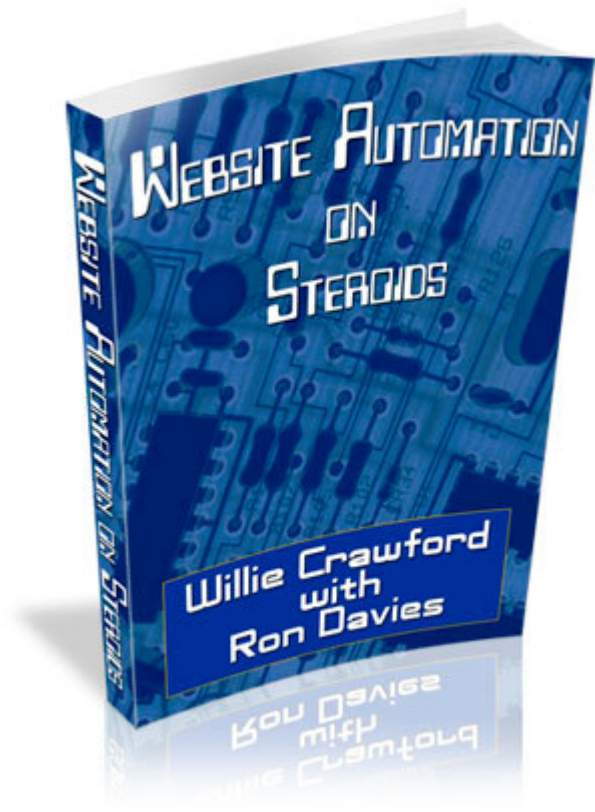


# Website Automation On Steroids

## Willie Crawford Interviews Ron Davies



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## The Interview

Willie Crawford: Hi everyone. This is Willie Crawford and I'd like to welcome you to another episode of *Willie Crawford: Teaches Real Internet Marketing*. On today's show I'll be joined by Ron Davies of Profit Mart:

<http://budurl.com/ProfitMart>

and we'll be talking about using automation to grow and monetize your website. Ron and his brother Rick are the founders of ProfitMart, which is a software platform that allows you to setup a website based around a theme or a set of keywords and then it automatically generates tons of highly optimized web pages that also include your links to relevant best selling ClickBank products, eBay

products, Amazon products, Google AdSense, any of your own products you want to plug into your site, and just a ton of revenue streams. It's as I often describe it automation on steroids, so it should be an interesting show. Many of us have been taught that the hands off revenue model is a myth, but I met Ron not too long ago at a seminar and he showed his system, which completely changed my mind and I went ahead and setup a site myself on that platform and it is a... It's pretty powerful. So Ron, welcome to the show.

Ron Davies: Well thanks so much Willie. It's great to be here.

Willie Crawford: Thank you and for our listeners who don't know you why don't you tell us a little about yourself, your background both online and offline, whatever you care to share.

Ron Davies: Okay well, I've been in the internet marketing world for about ten years now, almost a guy that was really in the background of things up until about a year and a half, maybe two ago, but even before that I also was a military guy before that as was my brother and business partner Rick. We both served with the Canadian military and as we were nearing pension age or around 20 years of service we started looking at ways that we could kind of pad our pensions as everybody does and the internet was really interesting and that was... You know that was going back a little ways now. That was back in 1997, 1998 when we were getting started and we kind of fumbled around on the internet with different programs. Even the internet marketing sort of world as you know then Willie, you were looking around then too and you were active. It was very different from how it is now. You couldn't just go to a seminar or you couldn't go to something to learn it. You really had to cut your teeth on it yourself.

Willie Crawford: Right, right.

Ron Davies: And that's what we did. We saw opportunity in a lot of places and we had no focus, so we were in all of those places from domain name trading to developing traffic systems. We had a site called FreeHits.com. We dabbled in just about everything at that time, but the long and the short of it is we spent a tremendous amount of energy and time and entrepreneurs seldom value their time and that was something that came to our attention is somebody said you guys you're making a couple of dollars here, but how many hours are you putting in trying all of these programs, so we decided what we should do was identify what the needs were. We went back to sort of the military thought and said okay, what is it that we need? What is it we need to accomplish? What is the mission? Well

the mission was really about creating income and it was about us finding a way to create income. No more than that and no less than that.

So we went very directly into affiliate marketing. That was during ClickBank's infancy. And we started looking at developing our own product, a product that would meet the challenges that we had, but we weren't programmers. We weren't ad copywriters. We were just a couple of guys who had some idea that there was something there, but it was really nebulous. We weren't sure how to turn that into money and but we knew that if we found a solution it would be a solution that would fit others. So we didn't try to build too many websites and put products on because I was challenged in that area. I'm not an arts guy. I'm not a graphics guy. So we sat down and wrote what these challenges were. The coding was complicated. It was too difficult to add products. You needed a lot of products. You needed an area. So we struggled quite a bit in that arena for a couple of years until we had developed our very first product back then and really what we're here to talk about today at ProfitMart is that newest iteration of our very first product from many years. It's remained very flexible and it's come out under a number of brands. And the ProfitMart brand which is about three or four years old now is the newest iteration of that set of solutions. Willie? It sounds like we may be lost in there. I know Willie is going through some trouble with thundershowers and thunderstorms that are in his area, so I'm just going to go ahead and push on here a little bit and hopefully.

Willie Crawford: Yeah, what happened was the thunderstorms did in fact knock me off and I dove right back in and it said they were reconnecting me, so we're good to go.

Ron Davies: That's good. So yeah, I had just gotten to the point where I had come up to where we are now in terms of history and ProfitMart being the newest iteration of a long evolving line of products that Rick and I have developed over our sort of tenure in internet marketing.

