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Nicole Dean's Online Success Talk Radio:

Jeff Herring

Article Marketing Guy & Online Success Story



Episode # 22: Transcripts

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About the Author:

Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole is an expert in a few areas of Online Business, especially helping Busy Marketers to get more done and make more money without working all the time.

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

People are talking about Nicole Dean:

If you're looking for THE go-to gal who knows her stuff and gets things done, then you NEED Nicole.

I've worked with her as a JV partner as well as her customer and friend, and I can honestly say: Nicole is the real deal. She's incredibly friendly, hysterical, and one of the best internet marketers around.

Without doubt, I wholeheartedly recommend everything she does!

- Ronnie Nijmeh, PLR.me ([click here for free Personal Development PLR from Ronnie Nijmeh](#))

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Nicole Dean: Hi. This is Nicole Dean. Welcome to the Online Business Success Cast here at NicoleontheNet.com where I get to pick the brains of men and women who are making great money online and making the world and the web a better place for all of us at the same time.

Today I have with me one of my newer friends and it's somebody I have had the pleasure to chat with in email before. Then I got to meet him on two different occasions at [Niche Affiliate Marketing Systems](#), which is an event where he is one of the main head hauncho faculty guys.



I really like his style. I like who he is as a marketer, I like his ethics, I like who he is as a person, I like to see him interact with his wife, and all over I like the full deal. He's a good guy and you guys are really going to enjoy this interview.

The person I'm talking about today is Jeff Herring, who is known mostly for teaching great article marketing courses. But, he's also into a whole lot more, which I'm sure he'll tell us about today.

Jeff's teaches a course at <http://www.marketerscoach.com/likes/jeff> . Go there now and you can learn more about him. Keep that window open and you'll be able to look at it later after you listen to this interview.

Jeff, thank you for coming on.

Jeff Herring: You're very welcome, Nicole. I've enjoyed meeting you and getting to know you over the years by email and now in person too. Wow, I've never been called a big head hauncho guy, so thanks.

Nicole Dean: I bet you have.

Jeff Herring: No, not really.

Nicole Dean: Well, now you have. You can't say that tomorrow. The neighbor girl always goes, "Oh, I've never done that before." I always tell her, "Well, you can't say that tomorrow. Now, can you?"

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Jeff Herring: I like that. You can't say that tomorrow.

Nicole Dean: Well, Jeff, why don't you start off by telling us a little bit about yourself, your business, how it started, some things that are important to you overall. Just go ahead and let us know who is Jeff Herring.

Jeff Herring: If there was ever a case of somebody stumbling into something, this is the case of it. I like to tell people that I'm a recovering marriage and family therapist, which I did for 21 years down in Tallahassee, Florida. I say recovering because if you do that for 21 years you hope you can recover from it.

It's a great business helping people, but you're locked in to hours upon hours upon hours working with folks. It is straight time for money in that old work model of you work once, get paid, work once get paid. The whole beauty of the internet is that you get to work once, get paid, get paid, and get paid.

A little thing happened in 1994 that would radically change my life that I had no idea would happen. I did this only to market my practice, because in Tallahassee we used to kid that the town is teaming with mental health because there's so many therapists there. So, I was trying to set myself apart and started writing a weekly column for the newspaper about relationships.

It soon got picked up nationally and internationally and syndicated. It filled my practice, filled other people's practices. Then when newspapers went online I started getting calls from all over the world. This is the thing I really want people to hear in the middle of the story. You can have a niche staring at you and not see it.

For 11 years, this is the embarrassing part, from 1994 to 2005 I wrote that weekly column, saw my clients, as people told me, "Jeff, you ought to teach people how to write these columns. They're great." I would think, "It's a newspaper column. There's only so many newspapers. There's only so many spaces. How many people would want to know this?" Right?

Nicole Dean: Right.

Jeff Herring: So, in 2005 in October I started the first website, [The Article Guy](#), teaching people how to create articles to market their business. It just took off and the only trouble was that also in October of 2005 I got divorced, which was not a surprise. I knew that was coming.

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What was a surprise was the kid's mom's decision to move from Tallahassee to Atlanta. I thought, "I guess I'm moving to Atlanta." I didn't know if I was going to be at that point a relationship coach, and internet marketer, or a greeter at Wal-Mart. I just knew I was coming up here.

What that forced me to do was take a look at what I was doing and make something new work. So, I came up here, started online full time in 2007. Here we are just about three years later and it's been a great ride, because people responded to this. They wanted to know how to simply market their services, whether it was online or offline by just creating samples of their expertise and getting it out there.

