



**Money & Power: An Interview With Allen Says**  
**By Bryan Kumar**

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## Money and Power: An Interview With Allen Says

By Bryan Kumar

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Dear Reader,

I have had the great honor and privilege of interviewing a very special man. A man who is brilliant and frankly one of the best in the world at what he does. He is someone whom I have tremendous respect for and who has inspired and impacted my life in a major way.

His strategies, concepts and creations are known worldwide. He has inspired and helped thousands of individuals become better as marketers...and as people.

He is best known for creating the "Internet Marketing Warriors" Group: the first, and still the best, Marketing site on the Internet.

I am talking, of course, about Allen Says.

I can go on and on about his accomplishments but that would take too long. :-)

So, let's just jump right in and find out what he had to share with me during this eye-opening interaction. I am sure you will enjoy and learn from it as much as I did.

Regards,

Bryan Kumar

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**Bryan:** Allen, thank you so much for agreeing to this interview. I am really very excited about it.

You are known worldwide for your marketing presence, especially because of your brainchild 'Internet Marketing Warriors.' It seems that just about anyone who comes online in hopes of making money hears about you and the Warriors site within a very short period of time.

What I, and I'm sure millions of other people, would like to know is, how did the Warriors site come into being? What compelled you to start something like this and what was going on in your mind - and in your environment - during that time in your life?

**Allen:** Intense anger. What was going on was a whole lot of anger over the fact that I had done everything I could do and it just wasn't working. I was having "some" success, if you can call 2 or 3 checks a week success.

I was living on incredibly small unemployment checks and the frustration level was literally at a critical point. I grabbed a pen and wrote the words "Internet Marketing Warriors". I changed the name on my site and the very next day started spamming like mad.

A lot of the people I had met online also wanted to promote my site so I created an affiliate program (very primitive) and let them start spamming too. It made a lot of money at first but soon turned into the first and biggest mistake I've ever made online.

If I had only known about ebooks and reprint rights, things that "multiply" you, I would have never went the spam route. Spam caused me a lot of damage and heartache that I'm still getting over to this day. Many of my sites are still blacklisted by some of those scum services that are actually just as bad as spamming in my opinion.

I finally came to see that there had to be a better way so I ended up creating the first ebook on the net that affiliates could program with their own affiliate ID #'s. The book was called **Magic Letters**. The results from that book confirmed that I was onto something. The strategy still works but I don't think it is as powerful now. That was the first book ever to do it like that and it caused people to order in droves just to become an affiliate.

I'm getting off the subject here... ;-) All the Warriors site was originally was a huge collection of books and articles I got free all over the Internet. I wanted to create a site where a new person could get all the info they needed to start making money in one place. Without having to spend hundreds of hours tracking this info down.

It was, and still is a great angle. There's a ton of competition out now though with secret sites of all types but it's still possible to make great money at it. All you have to do is be different in some way and you can do it. Jimmy Brown proved that when he created Profits Vault. He came at a time when most would have thought I had the market cornered but he started up and makes a great living at it to this day.

**Bryan:** That is powerful stuff, Allen. Thanks for sharing that. I especially appreciate your honesty and candor. Most people would probably not publicly admit to many of those things.

I really think that your honesty and "telling it like it is" is one of the main reasons people are

drawn to you - one of the main factors that sets you apart from the rest of the online marketing crowd.

I know that, for me personally, that's one of the main reasons I've been hooked to the Warriors site from Day 1.

When I joined the Warriors site, I remember that no one else was doing what you were. And I remember just being blown away by all those reports you had.

So, when did you launch the Warriors site?

And, how long had you been online before that coz it sounds like you had collected a lot of information and made a few connections before you ever started the Warriors site? Or did all that happen *after* you came up with the Warriors idea?

**Allen:** Sometime in early 96. I would have to pull out some old files to know exactly, but it was in that year.

I had only been online for a year before I released the Warriors. I did collect a lot of info. I only made one real contact though. That was the one contact that got me to accepting credit cards. I learned then just how valuable making contacts was. I shudder to think how long I would have gone on thinking a merchant account was impossible to get.

The other contacts I had were really just letters from people asking about the site (at that time it was called The Vault) and thank you letters. People really liked the site even when it was called The Vault, but there was no feeling of belonging like we have with the Warriors. And there was hardly any people. I was only accepting checks and not many people were taking the time to sit down and write a check out.

The "community" aspect only came into being when the Warriors started up. Those first few years were wild. Imagine a bunch of spammers trying to figure out how to email millions of messages a day. It was truly crazy.

**Bryan:** The Warriors Group does have a magnetic quality to it. That feeling of belonging and "community" is definitely apparent to anyone who joins the group. And that is something that sets the Warriors apart from any other group.

I've also noticed that the marketing wisdom you have shared with the Warrior members over the years has also been very different from what anyone else is sharing.

I'm curious as to how you got into marketing. Was this something you were doing before you got online? And if so, would you care to share a little bit on how that came about?

**Allen:** Boy, that calls up some old memories. I got into marketing as a very young boy. Do you remember those ads for those little books in the back of comics? I ordered those little books about Jughead and his friends and was just amazed at the process of mail order.

Then later on I saw an ad in *Mother Earth News* selling a book called *Dollars In Your Mailbox*. I can't remember the name of the man but I was hooked. I ordered that book and immediately

started writing down figures of how much I would make if I sold a book for \$12.95 to 50,000 people and so on.

Then came along an ad by Jerry Buchannan. I hope I spelled his last name right. These things got me hooked on mail order many years ago. The Internet is just a faster version of mail order, that's all. Part of my success is due to the fact that I never looked at the Internet as anything but a big place to put a sales letter. It's still direct response, just a heck of a lot faster.

**Bryan:** That's interesting. I remember when I first came online, a few gurus were actually pushing the 'opposite' to hook people. They were claiming that the Internet was completely different from off-line marketing and that "they" could show us what's different and how to profit from it! That was a whole lot of bull, wasn't it?

Tell me Allen, do you ever go back to that day (in your mind) when you wrote down those three powerful words "Internet Marketing Warriors" that *so* changed your life? And did you know at the time what you were going to do with this site?

**Allen:** At the time I created the Warrior site, I really thought I was just going to make some money and then it would be over. I had no idea people would become members that had no intention on ever leaving. I could not stop the Warriors if I wanted to. It took on a life of its own. If I vanished today, the Warriors would band together and continue. I have no doubt about that whatsoever.

It turned into a group of people I am truly proud of. No other group on the Internet helps and likes each other like we do. We stand together like no other group I've ever seen. I had no idea this would happen, it's taken me by surprise as much as anyone else.

One thing I would like to say here about the "group". You hear a lot of Guru's talk about only selling an expensive product. The logic is you don't have to sell as much to make the same amount of money and therefore you have less people to deal with..etc..etc..

There is a big flaw in that thinking. I now have thousands of people I can contact in an instant when I choose to. How many do the Guru's who only sell high priced items have? That's something to think about. I reach thousands upon thousands, they reach only a few hundred.

Now, let's say Me and Guru #1 comes out with a \$195 product. He's going to mail to his list and I'm going to mail to mine. Which list would you rather mail to, the one with 932 people on it or the one with 43,000 people on it?

I think you know the answer.

Many companies have become billion dollar empires by offering a cheap product that they may not even have made a profit on. They do this to get millions of customers who have actually bought something from them. That is the first and most important step. It's well known that once they buy from you, it's easier for them to buy from you again.

I understand what the Guru that says only sell high priced products is trying to say. But I'm saying don't let that blind you and make you leave millions of dollars on the table.

**Bryan:** Great tip. I've seen a lot of guru's push what you advise against above.

Isn't it true that if you're focused on selling high-priced products to fewer people, then your focus is usually on the bottom line i.e. "profits" and not on your customer?

In other words, you're not focused on serving others or "giving" but instead on "making a profit." And that can have some major drawbacks in itself, can't it?

**Allen:** Exactly, and that comes across in the sales letter as well. One thing I've discovered for certain is that "how you feel" gets transferred to your article, book or whatever. I'm not sure how this happens but it does definitely happen.

My main focus has always been on giving more and more. How can I make this great for the customer? Not, how can I extract every dime possible from this. I try to make each product I create truly worth much more than what they paid for it. I've created thousands of lifelong friends and loyal customers this way.

If you make a million dollars and have really helped no one, have not created any customers who truly like you, you really haven't achieved anything. For most people, if money is their only concern, they'll never make much of it anyway. There are those though that are bright enough to make that million without any real care for the customer, but the money will never fill the hole that is within them.

Many people are shocked when I tell them that to make the most money, to truly become a success, you have to become a servant. How can I serve my customer? How can I make his or her life better? What can I do to help? What can I add to this package to make it better for them? When you start thinking like this, it creates a whole new atmosphere about you. Your products take on this "aura" so to speak and people sense it.

**Bryan:** That's powerful advice... "To truly become successful, you have to become a servant." I like that. And it definitely shows from your own products and web sites that you practice what you preach.

You always seem to be way ahead of the pack, Allen. In fact, you're usually **leading** the pack with your crazy new innovative ideas and unique twists. I've witnessed many "firsts" since I've been a Warrior member. And, we'll talk about that more.

But first, let me ask you this...

How do you come up with all these amazing ideas?? :-)

**Allen:** Intense concentration. The thing about creative ideas is that you have to give your inner mind something to work on. You have to concentrate on a question until it burns into the inner mind.

This creates a literal "pressure" that the inner mind can only release by coming up with an answer. My question is always like this..."How can I modify what's already out there into

something new?".

I concentrate on this type of question so hard that the creative mind goes to work on it. Many people may think this is nuts but we really do have an inner mind that is unlimited. Many writers have admitted they use the inner mind to create their works. I think it was Browning who said that he had little elves or helpers; This was what he was talking about.

Listen to this quote by Albert Einstein...

"The significant problems you face today cannot be solved at the same level of thinking that created them." Albert Einstein

Albert knew you had to go deeper, and concentration on a question takes you deeper until it penetrates where very few people go. And that is when you have breakthroughs. That is where the sudden, tingling flashes of insight come from.

I feed my creative mind by constantly looking at things and wondering (wondering is another name for concentration) how can I make it different? How can I twist this so people will get excited over it? How can I connect this to something else and make something new?

That's all I do to come up with the ideas you see. When the flashes come...get them into action immediately and you simply can't fail.