Willie Crawford: Excellent and you mentioned that you came on when ClickBank was in its infancy. I can still remember pre ClickBank days, so we've both been around for a long time.

Ron Davies: Yeah, that's true. And it's ClickBank surprisingly really hasn't had to change a lot to be a survivor in the business and that's kind of a testament to how simple their system is and I think simplicity is really the key to a lot of this is the more we can keep things simple it's a lot easier to apply metrics and see what

works and what doesn't work. I think when things get overly complicated and you and I and probably some of these folks have seen affiliate systems come out that are incredibly convoluted with very little value added and I think that is part of ClickBank's survival has been how wonderfully simply they make things.

Willie Crawford: That is true. That is true. And the fact that they're very friendly to affiliate marketers in certain countries that can't maybe get PayPal access and things like that, so it's also a platform that almost any marketer can use. Now I first saw your ProfitMart system when I was at Dennis Becker's Make 1K A Day seminar. How long has that platform been around and how long have you had a membership available for it?

Ron Davies: The ProfitMart platform has been around under that brand for a little bit under four years. It's gone through a number of iterations because ProfitMart itself is really the spawn of what our memberships wanted right from the beginning, so when went to a previous membership site and said okay guys if you could have the perfect hosted membership website what would it look like? This is how it really started and when you ask your members those things as you know Willie it's always a little bit surprising to see what comes back.

Willie Crawford: Yes, they want all the bells and whistles.

Ron Davies: Yeah, they do and nobody wants to spend a whole lot of money, so it was a little bit of a challenge where people want... They said, "You know what?" "We want full cPanel hosting with all the features, so we want all our hosting." "We want it to be very easy for us to add content." "We want an unlimited number of SEO optimized pages." You know the order list was like a honey-do list. It was pretty long and it was a little intimidating. At the same time they wanted training. They wanted tutorials. They want workshops. So in its newest form and ProfitMart this launch now is really about the latest form of ProfitMart. Its newest form is about four or five months old to where we really wrung it out and came up with a new training platform, a new sort of a syllabus on what we teach people because as you know in the internet marketing world man, it's changes so fast.

Willie Crawford: It sure does.

Ron Davies: It does and I mean and I remember at Earn 1K A Day when you and I were there and at Dennis Becker's event the people that were on Twitter. Twitter was new to a lot of people and I remember I was at the back and I could see your laptop from where I was and you and Nancy were there and you had

Twitter on your screen and at that time it was fairly new to me and I remember thinking man, he is on to that. You know so many people are onto new marketing, so there is always new arenas that it's kind of incumbent upon us as the people that are propelling this forward, bringing new people into it that we have to learn them. And you had mentioned that ClickBank was in theaters or markets that affiliates can operate in that other places aren't. We're just getting involved in heavy marketing into India and into China and once in awhile as you know one of these speaking events people say, "Well Ron, isn't the internet saturated?" Man you can never saturate it.

Willie Crawford: No, you sure can't.

Ron Davies: There are so many people coming in, so the opportunity isn't getting smaller. It's getting bigger and the savvy marketer, the savvy entrepreneur that recognizes the opportunity, the rapid expansion and has an easy way to get in front of that sort of wave like a surfer always does very, very well, so that's kind of the key to staying focused, keeping it simple, and getting... standing in the garden where things aren't growing yet and we're going to probably hopefully we'll get a chance to talk about what those niches look like a little later.

Willie Crawford: Okay, excellent, excellent. Now most of us internet marketers we like to brag about... Well the gurus like to brag about how little they work and you know that's part of the dream. Automate as much as possible so we do as little work as possible and ProfitMart actually lets you do a lot of automation. You can actually largely grow the... The site grows itself largely. How does it do that?

Ron Davies: Well there is a lot of truth in that and everybody does like to have bragging rights for how little we do. And as much as ProfitMart is about what members have asked for in terms of making things simple and automatic it's also very near and dear to me. One of the points that I always make when I have a chance to get up in front of people with a soapbox is that I may be the laziest internet marketer out there and that is a good thing and it is a bad thing. It's good in that it forces me to find systems that work and then automate them. At the same time it's maybe not so good because it takes me awhile to get those things done. But the automation part is really the key and I think to be somebody that can recognize what is going on in a market, in a niche, be able to react very, very quickly even if it's a product launch and build a website that stands between the people that are looking for the product and the product itself. That's the ideal affiliate. When you can position yourself between a vendor that has a high demand product or a market that has a high demand product and the crowd that is seeking it

you're really the best looking affiliate in the business and it's identifying those niches. Well what we wanted to do with ProfitMart was to make it automatic, so if I was to ask you what your favorite hobby is and I'm just going to guess that for you Willie it might be fishing.

Willie Crawford: Right.

Ron Davies: Okay, so if I was going to ask you how long would it take you to type the word fishing into a form I would guess you're going to tell me under five seconds.

Willie Crawford: That's correct.

Ron Davies: Okay well, that is how long it takes to produce a keyword SEO optimized page embedded with products from eBay, Amazon, Google AdSense, and any other revenue streams plugged in to build a ProfitMart page that is already added to a menu and already optimized is as long as it takes you to produce the keyword. Now this sounds a little bit incredible, but it's the fact and the whole thrust of ProfitMart was to allow somebody to identify an area where there is products that are in demand.

Now if all of the sudden tomorrow we got up and somebody had developed the latest pet rock you don't want to be the guy that takes four days to build a website that is optimized to pet rocks. You want to get that influx that comes from news, media, social networking, all of these things. That is where all this traffic comes from. With ProfitMart it's that minute that it happens. You put in the word pet rock or whatever it might be. It immediately spawns a page based on that, builds it into the navigation menu, optimizes it for SEO. Now you can just go in and you can put in content from any article site. You can write your own content. You can do whatever you want, but the engine itself is immediately in place.

