

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

*Presented by Bill White*

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

**Bill White:** This is Bill White, synchronicity expert, with Success Radio 11:11. Today, I have with me, Michael Nicholas, of successtriggers.com. Okay, say hello, Michael.

**Michael Nicholas:** Hey! How are you doing there? Michael Nicholas here. Glad to be here, this is exciting and we are on a podcast radio, right?

**Bill White:** Podcast radio, that is right.

**Michael Nicholas:** Love it!

**Bill White:** So, tell us a little bit about yourself.

**Michael Nicholas:** Well, I am an Internet marketer and I feel privileged to be one. It is one of those things where your neighbors are not necessarily Internet marketers so you feel a little odd in your neighborhood, but it is a good feeling about me feeling odd because they do 9 to 5 and I work when I want to work globally from home. That is a significant thing in my life because things were not so great before I started this and I stuck with it and I got to the point where I can make a full time living right from home and reach out to people around the world and I think that is fantastic and I wish more people could jump on board and enjoy the lifestyle of Internet marketers.

**Bill White:** Right. So what was it that led you to make the break from a more traditional workforce type situation to being an entrepreneur on the Internet?

**Michael Nicholas:** Well, that is a great question. I was not really your standard 9 to 5 type of person. Anyway, I did have a couple of straight jobs, but I have been a musician my whole life, which led me to being a composer as well -- doing television spots, scores for television and radio. I do it locally here where I live and then I also traveled and toured around playing music and recording in studios, but I did more of the nightclub things and live playing and all that stuff. I have been on some television shows like Full House on ABC with John Stamos who is a personal friend of mine. I had some stints like that. Close rubs with success you could call it, but eventually as you get older and you are not, let us say, in your 20s anymore you realize that there is all the things in life you have to tend to and if you do not have that big hit record, you might hit a brick wall later and I kind of hit that brick wall -- it is not that I do not think we could not have a hit record and stuff like that. It is just that it is so competitive. I mean it is great to be able to have that lifestyle, I guess, to where you can be a record star and have royalties come in from a song you have written years ago, but let us face it. Only a handful of people can achieve that really, a handful of people will achieve that and the rest of us who are out there, we are all wannabes at that point. We have all had our close rubs and record deals and stuff like that. I have even been to Japan. My brother had a hit there for a while and it was great, but eventually things change and you have to really say, "Hey, what am I gonna do with the rest of my life?" Then you might get married and have children, which I did, and then there is the brick wall

because now you have to figure out what can you do to support this family and a wife and you have to get a lot more realistic than the year you have seen when you were pretty much free to go. So, I had to get very serious and say, "What can I do to make a living?" I have not, at that point, been the type of person who is going ahead and specialized in a certain area. I mean I am a world class electric bassist still in today's world. I just do not go out and sell that service anymore because I am making money on the Internet, but I would not sell that service anyway because, again, I am married, I have children and it is later in life. I do not feel like going around and doing that kind of thing anymore. I had my time.

I am at the point now or I got to the point in my life where I had to do something different and I was doing these commercials at home, in my home studio, because home studios became very popular and it introduced me to midi music which -- I had a computer all of a sudden! That was a great thing because I have never had operated a computer. I was using a Macintosh then and I could create music and scores and it would sound like an orchestra and everything. It was really fun. I did a lot of political spots, things like that, radio commercials, whatever would come up. I made a real good living doing that for awhile. Then after 9/11 hit, it all just kind of ended because the producers were pretty much all their budgets were cut so that is really when the brick wall really was right in my face and at that point I had to do something else. So, I looked at that computer and I thought, "Well, what can I do with this computer that could make me a living? It's not gonna be music now." It is called attrition when your career evaporates right in your hands. So, I went ahead and started noticing I was getting E-mails from marketers and I always loved marketing. I mean I was always the kind of guy who was thinking up an idea that could be marketed and I had patents on music designs, really, it takes patents and everything so being a creative person, it just went hand in hand for me. I saw offers coming in through E-mail and I thought, "Wow! It's interesting that this guy wants me to buy something that will show me how to work on the Internet." So, I sent the way for a couple of courses and -- because they came in real mail at that time; this is about 1996. It is like kind of direct marketing but E-mail introduced the idea and then I noticed they would come in e-Book form and that really got me excited because I could read and write online. Eventually, I decided I would learn to build websites as a way to make a living and that worked for a while because I could get local clients and build them websites. I had the computer there so it kind of worked hand in hand. I switched over to PC, of course, later because it became -- to work on the Internet it seemed a little bit more cohesive with everything -- all the e-Books and things were really for that. A lot of software was for the PC and so I was working on a PC cutting out my websites and that got me started. Along with that skill - - looking at the E-mail marketing coming in to me, I put the two ideas together and so if I can learn to build websites like these I could learn to get clients for myself. Well, not clients; when I say clients that is more like for the website building, but actually people that will buy from me e-Books as well, so I was pretty much perpetuating what I was seeing coming in to my E-mail box.