That's the short version of how I made that transition from relationship coach to I don't know what you would call me, internet marketer or traffic coach. Basically, helping people get their message out there both online and offline and making a difference in other people's lives and having a great time doing it.

Nicole Dean: I love that. The fact is, as soon as the kids were headed to Atlanta, you had no idea what was going to happen to you other than that you needed to be there.

Jeff Herring: No, no idea. I had no idea that Atlanta was kind of a hot bed of internet marketing. I had no idea the people I would meet. You mentioned NAMS earlier. Right before I get up and talk each time we do a [Niche Affiliate Marketing workshop](#) here in Atlanta I think about this, and I thought, "I never saw this coming, but I'm sure glad I got here."

Nicole Dean: Isn't that amazing how when you stop fighting so hard sometimes the current just takes you right to where you're supposed to be?

Jeff Herring: Yes. What I like to tell people is when you act boldly and put yourself out there doors are going to open for you that you never would have dreamed would have opened and would never have opened for anybody but you.

Nicole Dean: Right. I love it. I love talking to you.

Jeff Herring: Well, the feeling is mutual.

Nicole Dean: It all worked out just great for you, because now you're known, especially for your article marketing, but also in other areas and you're expanding. That's another important point is to start small and you can always grow, whereas if you had tried to jump in and do everything for everybody it may not have happened as quickly for you.

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Jeff Herring: That's a real big mistake, because most of the people I start with they struggle with that. Either they don't know what niche to go into or they're trying to do 10 at once and be everything to everybody.

One of the things that I like to teach is that you pick a niche and then you go inch wide and a mile deep. You become an expert in a particular area. Then after you've done that and built it out to where it's providing a livelihood for you, then you can look at other things and adding other things.

So many people try to do too much. This is what I did at first too. I tried to have a website for every area that I worked with as a coach, as a counselor, thinking I'd have multiple streams of income. Right? What I ended up with was multiple fatigue and multiple frustration, because I was that guy in the sideshow at the circus trying to keep all those plates spinning.

The more I focused on one area and got that out there the better things got. That's hard to do, because you feel like you're losing something by letting go of the things, when in fact the opposite is true and you're gaining a whole lot.

Nicole Dean: Exactly. I go through that every year, I think. My original mentors it was all about putting out all these sites. I had 100 websites, I still probably do. I'm actually writing a blog post about this right now called Multiplication through Subtraction. So, you multiply your income by subtracting all of the distractions and all of the energy suckers.

Jeff Herring: That's a great title.

Nicole Dean: Yes, I think I'm going to turn it into an ebook too, because it's so important. You subtract clients, subtract websites, subtract niches, subtract even tasks in your day by outsourcing them. Any time you can subtract all of those distractions then your income does multiply. It happens to me every time, but still those little buggers are in my heart and it's so hard to rip them out. Even if they're not cute, even if they're, as Stephen Pierce says, my ugly babies, they're still my babies.

Jeff Herring: I know.

Nicole Dean: All right. Well, you told us about your business and how it started and you pretty much covered why you chose this type of business. Is there anything else you wanted to say about that?

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Jeff Herring: Again, the whole issue of stumbling in and picking something. I really believe in lots of ways it chose me, because I had no idea where it was taking me when I started doing this in 1994.

One of the other reasons that I went this way is that I'm all about easy and simple and doable stuff. I am not a technologically oriented person, although I can build my own websites and do my own stuff. I basically learned what buttons to push and what order to push them in.

So, I purposely picked something that had a learning curve that was doable, that you could get results quickly with it. I like to have two kinds of results, the short term ones and the long term ones. With crafting these articles, which are really just sort of advertorials for your business, you can do that. You can get immediate feedback and immediate traffic and then build a whole business around the content that you create.

Nicole Dean: Very true. I'm all about the repurposing too, where you take your articles and reuse them in multiple ways. Turn them into a book that you sell at Amazon, and that's your new business card. So, when you walk into somebody and say, "Hey, I can do this for you." They can say, "Oh, really? Well, leave your business card." You go, "thump" and you set the book on their desk.

Jeff Herring: Right, exactly.

Nicole Dean: All of a sudden they go, "Oh. Wait a second. What's this?"

Jeff Herring: Yes.

Nicole Dean: That's just one of the million and ten ways to repurpose your articles. I really love article marketing and I've been a proponent for it since, I think my article marketing course came out in 2005 too. That's the big benefit of it is that you have that short term exposure, but the long term is kind of where I get really excited too.

Jeff Herring: That's right. Having both is golden.