**Bryan:** I agree. Most of us never delve deep enough to reach that level of our minds.

Allen, I have a whole bunch of questions to ask you about marketing and moneymaking. But I feel that what you just revealed above is a really important area that we should discuss further, and I think you'll agree.

The "creative energy" that you mentioned... Can you talk a bit more about that?

How did you learn about this process of tapping into the creative mind with questions, etc.?

**Allen:** By accident. I had always been interested in 'mind power' type subjects and got a lot of mail dealing with that. One day I got a catalog from a place selling subliminal tapes. I poured over the catalog and began to wonder if we really did have this 'thing' in us that could bring or create anything we wanted.

Well, one night at my parents house I was sitting in my mother's car with my eyes closed and head down, just thinking about this concept of having something like a treasure house inside us that could create anything we wanted. I thought about it until the only thing I was thinking about was "Is It True"...

All of a sudden, I got this indescribable feeling of energy and a flash of light that said YES!. It wasn't a word, just an unmistakable feeling of "Yes!, you do have it in you." I'll never forget that night. I got out of that car with a feeling of being huge, expanded beyond anything I had ever felt before. I'm not sure what it is that answers us, but I know when you get the answer, there's no doubting it. And it always comes with this light, like a flash. The light is so real that if other people were around, you would ask them if they saw it. But it's inside you.

After that, I started concentrating on single questions on purpose. And it happened again and again on some very deep subjects. It can be used for anything, any question, any goal. I should make more use of it than I do actually. The concentration required is truly one-pointed, to the extreme. Nothing else can be interfering with that single thought.

A great way to do it is to think of all you can about it on your own, just keep thinking about all the possibilities, angles or whatever and there will come a point when you have thought all you can possibly think about the subject, and your mind will settle on that single thought or question and then at that moment is when the answer will come. Or sometimes later when your conscious mind is relaxed.

That's very hard to explain and to some I'm sure it will sound kooky. Keep in mind though that this is exactly how the greatest inventor the earth has ever seen got all his ideas. The greatest composers also, like Mozart. The music played through his mind and he wrote it down as it came.

The creators of *Chicken Soup For The Soul* used this method to get the title for their book. I don't have to tell you how many millions that series of books has made. And who would have thought that such a title would sell even a copy? The inner creative energy knows better than our outer mind does.

**Bryan:** That is absolutely fascinating! No doubt, it was a life changing experience for you...discovering this power within.

Now, in order for others to use this power, do you feel that people need to find that answer (the YES!) for themselves, just as you did, before they can actually take advantage of this power inside them?

It seems to me that just reading about it, and even believing it "on some level" won't really give people access to the inner wisdom the way it happened for you, right?

**Allen:** Oh definitely not. Anyone can use this at any time. All they have to do is really, *intensely desire* the answer to a *specific* question, or desire a *specific* goal and concentrate on that to the exclusion of all else. The inner mind will take it up and begin to bring about the answers and circumstances to bring it into reality.

Let me give you an example...

Subliminal programs don't really work. However, some people are convinced they do. You couldn't convince them with any amount of proof because they had direct, positive experiences using subliminal tapes. When you know how the mind works though, you understand how they had those positive experiences.

When people begin to listen to a subliminal tape, they go through a few steps that are actually the very thing you need to do to impress this inner mind. They relax and think the tape is doing the work. This takes off the mental strain and effort and lets the inner mind do its job. They listen to these tapes at least an hour a day or more. As they listen, what they are actually doing is thinking (imagining) about the positive goal they are after. At least an hour a day, they are impressing the



inner mind with exactly what they want.

And because they believe it is the tape doing the work, they take their mental hands off the situation, there by allowing the inner mind to do its work without interference. This is why many people using the subliminal tapes really do have positive experiences. It's not the tape, it's that what they are doing is exactly all that's required to impress the inner mind with what you really want.

Again, I make an urgent call to those who think there is something kooky about this. It's not kooky or strange at all. It's just another part of you that for the most part goes unused and unrecognized. If we knew more about it and how to explain it, we would find that it's actually a very organic, natural part of us.

**Bryan:** Very powerful stuff, Allen. I'm really glad you're sharing this with us.

I actually happen to believe in a lot of this, as you already know. And even if I **didn't** believe it, all I have to do is look at the success and fortune you've amassed using this power. And, I'd be crazy to not at least try it out for myself! I mean what do I have to lose, right?

Pretty amazing. I think what I'm most excited about is that you can use this power for pretty much anything, can't you? I mean you're not just limited to using it for business. You can use it in any area of your life, to find answers to just about any question you have. That's really powerful.

Tell me, Allen...over the years, since you first discovered this power, have you devised some sort of recipe or "steps" to tap into this inner wisdom when you need it?

In other words, have you improved upon it to make it easier, better, faster? Or is it about the same and does it in fact work best the way you originally started out using it?

**Allen:** Oh no, nothing special about it.

It's totally impersonal and works only on what it is given. If you have a mind that can concentrate on a specific thing, it will do its work. On the other hand, if your mind constantly jumps from one thing to the other, it will never be able to do anything for you.

People would actually fall in love with concentration if they really knew the source of power it taps.

**Bryan:** So just about anyone can do this and produce results similar to yours. That's great.

And the key seems to be intense desire and one-pointed focus (concentration.)

You mentioned something else that is very important...

You said that you "take action immediately."

I've found that one of the most common reasons so many of us fail is because we *don't* take action. We don't follow through on the idea or goal because of fear, lack of confidence, doubt, or

whatever.

I think many of us have come up with at least one good idea that we didn't act on. Then, months later, we saw the same product/idea making someone else rich... a very common experience, I've found.

So, what motivates you to take action on it immediately?

Is it something that you've just learned is a good thing to do? I.E. a creative spark equals a definite winning idea?

Or is there something else that gets you to follow through?

What motivates you to put your ideas into action right away?

**Allen:** Just the sheer enjoyment of creating and putting it out into the world and watching the response. That's better than the money to me. At first it was all about the money, but now I just enjoy creating new things.

Now, if the idea comes as a flash from what I call the creative energy, I know for a fact it is a winner and will definitely put it into action immediately. I never put off anything that comes from this source. Doing so might shut off the flow, possibly; Either way I don't take the chance. Anything coming to you as a flash of insight Will succeed and should be acted on right then.

**Bryan:** Sounds good. I've also heard somewhere that if you don't listen to your subconscious and take action when it communicates with you, you're in fact giving it the message that "you're not interested." Therefore, you'll stop receiving any further insights.

So, if it comes to you as a flash of insight, definitely act on it. Good tip.

There is a certain amount of "faith" that is required when dealing with these types of things, isn't there?

**Allen:** What is faith?

It's very sad that the vast majority of people have no concept of what faith really is. A person will say, you just gotta have faith, and at the same time be wringing their hands with this worried look on their face. I'm having faith...I'm keeping the faith.

I'll tell you what true faith is. If one truly has faith, he has total relaxation. Faith is an opening, an expanding. Allowing the inner energy to do its work unhindered. If one had true faith about something, he or she would be totally relaxed and carefree.

However, I would rather talk about these things in other terms. Not Bible terms. It's sad to say that most religions have turned many people away from anything that sounds religious. I look at it in terms of expansion and contraction.

Faith, belief, confidence..etc Expands you...

Fear, doubt, worry...etc. Contracts you...

The more you can expand physically and mentally, the more of this power you will have access to and be able to put to use.

**Bryan:** Absolutely powerful stuff.

Allen, You've talked about "one-pointed focus" and how to use it to tap into the unlimited resources we have available to us, to find answers to just about any question.

Now, I'm curious...what are your thoughts on "visualization" ... holding an image in your mind of something you'd like to *do*, *have*, or *be*, in order to achieve it?

It's another related subject I've always been interested in, and I feel it's a crucial part of success.

Can you share what you know on the subject and the process as you understand it?

**Allen:** The "Image" of anything IS the real thing. Some may find that hard to accept but let's take a look at it.

Look at this body of yours. Science tells us that this body is actually not the same body it was just a few months ago. Every single cell in our bodies are shed off and replaced by a totally new one. If this is the case, how are our memories retained?

Think about that for a moment. If all these cells are totally new, how is it that our memories remain with us?

The answer is that we are this Energy of Life, we are not flesh, we are not our body. The Image of our body held in this Energy IS the real body, not the one that decays, sheds and replaces itself every so many months.

In the same way, what is more real? The image in the mind of a thing desired or the thing itself? The thing itself will decay after so many years, it will rot and vanish into nothing, so which has more substance, more life, more lasting power after all?

We're getting far ahead of ourselves here. This is very hard to explain, it is sort of like having 3 tongues in the mouth.

Suffice it to say that the Image held in mind IS the thing itself and will be out-pictured, if we desire it to, by means no man knows as of yet. This is nature's secret and I don't care to pry it from her. It is good enough for me that I have proven it works beyond any shadow of a doubt.

It is much better to discuss what interferes with this process so we can remove it and be able to bring more of what we want into our lives than to discuss how it comes about. Throw a seed into the moist ground and it reaches for the light and becomes an oak tree. The scientist may "try" to explain it to you, but in the end he has no clue.

**Bryan:** Really fascinating, Allen.

Well, let's do that then. Let's discuss this process. I really feel this is a very important subject for people to grasp. Much, much more important than 'marketing techniques.'

Obviously, this is your secret to super success, and heck, we all want to be as successful as you are! ;-)

OK, so... things that interfere with the process....

Let's talk about that. Please go into as much detail as is needed and explain this further, if you would...

**Allen:** Great. Let me tell you how I bypassed all the "tools" of self-improvement. I had researched all this success information for years, I wrote volumes of notes, notepads filled with ideas, thoughts, quotes and so on.

One day it all just came to a point. I suddenly realized what everything pointed to. From that day forward, my life changed. People around me began to ask all sorts of strange things. "Are you losing weight? Meet somebody special? Make a lot of money?"

None of these things were what had happened...yet...but all that was coming quicker than I realized. I still had my own little bad habits and hang-ups to work out but I was smashing through them like never before.

Have you ever heard about resistance? The wire and electricity?

If you decrease the resistance in a wire, the electricity flows more freely. Increase the resistance in that wire and you decrease the flow of electricity, and therefore its potential power.

If you haven't heard that one, maybe you heard about the water hose?

Imagine you have a water hose, the hose is kinked and the water is just barely spraying out. Now you take and begin to unkink that hose. What happens? The water begins to flow more freely, to gush out and increase in power.

In both these cases, decreased resistance equals more power.

