



David Jenyns has hunted down the greatest minds in various industries.



- Internet Marketing
- Web 2.0
- Personal Development
- Trading
- Real Estate
- SEO

And he's asking them the questions
YOU want answered...



Name: Mike Woo-Ming aka "The Marketing MD"

Industry: Online Marketing

Website: www.TheMarketingMD.com

Mike Woo-Ming's Bio: Dr. Mike Woo-Ming is a much in demand internet business consultant and entrepreneur. Once working a full-time income as a Mayo Clinic trained physician, Dr. Mike built a passive income by starting his own internet business while still maintaining a 60 hour work week. His companies have created over 80 information products in the last few years and maintains a seven figure income that started from his bedroom.



Mike
Woo-Ming

An expert in lead generation, he has personally generated over 700,000 leads in 11 different markets. Dr. Mike consults regularly with million dollar companies in the corporate world, while still traveling around the world to sold-out workshops helping small business owners and solo entrepreneurs attain their own financial success.

A graduate in family practice, at the Mayo Clinic in Scottsdale, Arizona, Dr. Mike also holds a master's degree in public health at the University of Michigan. A devoted health advocate and educator, he believes there is no doubt that the stresses and pressures of working full-time in society leads to the many health problems that are prevalent today including depression, anxiety, and obesity.

Mike has decided to start teaching entrepreneurs who are motivated to utilize the power of the internet as a goal towards financial freedom.

Interview Transcript Below.

David Jenyns: Hi guys David Jenyns here from www.theSEOMethod.com. I'm really excited today to be joined by Dr. Mike Woo-Ming. I've been following Dr. Mike Woo-Ming's stuff for many years now. He actually started off as a full time physician and built up his IM business on the side and then swapped over. He's got over eighty information products in a whole load of niches, everything from health to wedding, different marketing stuff, business to business. Later in his internet marketing career he became known for generating leads. He's generated upwards of 700,000 leads.

These days he does consults and runs one on one work-shops and is very highly in demand. So I appreciate having him on the call. I would like to welcome you, Mike.

Mike Woo-Ming: Thank you so much. I'm looking forward to the interview.

David Jenyns: Great. I will dive straight in. I really want to jump straight into how you drive traffic. I know you operated in a whole lot of different niches. If you're about to set up a new website, this is a pretty broad question, so we'll let it go where it wants to, but if you're just setting up a new website, what are some of the steps that you take very early on with building traffic and driving traffic to that website?

Mike Woo-Ming: I guess you're really getting right into it. This is the stuff I wish I knew about when I got started. For some of you who may not know me, first and foremost I want to say I'm not



Mike Woo-Ming (continued): an SEO expert and I'm not a technical in any shape or form. I think some of the reasons people follow me are because they like that. A lot of people who go into internet marketing they focus on doing joint ventures. I'm still a fan of joint ventures but if you go into obscure markets like where I go to, you really don't know who to go to to do joint ventures with.

I'm in one market where, for example, we're in the pet market, particularly the lizard market. Now David I don't know if you know any big gurus in that particular market off the top of your head. So what I like to do when I go to a website, especially when you go to obscure markets like that is, first of all when I get my website created and I need to drive traffic, there are a couple of things I do.

We're already figured out that you've checked your conversions and made sure your sales letter is up to par and if you send traffic it's going to convert for you. The reason that I say that is, the first thing I do is some pay per click so I want to know if the site's converting. So when I say I want to send a hundred visitors, I want to know to make sure those hundred visitors, it's actually converting into sales for me.

I'm assuming that's already been taken care of, you've already been optimizing your site. The thing that I do then is, I start to drive traffic basically a few ways. First of all, I do a press release. When you talk about press releases, some people shy away. They say, launching a website isn't newsworthy. Here's the dirty little secret about a press release, it doesn't have to be newsworthy. Certainly just announcing that you have a website, you're basically announcing to the world that your site exists.

The reason I do press releases is it creates a centre of influence. If you use a page site like PeerWeb, or if you use a free press release site like prlead, those are established press release websites. That's telling the internet community that you have a site and it exists and you're trying to get links to that site. A faster way that I know how to do it, is to submit a press release. So what I do I send press releases, announcing for example if we're talking about lizards or something like that, Mike has just launched the lizard site that is going to show how to get the best tips about lizards, and how to take care of your lizards. This is going to be the ultimate site for lizard care.

Basically what I'm trying to do is get a link and if you do a press release and you used PeerWeb and you used something like, you pay for it, but there are different levels. Some will get you to Google News and Yahoo News and social media sites. But that's all going to be driving traffic to your website. That's what I start with. You'll have to do it about once, maybe twice, but once is usually all I need. That is step one for me.

The second step is, I'm sure you had a lot of SEO experts saying this, but it still works great, and that is article submissions. I get articles created. The great thing about the internet is all this stuff can be outsourced. I have articles written, for example I outsource all this. I have about ten articles created. Every article is basically, what I like to do if you're selling a product, is you have ten articles and each article represents a benefit of your particular product.

So for example, let's say if we had Lizard Care Secrets. Let's say your book talks about what's the best lizard food for your lizard. That's going to be covered in your e book. Let's say you have an article and it says here are the three things you didn't know about lizard food. Basically you talk



Mike Woo-Ming (continued): about it, but the benefit is in your e book. The goal is you want to sell your e book.