All in all, it works because of the persistence and I kept doing it. I kept trying things and trying things, but I thought I had to write a book and I did come up with a book and in hindsight I did not have to write that book, but it is a great thing that I did. My message to anyone who wants to get into this, they can start with affiliate marketing. My first book was Order at [orderbuttontriggers.com](http://orderbuttontriggers.com) and it was about what makes us buy online because that is what struck me. How can these people get me to buy? I never met them. I do not even know who they are and here I am responding to this. So, that whole thing is exciting because people will buy from you when you present them good products online. So, I took about seven months to write that book and that was a great thing and it was hard, but once you have it done it did build me a platform to get started. My message here is you really do not have to write a book if you do not want to, to get started in this business because everyone else has written a book for you. You can sell their books and make 50% or more of the money by offering other people's products.

**Bill White:** Right.

**Michael Nicholas:** That today pretty much and that is a great thing because you do not have to write the book and spend the seven months. Instead, you spend time building your E-mail list and that is very important because of -- say, I had not written the book, right? Instead I just started building my E-mail list. Well then my list will be that much bigger now so that might even be a better deal, but all in all I am here and I am happy to be here and that is kind of how it happened for me.

**Bill White:** What do you think was the biggest challenge to your learning curve in making Internet marketing a viable living for you?

**Michael Nicholas:** Well, the way it looks from the way coming in is it looks -- first of all, we all live in info overload; every one of us. To get in this business, you just learn to survive in it. That was the first thing that was, I guess, you would call challenge -- to try to figure out the puzzle. Where do you start? Where do you go? How do you even get involved? That is the hardest part for everybody because they -- it just looks like it makes no sense to them, but they are interested and they are intrigued, but they are frustrated. To get through that is the toughest thing and I had to get through that like anyone else does. My message to anyone on that is just understand you will be overloaded and you are going to go up some streets the wrong way, but you will learn how to do this eventually by -- you need to replicate what other people are doing. Do not try to invent new wheels, have the latest, greatest idea thing. It just adds twist to things that are already working. That to me cost me the most success I could have at this point. It is pretty much not reinventing the wheel.

**Bill White:** Yeah, they call it the bleeding edge for a reason, do they not?

**Michael Nicholas:** Yeah, right. Yes. That is really important, so getting into this it is good to get some good -- I mean, I am the kind of guy -- I bought every e-Book in town and I read it and I tried to figure out what it meant, but besides that you have to take some action on things to get them moving. The action is really -- I mean we read so much and we will say, "Great!" Now, here comes another e-Book and, "Great, that looks even better, I'll get that one." A lot of the material is great that is out there, a lot of it -- some of it is redundant, but you know what I like about redundant material? One guy will have it in one e-Book, another guy will have it his way and another guy his way, but that is really what did it for me because I started to hear the concepts over and over again and even though I tell myself -- he did not tell me anything new, but I did hear it his way and then I would get all these different versions in my head and then I come up with my own, but I would know what the bottom line of that theory was. I have used these things from hearing them over and over and over again so I never really complain about when they say e-Books have been rehashed and you have heard this over and over because there is usually one good idea in every book. You can actually say it is new and used, but redundant material, actually hearing it over and over again -- it is kind of like karate. They do the basic steps over and over and over again and that is how they become experts. It is the same here, you hear the stuff over and over again, you drill it into yourself. You read it again and again and you say, "You know, I understand that." You can actually do the move. You can actually make it happen. Once you put the action in place, you do it, you commit to it. The biggest thing after that -- and here is the interesting key, persistence. You are persistent with taking action and then it is a snowball effect and marketing is momentum. Then you have a snowball effect going and you look back after a few months or so and you say, "Wow! Look what I've done, where I've gotten to!"

