

S u c c e s s R a d i o 1 1 : 1 1

Presented by Bill White
<http://www.synchronicity-expert.com>

Intro: Synchronicity expert Bill White brings you Success Radio 11:11.

Bill White: This is Bill White with Success Radio 11:11. I am here today with Mark Hendricks of hunteridge.com. How are you doing, Mark?

Mark Hendricks: Doing great Bill, it is good to be here.

Bill White: Terrific. Mark why do you not tell my listeners a little bit about yourself?

Mark Hendricks: Okay. I have been involved in business and marketing for over 25 years and a variety of different market areas and stuff like that. Since about 1994-1995 my interest turned to the Internet who is maturing enough to get serious about it, 1996, March of 1996 is when I actually registered the domain hunteridge.com and hunteridge is H-U-N-T-E-R-I-D-G-E. It has got one R in the middle of it, hunteridge.com. March of 1996 was when that website was first registered and I put something up there and I already have websites prior to that but not on my own domain. They had those free post-it kind of things on AOL as a matter of fact. That is what it was way back then.

Bill White: Right.

Mark Hendricks: So that is when I got really interested in the Internet and I put together a book and was selling it by a combination of my Internet and it was a printed like in a 3-ring binder kind of thing and I actually mailed it out to people through the postal mail but they ordered it from the Internet and interestingly they would even send me their credit card through E-mail. Back then nobody really realized the security issues of such or it was not a concern. A lot of times I have it split in two E-mails and that kind of thing.

Bill White: Sure.

Mark Hendricks: Then I started an affiliate program back before there was affiliate software so I was one of first people who ever did affiliate programs and had all kinds of affiliate programs. We actually turned it into a two-tier affiliate program and without software it was kind of hectic because we used QuickBooks and kept track of our -- by that way we had our own little coding system and all those kind of stuff. So that was pretty wild, then E-books came about and I converted to E-books so then after that it was like, "Boy, this visual download stuff is great." So I am just heading in that direction. I have not looked back on that. So I have been involved in information products on the Internet and I also developed a lot of software for Internet commerce. We may talk about some of those things here in a second plus I do a lot of coaching for Internet-based business and brick and mortar business owners, too.

Bill White: Terrific. So Mark, what is the fastest route to monetizing an idea on the Internet?

Mark Hendricks: You know my answer is always really simple for this, Bill, and people I think miss the power of it because it is so simple. The very first things you have to do is you

have to understand the marketplace and a lot of people will say that but I am talking about something on a very, very basic level which is the psychology of the marketplace. You have got to do your homework. You research into the market place and find out what their biggest fears and nightmares and hopes and dreams and all the things that bug them or things that they aspire to. You have to find out what those are and learn how they speak about those things and their language so that when you communicate with them, either in written or verbal or pictures or video or audio or how you are going to do it, you build a very, very quick rapport with that marketplace. So that they feel like you do understand their feelings and you are one of them. In other words, you have very, very quick empathy, not sympathy, for the marketplace, but empathy, you understand their feelings. That is the very first step, getting that right because if you do not get that right, none of the bells and whistles, none of the technology, none of that what I call plumbing on the Internet is going to work because you have missed the psychology of the marketplace. So that is the very first step.

The second thing is you got to find a product or service that matches what is going to either help people solve this problem or help them achieve the goal that they are looking for or if you can do both, you just tie them together then you really got something and that is either going to be somebody who has already developed that product or service, which is your shortcut, or you are going to have to develop that product or service yourself which is a longer road to do. Now the thing you are looking for in a product or service, not only do you want one that matches the marketplace for the problem or helping people get the goal but you want to make sure that that company or person that has produced that product or service knows how to sell that product or service to a genuine-interested lead because if you are going to get into a joint venture with him or if you are going to be an affiliate with him by way of the Internet and how we do a lot of businesses on the Internet, you want to make sure that if you are sending somebody over to somebody's website or place of business and this person does lead is genuinely interested that -- I mean this ought to be a slam dunk. The person ought to be able to put the sales message in front of him and this fish ought to bite. All right? So if the person -- if the company or person does not know how to sell to a real live breathing hot lead, do not waste your time and energy sending them leads because this is your business. It is just like a local hardware store. I mean that business person is their own business person. Yeah, they buy and sell hardware but they are getting it from a supplier and they have a relationship with their local community who are their customers. So, if you are doing this through affiliate marketing and you have a website and you are referring leads through your place of business over to somebody else, you want to make sure that those things are selling because you got to operate your business as your business and most people, most affiliates, will kind of go off track there but it is really important. Most affiliates -- if you are trying to run a business that way, you got to think of your business as a business and where we get your product. It has got to sell well and it reflects on you and your reputation in the marketplace.