Nicole Dean: Definitely. Now, I think I probably know the answer to one of these, but what are the top three things you've done to grow your online business?

Jeff Herring: The first one is what you may be referring to, and that's picking a niche and going an inch wide and a mile deep. What that does for you is as you go deeper you're able to discover things about your niche that have not been seen before.

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That's really all creativity is, it's looking at something that's always been there and seeing things that have never been seen before. As you go even deeper you begin to create things within your niche.

One of the things that I realized in the last couple of years and another reason why I like this platform so much is that article marketing provides the five things you need to be successful on the internet no matter you niche. Content creation, online visibility, traffic generation, list building, and product creation. That's one of the things that really helped.

Another one is I started doing teleseminars. You don't have to do teleseminars, but what that did was it got me out there, it got me in front of people. So, the second thing is I got in front of people with what I knew at that time and I didn't know everything. I knew enough to be able to teach the next thing.

The way I frame it for my students is pretend like you're driving on a dark country road at night and you're in your car and you've got an idea of your destination, but you can't see it from where you are. You can only see as far as your headlights go. So, it gives you a couple of choices.

You can freeze up and say, "I ain't going until I can see everything." And you don't move. Or you can go as far as your headlights go and they keep going out in front of you and you wind up not only at your destination, but places you didn't think you might end up.

The third thing would be thinking in terms of scalability. You and I both know there are things that come across our desk every day, the next big thing, the next thing that's going to make you a million dollars by tomorrow. If you jump at every one of those you're in trouble.

One of the filters I go through is if I do this, if I add this to my business, is it scalable? Can it stay here or can it grow bigger in a way that's going to reach more people, help more people, and not make my life crazy? You and I both know a lot of people that they're scattered all over the place and working 18 hours a day for themselves and their boss is crazy. I don't want to do that.

Really, it's going an inch wide and a mile deep, putting yourself out there in front of people, and then doing things that are scalable that are naturally able to get bigger if you want them to.

Nicole Dean: I love it. You didn't say article marketing.

Jeff Herring: Well, I didn't because that's just a platform to get results.

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Nicole Dean: Right.

Jeff Herring: That's all it is. It's not the be all and end all, it's a tool, a platform to get the results we're talking about.

Nicole Dean: Right, definitely. I've looked in the mirror and seen that crazy boss looking back at me and thought, "You are nuts. You are a lunatic and I'm done. I'm taking a week off and I don't care what you say."

Jeff Herring: You're fired.

Nicole Dean: Exactly. A few years ago, boy, she was nuts. I'm glad she's been reformed.

Jeff Herring: Amen to that.

Nicole Dean: Now I can look in the mirror and see a much saner person.

Jeff Herring: It can get that way sometimes.

Nicole Dean: Yes, it can. I think a lot of people go through those growing pains where they just have to say, "Wait a minute. This isn't what I signed up for. I obviously need to make changes." Then do it, so that you can enjoy your life and your business, and the lifestyle that your business can bring.

Rather than just looking at the finances that your business can bring you have to go, "Wait. The finances are good, but what's a lifestyle that I want to design here too?" I talk a lot about that. I think I bring it into every interview, because it's so important and I was so unhappy for awhile. So, I just hate to think of other people going through that.

Jeff Herring: Sometimes you don't realize what something is costing you until you're not doing it anymore. When I was a coach I would see between 8 and 10 people a day for an hour and I was being paid 150 dollars an hour cash, check, or credit card. There was no insurance, they just paid me. It was a great reinforcement schedule to get that every hour, but again it's trading time for money.

At the end of the day there were times I couldn't feel my face from talking so much and listening so much. It wasn't until I wasn't doing it anymore that I realized how very much that was draining me. So, that's something that I try to keep in mind in whatever I'm growing.

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Nicole Dean: Now you get a lot more time with your kiddos too.

Jeff Herring: Absolutely.

Nicole Dean: All right. So, what are the three things that you couldn't live without in your business, as far as tools and resources? Normally we like to do three free ones and three paid ones if you have those.

Jeff Herring: Okay. Three free ones. One of them would be a website called EzineArticles.com. Again, that's just a tool, it's a platform, it just happens to be the number one article directory in the world that gets 30,000,000 unique visitors a month. A million a day, about 50,000 in the time you and I will be talking. You want to get your stuff in front of that kind of traffic.

Another one that has a free version and a paid version is [RoboForm](#). I love RoboForm.

Nicole Dean: I do too.

Jeff Herring: You don't have to remember every daggum password that you've got. Even if you use the same one over and over again sometimes you forget that. That helps a lot.