Willie Crawford: That's awesome. That is awesome. And so if as I tune into the news, as I watch what is going on around the world if my site was properly themed I could literally have a page up and ready to go in no time that's profiting off of people who are on the search engines looking for news about that occurrence, so that is extremely, extremely powerful.

Ron Davies: Yeah, absolutely and where we're seeing it now and I know that you're up on this is we watch for trends in what people are discussing. Without getting too far away from ProfitMart it connects really well to things like Twitter

and Facebook and MySpace because in those sort of social communities we can see very quickly what people have at the front of their minds. During the U.S. presidential election very clearly Mr. Obama was front of mind. Good, bad or otherwise that is where he was, so if you had a blog post or anything that was about that election chances are you were attracting interested people. If tomorrow we get up and there is a new laser pointer coming on eBay, whatever it might be and it's being discussed you can produce a page immediately, submit it to the bookmarking sites and it's already there. You're the first there. You're there before the WordPress.com people. You're there before anybody and traction as you know in a marketplace is the most important.

The coffee machine that was developed by Mr. Coffee years ago was just a coffee machine no better than any other, but they had 75% market share out of 30 companies because they were first to market with a simple portable countertop coffee machine. It works the same everywhere. If you're first to market or you're the first person in place in SEO talking about the newest laser pointer, pet rock or whatever you get the most market traction and that's how a lot of the newcomers even in the product launches are doing so well is they're harnessing social networking and social media to do that and ProfitMart marries perfectly with Twitter and Facebook and MySpace where these keywords are being discussed. You can simply link them into that keyword rich environment that you have within ProfitMart.

Willie Crawford: Excellent, excellent and now I recently actually awhile ago setup a site on ProfitMart. I noticed one of the things you do is you actually give your new members a hosted domain name, so even if they don't even have a website they can get started, right?

Ron Davies: Yeah and you know where that comes from is there are so many older style affiliate sites that are out there where you buy a... You know you buy an accountant site or you become an affiliate and they give you a website that's like `website.com/?id=joeblow` and that is your affiliate link, but of course the problem with it is we're in an age of branding. Everything now is about brand. You search my name on Google, Ron Davies. You'll find the exact same avatars throughout the internet, same with you Willie. We spend a lot of time and energy branding who we are, so is it reasonable for me to do that and then at the same time ask my members to not brand themselves, to brand my domain? It really isn't and that's why when we started building ProfitMart Rick and I discussed it and said you know what these guys have to be able to build their own brand.

These people that are going to get involved in ProfitMart need to have their own identity, their own face in cyberspace that becomes their brand rather than just propelling ProfitMart forward it should be JohnBloggins.com or MarysFlowers.com or whatever it is. We wanted them to be able to build their own brand and we didn't want buying a domain name and the complexities that can be involved in setting up DNS and all this kind of thing to be prohibitive, so what we decided was okay, you come to us at ProfitMart we're going to give you the domain name. It's yours to use. You choose it from all of the domain names available on the internet. You choose it. You input it. We set it up and it's yours. As long as you're a member with us that domain name is yours to use for your ProfitMart site, so all of the technical things are set aside. There is no messing around with DNS things. There is no messing around with MX servers or sub-domains. It is YourChosenName.com and that is exactly where your ProfitMart site will reside.

Willie Crawford: And I actually have several of my own dedicated servers and I know what a pain it can be to configure DNS servers and get all that techie stuff setup right and so I think that a lot of our... especially beginners will appreciate the fact that they don't have to learn all that stuff because it is a pain. And also I worked with your tech support guy not too long ago just in setting up a few things and I was amazed at how helpful he was. I mean within minutes I got answers to questions and thing like that and he was just incredibly helpful, so I really appreciate that. Your tech support people, your team actually sets up the sites for the members though and then the members go in and personalize things. Is that correct?

Ron Davies: Yeah, because again, as you know with newbies that is another show stopper. We shouldn't have to be technicians and web masters and every other thing to become somebody that is doing business on the internet. And when you're new to this it can be cost prohibitive again. You might have to pay \$200 or \$500 or \$99 or whatever to get somebody to upload a website, configure it to a web server and as we already mentioned all the fiddling about with name servers, so Jason who is our technician, absolutely wonderful gentleman, he is in Arizona and he has been working with Rick and I as our full-time employee and programmer now for about boy, probably seven or eight years now and every project we do Jason has a vested interest in it, in the business model that we apply to Jason. So it's in his best interest and it benefits him to the greatest degree to do a good job of supporting and it's built into the model. So yeah, he is wonderfully responsive. He is very clever and he sets up ever single... And we have thousands of them. He sets up every single website, every single setting so that when the ProfitMart

owner, the newbie that comes to ProfitMart and goes to their site all they're going to do is enter a password and then go through a basic customization process. You know what do you want to call your site? What's it going to be? Well I'm going to call it Ron's Bass Fishing. What kind of products would you like to be set to it? They go through sort of a basic itemized list of how they want it setup, but all the technical stuff it's already done for them.

Willie Crawford: That's pretty awesome. And you do provide step-by-step training on how to customize the site too don't you?

Ron Davies: We do and the way we're delivering training has really changed since the beginning. Early on we were kind of on the PDF bandwagon because PDFs are a wonderful way to deliver information, but we've been moving more and more towards video and as you know with Rick and I we've kind of moved into the coaching world over the last six or eight months, so what we're doing now is applying some of those coaching methods to our ProfitMart membership and that is actually at one of the higher levels where we actually get on the phone with our members each week for about an hour and we teach them a new strategy or a new technique. We also have a brand new blog that has become sort of the central repository of information and training and resources and we're kind of developing a community because community is really important and that is something that we probably remember from back in our military days or anybody has ever been a member of a club or an organization that camaraderie and networking is so important to success. Nobody succeeds or very few people succeed of their own volition and on their own. It's very much about people working together and that is a big part of what we train and how we deliver training.