They are the concepts I use that get me where I am and they are very realistic and they work. They will work for anyone who really wants it bad enough to put the time in. I felt like I had to go down to pretty much a low point to get to where I could go from there and only go up. Some people who have daytime jobs now might not commit to this enough and they have to really realize that you have to commit enough time to this to where you are going to take some action and make things start to happen. If you are kind of happy in your job or half-happy, you might not want this bad enough. You say, "I want it bad enough," but people, you have to want this bad enough and commit to it. That is what I think makes certain people -- it is like the salmon who go up the stream. They are all rushing up there, but only a few seem to get there. Why would those few get there when the other ones look just the same and have the same kind of -- they are made of the same material, they are dynamite fish, they are beautiful fish and they are strong and they are swimming, but only a few seem to get up there. That is the same thing here. You have to be like a salmon and cut through the water upstream and do it.

**Bill White:** Well, that is awesome. I think that is really good advice. Now, one thing I have noticed about your site is that your Alexa rankings tend to be off the map. I mean you are really, really way up there. Is there anything you can tell us about how you positioned yourself so well?

**Michael Nicholas:** You know that is a funny question. I kind of wondered that myself. I think -- well, I drive a lot of people to my sites and then they must maybe tell other people about it, but I am not doing anything super special to get me there and I would tell you if I was, but it is an amazing thing. I have noticed that, too. It is just one of those things. I am a lucky guy or something because my sites are good, decent basic sites, but they get great rankings like that. I am happy about that and I think I drive a lot of people to my sites, but I am thinking that they tell people and they refer them to me and things like that and that must do it. I hope it is coming from the quality. When I send my messages out and try to get people excited about stuff that I am into -- a kind of word of mouth marketing. That might be pulling it for me there. The SEO and all that stuff is a mysterious thing and there are all kinds of things behind the scenes, but some of it is real basic, too, and that is word of mouth, telling people about yourself and then them telling people about yourself and it catches on. It is a quite powerful, too.

**Bill White:** Right, absolutely. What do you think the greatest advantage of being an Internet marketer is?

**Michael Nicholas:** Well, to me, like I said it is working home globally. I can look and stare into my computer and see the whole world and I have customers and people -- members on my list from all over the world right there. I build a relationship with those people. We become friends. Sometimes they call me, sometimes we just E-mail and it is like you are talking to thousands of people, but you are speaking one on one to them. The advantage to me is that I do not have to work locally and be concerned about if I am going to get fired from my job. I cannot be fired. That is the greatest thing because I have been let down many times like a lot of people probably listening to this. When I was doing my musical scores, the producer would call us and say, "Hey, you know, we used another composer," or the whole job fell through or the band job. "You guys are fired, you don't have the gig, another group got it." Whatever it would be, I felt that many times in my life and I said I got to get myself out of this situation to where I cannot be fired and this is the biggest thing as far as advantages for an Internet marketer. Once you get your thing going, you cannot be fired. You perpetuate it and people that you build relationships with will follow you and they will also buy from you as well, but they want [unintelligible] and they want to be led the right way and ways that can help them.

I help people put the Internet puzzle together. I am not saying I could give them the whole puzzle because they have to make that for themselves. I can give them pieces of the puzzle and help them in ways so they can put it together for themselves. That is what we all do. Each marketer has the burden of creating his own success. That is very important for them to know because there is no one wizard guys that is going to say, "Hey, you just do this and you just do that and presto." Of course that is not reality. On my newsletter, I show them ideas of products and some tips and things like that. They can help them put the puzzle of success together. So, they can be successful online and that is what I want. That is my hope for people who join my list that they also can do what I do. I try to perpetuate the same thing that I have seen other marketers do and I would like people who look into my newsletter to do the same when they see me doing that they would want to do the same kind of thing whatever their niche might be. You have to find that thing and then you develop it and then you start to do what other marketers do. You watch other marketers, too. I learned a great deal from other marketers still. You never stop learning on this, by the way, you are always learning.