Then anything that helps me get my message out there. I think WordPress blogs are one of the best inventions ever, because I'm able to make changes and build things from any computer in the world, whether it's mine or someone else's and I'm not tied to a web page editor like I used to be with, say for instance Front Page or Dreamweaver.

Then the other one, and this sounds so simple, is what we're using right now. The phone. I've got my headset on. Remember at this particular NAMS instead of the lavalier mic they had the little headset?

Nicole Dean: Yes.

Jeff Herring: That felt so incredibly comfortable to me, because it's mostly how I do things, with a headset on like we are right now. So, putting that on it just felt like I was doing a teleseminar with an audience.

The phone, I guess you could call that a free one even though you pay charges for it, but it's one you've got anyway. Then a service like the one I use, [Instant Teleseminar](#) Now that allows me to get the message out to as many people as I can.

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Then, of course, there's got to be the computers here. I'm sitting here at my desk with my desktop with two screens, my laptop with one, and my video desktop with one screen. Oh my gosh. If this place started on fire I think I'd make sure Maritza was okay and then the computers and that's all.

Nicole Dean: I'll edit out that, "I think I'd make sure Maritza was okay." ;)

Jeff Herring: Yeah, that can be taken off.

Nicole Dean: Okay. That was all of them then?

Jeff Herring: Yes. I'm sure others may pop to mind as we're talking, but those would be the main ones.

Nicole Dean: I like how you included the phone. I don't think anybody has said that yet, but it's so important.

Jeff Herring: The other one that goes with it too would be the people that are part of what I call my web world. Part of that is my email list, I call it my list community, because it is a community. It's not just a bunch of emails, it's people with live hearts and live heads.

With that would also be the social marketing list communities. If you're on Twitter and you've got followers, that's a list. If you're on Facebook and you've got friends or fans, that's a list. If you've got a YouTube channel and you've got subscribers, that's a list.

A lot of people always say, "The most important thing in my business is my list." There's some truth to that, but what they forget is to include the social marketing lists, which are very valuable resources full of people with live hearts and live heads. That particular list community for a lot of people is fast becoming more responsive than the old traditional email lists.

Nicole Dean: Yes. Of course, your affiliate list too.

Jeff Herring: That's right.

Nicole Dean: That's one of my favorites.

Jeff Herring: That's so ingrained in all of that. Thank you for saying that, because it was going without saying in my mind. But, yes. Isn't it cool to send out that money to affiliates?

Nicole Dean: I love it.

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Jeff Herring: That is delightful, because that means everybody has won. They've won, because they got a commission. You've won, because you made a sale. The customer has won, because they got good information. It's a pretty cool way to spend your days.

Nicole Dean: Oh, yes. It's one of my favorite parts of my month, sending that affiliate commission out and just being able to connect with those affiliates in the PayPal and say, "Thank you. I appreciate you. I hope to be able to send you more next month."

Jeff Herring: That's right.

Nicole Dean: That's what it's all about. Well, who has been a mentor to you online since you've started?

Jeff Herring: All kinds of people. You have.

Nicole Dean: Oh. Thank you.

Jeff Herring: With the way you handle affiliate stuff and how we first got to know each other. I started with Tom Antion, who just one of those things where I was learning about speaking in plane with the internet and saw that he was going to be speaking at the NSA meeting down in Orlando. I thought, "This guy is doing what I want to do."

This kind of stuff I don't do halfway. I either don't do it or I go in all the way. So, I got in his mentor program and got trained by him. I'm still using stuff he taught me and coming across stuff he taught me.

Another major influence was Alex Mandossian. Not only with teleseminars, yes, that was part of it. I was just crazy enough after two of eight modules to start doing this and it really took off. But, also the way he thinks about marketing and thinks about business. One of the themes from NAMS is you don't think outside the box, there is no box. Alex has been doing that for a long time.

Then just a whole slew of friends and colleagues. I'm really blessed in that I can't think of a mentor I've had that hasn't become a friend or a colleague. That just makes it that much more fun when you can give back to somebody that's helped you.

I love the phrase, "A rising tide lifts all ships." This whole journey of having mentors and then being a mentor to people is part of what gets me up every morning grinning going, "I really get to go do this again today? Cool."

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Nicole Dean: That is pretty cool. Jeff, do you speak a lot?

Jeff Herring: I do most of it online. I probably turn down a lot of traveling ones, because the boys are young.

Nicole Dean: Right.

Jeff Herring: But, probably somewhere at least once a month with the favorites being things like where we met at NAMS where's there's just so many live hearts and live heads.

