TERM

PETER: Now this next one is interesting — number nine — because it's something which I think has affected you with some of your products.

MICHAEL: Yeah. I speak from personal experience.

PETER: Yeah.

MICHAEL: That's right.

PETER: It's all about building for long term. Salability if you like.

MICHAEL: Yeah. My — I guess the argument here is: better use of your diary is to produce a long term product rather than a short term product. I have an example of that.

I have — a product which sells fantastically well is my Stinking Rich range because what it does — it gets right behind the scenes. It's like looking over my shoulder. It's extremely detailed. It's not a cheap product, but it's a great internet marketing product. But because of the sort of information that I'm revealing in there is — I wouldn't want everybody getting their hands on — it sounds a bit trite but it's true — I wouldn't want everyone getting their hands on it.

I only have released 250 copies of this particular toolkit and I then I take it off the market and I take it off the market for good, which is all very well, but what I find is that I spend a great deal of diary time on a product which gets released for a month, sells out, gets shipped a month or two later — because I actually sell the product first before shipping it — and then I can no longer sell it. So that is a frustration.

Now my argument here is if you are already established online as a marketer maybe with a name and a reputation, then doing one-offs like that is fine. If you are starting out or you don't have that reputation behind you then I suggest producing a product that will continue to sell into the future, makes a lot more sense.

PETER: Yeah.

MICHAEL: That's my basic point here. I think what you want to do is you want to have a product which can sell today, tomorrow, next month, next year, and three years time and my best products are still selling four or five years later.

PETER: I think also people will find that reassuring because especially over the last I'd say twelve months — I think John Reese started it, didn't he with his big sales in one day. I think people are now thinking, oh, I've got to do this massive product launch and make all this money in 24 hours to be seen and to feel that I am successful.

MICHAEL: Yeah, right. Probably true. Here's a salutary warning to our listeners. That approach is fine and it does work and no problems and, of course, internet marketing — if your product is based around internet marketing — many of mine aren't.

I've already mentioned [Golf Swings](#) — I have products which are about [email](#) and [internet policies](#) and the [Meaning of Dreams](#) and all these bizarre different areas. But in internet marketing product terms, of course, techniques do change and update. So if you do a product which is time limited and you take it off the market that's fine, but understand if you want to kind of do the same thing next year you have to create the product again from scratch.

Effectively, I'm doing that now with [SR3](#). Stinking Rich 3 is a product release which will be later this summer and it will be limited to 250 copies again and it will use all the latest techniques that I've been using 2006 and other things that I'll be using 2007. But boy, what a lot of work to produce this stuff. Listen, I'm

not complaining but I'm just saying that the best use of your diary is possibly not to do that but to actually —

PETER: But of course those products do — as you say — that's just one part of your business. You have other long term products as well which sell day in and day out.

MICHAEL: Yeah. I have mostly long term products and very few short term ones like that. In fact, this is the only product that I ever do. What I've done though is got into the habit of doing one once a year. It's a huge amount of work to create and I would not recommend that as an approach. It's just not the best use of your diary.

PETER: And even these Success Habits that we've been doing now for four or five years now — although they're not kind of products in a way because we do give them to preferred people that we know are going to enjoy them — both of us we do still get emails, don't we, from stuff that we did in the first one five years ago.

MICHAEL: Oh, yeah, absolutely.

PETER: That's really nice.

MICHAEL: I still get people saying, 'Well, I noticed you mentioned XY — does it still work?'

PETER: Yeah, yeah. Exactly. I think that's nice and reassuring. And I was going to say that — say for example a person who is bringing out their e-book on the Michael Speckled Goldfish or whatever — there's no need for you to do a massive launch on that kind of product. You could just start off slowly contacting a few JV partners and then just build it up as you go along.

MICHAEL: Yeah, that's right. Again, the point is to have a plan and to use the diary to create that plan.

PETER: And also I was going to say with the diary again with the JV partners it's also good reason not to do everything in one go in case you make mistakes because sometimes if you contact people who are further down your list of JV partners and you make a mistake or whatever you can put down five days later – okay make adjustments, change my JV letter and carry on sending it out to the rest of the people.