I suddenly realized that every self-help book, every success book, every technique talked about had one thing in common. All of them without exception "decreased our resistance level".

All of them, in one way or the other, led to a relaxing - a letting go, a giving up the mental effort and strain.

I also suddenly realized that our inner wisdom has been trying to tell us this for years. Many phrases have slipped into our society that point the way to opening up to this power, opening up to more of the very power that animates us.

Have you ever heard these from well meaning people?

"Just let it go"

"You're pressing"

"You're trying too hard"

"Forget about it"

"Relax"

"Stop and smell the roses"

"Loosen Up"

And on and on. There are literally hundreds of such phrases.

Even physical things like deep meditation. Meditation is not some mystical mumbo jumbo. It is nothing more than a relaxation much deeper than the body can get in sleep. This tension in us unwinds itself. It Expands us.

After beginning meditation, you hear people saying such things like, "I feel like I've come home to myself", "I feel more full and expansive", "I feel more real".

Many people say the exact same things after deep tissue massages. Deep tissue massages release pent up tensions and Energy.

All these things have 'opened' them, 'expanded' them, which has decreased the resistance in them which in turn has increased their flow of power, increased the flow of what they really are.

If you look at words like Faith, Belief, Confidence...etc. What are these but simply more ways of Expanding? Of Opening up to this power?

So instead of concentrating on all these techniques, which usually only end up causing us more frustration, tension and effort anyway, I began to concentrate on the simple concept of Expansion and Contraction.

You can come to the river with a bucket or a cup. From that day forward, I intended to bring a bucket, a big one. So I began just being aware of my body, what contracted me? What was I doing or what in my environment caused me to contract, to tense up, to resist?

Just this act of awareness itself started releasing my tensions and Contraction. I began to resist nothing. I should mention here that whatever you resist, you are bound to. This is the nature of our consciousness. Resistance is pure hell. It binds you to whatever is resisted. It will bring about exactly what you are trying to get away from.

Many smokers have noticed something very curious. Put a smoker in a place where he can not get any more cigarettes and give him a single pack. If he is like most people, he will begin resisting the fact that he will run out soon. The funny thing is, this very resistance will cause him to smoke that last pack 10 times faster than he normally would have.

This won't happen to all smokers, some of them simply don't resist the idea of running out and they smoke what they have left sparingly. But a great many smokers have witnessed this fact in themselves and have commented on it.

That's just a simple example from everyday life on how resistance can bring about exactly what you don't want. When we resist something, a lot of our energy is on that thing resisted, so how can we bring about anything else but that thing?

That's what the self-help books are trying to get at when they say, "Concentrate On What You Do Want, Not On What You Don't Want".

Resisting what you don't want can only have one result. More of what you don't want. There's

nothing strange about this. It's simply the way we are made.

"Do Everything With A Mind That Lets Go"

*Achaan Chah*

Powerful people get powerful not because of something they 'do'. Rather, it is what they do not do that makes them powerful.

There is but one power in the universe. You and I are expressions of that one power. We each have our own thoughts, desires and goals but we are still part of that one vital energy. Our consciousness, our 'I' is that power, and how much of it we are able to express through our bodies will determine the level of power and riches that come into our lives.

This vital energy of the universe, this consciousness, this 'I', is perfect. It needs nothing, it possesses all things. The worst mistake on earth is making any attempt whatsoever to fix something we imagine is wrong with this consciousness, this 'I' that is us. Any movement to add to it immediately takes away from it.

This power that is us can not be added to, it can only be expressed. And it can only be expressed by Expansion. The more our body and mind expands, the more of this 'I', this consciousness, is expressed into the world.

Our task is to become greater channels of this power. Whatever works to expand a person is good, good indeed. Let me tell you about another quote from the Bible that is completely misunderstood. The man Jesus said, "*Man Can Not Add One Cubit To His Stature By Taking Thought*".

If you fully grasp what this means, your life changes forever. All things you desire would be pulled toward you. Nothing on earth could stop them from being yours. People around you would sense some incredible, attractive power about you that they could not explain.

Our problem is, as Jesus termed it, "taking thought." At first that may sound absurd. "We have to think," you say. "We must think or we can not function in society." This is true enough. But this is not what he meant by the words "taking thought."

He meant the grasping, fighting, controlling and resisting that almost everyone on earth does every day of their lives. We resist things, try to control things, try to avoid things, fear things that do not even exist, expect things that never happen. All of this is a constant Contraction. It becomes habitual until we know no other way.

It will do us all good to concentrate on just what these two words really mean... ***Expansion and Contraction***. For those are the avenues of power and riches or the lack of it.

The person that is constantly trying to act a certain way or trying to not act a certain way is in hell. Trying to be something is a guarantee that they will be perceived as nothing much at all. All these things they are doing is Contracting, smothering out the one thing that *would* make them something.

All these mental efforts and strains is the problem. This is the thing powerful people do not do. By design or by accident, they do not Constrict the Self, this consciousness, this 'I', in any way

whatsoever. They let *nothing* Contract them. They never worry about a problem that does not exist. They do not create opposition where there is none.

Their words become vibrant with the power to move people because the fullness of their consciousness, their energy, their Self, is in every word they speak. Their speech is not broken and made weak from Contracting themselves. They never Contract for any reason. And because of this, you feel their power. You can sense something about them that is incredibly strong and attractive.

All they are doing is allowing more of what they (and you) really are to come through them into expression. It's still them, just more of them than the average person expresses. When you meet someone who has truly unleashed themselves, there is no mistaking the power they exude. Everybody feels it. Everybody gives it the due respect because nothing less is possible.

One thing I should mention here. When you begin to learn to Uncontract, when you begin to experience this freedom, you will find that you also cause others to Uncontract when they are in your presence. Your own freedom, to a certain degree, transfers to others. How free they can become will depend on how much freedom they can accept. Some people simply can not handle it. It is akin to balancing on the edge of a cliff. It can be quite scary for a person to truly let go and open up.

**Bryan:** Wow, you've touched on some extremely important learning's above.

I've gotta admit, Allen, I've read a lot of books on self-improvement, but your answer above is one of the best I've seen. It really breaks down and lays out the process very well, in very clear and simple terms. And, it also gives me an understanding of many things I didn't even know about. There's a lot I've learned about the process in the last minute than I learned through most of the books I've read on the subject. Thank you!

I'm definitely going to read that response above multiple times to really embody it. I hope others do as well.

This is obviously a unique and powerful way of looking at things and it seems very few people are taking advantage of this power that they have within themselves.

What's interesting is that it's this same small group of people that are really enjoying the kind of success, wealth, and happiness we all want.

It's obvious that if we keep doing things the way we've done so far, we'll continue to get the same results. And if we want to get the kind of results that small group of the successful people are getting, we have to embrace the beliefs and methods they are using. The things that you talk about above.

The few people who have achieved success are those that have broken free of the old ways of doing things and have accepted the truths you're talking about here.

Bottom line is, Allen, you use these powerful techniques yourself. And the results are obvious. You've set yourself apart from everyone in your field! You've made millions of dollars in the

process, and you have customers and members that absolutely love you.

If that's not a powerful endorsement to using these techniques and learnings, then I don't know what is.

OK, we are really cranking here! Let's keep this going.

You obviously have some powerful tools at your disposal that you are taking advantage of to pretty much blow your competition out of the way.

And, I mentioned earlier that the marketing wisdom you've shared with us is also unique from everything else out there.

It seems that somehow when *you* share a piece of advice with your readers, they get excited, motivated, and just ready to jump up and go out there and put it to use! Your writing has that same magnetic quality that the Warriors site has.

Tell me, Allen, how are you able to charge your articles up so much?

Do you have some 'motivational writing' secrets you use? ;-)

Or is it just the "giving and sharing" aspect you mentioned earlier that makes your reports and articles so much different from everything else out there?

**Allen:** I think my own excitement over the concept I'm writing about gets transferred to the article. When I wrote *Internet Cash Machines*, I was passionate about the concept of quick and easy one page sites that could turn into Internet Cash Machines. I've gotten hundreds of positive comments about that book and it's one of the shortest ebooks ever written. About 15 pages.

That and one other thing...

The force and power of your writing can affect people very powerfully. There is wishy washy writing and there is powerful and forceful writing. Bold confidence, matter of fact, "tell it like it is" writing will always move people emotionally. I learned that style of writing from old success books written around 1920 and earlier. The *Magic Story* is a perfect example. I don't think I've ever read a more powerful work than that.

This style of writing is so powerful that you could be completely wrong about a topic and still have people accept it as the gospel truth. This is a dangerous truth about the power of the written word. It can be used for both good and evil quite easily.

There's no real structure to it or secrets I can give you. After reading those types of books, I mainly just learned to stop weakening sentences. You weaken sentences by adding "qualifiers". You will rarely if ever see me writing things like.. "It's been said that...". Or.... "They say"...Or..."The experts all agree that..". and so on.

I also never use words like 'finalize'. It's abstract and passive, weak. Stick with Active Verbs and Descriptive Nouns and you can't go wrong.

Here's a part below copied from my book *Magic Letters* that says it all...



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Writing that is filled with descriptive nouns and verbs that convey action to the reader are the secret to making your reader 'see', 'feel' and 'act' on what you say!

Use Nouns to create specific pictures in your readers mind. Specific ideas and descriptions create mental pictures that the reader can absorb instantly.

Abstract ideas create no such images and are therefore impotent in sales copy. They are weak and make reading boring.

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That not only applies to sales copy, it applies to all writing. Let's take that last sentence as an example... "Abstract ideas create no such images and are therefore impotent in sales copy"...

Here's how most writers would say that same thing.. "Abstract ideas don't create images and it is believed that's what makes them impotent in sales copy".

You can see how much stronger the first sentence is. I stated it, I stood behind the statement. I did not weaken it and try to escape ownership of the statement by adding the flabby "it is believed" as in the second sentence.

**Bryan:** That's absolute gold, Allen. Truly powerful. Let me make a mental note here to read *Magic Letters* **again!** :-)

OK, while we're on the subject of creating powerful copy, I've gotta ask you this...

There seems to be a new breed of products and courses being released within the recent years. I'm starting to see more and more of this... the "How to Create Hypnotic Sales Letters," "How to Use Persuasive Language and Triggers Within Your Sales Messages" etc... these types of products, reports and courses.

Of course, while the practice of hypnosis and persuasion is legitimate and as old as India, these days they seem to be making their rounds through the "sales letter writing / ad copy" arena.