Nicole Dean: Right. I was just curious.

Jeff Herring: Usually online at least once a week doing a teleseminar or a webinar or something.

Nicole Dean: Right. I was just curious with little ones. It does make it hard, doesn't it?

Jeff Herring: Yes. There's a lot I turn down or I throw them in the car with me.

Nicole Dean: Very cool.

Jeff Herring: Or on the plane with us.

Nicole Dean: That's neat. What is one mistake that you've made and learned from since you've been working online?

Jeff Herring: Oh my gosh, just one? Come on. I think the biggest one is not nicheing soon enough. I did not jettison everything else until the end of 2007, because I was still doing some relationship stuff. I had a radio show here in Atlanta and that was fun, but it got to be where, "It takes me an hour to prepare this thing, an hour to drive down there, an hour to do it, and an hour to get back. I could be doing a whole lot with those four hours every week."

I think that's part of the reason, Nicole, why I'm so big on people picking a niche and committing to it for the full business cycle, because it was one of my biggest mistakes of trying to do too many things at one time instead of doing what I was really good at and building a business around that.

Nicole Dean: That's a huge thing. I'm guilty of that too, obviously.

Jeff Herring: I think we all are. The people I find that get into this business have really live brains and live hearts and we're entrepreneurs, so we're always looking for ideas. So many people that I consult with have entrepreneurial ADD. It's like the next big thing, let's go do that, let's go do this.

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In our [Social Marketing Blueprint](#) community we were doing some hot seats recently and somebody was trying to slip out of that one niche thing again. It was like a good cop bad cop thing, because I just kind of read them the riot act, because I've lived that and I know how it hurts you. Then Maritza had to come back behind me and clean up my mess and be the good cop.

I'm really a nice guy, but I was being firm with the person, because I've walked that path of trying to do too many things and it's still tempting. "Well this looks really cool." I was only able to grow into doing so much with social marketing because article marketing was established and running itself. It's really a natural outgrowth for me, because it's not widely recognized, but really article marketing has always been a part of social marketing. It's part of what we teach, because it's getting your information out there where people can engage with you.

Nicole Dean: Right. I just wrote on my blog the other day, probably yesterday, that I've made so much more money by saying *no* than I ever have by saying *yes*.

Jeff Herring: I love it. That's so true.

Nicole Dean: It is. It is absolutely true. I find that it gets more difficult as you go along, because you get more opportunities and people start coming to you with ideas and projects. There's that movie "Yes Man" with Jim Carrey, that's all well and good, but I'm trying to make this the week of saying, "No."

Right now I do have too much on my plate, so I can realize that and go, "Okay. I need to just have my blinders on just be saying no to everything that's outside of this list that I've got in front of me, because that's my money list and that's where I need to be focused."

Jeff Herring: One of the business principles along that line I learned as a therapist. There were things I was good at and then there were things I just wasn't. Kids, 11 on through college, I was great with. Kids younger than that I could hang out and play with them, but I couldn't help them and I had a colleague in town who was excellent at that.

If you learn what you're good at and then learn how to gracefully say, "No," to either what you're not good at or don't have time for, there's someone else out there who is really good at it and has the time for it. From doing that you can build a real strong network of colleagues and friends that you refer back and forth.

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I think that principle plays out here on the internet too. There's things that people ask me to do or to answer and I'll say, "I could give you a couple lines about that, but email this person. Tell them I sent you. This is their whole thing and you'll do better with them." People really appreciate that, I think.

Nicole Dean: Yes. You're actually helping all three of you again. It's win-win-win. You're not spinning that person's wheels going, "Yeah, that sounds good. Let's talk about it in a month." So, you're not wasting their time. You're not adding mental clutter to your own self and frustrating yourself, and you give that other person, the expert in that field, the opportunity to shine.

So, it really helps everybody involved to be able to do that, yourself included.

Jeff Herring: Yes, absolutely.

Nicole Dean: I agree. So, was there a tipping point that you would say got you to success, something that all of a sudden clicked? If so, what was it?

Jeff Herring: I think there were two. The first was in 2004. I was doing my coaching stuff and I had that column in the paper. I would go over once a week to the local soft rock station in town, it was the number one station, number one morning show, and do one live presentation and then one that we recorded to play later.

It was funny, because my friends would say, "Do you get paid for this?" Well, no. "Why do you get up at 6:00 in the morning and drive across town and do this thing?" I'd look at them and I'd think, "What's wrong with you?"