MICHAEL: Oh, absolutely. I mean it's all about testing, isn't it as before.

PROFIT DIARY TIP #10

SPENDING YOUR MONEY!

PETER: Yeah. Okay. So now this is the fun part. I've got it down here as number ten is spending the money. Not quite that, but it's achieving your goals.

MICHAEL: Well, talking about diaries and profit diaries and what have you is great, but there's no point building up what we're calling here a profit diary, which is a plan based around your diary, unless you're going to actually do something with the money you earn at the end of it. So I would include in that diary when and how you're going to actually spend the money.

Now it maybe that you're going to set up this horse sanctuary that one of my mentor students did, or it maybe that you're going to go off on a holiday and buy a new car, house, new plane, or new yacht or whatever it is that you're going to do. You and I are both good friends with a chap called Dr. Mani —

PETER: Yes, yes.

MICHAEL: — out there in India. He came over. I had dinner with him a few months ago, which was fantastic. I've done a lot of work. We've done a lot of JVs together and I actually got to meet Dr. Mani in the end. And as everybody probably online knows now, Dr. Mani spends the money he makes, or a lion share of the money he makes, providing [heart operations for kids](#) in India.

PETER: Yeah.

MICHAEL: I mean — wow. I think it costs 1,500 bucks — the heart operation. That same operation here would be in the region of ten or fifteen thousand dollars in the West.

PETER: Yeah.

MICHAEL: So — you know — I mean what an amazing — now I guess to use the Dr. Manny profit diary approach, he would use a diary like this and he'd say — you know I've had conversations when he came for dinner — I had a conversation with him like this. He was saying, 'By the end of this period I want to be able to perform 20 heart operations.'

PETER: Yeah. So that's the goal in the diary. Yeah.

MICHAEL: So when I say go spend the money I mean go do whatever the objective was and I think it's absolutely critical to write that down in your diary so that — let's say you're doing it now for Christmas — at Christmas you're going to do XYZ with the money. You're going to — whatever your heart so does desire, that's what you're going to be doing at that time so you know that your timescale stands well.

PETER: Yeah. A Canadian marketer who's done it for quite a few years now — Rick Benito — he does the thing for kids at Christmas where he through JV partners and mailing lists —

MICHAEL: Is that Rick — he used to have an e-zine thing?

PETER: Yes, that's right. That's right. And he does it where he asks people to send toys.

MICHAEL: Okay.

PETER: Mostly in the U.S. I believe, but send toys and this gets sent off for kids for Christmas. And also our good friend, [Martin Avis](#), just recently has run a promotion through the rotary clubs of Great Britain to provide aid for people who —

MICHAEL: Oh, sure. He asked me about whether he could pass that onto my how-to forum.

PETER: Yeah. That's an extreme example where people are literally sending donations, but that's through the credibility and the mailing lists that Martin has built up over the couple of years with [Kick Start Daily](#) and that's fantastic.

MICHAEL: Yeah, that's right. Well — you know — as I say — it doesn't matter whether the objective is to buy a new car, or buy a new plane, or go on a holiday — whatever it is — or to pay for heart operations or get money sent in for disadvantaged kids — whatever your objective is online or a combination of the above — my point is write it down. Put it in the diary just as certain as your wrote down and put in the timescale and the steps towards achieving all your goals and that's the key.

PETER: That's it. And I think — just to round off — is just to tell people this recording that we done today was actually in both of our diaries. We had it marked down for 9:30 Monday morning to get together and do this. So there you are — in practice.

MICHAEL: Absolutely. We used the diary in the most profitable sense of the word. And I'm delighted this is our first recording at high quality.

PETER: Yes.

MICHAEL: It's going to sound to people like we're together but we're not. We're doing it across the line.

PETER: Yeah, that's another thing — just to give people a background — we're using — people in the business will be familiar — but we're using what's called ISDN technology, which I use on a daily basis to do my voice-over work for radio spots and things. But now yourself — you have one there. We are about 250 miles apart, but it really makes a big difference to the quality.