What are your thoughts on using these types of tactics in sales copy?

**Allen:** Hmm...you really are trying to get me hurt, aren't you?

Have you ever read a letter where someone tried to actually use these techniques? It's completely retarded. I have to chuckle when I read a letter where it's so obvious that the writer has read one of these books.

"As you read this letter, you are going to start feeling a surge of ..."

Oh get real. You know why these books are being sold? Because the "thought" of it is exciting. It makes for good entertainment for the herd mind. "Boy if I could just hypnotize a million people, I would have it made." Have you ever seen a hypnotized person? Do you really want that person reading your salesletter?

I can and have before created letters that I would term "almost hypnotic." But only because the sales letters were so exciting that they held people spellbound. They couldn't stop reading the letter. But, creating letters like that has nothing to do with any hypnotic techniques. It has to do with Active Verbs and Descriptive Nouns, your own excitement pouring forth into the letter.

Here's a litmus test for you...

Have you ever read one of those sales letters written by someone selling the "hypnotic" books? And did you pass it by without buying? Sure. So it must not have worked on you, right?

Not only that, but if you look carefully over their sales letter you will see that they aren't even using what they say in the book. What does that tell you? It tells me they don't want to sound retarded. (Laughter)

A good salesletter from an honest but excited heart will smack these fake, manipulative letters down any day of the week. When you inform people, when you tell instead of sell, you'll be on the right track to making money.

**Bryan:** Good to know. :-)

Okay, let's forget the hypnotic stuff then. We want stuff that will actually work!

So, can you give me the **ultimate tip** to making a sales letter truly seductive, to make them really want to pull out that credit card and buy right now?

**Allen:** Say what **YOU** want to hear.

All you have to do is think about What **You** Want To Hear...not what you think they want to hear. Saying what you think they want to hear will can get you into trouble quick with a sales letter. We somehow fall into the trap of thinking our customers are different from us.

If you came up on this web page that had the type of product you are interested in, exactly what would you want to hear to be convinced that "this is it, I've found it?"

Answer that question and you have your ultimate sales letter.

This simple explanation doesn't do justice to the extreme power of this. When you create a sales letter that has everything **you** would love to hear in it, one that would make **YOU** pull out that credit card instantly, you are going to affect most people the same way.

It's so simple, it's easy to miss it.

What sentences would make you get incredibly excited?

What sentences would make you feel secure that you won't get ripped off?

What sentences would make you convinced these people know what they are talking about?

Questions like that are all you need to ask....

"Sell Yourself First" - is the whole key...if you would get excited over it, if you would buy it without hesitation, then you've created a letter that's going to make you some sales.

**Bryan:** That's awesome! I love it! I'll print that piece out and keep it by my computer.

I've been planning on revamping my sales page, so this is perfect - the timing couldn't be better.

OK I don't want to get you into "too much" trouble, Allen ;-)

But, since I have this amazing opportunity to pick your brain, I've gotta ask...

With your position, reach, and VIEW - being at the hub of where it all happens - I'm sure you've probably seen just about everything out there. The good, bad and the horrifically ugly.

What makes your list of things that turn you off? Be it people, places, things... What bugs you about online (and off-line) marketing and the way some of the things are being done around us?

**Allen:**

1. Offers that end at midnight tonight. When you come back the next day, it's ending at midnight again and again and again. (Liars, I'm sorry but there's no other term for it. I have friends that are still doing this, I still like them, but they're still liars.)
2. People who take the concept "Copy Success" to the extreme and copy everything you do and say...sometimes word for word. (The Ruthless Bastards Manual For Success)
3. The innercircle guru's who constantly give each other testimonials even when they haven't read the book. (The "Suck My Butt And I'll Suck Yours" Technique)
4. People who don't read all the instructions, then scream at you because they can't figure it out.
5. People who put on seminars for \$3,995 a head and then turn around and sell the tapes to it for \$195, shafting all those who paid \$3,995.

That's about it.

**Bryan:** Allen, you've been doing this online marketing thing for a while. If I were totally new to marketing and came to you wanting to learn how to make money online, what would you tell me?

Where would you suggest that I start?

**Allen:** Reprint Rights. That's what I'm excited about right now. I think I'm even going to try to convince you that we should sell the reprint rights to this book when we get done ;-)

A person new to the net is going to discover one big problem. They are going to find out that traffic is king above all and it is one of the hardest things to get. Without traffic, you could be giving away gold bars and it wouldn't matter. The product does have to come first, but then traffic is the primary goal from there on out.

How do we get around this?

How can we take advantage of hundreds of other sites with already existing traffic?

The answer is...selling Reprint Rights. Even a total newbie with no traffic at all can use this to become well known, get traffic coming to their site and make a ton of nonstop sales, all automatically.

Reprint Rights are extremely hot. People buy them because they know they can just plug them into their sites and start making more money. Reprint Rights are one of the few true Win-Win's for everyone concerned.

Think about this...

You're totally new to the net but you have the will to make it. You grab onto this reprint rights idea and get to work on a hot book/report. Then, you get to work on a site to sell it, maybe you have to make a deal with a designer, barter or whatever. Even if a newbie hasn't much money, it's still possible to get anything done; All they have to do is ask until they find a person willing to work with them. (That's also another great thing about the Warrior forum)

Now, the book and site is done..

All they have to do now is get the initial few sites to buy the reprint rights, which won't be hard at all. They could go into the forums and start participating, always with a powerful signature file at the end of every post they make.

They could advertise the reprint rights deal in a few ezines. If they have no money, then contact e-zine owners one at a time and say something like, "Would you be interested in sending out an ad in your ezine offering my reprint rights? I'll split the take with you 50-50".

They might find instead that the e-zine owner buys the reprint rights and sells it himself. And that's great. That's what you want. Because then the deal is on a roll. Other people buy the book and also want the rights..etc. It's non-stop from there on.

This is extremely powerful if done right. And let me say something here, creating a book is not hard. 10 pages a day, 4 days and you have yourself a 40 page book. I've seen books less than 40 pages sell for \$97. Compared to the money that can be made, this is embarrassingly easy. That's why I suggest getting on it now before everyone on the net finds out just how easy it really is.

**Bryan:** That is amazing. In just a few short paragraphs, you've actually laid out an entire "system" I can take to the bank. That's pure gold.

You know, I won't be surprised if a few people take those few paragraphs of yours above, add a few pages of related material and turn it into a 50-dollar ebook. I can totally see that happening!

OK, speaking of simple, short, but powerful systems that you can take to the bank, ***Internet Cash Machines*** immediately comes to mind. We've mentioned it earlier.

That little book really took the Internet by storm and it continues to be a top seller - obviously because the information you shared was simple, powerful, and it produced *results*!

In *Internet Cash Machines*, you revealed a simple 4-step system to generate profits on the Internet: a product, a web site, card processing/affiliate-tracking, and an ezine blast.

Have those 4 steps changed any since then? Have there been any improvements to it or is it still pretty much the same and just as effective today as it was when you wrote the book?

**Allen:** It's just as effective in "Niche Markets". That's the only difference now. The moneymaking market is so filled now with teenage kids acting like guru's that it's unreal. New people to the net are confused and lost, don't know who to believe.

If you are going to come out with a moneymaking book, it's still possible to make great money, but it's going to be a lot harder than it used to be. I've turned to finding markets that are not flooded with kids trying to make a fastbuck. In my research I've found people having great success with travel guides, for example. I go to Jamaica a lot so this is possible for me too. I could easily take a lot of pictures, tell them what eating places to go to, which to stay far away from, exact names of people to contact to go on 'real' Jamaican tours...etc.

When you find a market that's not flooded, you can easily dominate it and make some serious money long before the kids ever catch on to it. These kids on the net are smart as whips, I'm telling you. They'll be on your back before you know it, copy your idea and make it look even better than you did. They have no mercy or codes of honor in them. They are out for the fastbuck, the cars and the women. And they are getting it too.

So yes, the 4 steps are the same, still as valid now as when ICM was written.

**Bryan:** That's great. So, niche marketing is the way to go.

Wow, you have really covered a heck of a lot of very powerful stuff so far. This is really exciting!

Allen, I've been a huge fan of 'opt-in' email marketing for quite a while.

And, these days, the phrase "The money is in the list" is no secret. Everyone's preaching it. Those marketers who have been smart enough to fully understand and *utilize* this knowledge have done very well.

But, things are changing on the Internet, aren't they?

It seems that email marketing is slowly beginning to lose some of it's effectiveness because of stupid things like Spam Assassin, and even stupider webmasters who install these on their servers without realizing what the heck they're doing.

What are your thoughts on the subject?

**Allen:** You probably already know what my response to this is. That's why I created *The Money Browser*. For myself at least, I've killed the email problem, the spam problem and the undeliverable problem all in one very effective whack. If you are reading this and don't know what the Money Browser is, you can go here and check it out:

<http://www.TheMoneyBrowser.com>

Very soon, I will have the power to "blink" my message - any message - to thousands upon thousands of people without having to worry about spam complaints, undeliverables, filters or anything else. My message also has no competition from other emails either.

The death toll is sounding loudly for normal email marketing. It's just getting to be too much trouble to deal with. Half the people get so much email that they don't read yours, AOL or other ISP's kill your message before it ever gets to the people that are supposed to read it, and on and on. It's crazy.

Don't get me wrong, it still works, but for how much longer I'm not sure. I still recommend getting as many emails as you can. But try to covert them into some type of private site member or in some way make them remember your domain name somehow, because their email Will go dead soon enough, then you've lost them.

**Bryan:** Very good advice. Anyone who owns a list would be wise to follow it...and quickly!

Speaking of *The Money Browser*, I've gotta say that the articles you've been publishing on it are just incredible. Every time that thing starts blinking on my Desktop, I have found myself dropping **everything** I'm doing so I can go check out what's new on it! :-)

That thing is evil, man! (Laughter)

You seem to always have your finger on the pulse, Allen. And it seems you've learned to prepare for challenges long before it arrives.

The *Money Browser* is a perfect example. I mean, you've licked this email problem before most people have realized the storm's on its way.

Can you talk a little bit more about this cool application and how it came to be?

**Allen:** Actually it was a thread in the Warrior forum. Everyone was angry over AOL deleting email so I came up with the blinking app concept for newsletters.

A few weeks later, I thought why not create the app for a secret site concept. Sort of like the Warriors secret site, except that now members are notified directly on their desktop when something new has been added.