Call up a radio station and find out how much it would cost for six minutes of time focused on you, your message and your expertise each week on the number one morning show. I'm getting this for free, all I have to do is show up.

So, one day we were talking about a column I'd written. That's all I would do is I would take my newspaper column and we'd talk about it. We were talking about dealing with difficult people. I had written a series of articles on it. One of the DJs said, "Jeff, you ought to write a book about this." I thought to myself, "No. I'm going to write an ebook," because I had heard about these things and was looking for an idea.

All I did, Nicole, was I went back to my office that very same day and gathered all the articles about it. In between clients and then afterwards I put it all together into one document. I'd

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learned from Tom Antion how to get it up on the net and I made my first sale that night. It was called Beat the Bozos, How to Deal With Difficult People Without Becoming One.

It's still out there, but it sold, it worked. It was like life shifted. It was like, "Wow. If I could just do more of this and more of this." It took me a little while to narrow down to a niche and get that all together. So, that's tipping point one.

Tipping point two, I think, was March of 2007 after a month of doing this full time when I was making in a month what I used to make as a counselor. I thought, "Oh my God." I was doing it from home, something I had always wanted to do, but never could see how to do.

Not only that, and probably more important than that, people were responding and taking my tips and using them in their own business and making a difference in the lives of their clients and customers and their own. I remember thinking, "Oh my gosh, this is going to work." Just being so incredibly excited and grateful at the same time.

Nicole Dean: That's huge. The fact that you are still able to make a difference in people's lives, because without that purpose what's the point of what we're doing.

Jeff Herring: Sure.

Nicole Dean: Great, we made the same amount this month as we did in our job, but all I'm doing is making people miserable. That doesn't count.

Jeff Herring: Exactly, or making yourself miserable.

Nicole Dean: Or making yourself miserable. So, the fact that you saw that immediately that first month that, "Wow. Not only am I making the same amount of money, but I'm still helping people."

Jeff Herring: Exactly.

Nicole Dean: That's a huge thing to point out there. My husband just dropped off a cup of coffee for me.

Jeff Herring: All right, yes.

Nicole Dean: Hopefully he's going to make eggs next. That's his other morning job.

Jeff Herring: You have a good one.

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Nicole Dean: I do. He stays home and works with me. Somebody asked him the other day on Facebook, “What do you do with Nic, what do you do with the business?” He goes, “Well, in the morning I make coffee and eggs. In the evening I go get some wine for her.”

Jeff Herring: That will work.

Nicole Dean: I’m like there are other things in there too.

Jeff Herring: In between things too, but hey, those are good things all by themselves.

Nicole Dean: I know. I said, “That is very important, because otherwise I get a little crabby.”

Jeff Herring: Wait. You?

Nicole Dean: No. ;)

Jeff Herring: Nicole, you’re shattering my illusions.

Nicole Dean: He’s good to me, very good to me. You are newlywed.

Jeff Herring: Yes.

Nicole Dean: How long, when did you get married?

Jeff Herring: Well, you know what? The funny thing of it is we feel like we are, but we have not taken that official step yet.

Nicole Dean: Oh, I thought you did.

Jeff Herring: But, everybody thinks we have. I guess that’s a good sign.

Nicole Dean: Well, you are so darn cute. You guys are so cute together and she is just gorgeous inside and out.

Jeff Herring: Yes, both is true. One of the beauties of it is that we both do a similar thing and we love it and we get to work from home. It’s rare that you get to be partnered with somebody that understands your world and what excites you. We can talk this stuff until one of us goes, “Okay. Let’s do something else.” So, it’s fun.

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Nicole Dean: That is cool. I do think that's very interesting, because my husband is not into the internet marketing stuff very much. He's more technical. He's got his Masters in Physics, so he's very technical, I should say.

He likes the intricacy. So, I finally put him in charge of testing. I said, "You know what would really make a big difference right now? If we focus more time on testing and that's something that I think you'd really love, because it's all numbers and you could actually see the impact that you're having." As opposed to any of these other things that I try to have him do that he's kind of like, "Yeah, bookkeeping, yay."

Jeff Herring: Yee-haw.

Nicole Dean: He just goes over it very basic, we have an accountant. I'm finally starting to figure out the things that I see an eyebrow raise. It's like, "His eyebrow raised. Let's try this."

Jeff Herring: But, that's golden if he's into testing, because that's so important for us. I have clients, customers, mentees ask all the time, "What about this?" My answer is always, "The only answer is test it."

Nicole Dean: Yes.

Jeff Herring: You can have an idea and you might think it will work, but until you test it you don't know.