It is great to put an E-mail together that you are going to send out, broadcast to thousands of people and watch the responses almost immediately. You can never do that in direct mail where you send a letter out and you wait for a response or even television commercials. I guess television commercials can have that kind of response, but I do not know how they track that because that is institutional advertising. It is a lot of money spent on a commercial because I know I have been behind a lot of them. I would always wonder how do they know who is going to respond to this and look at the actual response rate of this commercial, but in E-mail it is like you can actually see it so clear and E-mail marketing has been my greatest successful part of this whole venture here and I really would like people to realize that one. I think E-mails are still very powerful and will remain so and for a while now. Wow, it is just so exciting. I cannot begin to tell you how it has changed my life though. Of course, I hope it changes other people's lives as well.

**Bill White:** Michael, what do you think are the coming trends in Internet marketing? Do you see anything developing on the horizon that is sending red flags up to you, opportunities or dangers or -- what do you see on the horizon?

**Michael Nicholas:** Well, there is a double-edged sword with E-mail marketing because the spam factor is pretty heavy. I mean 50% of E-mail today is considered spam even if it is not spam, of course, because there are so many guys ruining it for us who are spammers or real spammers that when you send out your messages -- of course, we use all opt-in E-mail. That means anyone on my list has opted into my E-mail. They want to hear from me and if they decide they do not want to hear from me, they can always unsubscribe so that is total legitimate marketing of course and that is the only kind I do or follow, but there are people out there stuffing their E-mail boxes with really bad stuff and we did not ask for the stuff and there is so much of it that it clouds out the good guys. Sometimes, when we have to -- our messages cannot really get in the boxes because the filters are so high now. That could go up to 70% coming up in the next year or so. We have to be concerned about that. That would be something to watch out for while you are involved in E-mail marketing while I still and many other people -- as long as you see marketers sending -- your legitimate marketers, people who you asked to come into your E-mail box. As long as you see their E-mail coming into you, you know that it is still working, but RSS we are hoping will help alleviate the problem and Internet Explorer 7 is supposed to have a great RSS feature, which will make it less tech, geeks kind of stuff, so people could just press buttons and presto! They would have access to RSS and then they could see our newsletters and things like that without any spam at all. So, that is one of the hopes on the horizon I am looking forward to and I know a lot of other people are. Of course, we have to wait to see how it all turns out.

The Google AdSense thing is not going away either. I mean that thing is just quite incredible and it has given marketers a great venue to make money as well with having websites out there that have our content on them as well and they have their AdSense code in there and then they make money when people click on these ads. That is not going to go away. That is keeping Google going. They have announced how many billions of dollars this brings in so that means webmasters, people like us, web marketers, we can go ahead and keep building into that world. I suggest to anyone listening to me tonight here, or today, whenever they are listening to check in to Google AdSense and that is a great way to learn about Internet marketing, ways you could make money.

Some people cannot build websites. Here is a funny thing. This is a little bit off of what you just asked me, but it made me think of this. Sometimes you get people -- when you have a mailing list and you have thousands of people, imagine a cross section there, you have people that are just newbies. They are just learning this. They might not know how to build a website yet. Then you have people who are seasoned pros sometimes. You have people in there who are just lurking, listening to what you are saying to see if you have any new ideas for them. So, it is a lot of different people and you send out messages and you have to kind of appeal to a lot of people with your messages. My thought was on building websites for these people who are new on the list and they are new in Internet marketing and they cannot build a website yet so they cannot get to the AdSense thing so they would not know how to implement a lot of the things that people and newsletters are talking about. You could go to some of these websites and I think there is one called [hostica.com](http://hostica.com); H-O-S-T-I-C-A. They have like \$12 dollar a year website thing. Imagine that, \$12 a year! I am not affiliated with that or anything. I am just mentioning that. They allow you some way through their cPanel there. You could put a website together and the cool thing about that is then you could learn how to, let us say -- this would be a little technique for people to get something started. You could maybe go to [ezinearticles.com](http://ezinearticles.com). That is E-Z-I-N-E, articles after that, of course, ezinearticles.com and put together -- get some articles off of there, put them on these websites, a website you could put together, just a little basic website that you could make by pressing buttons and things like that over hostica.com because they have one of those online builders there. Then, you could get a Google AdSense account by just putting up -- put 5 or 10 articles up there. To get my AdSense account, I just literally put 10 articles on a website and they approved me. I am just trying to paint a picture of how someone could get started with something like that, just a very beginning stage, okay? Put some articles on a simple basic website and then you go to [google.com/adsense](http://google.com/adsense) and then apply for an account and try to get approved. When you get approval, you have AdSense code and then you should start looking into getting some AdSense courses online, there are lots of them and learn how to do Google AdSense.