What was really cool about it was that all I had to do was write the sales letter. Once the programmer was done with the app and the designer was done with the site, it was a complete product. I didn't do anything but write the salesletter. I already had hundreds of free ebooks, scripts, articles..etc. All I have to do now that it is created and released is write a new article at least every other day.

**Bryan:** Simple, yet brilliant. That's your trademark, isn't it? :-)

AND, no competition from other "blinking" messages either, right?

**Allen:** Only for a limited time. Believe me, they are coming, and quick. It's only been 7 days or so since release and I am seeing the bids on elance already for copies of the application.

No problem though really. The people who like what I write will always keep my app on their computer. So, I'm not really worried about the competition. The one thing they can't copy is how I write on the subjects we cover. That's certainly not saying I'm fantastic or anything, it's just that I write to "my people" from the heart and they sense that.

That and I just can't keep my mouth shut when I find something new that really works. My readers always know that if I find it, they are going to hear about it first. I don't keep anything from them at all, even if it might make me lose a little money.

**Bryan:** Yes, I think the Warrior members know that all too well. I believe that's why they're addicted to you and why they trust you to always deliver the "inside scoop."

I'm reminded of one classic example of your craziness, among many (Laughter) - the *Cyber Detective* incident.

Didn't you pay something like \$500 dollars, out of your own pocket, to get the graphics created and then offered it to Warriors for free? Just so they could make money selling that product?

And it wasn't even your product! Which means you didn't make a dime off of it. Now, to me, that's just insane! I don't know of anyone else who does crazy stuff like that!

But I guess that's also why the Warriors site is like no other, isn't it? I guess that's why Warriors have come to trust you and love you for all the crazy stuff you do. :-)

Ok, where were we...? ;-)

Oh yeah... The Money Browser is obviously a home run. I have no doubt that it will start spreading across the net just like the rest of your products and creations.

So, let me ask you then...

What's your formula for creating 'winning products?'

You mentioned that you ask the "right questions" i.e. "How can I modify this, come up with something new that people will get excited over, etc."

And you also mentioned that if an idea comes to you through a "creative flash", you immediately run with it.

Aside from the above, is there anything else you do/ask/ponder when creating the next 'hot item?'

There's a lot of stuff being taught out there, like "find a need and fill it," "monitor questions being asked in forums," "do surveys", etc. etc.

What's **your** formula? What do you use?

**Allen:** I stick with things I'm passionate about. I wouldn't think of trying the "find a need and fill it" strategy. I feel you create the best products related to things you have a deep interest in. The way I look at it, if you don't like golf, don't write a golf book, no matter how many people want one.

Bryan, you asked what my formula was for creating great products..I'll let this story below give that answer....

### **A Millionaires Secret**

Washington DC was nasty as could be. As I sat on the bench waiting for my bus to arrive I couldn't wait to get back to the backwoods of Louisiana. I had almost sat in a pool of blood that was on the far end of the bench and I was ready to go. I truly hope people coming to visit our country don't make DC one of their stops.

Anyway, before my bus arrived I was approached by a nicely dressed elderly gentleman in need of directions. I told him I had no idea what he was looking for as I too was just passing through. To this day I'm not sure why, but we started talking as if we had known each other for years.

We talked about life, people and eventually the conversation turned to business. It was here that the gentlemen saw something in me, I suppose, that made him feel like sharing what he said was the greatest secret ever told. He said everyone had heard it but almost no one paid any attention to it, even though it was the one thing that could bestow a fortune upon any man or woman who used it.

My ears were definitely starting to perk up. Something about his tone told me this man knew from whereof he spoke. And I wanted to know what the secret was with a passion. He must have sensed my anxiousness because at that very moment he gave me a warning that was almost a scolding.

I'll try to recount here as best I can the rest of our conversation...

**Man :** "Do not make the mistake of shrugging off what I am about to tell you because you have heard it before. No doubt you have heard it already from at least one person in your life. You may have even heard it many times. Do you have any aversion to religion Mr. Says?"

**Me :** "No I don't. I don't believe many preachers know what they are talking about or even what they are trying to teach, but I do know the Bible has a lot of great knowledge in it."

**Man :** "Good. I would not want you to discount what I am about to tell you because it does come directly from the Bible. But its applications reach far beyond what most people can conceive of. It will take thought, intense pondering on your part, to begin to get some inkling of its power."

"This simple secret, when applied to business, will draw money to you as easily as water runs down a mountain. Even a fool can apply it and prosper. When applied to relationships, it will create more friends than you can handle" (laughing heartily)

**Me :** "What is it, I'm dying to know now?"



**Man** : "Patience Mr. Says, Patience. I will not give it to you as it has always been repeated by fools who have no respect or knowledge of what it even means. No. I will give it to you another way."

"What type of business are you interested in?"

**Me** : "Well, I'm dabbling in Mail Order right now. I would like to place ads and sell books."

**Man** : "Fine. Fine. Mail Order it is. Let me tell you how to create a fortune in this Mail Order. All you have to do is **create the product you want to buy** "

**Me** : "I don't understand"

**Man** : "You will"

"You see, **you are your market**. Whatever you want, there are millions of other people wanting the same thing. That elusive product you are looking for **is** the product millions of others are also looking for right now."

"All you have to do is **create the product you want to buy**, the product you yourself have been looking for. Once you have this product, what would you want the sales message to say so that you know this is the product you have been looking for?"

"If someone else were selling this product, what would you want the ad to say, what would get you to buy this product?. When you have that answer, that is the ad you want to create."

**Me** : "I see" (hesitantly)

**Man** : "See the business across the street here? Pizza Palace. I could triple the business that place does inside of 10 minutes. That's what I do by the way" (smiling)

"All I would do is walk into the business **as a customer**. I would sit there and imagine all the things that could be **done to me** that would make me a loyal customer to that business for life. What could they do for me that would make me feel this way?"

"Once I had the answers to that question, I would implement them across the board. **Every customer** would be treated the way I had imagined. And without any doubt what so ever that business would triple the profits it now makes."

**Me** : "I think I know..."

**Man** : "Wait, you don't really know anything yet. That's the problem with people. They brush something off because of where it came from or because they heard it many times. Leave that for fools. You won't "know it" until you have deeply pondered it and put it to use."

**Me** : "OK"

**Man** : "What I am telling you has power undreamed of. The simple words used to describe it cannot contain it. Does not do justice to it, and has been prostituted by blabber mouths who let wisdom fall off their lips with not even a single brain cell grasping what they are rambling

about."

"What I am telling you is Law, not man's Law, but the very Law's of nature herself. It's the way things work and those who truly understand it rise to the top in every field known to man."

"What people don't understand is that it applies to everything. This secret can be applied with virtually every step you take, everything you do, every word you speak and everyone concerned profits by it."

"If you are a writer, write like you would like to be written to"

"If you are a salesman, sell like you would like to be sold to"

"If you are a speaker, speak like you would like to be spoken to"

"If you want more love, then love like you would like to be loved"

"If you want more friends, be the friend you would like to see"

"When you infuse everything you do with this secret it takes on a magical power. Businesses dominate the market, books become best sellers, leaders attract huge and loyal followings."

"How would you like it?"

"How would you respond to it?"

"How would it make you feel?"

"Those are great questions to think about every time you do or create something. You will get into the hearts and minds of everyone who comes under your influence if you will first think how you would have it done to you."

"I'm certain you already know the quote from the Bible I'm referring to. But don't repeat it, just ponder it and practice it."

**Me :** "I do. But I've never thought of how it could actually apply to everything in life. I too was one of those fools who passed it over without so much as a second thought. I really want to thank you for sharing this with me."

**Man :** "It's been a real pleasure talking with you Mr. Says, have a safe journey home."

And with that, he was gone. The funny thing was, as I was riding home on the bus I realized I never got his name, nor do I remember ever giving him mine. Maybe he saw my luggage tag. I'm not sure. It really doesn't matter. What does matter is that I've profited from that advice for the last 15 years.

I'm not even really any good at it either and I've still pulled in huge amounts of money. Especially from the Internet. This is one place this knowledge can really shine. People have always asked me my secret. How come the Warriors is still here, with the same products, with all this competition, after all these years?

This one simple secret is the answer. I always ask myself how would I like to be treated by this company? What would I like to see? What would I like to get? How would I like to be dealt with?

Those simple questions are **all** you have to answer. When you do get the answers, put them into action and watch what happens.

Create The Site You've Been Looking For  
Write Like You Would Like To Be Written To  
Sell Like You Would Like To Be Sold To  
Talk Like You Would Like To Be Talked To  
Deal Like You Would Like To Be Dealt With  
Create For Others What You Would Like Created For You  
Excite Others The Way You Would Like To Be Excited

**Bryan:** That is a really powerful story! It has many powerful lessons within it.

What's really amazing is that it pretty much covers all aspects of marketing, doesn't it? It's like the "holy grail" of business. Wanna know how to create winning products? Read the story. Wanna know how to create powerful sales letters? Read the story. Wanna know how to win customers for life? Read the story!

And again, I won't be one bit surprised if that's the one advice that every one else will start preaching now! ;-) I have a feeling the next wave of products by marketers will be re-hashes of the article and advice you gave above.

Allen, I've gotta say, you have really revealed some amazing secrets through your answers. Especially subjects that no one else is willing to touch with a ten-foot pole!

I really feel that this is 3 or 4 products **combined** into one.

I knew it would be a good move to bug you about an interview ;-)

I'm having a lot of fun and I'm really learning a ton of new stuff that I've never even heard of before!

I think the next logical question to ask after that stunning story would be this...

People are being given the wrong advice, they are being misled.

You've already blown away some major myths through your answers to previous questions.

There are a lot of wanna-be's and self-proclaimed gurus out there. And sadly, many of them have convinced the new crowd that they actually know what they're talking about. They are obviously misleading and hurting others by just giving out bad advice, sometimes on purpose!

What do you feel are the most common myths and bad advice that are being given out there by these impostors? How are the newer marketers being mislead, either on purpose or through the ignorance of these self-proclaimed gurus?

**Allen:** Not much really I can comment on here. Except maybe the safelist scam. A lot of new people get hurt with that one and it's still one of the biggest selling things out there.

**Bryan:** Allen, you've provided awesome tips on lots of stuff: idea generation, product creation, sales letter writing, turning prospects into loyal lifetime customers, and more! (And of course, the powerful, life-changing information on "creative energy" and the ultimate self-improvement tip!)