Nicole Dean: Exactly. Did you listen to my recording from NAMS where I had the whole room saying, "Testing is sexy. Testing is way sexy."

Jeff Herring: I have not heard the recording. It's on my list of stuff to do. But, I heard people walking around saying that and I thought, "That had to come from Nicole."

Nicole Dean: Guilty again. Okay. So, the next question. What advice would you give to your own mother, sister, or best friend to help them succeed online? Either in the beginning or if they got stuck or to take their business to the next level, whatever you want to cover.

Jeff Herring: That's a great question, because I'm working with one of the guys I grew up with. I've known him for 40 years down in Florida. To build something around, and I'll share the niche in a second, but it's something he's passionate about that will make a difference in other people's lives that they'll pay money for.

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That's the principle. What are you an expert at? What do you know a lot about that other people will pay for to make a difference in their lives? That could be better relationships, that could be making more money, or it could be like my friend Jay, who is an expert fisherman. We're devising ways for him to help people catch more fish. That's going to make a difference in his life, in the people that are passionate about fishing and the people that fish to eat.

Once you find out what that is, and there's three parts to that, something you're passionate and knowledgeable about. But, that by itself may not make any difference if you're the only person on the planet. Two, that will make a difference in someone's life, because that's what makes it all worth while. Three, that they will pay for it.

After you've identified that, it's the same theme we've been building for the entire time, you go an inch wide and a mile deep and you build that out. I tell everybody that I start out with picture a clock. You're going from 12:00 back around to 12:00 and this is a business cycle.

From 12:00 to 6:00 is the idea. Creativity and ideas and what you could do with it, if you do this it will make money this way, it will make money that way. No, no, no. Most people on the internet that get stuck are really good at that first set of 12:00 to 6:00, but there is a whole other half a clock. This is what I used to struggle with, 6:00 to 12:00, which is implementation.

Putting it together step by step, what's the next thing, what's the next step after that, all the way back up to 12:00, which is canceled check or money in the credit card account. Then and only then do you have a business when it can flow like that.

Pick a niche that you're passionate about, that you're knowledgeable about, that will make a difference in someone's life that people will pay for. Go an inch wide and a mile deep and build out that cycle.

Nicole Dean: Love it. That is so true. The ideas are fantastic, but they're not where the money is. They're just a portion of where the money is. I've got friends that are amazing at coming up with ideas.

The ideas that come out of them I'm like, "Oh my gosh. Somebody write this down." But, they're not making the kind of money that they should, because you don't spend money on ideas. So, we're trying to push them into the next half of the day past that 6:00 button.

Jeff Herring: Exactly.

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Nicole Dean: The last question is if you had to rebuild your business from scratch and you didn't have a list or contacts or anything, how would you rebuild it tomorrow if you had less than 100 dollars in your pocket to do it?

Jeff Herring: Love that question. First thing I'd do is I would buy a domain name for about 10 dollars, get some hosting for about 3, and create a WordPress blog. From there I would pick a specific topic within that niche. As quick as I could write between 10 and 25 articles about it all driving people to an optin page where they had to exchange their email address for more good information from me.

Then I would also get a lot of the social marketing tools, YouTube, Facebook, Twitter directing at all those articles and at that blog to start building a list and get the traffic in. Then as that list grew I would begin to ask them questions. What's the most important question you have about, and it could be anything, fill in the blank.

Then I'd do a teleseminar or webinar answering those questions. Then from the articles I'd written and from the transcripts of that teleseminar or webinar I'd start putting together some resources, both in text and audio, and then video, and then go from there.

Nicole Dean: So, you'd put together a paid course then from that webinar and the articles and all the resources that you created?

Jeff Herring: Yes.

Nicole Dean: Basically, if I can repeat this back, you would buy a domain and hosting after you picked a niche that you have passion and knowledge about, it would make a difference in people's lives, and they'll pay for information on it.

Jeff Herring: Right.

Nicole Dean: Then you'd setup a blog about a topic within that niche. Write 10 to 25 articles and get them off site, driving traffic to your optin or squeeze page.

Jeff Herring: Right.

Nicole Dean: Start to build your list. Also, incorporate social media like YouTube, Facebook, and Twitter. Start to ask your list questions about what's their most important question about blank.

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Start to find out what their questions are, what their problems are that you can solve about your chosen niche.

Host a webinar to answer those questions or a series of webinars, record those, tie them together with your articles to create a valuable offering, a valuable product that you can then sell.

Jeff Herring: You've got it.

Nicole Dean: Got it. That's a great business model.

Jeff Herring: It is.