Then the third step to that is putting those two together. The leads that you get that are of interest to people and the product and services and that is where the magic happens and it creates sales. Now that is where a lot of people stop, that this is where I shine. Now you just started a relationship. Now you want to build the back into your business and repeat this process over and over and over and over again and not only introduce products that the marketplace initially wanted that you spotted but people are people. They have all kinds of wants and needs and as they get certain wants and needs met, other wants become prevalent. So you get better at understanding that and you can introduce other kind of products in a vertical niche, in other words similar products, and you can also introduce products that seemingly that people do not know you for, but you may know other businesses in a different area of life that you could introduce better products and services to your customer base and the customers because they

learn to know you like you trust you and people that know me have heard me say that line for years and years and years. When people get to know you, like you, trust you, they will depend on you for recommendations and quality information and advice and leadership and then you just repeat and repeat and repeat all these.

Bill White: That sounds like we should just take off running and start making lots of money. Sounds like a really good plan.

Mark Hendricks: It is absolutely the quickest, the easiest way to do it and there are a couple of tools that I have developed along the way. Do you think that people would like to know about those...

Bill White: Absolutely.

Mark Hendricks: That would help them in this process?

Bill White: Absolutely.

Mark Hendricks: One in particular is a piece of software and a friend of mine asked me one time, he says, "Mark, what is the easiest way for you to find out what people want to buy," and I thought about it for a few seconds because he was genuine in his question and he was having some business problems and I finally said, "Well, you ask them," and I think there was a pause and he says, "You ask them?" I said, "Yeah that is the absolute quickest way to find out what people want." He kind of scratched his head and then he started realizing that he had not been doing that.

Bill White: Right.

Mark Hendricks: That he had been trying to tell the marketplace that he has stuff that they could buy but it was not necessarily what they wanted to buy. So that began a little quest of mine. I started talking about it to some other people and out of that I developed a software that is, guess what, called You Ask Them and it is at youaskthem.com, Y-O-U-A-S-K-T-H-E-M-dot-com, youaskthem.com, and what it does is -- to call it just a survey system would be a shame. It is really integrated survey questionnaire database communication system and analytics that lets you see into the marketplace, the emotions of the marketplace, and that you can measure those emotions on a marketplace and see what is really going on in the psychology of people who are answering the questions for you. They will do multiple choice questions plus people can type in long answers too of which there you see a lot of the emotions that flow where people are typing from their own little fingertips. The other cool thing about it when you do multiple choice questions is you can send them to various URL page addresses depending on how they answer certain questions. I do not want to go take too much time and talk about that whole thing but if people want to go to youaskthem.com, they can get more information on that.

Another one that helps in finding products, ClickBank is -- a lot of people know ClickBank and ClickBank has thousands and thousands of digital download products in all kinds of market areas. So, once you find a market and figure out there the psychology of market and what they want then you go on a hunt for products that they would like to buy and there is a tool that I developed called CB Account Manager and it is at cbaccountmanager.com and it grabs the ClickBank products database. It also allows you to manage multiple ClickBank accounts that you have for all the sales records and the leads and whether you are a vendor or an affiliate, it will pull the E-

mail addresses and names of those people so you create your own database of all the sales. Now it is always wonderful to have a database full of paying customers to market to.

Bill White: Absolutely.

Mark Hendricks: So if you have been maybe selling affiliate products and you have not been communicating with those people who have bought products of other vendors who were recommended by you as an affiliate, you need to keep in touch with those people because those are buyers and those are your customers just like that hardware store. So there are a couple right there. Maybe we can talk about few others a little bit later. What are the kind of things you want to talk about?

Bill White: Well that is terrific, terrific information. I am really, really psyched about it. I come from an offline advertising in marketing world myself and that is one of the first things that occurred to me when you started talking about what this is -- okay, how do you actually take a poll on the market and you just provided a solution? I know in offline where we have focus groups and sometimes focus groups do not give entirely honest answers.

Mark Hendricks: That is right.

Bill White: Yeah.

Mark Hendricks: That is right.

Bill White: You know there has been a lot of buzz in the air about recent changes to Google's algorithms on their search engines and everything like that. How does that affect your view on marketing practices on the web?

Mark Hendricks: Absolutely has not affected me at all.

Bill White: Okay.

Mark Hendricks: Okay and here is the reason why, I do not depend on Google to grow my business. I know a lot of people do, a lot of people spend a lot of people trying to do guess what Google is going to do next and optimize for Google and jump through hoops to make Google happy about them and everything like that, but I have seen too many people who had thriving businesses going based on Google and also may change algorithms or some policies that they have and all of a sudden their business gets ripped up from under and long term that is like the old Bible song when you were a kid, "A foolish man builds his house upon the sand," and that is the way I looked at that is you are building it if you are building on a relationship with some company like Google who is pretty fickle about things and always changing things. Now the reason they are doing that is they are progressing as a search engine. They are fine tuning how they do whole thing. So there are always going to be a moving target, it is always going to be like mad magazine, you know like that spy versus spy?