Now... how does one go about getting traffic to their site so they can use that killer product and sales letter to generate sales and profit?

If you were to pick 1 or 2 of the absolute best traffic-generating strategies, which would you pick?

**Allen:** I would still go after other people's already existing traffic. No matter what product I sold, I would try to make sure other people would want to promote it, first of all. When the site was ready to make sales and accept affiliates or partners, I would hit the forums dealing with the subject of my product.

Participating in forums is a guaranteed way to get those first few vital affiliates. There will always be someone in the forum that knows what they are doing, has a site with traffic already coming to it, etc. Those are the types of people you want to hook up with. You want them as affiliates to get your new deal kicked off.

Always include a powerful signature file in every post you make. Something like...

Your Name

Yes! \$10,000 Per Month Raising Pot Belly Pigs

[www.PotBellyPigPets.com](http://www.PotBellyPigPets.com)

You have to attract maximum attention. Give people something to get excited about and it will force them to at least go check it out.

If you have money to spend buy e-zine ads in your target market. All you want is to get those initial affiliates signed up and bringing traffic to you. From there, you can get new affiliates automatically from the traffic coming to your site, and can grow from there.

I still think affiliates are the #1 way of getting traffic for nothing. Or getting traffic period, for that matter. Nothing I've found yet comes close. Almost everything you hear about works to some degree, search engines, pay-per-click sites, etc. but affiliate programs have always worked the best for me.

My second choice would have to be Reprint Rights. Not so much for the traffic, but for the buyers. There's a very important distinction there. Most people think that if they get tons of traffic, it automatically translates into money. That's not always the case.

When you sell the reprint rights to an ebook for example, and offer the rights from within that book itself, you can create an ongoing stream of people coming to your site specifically looking for your order form.

I would rather have only 50 people come to my site a day if all of them were coming to buy,

instead of 1000 people a day and making only 3 sales. If you are selling your reprint rights for \$47.77 each and 20 people a day buy the rights from you, that adds up to \$955.40 a day.

Just random traffic is not always best.

**Bryan:** Makes sense. Pretty powerful strategies and concepts being used there.

And "buying traffic" is definitely superior to just random traffic. Very important distinction indeed. Thanks for pointing that out.

OK, Allen. I've got one for you...

Many people want to keep it really simple. They don't even like the idea of running a business.

What can *they* do? Do you have any ideas for them?

**Allen:** I do...

I call it.. "**The Hero Strategy**"..

It's the easiest way I know of that people can come on the net with virtually no money and start making sales.

There are millions of people coming on the net every month that are totally new to it. They truly don't know anything at all. The one thing they are looking for is somebody, anybody to teach them something they didn't know. Anything that will make their goals easier to reach.

You could be that teacher. All you have to do is research topics and write articles that really help them understand. Let's say you want to promote this autoresponder service. They pay you so much per month for each account you bring in..etc.

What you do is write an article, web page..etc that details the benefits of using an autoresponder and outlines, step by step, HOW to use it. Just explain in simple terms how to go through the process of setting up their own letters..etc. At the end of the article, you "kindly" refer them to the greatest autoresponder service you've found.

These people will be much more likely to buy on your recommendation, especially after you've taught them how to use it already anyway. This sets you up as the hero. They like you, you've taught them something and now they feel more comfortable about ordering the product since they know what to do with it now.

This can be duplicated hundreds of ways promoting all types of affiliate programs.

You could get professional with this strategy and set up a nice site with your picture and tons of great articles that really help people. Every time you write an article or guide, you of course have a link to an affiliate program that provides the reader with the best solution they are looking for.

Even start submitting your articles to e-zines and directories. Once you build traffic up in this way, you will have checks coming in from all types of affiliate programs.

**Bryan:** I like it! It's simple enough for most people to handle, yet extremely effective and profitable.

I think people will also want to buy from you verses someone else because you have in fact given them something for free, right? In this case, the useful articles.

I think we've covered all the major aspects of marketing with some really killer tips! Pretty amazing - Thanks, Allen.

Do you have anymore ideas on making money on the net? Just talk freely if you would about anything that comes to mind.

**Allen:** I've got a few...

One is about free email. All the current free email services are boring as a rock. In fact, some rocks are much more exciting. They don't really give any value or reason to use them above any other free email service. So there's this fierce competition between all the free email services.

My thought was...why not create one that gave the users something?

Like maybe free ebooks, scripts, secrets and so forth. Every time they log in something new is available for them to download. This I know would attract a lot of people. And it would not be hard to provide either.

Then, just like Hotmail, you would have some attractive line at the bottom of every outgoing email, something like: Click Here To Use The Free Email Service That Pays You

Or something like that. You're "paying" them by giving them a lot of stuff they would have to buy or otherwise track down themselves. And of course the line at the bottom of every outgoing email promotes the service for you without you doing anything more than getting the first few users.

Remember, Hotmail got millions of users the first year they started up using nothing more than that one single line at the bottom of every outgoing email.

All you need is 20,000 or so people who really like this service. Once you have them, you generate revenue by advertising something to them overtime they login. Or even email them directly, who are they going to complain about spam to?

Or sell advertising space to people who want to advertise on your site. Or join those deals where you get paid for every exposure of the ads you place on your site. Once you have all these users there are many ways to make money from them.

There are many scripts you can use to start something like this. Try looking on [www.cgi-resources.com](http://www.cgi-resources.com) to find an email script you like. You can even go to [elance.com](http://elance.com) to have the script modified to truly make it your own unique service.

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Another one is my strategy for automatic income by selling reprint rights. This idea isn't new or anything, but possibly the way I look at it is. This is what I'll be concentrating on all of 2003. I'll

reprint an article I wrote earlier here...

### **The Automatic Money Strategy**

I learned my lesson when I released **Internet Cash Machines**. I'll never release another ebook that others can resell for free. The market for reprint rights is huge and growing bigger every day. It's very easy to set up a system that not only pays you, but one that promotes itself automatically.

When you create a hot book that you sell reprint rights to, all you really need to do is sell the rights to a few people. As long as you have the reprint rights offer in the ebook itself, it will be an automatic income stream from then on for years to come. When those few people begin selling your ebook, a certain percentage of the buyers will want the reprint rights as well.

They order the rights from you and the process continues. A lot of people make the mistake of thinking that the market gets 'flooded' with a certain book. Nothing could be further from the truth. **Internet Cash Machines** is being sold on literally thousands of sites right now, even so to this day I can put up the simple, one page ICM site and begin selling copies of it all day long.

If 1000 resellers sold 1000 copies each this year that's only a million copies. A book like that has multi-millions of potential buyers. 1000 resellers or even 5000 resellers are not going to be able to reach them all. Even if they did, next year there are millions more people getting into the moneymaking information market. So it never "really" ends. It's the same thing with most other markets as well.

Selling reprint rights is a true win-win situation. Here's the strategy I'm using now to make sure I win for a long time to come...

1. Create An E-Book On A Hot Topic
2. Create A Full Site Your Reprint Buyers Can Use To Sell The Book
3. Put The Offer To Buy The Reprint Rights On A Sales Page To Itself
4. Put The Offer To Buy The Reprint Rights In The End Of The E-Book

The reason you want to create a page just for the reprint rights offer is that if you are using a place like [ClickBank.com](http://ClickBank.com) to take your orders, any affiliate using [ClickBank](http://ClickBank.com) can also promote your reprint rights page. Since reprintrights are a hot product, many affiliates will want to promote that site for you.

You actually have two products instead of one....

1. You have a sales site that actually sells the ebook to the end user.
2. You have a sales site that sells the reprint rights to potential resellers.

All the ebooks I'm coming out with now also have a reprint rights offer at the end of them. If a buyer missed my reprint rights sales site I still have another chance to offer it to them from within the ebook itself.

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The reason I mention [ClickBank.com](http://ClickBank.com) so much is that the service is just so perfect for my own lifestyle. I like to have everything automatic now. I have two of my own merchant accounts but now they just sit on standby.

I have changed to using [ClickBank.com](http://ClickBank.com) to process orders and send out affiliate checks because I like to be able to jump up at a moments notice and head out to a sunny beach on a Caribbean Island if I want to. With ClickBank taking care of everything I have nothing at all to worry about, I can travel the globe freely.

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As long as people can only buy the reprint rights through you, it should not be hard at all for you to sell 1000 reprint rights in 12 months. If you are charging say \$49.95 for the rights that's \$49,995.00 a year. For just ONE book.

I know a person that sold a reprint rights package to over 20,000 people in only 10 months. You might know him. His name is Frank Kern. Just an average guy that put together a package of stuff 1000's of other people were already selling. He sold the package at \$47.77. That works out to \$955,400 in just 10 months.

Imagine 10 of these income streams going at once. Your books don't have to be huge works of art. They only have to be something people will truly enjoy reading and benefit from. A motivated person can turn out a book a month without a problem. If you don't think so, just take a look at Jimmy Brown. He is the most prolific writer I've ever seen hit the net. It looks to me like he's averaging two books a month instead of one. He is one of the few people I've seen that takes maximum advantage of selling reprint rights. And he's making a fortune doing it.

Check this out.....go to [www.google.com](http://www.google.com) and type in exactly these words below...

Internet Cash Machines Allen Says

Just those 5 words above exactly as you see them. The last time I checked it returned 10,200 results. Now, I'm not making money from the sale of the reprint rights off that particular book because they come free with the purchase of the ebook, but I DO make a ton of money off of something that ebook promotes on the backend.

That just gives you an idea of how many people are out there wanting reprint rights so they can sell the books from their own sites. And even with all those people selling that same ebook I can still sell copies of it myself anytime I want to. So I have learned from direct experience that the "saturation" myth is just that, a myth.

Do you also see how simple that sales page is? And on top of that the ebook is only about 15 pages long. And it has sold literally hundreds of thousands of copies and continues to sell like crazy to this day.

That tiny little ebook made a tremendous impact on the Internet and started the "Mini-Site" and "One Page Direct Response Site" craze you see everywhere now. That one tiny little ebook spawned a new marketing angle that has been responsible for literally millions of dollars in sales.

If you can do the research and write short ebooks, there's nothing stopping you from turning this



into your own personal fortune.

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### How A Hot Domain Name, A One Page Direct Response Site And A Good Affiliate Program Can Add Up To \$100,000 A Year

Here's another strategy that is incredibly easy for anyone to get going. Here's a perfect example of it in action: <http://www.playersonlysecrets.com/>

That site is run by Anthony Stillwell. The sole purpose of his one page direct response site is to get people to download that ebook. The ebook is designed to get them to sign up to [www.ListWarrior.com](http://www.ListWarrior.com). Every sale he makes earns him another \$5 paid monthly.