Nicole Dean: There's the five things there, the five things you said before.

Jeff Herring: There you go. Then you can build from there and it's both expanding from there and rinse and repeat from there.

Nicole Dean: Right.

Jeff Herring: The things in there is what you do over and over again. For example, Maritza recently did a survey of one of her lists about what they most wanted to learn. She was certain, she'd even began to build around people that wanted to know video. She was certain that's what people would tell her.

What they told her was they wanted to know how to do ebooks, which floored her. So, she started with the ebooks. She was close, videos were next, but you always ask. The experts are out there. It's arrogant of us to think we know exactly what they want without asking.

Nicole Dean: Right. Your list may want completely different things than my list might, depending on what they see that they can learn from us. What they see us doing may generate completely different questions or a completely different need, which is also important.

You can't just look at what somebody else is doing and go, "My list will love that." Yes, they may, or they may not. It may be better just to refer them to the other person.

Jeff Herring: Right. Always have.

Nicole Dean: The final step that in your rebuild list, I assume, is that to go out and get JV partners and affiliates.

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Jeff Herring: Absolutely.

Nicole Dean: You start offering them the opportunity to promote your course that was built based upon the demands of the people.

Jeff Herring: Absolutely. Not only can you not do this alone, you don't want to. The can't part is you just can't reach everybody. Other people know other things and can make connections for you and you grow together. The you don't want to part is it's just fun.

Nicole Dean: It is.

Jeff Herring: I've spent a good part of this day already talking and networking with colleagues just planning things together. I will end this day doing the same thing at dinner tonight with a friend and colleague.

Folks, you don't want to do this alone. You can't and you really don't want to, because it's just more fun doing it with everybody.

Nicole Dean: It is. I get so much joy out of my relationships in my business. This hour we've talked has been absolutely priceless. I think it's probably the most opportunity we've had to actually connect, because usually we're running past each other at [NAMS](#).

Jeff Herring: With a bunch of other people. You know when I realized that this was a good interview, Nicole? About halfway through I thought, "Oh yes, this is for an interview. We're not just having a conversation." Because it felt like we were.

Nicole Dean: That's what I always have to remind myself, "This is being recorded."

Jeff Herring: Yes, exactly.

Nicole Dean: I get so into the conversation that sometimes I start going, "blah, blah, blah." Then I go, "Wait. This is being recorded."

Jeff Herring: That's right. People are going to listen to this. I hope you like it.

Nicole Dean: Okay. Everybody listening, I haven't forgotten you're out there too much. I do want to remind you that I am talking to the Jeff Herring. Jeff Herring, if you didn't know him before, now you do.

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He's a fantastic person, he's a great teacher, he's got a huge heart, he's all the things that I would recommend you look for in a mentor and in someone to learn from. That's why I had him on the show.

Jeff Herring: Well, thank you.

Nicole Dean: That's what this is about, is to be able to showcase my friends and to be able to introduce people to the real internet marketers that are in my circle that have huge hearts, that have integrity, that are making the web and the world a better place. Not only in business, but looking out there and seeing problems and volunteering, donating, and doing all of these great things that we're able to do because of our lifestyle.

Guys, go to learn more about Jeff here: [How to Quickly Create your First 10 Articles](#).

You can also go to [The Article Guy](#), for more.

Either way, do go follow Jeff, he's good people, he's smart and he's doing good things for our industry.

Jeff Herring, you are a rock star.

Jeff Herring: Nicole, same back at you. It's just fun having a conversation with you. I'm honored that you asked me to get in front of your members and the people that love you to share some tips.

I would just wrap up by saying, folks, everything you've heard us talk about, you can do this stuff. You really can. Just kind of focus in and do the stuff. I like to end everything, and Nicole, you've heard this before, have the guts, GUTS to "Go Use This Stuff".

Nicole Dean: I love it. Guys, get the GUTS. Go use this stuff that Jeff said today. Listen to this interview more than once. I took notes, there are a lot of important things that he said here that are great reminders to listen to repeatedly to get them sunk deeper and deeper into your brain, so not only do you know them on the surface, but you can actually apply what you've learned and you can understand it enough to make it your own.

Mr. Jeff Herring, thank you so much for being on the call.

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Jeff Herring: You're very welcome. Thank you for having me.

Nicole Dean: Any time. I'm having you back.

Jeff Herring: Just say the word.

Nicole Dean: All right, guys. You are a rock star too. Everybody out there listening, I appreciate you so much. This is Nicole Dean from NicoleontheNet.com. Thank you so much for listening. Bye.

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