So we have coaches that are from the membership of ProfitMart. If somebody goes to the blog they'll see down the bottom it will have pictures of the faces of our coaches. These were all guys that have been long time members or ProfitMart that stepped up when we said we're looking for coaches because a coach can feel and touch and they become more tangible. So we have videos. We have PDFs. We have audios. We have coaches that respond directly through the blog, directly through a 1-800 number as well as Rick and I who do coaching calls in addition, so you can go as fast or as slow into the internet marketing world as you want whether you're just starting a little mom and pop fishing lure shop or you want to go gang busters. We have one guy that came onboard and built a guitar site. It's just a whole ProfitMart based site about guitars and I think he has about 1,200 indexed pages on there now, so it depends how fast you want to go.

Willie Crawford: That's awesome and these ProfitMart sites basically as you're configuring them you plug in your ClickBank ID. You plug in your AdSense ID. You plug in an Amazon ID, just stuff like that and then as you build the pages the pages automatically, depending on how you configure it, display products for some of... from some of these sites. How did you decide though which revenue streams to plug into the ProfitMart system?

Ron Davies: Well luckily this ties back to Ron's sort of lazy character and we wanted it to be very easy and I figured well if I can understand it being a guy the grunt world and the online world. If I can understand it then chances are somebody else is going to understand it as quickly, so it had to be about affiliate systems that provide easy to understand plug ins and easy to understand interface. So we looked for really what Rick and I call the four P's. They had to be popular, productive, profitable, and performers and when we go there we see a lot of familiar names. We know ClickBank, long time performer for us. We've been getting checks from those guys for I don't know how long. They've never been late. It doesn't matter how many accounts. They're always on time. Same thing goes with eBay. eBay has been wonderful. Their affiliate program is great. Amazon, Google AdSense, they pay everybody every month on time.

One of the neat things we do have is we do have a way for our members to suggest new affiliate systems to us that we'll go and look at there is kind of a neat twist to that. If it happens to be a system that we adopt we'll join that system under the person that suggested it. So they get the benefit of our entire membership coming over to them. There has only been a couple that we've... that have met the criterion. SFI was one of them and MDI was another. Unfortunately MDI has gone by the wayside, so they're back out of there, but there is... It has the ability to remain flexible, so we can change what's in there. Even ClickBank we loved ClickBank's hoplink system. We love the affiliate system, but it lacked something. It didn't have the visual content that we wanted in the plug ins, the text plug ins, so Jason our programmer developed a screenshot module that is in ProfitMart that actually shows screenshots of the vendor sites for the product, so it's a lot more visual. People tend to click on things that are more visual. But that is pretty much what we've gone by from the beginning.

Willie Crawford: Excellent, excellent. Now you have these income streams that are already plugged into these ProfitMart sites. You mentioned ClickBank and Amazon and eBay, but your members also can add really anything they want to a ProfitMart hosted site. Is that not right? I mean it's basically a regular website with just a lot of... It's template driven.

Ron Davies: Yeah, ProfitMart... The ProfitMart system is an iceberg. It really is because what you see on the surface is a very sort of gestural part of the true engine that runs the underneath it and a big part of that engine is based on the hosting. When we decided to develop ProfitMart we decided as you know that the domain name should be included. The other thing we decided was we want to have the very best servers and the very best server configurations out there. Jason is an absolute hotshot. He actually consults to server software companies for optimizing web servers, so he said, "Why don't we do this?" "Why don't we take the very best cPanel set up and make that just standard within membership." And I said, "Well come on Jason, for guys to get that kind of cPanel hosting is very expensive." "Can we do it?" And that is exactly what we do. He found a way, so you actually have the ProfitMart site sitting on your domain on very high-end cPanel hosting, but it really is a website and you can add as many files, folders. You can enable WordPress blog that's built into it that has... You know you have your own email address, so you would have [Ron@RonsProfitMartSite.com](mailto:Ron@RonsProfitMartSite.com). It's a complete umbrella of a web presence. It's not just a script. It's not just a program. It's a total web presence. You can put your Aweber list building system into it. You can do anything that you can on a normal website with the additional beauty of being able to just dream up a keyword, type it in, click a button and it produces an entire optimized page for that keyword.

Willie Crawford: That is awesome. And I know a lot of our listeners are probably familiar with the self replicating websites that a lot of affiliate programs or MLMs give you and so I think it is significant that this is not a self replicating website where you're just getting something pulled from a database. You actually have your own domain that hopefully targets specific keywords and as you add pages I could basically use the Google external keyword tools, something like that, pull up a thousand long-tail keywords even if I wanted to and build a thousand pages on the site, each one targeting a very specific keyword and so I'm real excited about my site. I've been working on it and tinkering with it a lot lately and I'm seeing some good results already, so and I'm very happy to let the listeners know about the site. Now the platform as I said earlier it grows a website semi automatically. Is that correct? And how fast does this website typically grow?

Ron Davies: The website grows... If we're talking about how fast it grows in terms of pages, very, very quickly. I know that the young fellow who is he is actually a high school student that was building the guitar one and he was very aggressive about learning quickly and that is how I came to know him. He came right to me and he built this guitar website of about 1,100 pages and he did it over the weekend

and basically he went to Google. I think it might have been Adwords.Google.com and he said my main keyword is learn guitar and it spat out as it does about a thousand new keywords based on the word learn guitar. So he sat at his ProfitMart site and he just entered each one and as he entered each new keyword the site automatically completely builds the page. Now he can just go back and put a little article here, a little picture there, so that you don't end up with a cookie cutter site. You're absolutely right. That's the last thing you want because you get what is called content duplication and Google will never forgive you. You'll be in the sandbox forever. If you're going to build your brand it should be on a unique website, so you need that unique content and it would be really difficult even if you wanted to, to make two of the same unless you used every word identical on every page, which would be kind of senseless.