MICHAEL: Well, those who are also fans of the earlier Success Habits recordings — all of which are still available from our websites — so [Marketing Lounge](#) or [How to Corp](#) — check out the ['How To' Forum](#) too.

PETER: Yeah.

MICHAEL: They'll be familiar with that old crackly kind of down phone line —

PETER: The telephone — yeah and I hope we've raised the bar yet again in the multimedia world of the internet, especially. And just to point out that from a time saving situation, we can now just disconnect this line and go off and do our daily things that we're doing rather than having travel 250 miles to meet up —

MICHAEL: That's it. That's it.

PETER: — and that's a great way to [how to manage your time](#), to name another URL [it's a free download by the way 😊].

MICHAEL: That's right and we'll now distribute this around the world and I hope that everyone listening has enjoyed it and they'll be now scrambling for their diaries to change their approach and turn their diaries into what I call a profit diary and using it to maximum advantage.

PETER: And just to say — you know — we've done this. We've genuinely done this to help people who are sitting there struggling, a bit confused, wanting to move on. That's the — really is the only reason we've done this. So we really hope people enjoy listening to it.

MICHAEL: Well, it's been great fun to do as well. So I think it's probably truth to say we've done it because we've enjoyed it as well as everybody else is about to.

PETER: Definitely. And you fill me with enthusiasm, which is fantastic. That's great.

MICHAEL: Well, it's great to talk to you.

PETER: Thanks ever so much, Michael, and hopefully we'll do something Christmas as well.

MICHAEL: Yeah, no doubt.

If you'd like to find out more about the subjects discussed in this Talking Ebook, then be sure to check out Michael Green's ~ HowToCorp ~ product range at:
<http://www.howtocorp.com>

You'll find professional internet marketing interviews with Peter Twist's here:
<http://www.MasterMindLounge.com>

In particular, if you're interesting in developing and selling your own products online then consider getting hold of a copy of (newly updated for 2006):
<http://www.CreateAndSELLproductsONLINE.com>

If you already have a product, service or business and want to promote it harder online then check out:
<http://www.HowToPROMOTEaProduct.com>

And if you'd like to leverage your income by setting up tremendous Joint Venture adventures, then take a look at:
<http://www.HowTo-JointVenture.com>

Also discussed were:
<http://www.PureAdsenseGold.com>
<http://www.StinkingRich3.com>

Michael Green's exclusive mentoring program at:
<http://www.michaelgreenconsulting.com/apprenticeship-program>

Finally, here's the complete 'How To' toolkit range. Definitely worth checking them out ☺.

Create Your Own Newsletter <http://www.howtoWRITEaNEWSLETTER.com>
Publish A Money Making Ezine <http://www.EasyEzineToolkit.com>
Get your own Ezine Editors List <http://www.ezine-editors-list.com>
Become A Great Public Speaker <http://www.HowToPresent.com>
How To Publish PDFs In 5 Mins <http://www.howtoPDFcreator.com>
Beat Stress And Be Happier <http://www.HowToFindHappiness.com>
Build Info Products <http://www.CreateAndSELLproductsONLINE.com>
Create A Product Seminar <http://www.create-a-product-seminar.com>
Protect ClickBank and PayPal Sales <http://www.Easy-Download.com>
Start Your Own Forum Today <http://www.HowToStartaForum.com>
Get A Corporate Email Use Policy <http://www.Email-Policy.org>
Get Corporate Internet Use Policy <http://www.Internet-Policy.org>
Perfect Your Golf Swing <http://www.HowToAchieveTheSwingInGolf.com>
The Answer To Your Dreams <http://www.Meaning-of-Dreams.com>
24 Keys To Promote Anything <http://www.HowToPROMOTEaProduct.com>
Sales Letter PERSONALIZER <http://www.SalesLetterPersonalizer.com>
The Secrets Of Movie Making <http://www.Instant-Movie-Making.com>
The 10 Laws of Joint Venturing <http://www.HowTo-JointVenture.com>