Bill White: Right.

Mark Hendricks: Back and forth and back and forth and for me I do not want a long-term solid business built on sand where things can get all washed away when the tide changes and I recommend to all my people in my coaching program on our mastermind program, the Internet Success System, not to make Google the focus of their marketing plan. It is okay to have it as a

part of it, but absolutely I do not think it should be the E-way to go about doing it. There are so many different ways to go about doing it. I attended a conference on list building back in June and I gave the attendees there 17 ways to drive traffic, I mean there are a lot more than that but 17 proven ways that if you spend your time just doing these 17 things, you probably have 95% of the traffic you could ever use and the other 5% is not worth the effort to get and the major search engines are just one of those 17 ways.

Bill White: Right.

Mark Hendricks: The major search engines being Google and MSN and Yahoo! and the MSN and Yahoo! are nipping at Google's heels all the time on coming up with things. So I would suggest people to spread out not only in search engine stuff, to look to the other two major players, but also check out all these other ways of getting traffic to your site that have been around forever, I mean forever being back where I started.

Bill White: Right.

Mark Hendricks: All staying stuff was there and that is what I had to use. So those 17 ways if people want to check that out at some point, the website is grandmasteroflistbuilding.com.

Bill White: Great.

Mark Hendricks: Grandmasteroflistbuilding.com and that whole package will be available there.

Bill White: All right. I know a lot of people know you for your 12 days of Christmas promotion, that is where I first met you. Can you tell us how you came up with that idea and what was it like putting it together and pulling it off?

Mark Hendricks: Sure. It is kind of a funny story actually or at least it was humorous to me. December 1, 2003, I woke up, I get up pretty early so I woke up 4:00 or 4:30 in the morning and I am thinking, okay, it is December, we are coming into Christmas and everybody is now purchasing presents and the like for husband, wife, kids, grandparents, uncles, aunts, cousins, people at work, in other words, all their circle of friends and family and okay, so what am I going to do this month? It is like, okay, this is not my season.

Bill White: Right.

Mark Hendricks: As far as the kind of stuff that I typically sell because most people are not going to buy the kind of things that I sell for Christmas presents. Okay. So I got up and I thought, "Well, if you are not going to sell things, probably the best thing to do is give things away," and the idea of giving which is Christmas, of course, and I thought of the song The 12 Days of Christmas. Of course, each day there are more gifts that get given than received. So that was the concept and so I figured well, I got 12 days of Christmas and I have not started this yet so it would pretty hard to do one today and two tomorrow. So I split it up to where there would be one on the first day of Christmas and then every other day would be the next day of Christmas. So it would go one, three, five, seven, nine and on all the way up to the 24th or 23rd or whatever it is up Christmas which will be the last day of Christmas, the 12th day. So what I had to do I got in touch with five Internet pals of mine, wrote out to them and told him my idea that this is going to be a list of -- we are going to give away stuff that we normally would sell the rest of the year, that was the catch to them, that you have got to come up with something really, really special not

just some garbage then something that you would normally sell for the rest of the year. Three out of those five wrote back immediately said, "Yeah, let's do it." So then I had bought some time because I mailed out, I got the thing going the first day. There was no software for this kind of stuff. This is all done manually so I build the pages and all the linking and all these kind of stuff and so I knew I had two days to get together for two of those three people. So on the third day, December 3rd is now the second day of Christmas, two of those people, we put their gifts up and in the meantime it bought me enough time and I asked them, "Hey, who else do you know who would be interested in participating as a giver?" and they recommend some people and I got hold of them. So the whole thing snowballed that first year into 78 different people finally got involved and if you add up the 12 days of Christmas there are 78 gifts. So I put a limit there.

Bill White: Awesome!

Mark Hendricks: Then they sent out an announcement to their list and it all came through my site and it was a list builder for all the givers and it was a wonderful, wonderful possibility for people to get a lot of terrific products and services that normally the rest of the year were for sale. So that was how it all came about. I did it the next year with a little different twist, the third year with a little different twist, and it seems right now everybody and their brother and sister and aunt and uncle have some kind of a gift giveaway that is basically based on this concept. So it is kind of a lot harder to have it unique in the marketplace at this point.

Bill White: Right. I was on in the first year and it was huge thing. I definitely can attest to the fact that I have built a list faster during that the time period that I ever did before or after.

Mark Hendricks: Well, there was -- a lot of people who gave gifts in those 12 days of Christmas were put on the map, so to speak, and built their businesses off of that little leverage up. So I was happy to be able to help a lot of people that way.

Bill White: Yeah. That is definitely true. Well what other words of wisdom would you share with my listeners because they are all interested in being more successful in every phase of their lives and, of course, business is one of the big ones?