Willie Crawford: Yes, it would be.

Ron Davies: You can easily go... If you sat down each night, if you were going to start at this part time and you sat down for half an hour and entered one word keywords you could be well over a hundred pages within half an hour with already all the embedding to the ClickBank products. And just by feeding those ClickBank products to the screen you actually have crawl-able content in terms of Google. You want to go and put an article or some writing in of course because the best way to endorse anything is to write about it yourself. You can go to EzineArticles.com. You can go to ArticleSource.com, anyone of these places and populate your content.

Willie Crawford: Excellent, now we've already mentioned the membership community and you talked about the camaraderie. I having spent 20 years in the military certainly appreciate that and I know also that a lot of people start online businesses and they feel like they're all alone like they've got to figure it out on their own. They don't really have anyone to talk to. That is probably why Twitter is so popular because people are just looking for somebody to chat with if nothing else. How do members of this community interact and what are some of the benefits of that?

Ron Davies: There is a couple of ways that that happens and it's kind of... You're right. With things that are going on at Twitter and in communities it's all based on the idea of ambient intimacy, which really just means that people are ready to open up and discuss things online that they might not if they were sitting across the coffee table. And this is really good for internet marketers and it is really good for people running membership sites because what that means is that the barriers

between you and I, the barriers between someone that is a new member, experienced or inexperienced those barriers fall. We're ready to talk about making this thing work for them, so they can interact with our coaches on the blog. They can interact directly with Rick and I, through places like Twitter and Facebook and actually one of the newest initiatives because you know how much I'm digging in, in the social media world now.

The newest initiative is we're going to get everybody on LinkedIn and the reason we're doing that is because if you're coming to us and building a professional presence and website on the internet we need to start establishing you and your brand as a professional on the internet and LinkedIn is the place to do that and it allows you all to network and share ideas and challenges and solutions and grow a little bit closer and it's really cool too because it breaks down the cultural barriers and the generation barriers. I can deal through my websites that folk that are... I have members that are in their eighties and I have members that are eighteen and we all deal through things like Twitter on the same plain. And as you know if you have teenage kids and I do, it's when you're face-to-face at the shopping mall there is no way that can ever happen. There aren't any barriers, right? There are cultural barriers. There is generation gaps. There is all kinds of things, but through the wonders of social media and Twitter and our Web 2 blog for ProfitMart and things like this... And in fact, we're developing an iPhone app now for ProfitMart. We're breaking all those barriers down and making it much easier to access information, provide information, and exchange thoughts, feeling and ideas, which is really what's been missing in the internet marketing world is that exchange of information as easily as it should be.

Willie Crawford: And I spend all day with my iPhone. Even when I'm out walking I'm often tweeting and checking email and things like that, so I'm looking forward to that iPhone app too.

Ron Davies: Yeah.

Willie Crawford: Now you can have the best website in the world, but if you don't have traffic you can't make sales, so how is traffic plugged into the system? You mentioned bookmarking and things like that.

Ron Davies: Yeah, really you and I know that organic traffic is king. It always will be. Unfortunately, organic traffic historically has been a little bit tedious to get it. You've had to build web pages and then test them and see if they fit the SEO model for Google that month because they change all the time.

Willie Crawford: Yeah, they sure do.

Ron Davies: Yeah and kind of the cool thing about ProfitMart is that's already taken care of for you, so when you enter in a keyword we already know what keyword density should be and the little engine that produces your page does that for you. It's kind of like having something like SEO Elite already built in. It's kind of policing that to some degree. Now you still can't get overboard and word stuff or anything like that, but it's immediately predisposed to being really good at organic traffic. At the same time the way we teach people we teach people how to build traffic all the way from free to paid. We take them all the way from things like using social media for traffic and bookmarking all the way to pay per click and we do that in our weekly webinars. We do that through the videos that I do in the site and at the same time what we really encourage people to do is to build traffic through being linked to other ProfitMart members, networking that traffic.

Willie Crawford: Excellent.

Ron Davies: If what I have on my site doesn't appeal to you as a visitor maybe one of the sites I link out to does and that kind of traffic is really good for everybody all around. The other thing we have is called the ProfitMart ad co-op, which was kind of the brainchild that Rick had where he said okay, well we have a member that wants to spend \$100 for marketing he can only go out and buy \$100 just for example in pay per click, but when we do our ad spends for ProfitMart itself and we buy our advertising we might buy \$5,000 that month or whatever it is. It depend which month. So what we do is we take their \$100, mix it with \$100 of our own and capability and we can usually get twice as much marketing clout as a consumer that is buying retail price traffic. At least that is the end result. So that is another option they have and that was really popular. It just kind of filled up in a hurry and now we're going to introduce that ProfitMart ad co-op again where really it's hands off. You just buy the marketing and Rick takes care of the marketing for you. So it's all the way from learning free marketing to premium marketing, to having somebody do it all for you and just about everything in between.

Willie Crawford: Excellent, excellent. And I know from having dealt with advertising agencies and newspapers and radio stations and things like that that when you go to them with a larger sum of money regardless... And I'm sure that Google is the same way that the big customers spend less on advertising than the little customers. Most people don't think about that, but I'm sure it's true, so the

leverage is a good thing. I appreciate the fact that you do allow your members to tie into the bigger advertising buys and save on it and that is a good way to drive traffic. And I also like you encouraging members to link with other members because traffic that hits any site is basically going to leave and you may as well send that traffic to someone who is sending you traffic, so again, a great deal there. Now for people who are listening to either the show live or listen to the recording and I'm also going to have it transcribed, so people will be even reading the transcript for the show. I do encourage you to check out ProfitMart and I posted the link in the chat room. Those who will be reading the PDF there will be a link there too. Now Ron you're currently running a special where you dropped the \$99 setup fee. Is that correct?