When I mention things like this, when I was saying you do a cross section of your list, you see how people from all different levels whether they are newbies or they are professional at this or whatever, it is hard to really make everybody happy at once because some people say, "Gee, I already know that, you bore me!" or you have other people saying, "Hey, that's great. I'm so glad you let me know that because we don't hear enough for newbies," and things like that. So, I really try to give people a good array of different levels of stuff like this as well as the advanced stuff. That is the job of a newsletter marketer. You have to touch on all things and there are so many different people, different levels, there that you want to try to fulfill all these levels, so people can be happy and feel like they are learning something while they are checking your list down and trying to learn Internet marketing so they too could make a living. That was something I wanted to bring up. It strikes me as a publisher -- how do I supply the demand for all the different levels out there. There are lots of them.

**Bill White:** There is definitely some market segmentation there. I look at demographics in my business as well and I definitely am aware of what you are talking about that...

**Michael Nicholas:** Right.

**Bill White:** You are catering to people in various stages of, I guess, the process of the evolution of their interest.

**Michael Nicholas:** Yes. That is so true. One guy will write in and another guy where they have two different angles on what you just wrote, but you try to make them -- I always write back to them and tell them to pretty much try to understand my point of view, too, because I am just sending these stuff out there. I am trying to touch on certain needs that I know people on my list would have, but not everybody would have that same need, so please understand that. They all do. They always do once you write them back and let them know that. Then, you build relationships with people when you are replying to them. It is really great. I really think E-mail marketing is still something and common to just -- it is great for relationships with people and building relationship marketing. It is perfect for that and still on the horizon. It is still profitable at this time and even if you come in now, which a lot of people think, "Jesus, E-mail is dead." I still come in. I thought that too, but if it was not for E-mail like this I would not be doing as good as I am right now so I love it and I will bend with the curve. When the curve goes to RSS, I will be right there or if it is something else. Something will happen that will keep us in touch, but we will have to get through the spam thing and that is one of those big challenges we were talking about that E-mail marketers will have to... We are going to have to dodge it and get out of there and come up with something else, so we could keep in touch with the people who are interested in learning Internet marketing because it is a great market here and the little guy can still do great. You can make great money on the Internet. You can make six figures from your home and that is the reality of it, folks, I am not kidding. It is so real. I just want you to realize that and I want all my members to realize that without sounding like hyped and all that stuff. It is a very real thing and it can change people's lives and you can fire your boss. You have heard of that. It is like a cliché now, right? But it is so true.

**Bill White:** Yes, yes, it definitely is true. All right! Well, Michael, I want to thank you so much for being with us this evening. It is running right I think getting to overtime now. I really appreciate you have a lot to say and a lot to share and it has definitely been a powerful interview. I think I would be hard pressed to find anybody that could not have benefited from listening to every word.

**Michael Nicholas:** Well, I appreciate that. I am really happy to do this. This is a new medium. I am glad to be a part of it and I do like to be able to get a message out like this because in my newsletter we could talk about this kind of stuff, but people want to learn what is going on that week or what the latest tools are so I stay on pretty much topic with that as well, but this is neat because I can actually express thoughts that I have. It is real person to person when you are hearing people speak like this, which is a different medium from E-mail.

**Bill White:** You bet.

**Michael Nicholas:** It is getting it out. I am very interested in this and I would like to do this again, as a matter of fact.

**Bill White:** Absolutely, we would love to have you back.

**Michael Nicholas:** All right, great! Well, keep me posted on that. I will be looking forward to more of this.

**Bill White:** Sounds great!

**Michael Nicholas:** If anybody wants to stop and see me at [successtriggers.com](http://successtriggers.com), that would be great and you can join my E-mail list over there and as well I am at [emailprofittriggers.com](http://emailprofittriggers.com). Take care now.

**Bill White:** All right, you too.

This has been another terrific episode of Success Radio 11:11. I would like to thank you for listening. If you have any interest in finding out more information about today's speaker or any previous speaker be sure to visit us at [successradio1111.com](http://successradio1111.com). That is, [success-radio-1-1-1-1-dot-com](http://success-radio-1-1-1-1-dot-com).

This is Bill White, synchronicity expert. I thank you once again for listening. Have a terrific week. May you be blessed. All the best.