There are a number of smart affiliates right now that are using just this method and nothing else to make thousands of dollars a month in all kinds of different affiliate programs.

How do you promote something like this?

One great way is using forums that deal with the subject matter of the affiliate program you are promoting. If the subject matter is making money, then you want to become active in all the marketing forums on the Internet.

Everytime you make a post, you would have a signature line at the bottom, something like:

Your Name  
Unspoken"PlayersOnly" Secrets  
[www.PlayersOnlySecrets.com](http://www.PlayersOnlySecrets.com)

You see, with a thought provoking domain name, people will click on it just out of curiosity.

### The Domain Name Must Say Something Interesting

Your domain name itself must make people want to click on it to see what it's about. I've seen some domain names that are just horrible. A jumble of letters that say nothing inspiring at all. Pick a combination of words that will make people stop and want to go see what it's about right then.

Once they get to the site, you want them to sign up to a follow-up series of letters that sells them on the affiliate program you are promoting or to download an ebook or, like Anthony does in that example, both.

The success of this strategy is in the focus. There is one goal of the domain and one page site, that is to get the person to sign up to get your follow-up letters. A certain percentage will then go on to join whatever it is you are promoting.

It's just that simple. Many affiliates are doing this right now with great success. They are not trying to put every offer under the sun on one page. If you give people too many choices the vast majority of them won't make any choice. If you give people ONE choice, more of them will act and do what you want them to do.

There are people with 5, 10 and 20 or more domain names using this strategy and pulling down incomes from 10 or more affiliate programs all at the same time. They use search engines, pay per click search engines, e-zine ads, forums...etc to promote the sites and sit back collecting residual checks.

It's one of the easiest and quickest ways to get started making money on the Internet. No product needed, just a hot domain name and a good affiliate program to promote.

**Bryan:** Those are some killer ideas, Allen. Simple to roll out and extremely profitable. I especially like the residual power behind them. Truly mind-blowing. Continuous streams of income - Those are always winners!

OK, let's shift gears just a little here...

What are some of the major mistakes you made and learned from during your marketing journey up until now?

**Allen:** Besides starting out as a spammer, the worst mistake I ever made was changing my affiliate program in midstream. That was horrible. I lost a lot of respect from many of my affiliates when that happened and I've regretted it ever since.

Whatever you do, make sure you have your affiliate system down pat before you start. If you change it up half way through, you'll do yourself a lot of damage.

Another mistake I made was thinking that since Warriors was selling so good, it would just continue that way. Bad thinking. After a few years, the competition got so stiff I found that the orders were getting less and less each day. New people to the net no longer realized that we were the original and the best.

And, actually I never really recovered from that. But I didn't have to either. That is what's so good about building a "group". By the time sales started to slow, I already had thousands of Warrior members. Anything I came up with then was guaranteed thousands in the bank at the click of a button.

As soon as I realized sales were vanishing, I got creative again and came up with the first Hosting & Pre-Made Moneymaking sites concept. Instant thousands a month started coming in. Went over \$600,000 in the first 6 months alone. And as usual, the copycats flooded in. But we've managed to hang in there and make it a constantly growing company anyway.

Now I'm taking another tactic to building the Warrior Group. I'm creating new products that are low in cost like the Money Browser and giving all buyers free access to the Warrior Group. I'm going to increase the membership by tens of thousands doing this. From reading the above two paragraphs I don't think you'll have to ask 'why' I want to increase the membership ;-)

**Bryan:** No, you've made it pretty clear. That's a brilliant strategy. I have to say, the reports you've been writing and publishing through the Money Browser are something else. Especially that last one I just read on the "get rich quick" subject. I think that will really shock a lot of

people and open some eyes as you blow away yet another silly myth to oblivion.

OK...

What do you think are the major mistakes *other* marketers (both new and seasoned) are making that are costing them big?

**Allen:** The main thing is being boring. You can't be boring. I don't care whether you make people mad or happy. Whatever you do, you can't be boring and make any money. You've got to excite people. Excitement causes a certain momentum to get going, sort of like a boulder rolling downhill, it's hard to stop.

If you've got a thick skin and can handle injecting some Controversy into your offer or style, then great - that will work too. You've got to be different in some way. You can have the greatest product on earth but if you put up a boring "me too" page, you won't get a lot of buyers. The #1 addiction is still entertainment. The best marketers are also entertainers.

**Bryan:** (Laughter) ... a boring "me too" page... I love it. That surely sends the message home! :-)

So, what we have to do is excite them, to stir up some emotion in our prospects. And, we've gotta be different, unique. Sounds good - Great tips!

Let's talk about something that seems to be one of the major reasons most people fail in business - and in life, for that matter.

Let's talk about..well,"failure" itself. What I've learned is that it's not the fire that kills you, it's how you *react* to the fire. And failures are the same way, aren't they? It's your perception and reaction to it that will make the difference.

Well, I'm very interested in learning how you define and handle failure. What's your perspective on it? How do you react to failures?

**Allen:** All failures are successful. When you fail, you were successful in identifying another way that doesn't work. And you just go on from there. I look at failures as stepping stones, I'm one step closer to what will work. If I have to identify 100 ways that don't work and hit success on number 101 then all the effort and "failures" pay off big time.

I stole that philosophy from people like Einstein and Edison. Edison created the light bulb after trying 1001 or more times. This is basically what he said in response to people asking him why he kept at it after failing so many times.

I just did a search for "quotes albert einstein". And there they were. Sites full of quotes by Albert. This man was truly a genius.

"Science without religion is lame, religion without science is blind."

How can one argue with that?

Anyway, I guess I'm not much for talking about failure, Bryan. I just learn that this way won't work and then try another. Nothing too ground shaking there ;-)

**Bryan:** That's a very healthy - and powerful - way of looking at failure. And, in fact, the "only" way of looking at it if you really want to succeed.

As you mentioned above, there are some incredible stories on the subject of failure.

I'm also reminded of the "Colonel Sanders" story. Not to compare the invention of the lightbulb with chicken (laughter) but the mindset is similar. He took his chicken recipe to over a thousand restaurants before one of them finally agreed to buy it from him. A thousand or more "no's" before he got a "yes." That's pretty amazing.

Everytime I think of that story, I can't help but wonder how many of us would even go as far as 100 restaurants. And, boy after hearing 100 no's, we'd probably think "Well, 100 is a nice round figure. I think it's time to quit." (Laughter)

Now, to keep going till you've approached 200, then 300, and all the way up to 1000 or more? That's pretty amazing.

Anyway...

There's a 'belief' floating around on the Internet, Allen, that you have the "Midas Touch" i.e. everything you touch turns into pure gold ;-)

Care to comment on that?

**Allen:** Hogwash. They just don't see the failures ;-). And I don't care to elaborate on them either. Got to keep that mystique going you know..

**Bryan:** Of course :-)

And like you described earlier, there really are no such things as failures, are there? They're all just stepping stones.

That brings up another interesting, related question. It seems that our mindset, our mental attitude, the way we think, has a lot to do with the level of success we achieve.

How does our day-to-day thinking play a part in our success, both personal and financial?

**Allen:** People talk a lot about programming thoughts or affirmations into your head these days. In my own research, I discovered an amazing fact that can instantly, from this day forward, give people an astounding amount of power over how other people see them.

Using this deceptively simple technique can change your life in ways you can not even begin to imagine. I've seen it turn repulsive people into magnetic, vibrant, outgoing powerhouses with all the partners they could handle if they wanted them.

For a long time, I was very interested in our Energy Fields. I studied all that science knew on the subject. Delved into everything from brain wave research to Kirlian photography that detects the

energy fields our bodies put out. All the research and evidence boiled down into one question... "Do we affect people with our own energy and vibrations created by how we think and feel?"

I got my answer. From that day on I've never doubted it either. Through my own tests and through the efforts of others I've worked with, there is no doubt about it. The one thing lacking was an easy way to put this knowledge to use. The quickest route to affecting people the way we want to affect them.

My search ended with a tongue-twisting quote I read in a bookstore in Houston. As soon as I saw that one sentence, I suddenly realized just how simple it would be...

Here's the quote I read...

"You Are Not What You Think You Are, You Are Not What Other People Think You Are, You Are What You Think Other People Think You Are"

You've heard of Affirmations, right? Where you are supposed to pick an affirmation and repeat it over and over to yourself? Well, I suddenly realized why affirmations never work for the vast majority of people. The secret I discovered was like "Reversed Affirmations".

(Stay with me here, shortly you'll see why this has nothing to do with trying to live an illusion or faith and belief...it boils down to simple action & reaction.)

Using the technique of Reversed Affirmations you would think..."You Find Me Irresistible"...not..."I Am Irresistible". When someone tries to say to themselves "I Am Irresistible," the logical part of them rejects it. It's just not accepted. However, when that same person changes that around and is thinking "You Find Me Irresistible", and truly gets into the spirit of it, they display greater ease and confidence which "is" sexy. Even their voice changes and becomes more full, vibrant and robust.

Some people are just too uptight to do this. You have to get totally into the spirit of it. You have to do it so completely that the thought opens up your body, brain and nervous system. When your brain and nervous system is affected by this thought, your energy field dramatically changes.

A person might say that this is fake, that they know deep down that they are not irresistible. I say, of course it's fake. Of course it's not true *yet*. We're not denying that and trying to live in some self-created illusion. The great thing is...it doesn't matter if it's fake. It doesn't matter if it's not true right now. That has nothing to do with it. Belief has nothing to do with it. It's only the "thought" that matters.

As long as you fully **embody** the thought, it does its work regardless of any belief, faith or anything else. None of that is required. Our thoughts affect us, period. We can choose exactly what we wish to think, therefore we can choose exactly how we wish to feel.

The fantastic thing is, this has nothing to do with faith or belief. No force or effort is required. Nothing to "program" into yourself or anything else. "Our Thoughts Affect Us". That's the simple fact. Choose a great thought and you change the effect. It's just that simple.

It's The Effect The Thoughts Have On You That Matters...

If you go to a party thinking.. "People think I'm weird"...that thought is going to affect you. Your muscles will contract, the energy flow through your brain and nervous system will constrict. And you probably will act weird. But the truth is, it had nothing to do with what the people were thinking; It had everything to do with your own thought and how it affected you.