<http://budurl.com/ProfitMart>

Ron Davies: Yes, it is.

Willie Crawford: And as I said I've worked with your tech support team, so I know how much work setting it up can be although they've got it down to where it's really fine-tuned. People like me can still ask a lot of questions and coming from military background I was trained that there is no such thing as a dumb question, so anytime I have a question I feel free to ask it. And so I see that this is a good deal to have a tech support expert standing by who first of all knows the systems like the back of his hand and is just going to help in any way that you need really. How long do you anticipate running this special and not charging a setup fee?

Ron Davies: Well not a whole lot longer. I think we'll be good until the next week or so anyway and then we're going to have to revisit it because really we're just burying Jason in work right now and as much as he is a great guy I don't know how long I'm going to be able to beat him up with the additional setups. I think in his mind he always has a workday planned ahead. He is a very technical thinker, so he is thinking okay, if I setup 25 of these today my day is done, but right now it's just not happening that way for him, so I don't know how long he'll let me get away with leaving the free setup there.

Willie Crawford: Excellent, excellent and I wanted to see if anyone in the chat room or on the lines has a question. Would that be okay?

Ron Davies: Yeah, sure. That's fine.

Willie Crawford: We're actually giving a fairly thorough description of the system, but I wanted to see if any of the listeners had questions because basically I looked at the ProfitMart platform and I said this is an excellent way to build a website that is very focused. In fact, what I'm doing like you mentioned the guy with the guitar site, is I picked a topic, a very hot topic that I'm already selling a lot of product on and I went over to the Google keyword tool and I basically pulled up a list of long-tail keywords and I'm as you said building a page automatically for every keyword that makes sense and so that means I'm building a tightly themed site, so I'll rank when you talk latent semantic indexing and Google looks at the fact that what is this site really about and then Google looks at are the pages on the site related to one theme and that is what I'm doing. I'm building a very tightly themed site, but with individual pages targeting specific keywords and these pages are already ranking and so I know at some point I'll have a site that when you type my site's theme, which I'm not going to reveal I'm going to be at the top of the search engines and when you type in... when somebody types in just a related keyword my pages because they're very tightly focused and you mentioned that you guys have the software already configured to look at things like keyword density, so I know I'm going to be okay there. Now we've got Chris in the chat room asking, "Can you use an existing domain name when setting up the system?"

Ron Davies: You know what Chris? The short answer to that is yes. The problem with using an existing domain name is if that domain name has not been treated dearly by Google it's sometimes an uphill battle to get good SEO positioning for it. Usually a virgin domain name is the best way to go or one that has very positive brand reputation in terms of search engines. That being said what I strongly suggest is that you don't bring the domain name, bring a very slight change in it, so if your domain name was JoesBookStore.com change it to JoesBookStore1. It really doesn't change the meaning of the domain name, but Google sees it as a completely new entity and again, it's all about not having a domain name that has anything negative. It's never been sandboxed. It's as important who you link out to as it is who links to you. If there is a lot of low quality sites inbound that can cost you in terms of page rank and in terms of positioning, so we like to start with a clean slate so you can have a fair chance at taking over your little section of the market. I strongly suggest a new domain name.

Willie Crawford: Now Chris maybe you're like me and I'll be sitting there thinking about a topic and I may go over to my registrar and buy a dozen domain names and never do anything with them, so I have lots of parked domain names, which means that they've never been indexed or crawled. Wouldn't that be a good use for those domain names? If in the middle of the night I said I'm going to build

a site on I don't know, trout fishing and so I went out and bought a dozen domain names on trout fishing and then being attention deficit disorder I jumped to another project and those domains are just sitting there now and they've never been crawled, so.

Ron Davies: That would be okay. That would be all right because you're not bringing any baggage with the domain name. And I hear you. I don't know how many I've got registered at one time, but conservatively I would say right now I hold over 2,000 domain names and of the 2,000 I've probably got 200 projects. The rest are... They're in limbo, so I know what you mean. And that would probably be all right.

Willie Crawford: Okay and Chris in fact said that's what he was thinking too. That is what he was referring to, domain names that he is not using now. We've got Doug Champigny on the line and he is saying start a new one or redirect your existing one to it as well. I'm not sure I understand completely what he means here. I guess he is asking would you want to maybe take an existing domain and redirect it to your ProfitMart domain.

Ron Davies: That would be okay because it wouldn't hurt you. Again, it wouldn't hurt you as badly as bringing an existing domain name that maybe had some baggage because I think what he is saying is build a ProfitMart site on a new domain and use your existing one to simply redirect inbound to the ProfitMart site. Now that could have another cool benefit too because if there is a subpage, like a deep link page in your ProfitMart site and you want to deep link from that redirected domain without getting too technical that allows you to control that deep link, so if your new ProfitMart site on your new domain was Bass Fishing Canada and the old domain name you had was Bass Fishing you could redirect that old domain to any page within your ProfitMart site. You could have a thousand. You could have 5,000 pages. You could deep link it and try different marketing strategies, so that's actually another tactic altogether.

Willie Crawford: Okay and we didn't really want to get... I don't really want to get too tactical, but this would also actually be of good... That strategy would be good for even you can go out at times and buy expired domain names that are still in the search engines and still even getting click-throughs and maybe somebody had Bass Fishing Canada and they let it expire and you can go to some of these site and buy it for like eight bucks, so that would be a good way to tap into existing traffic. And I actually love that idea because say you bought that domain name for \$8 well, if you were paying 20 cents a click that's what? It takes 40 clicks to pay

for the domain name. You know instead of buying that pay per click traffic and you go through that 40 clicks in an hour if you're actually buying pay per click traffic, so that's actually a good strategy for getting traffic that is already looking for your keywords. I like that actually.