Mark Hendricks: The other thing that I recommend people doing is checking out one site of mine. There are a lot of people that offer coaching programs and things like that; however, I tend to put a lot of thought into things to try to make things very, very unique and I have a program that has been going for maybe 3 to 3-1/2 years, I cannot remember exactly when I started a system and the website is internet-success-system.com. It has got hyphens between the words. If you go there you will find that it is a home study course that has got 12 sections to it and but we also do two conferences, live conferences, a year and we have got one coming up on October 2006 in Atlanta and this whole Internet Success System is not about mark. It is about all the other people who sign up and become part of this whole group because it is a very sharing group of successful people who have been through this home study course that I put together. So it is a mindset that they have acquired because they go through the home study course and, Bill, it is all kinds of stuff about understanding the thing about them, the psychology, the market, understanding the competition in the marketplace. How to design products or where to get products? How to write sales letters and sales copy? How to do auto responder plumbing in your business? How to set up web pages for sales success? How to set up an affiliate program? How to do joint ventures? How to work the backend of your business? So it is like all the pieces that you really need and without all the pieces, you are never going to have a striving business as you possibly could have.

Bill White: Sure.

Mark Hendricks: Plus we get together once a month on a telephone and I and other people answer questions, everybody chips in with some ideas. In the live conferences we have guest speakers that I invite, some of my pals that are leading, world-known Internet marketing hotshots. They come in and talk about where they are at in their business at this point in time. Now there are things that -- at our conferences, there are no sales pitches going on. Absolutely zero sales pitches. There is no table in the back of the room with their credit card machine trying to take people's money. There are no big manuals and CDs and tapes to buy or anything like that. These speakers come because they know me and I have invited them personally and they talk and give usually a two-hour presentation of what they are doing and what is working in their business and they hang around all weekend and we have breakfast, lunch and dinner and they are around and people get to know them. I think it is really important for people in my program when I work them to get to know people and that works. So that is what it is all about. One of the ISS members told me that there are over a hundred hours of audio training now in the program.

Bill White: Wow.

Mark Hendricks: So it is not just the home study courses, 12 sessions of which are probably 20-24 hours of audio, all that is transcribed. There are also worksheets on the home study course but after the home study course, those monthly things that we do, a lot of times those are running 90 minutes to two hours plus the conferences, our 3-day conferences and we have a half day on the front-end for people to come and learn more about HTML page design and other responder plumbing and basically the knots and bolts of doing Internet business.

Bill White: Right.

Mark Hendricks: Those are all recorded and a manual prepared for those. So the best thing for people to do is get that cycle and purchase what is called the premium package, which gets you everything that has been done prior including a free copy of the home study course, which is the basis for everything but you also get all the recordings and handouts of the prior live conferences plus a couple of extra bonuses plus recordings of all the monthly tele-seminar sessions that we did and those are not sales pitches either, by the way. Plus if somebody buys a premium package gets to come to the next live conference if they can make it or if they cannot make it, they get a copy of all the audios and the manual, okay. So it is a huge, huge training program that evolves as time goes by so it is not just one-shot kind of thing.

Bill White: Great.

Mark Hendricks: Obviously, I get excited about that but the real excitement to me is the quality of people that have been attracted to it and how it is taking kind of a life on its own now and I am really excited to see how people who have come through the program are now becoming leaders in their market niches and many of them are now speaking at conferences.

Bill White: That is excellent.

Mark Hendricks: So I get to be the proud papa a little bit.

Bill White: Well there you go...

Mark Hendricks: They come back and teach me stuff. I mean this old dog still can learn new tricks and it is really cool when people go out and they learn some stuff from you and they go out and come back with completely new ideas and we all leverage up and help each other up going the other way.

Bill White: Terrific. Terrific. Well I sure appreciate you being here with us, Mark.

Mark Hendricks: Let me give one more address because I did some free conferences. There were two-day conference in Baltimore and Atlanta. I am going to do another one in Orlando and if they go hunteridge.com/2day, the number two and the word day, hunteridge.com/2, the number and the word day, D-A-Y. They could check that out and all those two-day events are recorded and transcribed of and available.

Bill White: Terrific.

Mark Hendricks: That is a terrific -- all I did was took questions from my You Ask Them system and started to answer all the questions for everybody.

Bill White: Excellent.

Mark Hendricks: So if they have time, that will be in there.

Bill White: Excellent. Thank you so much. I really appreciate your time with us today and we will be talking soon.

Mark Hendricks: Okay.

Bill White: All right.

Mark Hendricks: You are very welcome. Thank you.

Bill White: Thank you so much, Mark.

Mark Hendricks: Okay, bye.

Bill White: Bye-bye.

This is Bill White, the synchronicity expert. May you be blessed. All the best.