You've probably heard that saying..."The thing I feared has come upon me?" There's a good reason for that. Your own fear will bring it about because you can't function correctly when you are contracted by fear thoughts.

If you are walking across a log that is 20 foot off the ground and you allow yourself to get gripped by the fear thought..."I'm going to fall"...that thought itself will go a long way toward making you fall. The thought will Contract you and you probably will fall.

Give this a test... When you are talking with a woman or man you want to attract, look into their eyes and just start thinking "You Find Me Irresistible". Get totally in the spirit of it. Let the thought totally change how you feel, move, talk and walk. Don't just think it, Live It!

Better yet, practice it for a while. How would you feel? How would you breathe? How relaxed would you be? How would your voice change? Get in that state often. If you do, you will find that it gets easier and easier. It literally creates new connections and pathways through your brain and nervous system that grow stronger and stronger.

**Bryan:** That really is mind-blowing stuff, Allen. Wow!

And, you're right, it does seem a lot easier to do than all that other programming and stuff out there that require a lot of effort.

I am definitely going to play with this one. That little-known secret could easily be yet **another** separate book. :-)

What is that now...5 books in one? (Laughter)

Allen, there's something I've always wondered about you...

With all your successes, (the fortune you've amassed, the thousands of people who look up to you and respect you for all that you've taught them and the impact you've made in their lives), you still manage to be one of the most down-to-earth individuals I've ever come across. You haven't let any of this get to your head.

How do you do it? What keeps you grounded?

**Allen:** An absolute hatred of arrogance in any form. Arrogance is a sick, repulsive disease of the spirit. I like being totally natural, as much as I possibly can. Snobby airs and taking yourself too seriously can completely kill any true enjoyment of life. I feel sorry for those folks who try to put on a show for others. Their lives are more empty than we can even begin to know.

Being yourself is infinitely more attractive and magnetic than attempting to impress other people. This goes back to that Expanding and Contracting we were talking about. *Any attempt to add to yourself immediately takes away from yourself.*

Many people think being yourself means you will be boring, this is the exact opposite of the truth. Only when one simply is what he is can this true energetic spirit, this power, be expressed. People feel it and respond to it. They instinctively know they are in the presence of something real and whatever is real, is power.

**Bryan:** Wow...

Well, I gotta say, you've certainly embodied that natural spirit. :-)

And you truly wield that power of the "real." There are thousands of other Warriors who will also vouch for that.

Allen, I believe in seeking out mentors and role models. People you can learn from, save some headaches and mistakes along the way. Maybe even speed up the process and reach your goals much sooner.

You've been one of my mentors for the past few years, and I've learned a heck of a lot from you, from the Warriors site, from the articles and reports you write, etc. etc. etc. Oh, and let's not forget about all the **new** stuff I've picked up just through this interview! :-)

It has made a huge impact in my life.

Well, I'm curious as to who your mentors and role models were along the way, people who you respected and learned from (relating to marketing, moneymaking, success, mindpower, etc.)

**Allen:** I prefer to term it as "people who inspire me". The word Mentor has always struck me wrong for some reason. I'm not sure why. You already know one of the sayings I have, I've mentioned it many times. "Never Put Another's Head Above Your Own".

Please don't take any of this the wrong way. It's perfectly fine to have a mentor, it is only my own feelings, or possibly even hang-ups, that make me feel this way about the word mentor. If anything is my mentor, it is that still small voice within. The dictionary describes mentor as: "a trusted counselor or guide". That would describe my hidden partner ;-)

People who inspire me? There have been many. All of them writers. I have no sports heroes, I worship no singers. I have only been influenced by writers. Most of them have long been dead, but there have been some to come along in recent times. I'll make a list....

Maxwell Maltz (For that incredible book *Psycho-Cybernetics*)

Napoleon Hill (For that old standby *Think & Grow Rich*)

Claude M. Bristol (For *The Magic Of Believing*)

Dr. David J. Schwartz (For *The Magic Of Thinking Big*)

Nathaniel Brandon (For some of the best Psychology books ever written)

Anthony Robbins (Not for his writing but the way he came from nothing to something so fast)

Jonathan Mizel (One hell of a writer on moneymaking info)

Earl Nightingale (For those *Lead The Field* tapes)

Bryan Kumar (Who sometimes makes me wonder if I might actually be worth something)

That's not a full list by any means but those stand out in memory.

**Bryan:** Wow, man... I don't know how to respond to that last name on there...

I don't know what to say...Thank you, Allen. That is quite an honor to be part of that list.

I honestly don't think I or anyone else can put to words your full worth, Allen. I really don't. We'll leave that for the history books. :-)

There are some great names on that list. Thanks for sharing that with us.

Can you tell us what else you see in the future, Allen, as far as online (and/or off-line) marketing is concerned?

The trends developing? New technologies that would come into play? (Probably created by you ;-)

What do you see in store for marketers a few years down the road?

**Allen:** You know, I really don't know any answers to that. My strategy is constantly looking at what people are doing now, what they are saying in the forums..etc. You get many great ideas just by watching what the current trend is.

When I think of the future of the Internet, I get a little worried because it always seems Big Brother will find a way to make it impossible for the man or woman with little money to get started in their own business. This may not happen but I think it's far too easy for people to make money on the net right now. I feel this will have to come to a halt one way or the other.

I admit I have a tad bit of conspiracy nut in me. I'm one of those who thinks there is this 'group' that's out to control us and stop us from becoming successful. Some of the things I've witnessed just reinforces that belief. Let's hope that's not the case.

**Bryan:** Hmm... I have to admit that I happen to believe a bit in that conspiracy thing as well. Yes, let's do hope that that's not the case.

I guess the plus side is that it will give people one more reason to hurry up and get their piece of the online fortune while they still can, right?

All the more reason to put everything we've learned here to use **immediately** !

Any final thoughts or pieces of advice you'd like to share with our readers?

**Allen:** There's a few more I would like to mention...

One is the truth that: "**Whatever We Become Conscious Of Grows**"

When we become conscious of wealth and success, we'll actually begin to see the opportunities in life that have always been there. A very simple demonstration of this is the well known experience of buying something, then seeing that same thing everywhere. You never "saw" it



until you actually bought it yourself.

Buy a purple and green corvette one day and the next day on your way to town you see at least 10 of them. They were always there, you simply weren't conscious of them until you came into possession of one yourself.

Put your consciousness on poverty and you will see proof of poverty everywhere. Put your consciousness into the thought that you are always being rejected and you'll see evidence of being rejected everywhere.

Begin to see and appreciate the wealth of the world and nature and you'll begin to see ways and means of acquiring your own wealth. You'll finally become conscious of what was always there in the first place.

Basically, if we're not conscious of it, it doesn't exist, for us. If we don't recognize and appreciate what we have now, even that which we seem to have will be taken away. A rich consciousness sees opportunities for wealth at every turn. A poverty consciousness sees nothing but a lack of opportunities no matter how much they may desire wealth.

### **More on Making Money**

The best way we could possibly close this interview, Bryan, is by revealing what makes one person succeed on the Internet while thousands more fail. I would like to reprint an article here that I wrote for the book "[Internet Tycoon](#)" recently:

## **Wealth Comes To Those With The Audacity To Claim It**

The dictionary says these things about the word **Audacious**...

- 1 a : intrepidly daring : ADVENTUROUS b : recklessly bold : RASH
- 2 : contemptuous of law, religion, or decorum : INSOLENT
- 3 : **marked by originality and verve**

And these about **Audacity**....

- 1 : the quality or state of being audacious : as a : intrepid boldness b : **bold** or arrogant **disregard of normal restraints**
- 2 : an audacious act -- usually used in plural

There are two statements I want you to think about in particular.

- 1. "Marked By Originality And Verve"
- 2. "Bold Disregard For Normal Restraints"

### **"A Bold Disregard For Normal Restraints"**

This is one of the biggest secrets to acquiring wealth. Most people will never bring themselves to break from the "Normal Restraints" put on them by family and society.

Who am I to write a book?  
Who am I to set myself up as a teacher?  
Who am I to start a business?  
Who am I to try and offer a product to the world?

These are the **hidden restraints** that hold **99%** of the population in chains. They simply cannot see themselves as being able to offer something to other people, or rather, being "worthy enough" to offer something to other people.

Who says you can't be a teacher?

If you've studied a subject and can write a helpful manual on it, who is there to stop you? Your readers will certainly appreciate you for showing them what they need to know and saving them the time of tracking all the info down themselves.

Who tells a Guru that he can go out, claim knowledge, and be a Guru?

No one does. All Guru's have one thing in common - "**A Bold Disregard For Normal Restraints**". They don't let the beliefs of the herd mind affect them, they go against everything everyone else secretly believes.

They could care less if someone doesn't like what they say. They could care less if someone else thinks they shouldn't be doing it. They put their works out boldly and if you don't like it, fine, find you another guru.

A great example of this is a book I have on my desk right now. I order a lot of books dealing with success and business. This particular book is a rehash of all the old success principles already written about years ago.

The author digested them and wrote about them from his own point of view. Now, there surely would have been people that would have told him that this stuff was already known. That he would be laughed at for releasing this book...etc.

If he would have listened to them he would not now be known as one of the new great success guru's of the 20th Century. This author is now widely known, interviewed and written about in hundreds of newspapers and magazines.

All because he had the **Audacity** to do his own thing from his own point of view.

Most people can't **Accept** wealth. Praise, Attention, Respect are just more forms of Wealth. You have to be able to accept these things without flinching in order to get Wealth in the form of **Money**.

To be a **Tycoon** - we have to develop some **Audacity**!

We have to stand out where others hide. We have to have the Audacity to think we can **Give** where others only think they can sneakily **Take**.

When we are brave enough to **Give** in the form of the best products we can develop, we find the Universe responds and gives us Wealth.

**Bryan:** Well, Allen, once again, you've made a major impact on me and shifted my way of thinking. I've learned a whole lot here and I'm going to put as much of it to use right away as I possibly can!

I really appreciate the time we spent together. I think you've given people some incredibly useful strategies, principles and concepts, and you've made some powerful distinctions that will surely change the way people think from here on.

I know without a doubt that *this book will changes lives*. As always, you've held nothing back, which I really appreciate. And, I strongly encourage that everyone read all this powerful stuff again and again! There's a lot of really useful information here that people won't find anywhere else!

I'd like to thank you for taking the time out and sharing your wisdom with us, Allen. It's really been an incredible experience. Thank you!

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