Ron Davies: And if I can point this out. One of the things that we all know in the marketing world is that it's really about your list and something I just want to quickly touch on is using things like Aweber or Get Response, whom ever you're using the ProfitMart page architecture is designed in such a way that there are areas of the page that are specific to only that page, so it's called like content area. There are also areas of that page that are shared whether you have one page or ten thousand pages on that ProfitMart site. That's really important and here is why. If you wanted to put a subscription form in for your... I don't know, your bass fishing site you could go over to Aweber, have it produce the light box form in this case. That's the one I really like. Put that into the common header area and every page immediately on your entire ProfitMart platform will now have that light box form appear on it rather than having to go to each page and paste the code into each page you put it in one common zone and it shows up on every page.

Willie Crawford: I like that feature too and I noticed that as you're configuring your site you can say whether or not you want something on every page or just on individual pages, so it's up to you, right?

Ron Davies: Absolutely and you control where things appear. You control what appears, so you can turn ClickBank on and off. You can turn eBay zones on and off, this kind of thing. One of the neatest features that was in there and it really should have been its own product. You probably noticed it Will, was the RSS feeds and we don't want to make this technical, but everybody has an idea about RSS and how it can feed information outbound. When you produce a new page on your ProfitMart site another thing that happens in the background and you never even notice it, is that it produces a new RSS feed of products to that keyword, so if you put in fishing tackle you now have an RSS feed. You could go put it on a blog somewhere. You could put it into an RSS feed aggregator like TweetWire.com or any one of these kind of places that catalog feeds. And then now all the products fed are all embedded with your affiliate links automatically.

Willie Crawford: This is... I mean I really love this system. I think it is extremely powerful because you basically go out and you decide what your theme is going to be. You guys provide members with a hosted domain and then it's a template driven system where you basically plug in your title and description and

all that stuff and you plug in keywords and a page is built for each keyword, each keyword phrase and you decide which of the affiliate programs you want to plug in and like Amazon and eBay and AdSense and ClickBank and then based on the keyword products are automatically pulled into the page and displayed at different positions on the page based on how you configure your site. So it's like you have this site that's very focused and you know the people that are finding it through organic search are interested in the topic and so they're shown ideal products and it just makes money for you hands-off really. I mean it really is the closest thing I've seen to a hands-off setup. I mean once the major search engines notice the site you don't really have to do a lot with it unless you want to. I personally am one of those people that would continue doing things to get the site noticed, but once the RSS feed has been noticed by the aggregators the site really is going to be crawled continuously and it really is largely hands off.

I hadn't mentioned this topic to you before, but I'm sure you can think of a couple of member success stories, people that are doing fairly well. I know that actually some of them are shown on the site itself for people who want to go over and check out the link that I dropped into the chat room, but there are members making thousands of dollars a month from these sites. Aren't there?

<http://budurl.com/ProfitMart>

Ron Davies: Yeah and actually I just did a little article very recently and I don't know if you saw it or not, but it was one that is hooked up with sort of a viral Twitter tool that we created for ProfitMart members to capitalize on Twitter married to ProfitMart and it's one of our better performing affiliates is a guy that really came to the table with very little. He didn't have much of a marketing budget if any. He didn't have a list and yet each month I'm the guy that sends out the PayPal mass payments to pay the affiliates and each month I'm seeing this guy in the top five or ten and I'm going he is costing us thousands a month, but I love him to death because he is bringing the business in. He is doing really well and so I got a hold of him and I asked him how are you doing it because I really don't see where your marketing was going on? What was interesting was there was almost no marketing, but the techniques he was using we put out. I said can we share it and he allowed us to do so. So he produced a little document that we've shared with the membership recently that I think it's in the blog or maybe you can get it through Willie. I'm not sure, but we make sure that it's available and there are. I mean it's an understood that there are plenty of members in there that are making thousands every month and a lot of these people only do this very part time. I mean Willie, you and I and some of the listeners here are probably in up to our

shoulders everyday in internet marketing. Casual people have a job in the day. They play hockey or basketball at night. And then maybe after the kids go to bed they sit down and sit around their computer for half an hour or an hour on their ProfitMart site and then they're done and they're still pulling out this kind of money every month. So it's not hard to do. It takes focus and simplicity and a systematic approach. And that's really the main thing.

Willie Crawford: Okay and you mentioned that this guy who is a member that you were sending a mass pay payment, so I assume those are affiliate commissions for him bringing in new ProfitMart members.

Ron Davies: Yeah, that's right. That's really one of the areas. He has two areas where he makes his money and that is kind of a cool thing we maybe never mentioned it is of course you can build your store and that's great because you sell products through ClickBank and then ClickBank is paying you or Amazon or eBay, but at the same time when people come to your ProfitMart site and they say, "Hey, this is a cool thing." "I'd like to get one of my own." It actually ends up that you refer them to ProfitMart, so you benefit and get paid every month that they remain a member as well, so there is more than two or three ways of getting paid here and if we go right back to the beginning of our conversation Willie, that was really what it was about. This is about people getting paid. It's not about anything other than finding ways to get paid through leveraging time, leveraging technology, and keeping things simple and that is what it's about.

Willie Crawford: So every member is also an affiliate, which means automatically an affiliate. Is that correct?

Ron Davies: Yes, that's correct and one of the things we wanted to do... As you know there is affiliate programs all over the place where you never have to try the product to be an affiliate. Now with a sales background I'm the kind of guy that doesn't agree with that. I think to be a real advocate of a product or a service I need to have at least tried it or used it, so within the ProfitMart world what we decided was we would have a closed affiliate system, which means in order for you to go out and endorse this thing and share it with other people you need to be a member of what we're doing, at least for a little while, so that we can show you how great it really is because people embrace a genuine, not sale, but a genuine experience. When you can say yes, like you are on this call Willie, you're saying, "Yeah, you know what?" "I'm a ProfitMart member and I really enjoy what it does and there is a lot of cool things in there." That is so much better than saying,

“Yeah, I’ve heard of ProfitMart.” “I read about it somewhere.” “You should buy it through me.” It’s not the same message at all.

Willie Crawford: Yeah, I have been an affiliate marketer since I don’t know, ’97 I guess and two things, one is I never endorse a product I haven’t actually tested. I’ve in the beginning probably did endorse one or two products and it only takes getting burned once recommending something to your list because when you really look at it building an email list is probably most of us online marketers most valuable asset and it does take work to build a list although ProfitMart makes it easy when you can just drop that subscribe form on every page, but it still takes time and effort and the list is something to be treasured. It’s probably my most valuable asset, so I will never recommend a product again without actually having tested it, so I appreciate that. But the sincerity, when you write an email your subscribers can pick up the tone. They can tell whether or not you actually tried a product you’re recommending. I mean we don’t often think about that, but authenticity shows in the emails that you write, shows in the phone conversations or things you say on Twitter or whatever, so if you’ve actually never tried a product and you recommend it whether you realize it or not people can often pick up on that you’ve not tried it, so I like the fact that it’s a closed affiliate program and that... And it provides an advantage to members because not every guru out there is promoting it and so the members don’t have to compete with that. They are just telling their friends, their contacts about it, so that makes it easier actually for them to recruit other members and then when they recruit other member they’re of course going to earn a monthly commission as long as that member stays on and because that member site is hosted and they’re getting all this free training...

That’s another biggie. Most affiliate marketers that I have observed who aren’t really good at it it’s because they were never trained on how to do it. I mean they were I don’t know, a school teacher or something who said I need a little extra money and so they went online and said I know, I’ll start selling affiliate products and nobody told them how to do it and so they don’t know how to do it. And then they wonder why they’re not making sales and yet you guys have some very comprehensive training, which it is actually extremely, extremely valuable. Most people don’t think about it, but yet I watch people struggle at making affiliate sales and it’s because nobody has taught them how to do it.

Ron Davies: Yeah and you can see that frustration and it’s I remember being there because in ’96, ’97, ’98 that’s who we were. We were trying to figure it out and there wasn’t a lot of people telling anybody how to do anything. But you mentioned a really important point and this is something that I know at events that

I run into is people use the term list building and program and things like this, but really what these guys are building is a business and when they're growing that list and like you're talking about it's your relationship online and that has real value. You're building a business, you're building relationships and things like these new social media marketing tactics are even better now than ever for building relationship marketing, so when we introduce somebody to a product we're really putting a little bit of our own flesh and blood into that recommendation and it is a perilous place and I too have been nipped because I recommended something I really didn't do the research on and it came back to get me and that's why we've kind of kept that into a closed world so that this is our place. This is the ProfitMart membership and all of our members together and as we get out and we get to meet them at different speaking engagements and internet marketing conferences it's wonderful because you get to place faces and that is why it's important that we're doing things like the web 2 presence on the blog where we see people's faces and we get to know them because we're human beings and we all have the same challenges and many of us have come up with solutions, so it just makes sense to have a place where we can share them in that closed community.

Willie Crawford: Excellent, excellent. We're down to about two minutes to go. I want to encourage people listening to the recording to check out the link that will shown below the recording. For those who are reading the PDF there will be a link to ProfitMart there. I've been using this system for awhile. It lets you build very focused niche websites where you can pull in products and AdSense ads and things like that that are around that theme and people find the site via organic search and via a lot of other ways and when they hit the site and if it is very tightly themed they're very likely to buy some of products and services, so it's a very, very easy way to build a tightly focused site. And so again check out the link to the ProfitMart system. I really love it myself and I'm building a nice residual monthly income from referring other people to it too, so there is nothing wrong with that and from all the revenue streams plugged into it. We've got about a minute to go. Any closing thoughts you want to share with our listeners Ron?

Ron Davies: Yeah, I think just maybe a couple of quick ones here as quick as Ron can ever be speaking. One of them is that if you're choosing a place to market hopefully it's going to be within the ProfitMart world, but if you're choosing a niche to market within I strongly recommend that you avoid going into sort of the money making theme. The waters are really muddy there. You're competing with a huge number of people. Think of something that is near and dear to you, something that you enjoy. Chances are there is a niche that can be built around it. If you love building model airplanes or if you love gardening think about building

it there. Don't just get pulled towards the internet marketing make money from home sort of genre. Think about what you love to do and you'll enjoy working on it that much more. That really makes it more fun, and while you're enjoying it think about the whole thing as a business, not a program. You're building a business. You're building a future. You're building a legacy of your reputation and of your brand. Continue to build your brand and ProfitMart is a great way for you to build your brand on your domain with whatever you want to do.

Willie Crawford: Excellent advice because when you get into that how to make money niche you're often competing against people who have been in direct sales for years prior to even getting into that, so you're up against some real pros there, but if you get into something that's related to a topic you are an expert on it's just really easier to brand yourself. We are out of time, so I want to thank all of our listeners for joining us and I want to thank you Ron for joining us on the show today too.

Ron Davies: Thanks so much Willie. I appreciate it. I had fun.

Willie Crawford: Thank you very much. And to the listeners I do encourage you to go over to Twitter and tell people about the show and encourage them to come listen to it too. Again, we're out of time. Thanks to everyone.

Ron Davies: Thank you. Bye now.

Willie Crawford: Cheers.

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<http://budurl.com/ProfitMart>