I like to have one article written on a particular aspect that is basically a selling point to go to my e book. You have your article and you have your by line, if you want to find more about this, you come to www.lizardcaresecrets.com or whatever your site is. If you do that consistently, you will get traffic. People say, oh, writing articles and submitting, that's so old hat. The thing is, it still works great, you don't have to think about it and you completely outsource.

I can't tell you the last time I actually personally submitted an article myself. You have people out there who will do this for you at pennies on the dollar. I send out each article once a week or once every two weeks to all these different article directories, like www.Ezinearticles.com, GoArticles. There are all these different article directories out there. We do this on a regular basis.

When I first get started, I concentrate on press release and then I concentrate on article submission. Again, the great thing about it is that it can be completely outsourced.

David Jenyns: I think drilling down into a couple of those things, I think you touched on some key points. One is the idea of first starting off with pay per click and making sure that you're getting those conversions. When you're loading keywords in that you're using for pay per click as well, are you doing any sort of monitoring for which keywords are converting and they're the ones that you're going after from an SEO point of view? Or when you think of SEO you've just got your primary keyword that you're going after and then all the links that you're firing to through your press release and your articles are just going after that primary one?

I know you're going after information based products and typically they're the sales letter type sites. You can only optimize each page for one keyword and if you've got one sales letter, unless you've got some second tier internal article pages, you're really only going for one keyword. How do you structure that? Is that something you think about?

Mike Woo-Ming: I do, and I wish I could say I do it perfectly. The thing too is, we change a little bit of a step here. I sometimes don't send them directly to the sales letter. I send them to an intermediary page. Generally what I do is, I send them to a landing page. A landing page you can optimize a little bit more. You put an article in the landing page and you can change some things. The reason for that too is, when I send people to a landing page. I know I'm getting a capture audience and I can contact them again through my auto responder.

When I first get started with it, sometimes I send them to a sales page. If that's really converting, I send them to the sales page. If it's not converting, I consider sending them to a landing page. The landing page does allow you to tweak some things that the sales page won't be able to.

David Jenyns: This method that you're going through now, I know in the very early days you were involved in the whole Underachiever Method with Frank Kern and Ed Dale type of building websites. These eighty information based products that you have in these oddball niches, is that built on that sort of foundation there? I know you were instrumental in developing that. Is that the type of websites that these are? Almost like Underachiever style sites?

Mike Woo-Ming: For those who are new to the Underachiever type sites or maybe new to what we're talking about, what David's referring to is creating niche sites in terms of, you're basically



Mike Woo-Ming (continued): going into these really obscure markets and you're finding a need based on that particular e book. The reason those e books were created was where you asked questions in that particular market and based on those questions you create the product based on that. A lot of these were based from it.

My sites have gone beyond that. I would say they are Underachiever on steroids. I've actually gone into the market and done two or three different products based on that particular market. From those eighty products that I have, I found that there were some markets I could go deeper in. In the last few years, I've actually concentrated on going deep in those particular markets. To be successful, you find a market that you go in, and then you go deeper into it.

I've gone away from that wide, I don't know how many products it was and just focused on particular markets. That being said, a lot of those guides I created and information products started out as Underachiever type products.

David Jenyns: You've provided some tremendous insight there. I know when I got started, I'd been following a lot of Jeff Johnson stuff for many years. He's all about throwing up as much stuff as possible. I almost went down a similar track as you, getting a whole lot of Yanik Silver's Public Domain Goldmine stuff.

I took all of those e books, loaded them up on sites, selling \$15 e books in 500+ little niche sites. Looking back now, that same level of insight that you provided there and you distilled it so well, now you've picked out those one or two niches that you're going after and you're going after deep. You're building a sales process where you're building up a data base, you're capturing their names and then continuing to sell products to that.

At what point did you come to that decision that, hey, I need to be focusing on these niches instead of spreading yourself so wide?

Mike Woo-Ming: It's something that I talk about in my coaching, that identified some markets you can go deep on, and then there are some markets which I call linear markets. That is, after you sell the one product, it's very difficult to sell them something else. I'll give you an example. I'm in a lot of health markets. I had a client who was in the heartburn market. He created an information product on how to end your heartburn. After he sold that e book, what else could you really sell to them? There really wasn't much to go to.

I know that some people have chronic heartburn, but after you've solved their problem, it's really difficult to sell them additional products in that particular market. It was finding those same kinds of markets after you've ended that particular market. What else can you do? For example, there is the wedding market. I have an e book on how to create an outdoor wedding. After the wedding is done, what else are you going to sell them?

I guess you could sell them how not to get a divorce after a few years. I'm not saying the wedding market is not good, but I know I have a limited time frame with those particular people, less than a year. There's not much longer I can sell products and services. After that, I've got to get new leads and new prospects.

David Jenyns: There's the baby market after that.



Mike Woo-Ming: Exactly. You could probably do it, but there are a lot of other markets that are a lot easier. So for example, my father-in-law is a golf enthusiast. He'll buy everything related to golf. Anything he can do to reduce strokes to improve his game, he'll buy. There are some markets that are a lot easier to sell more products down the line. I hope that makes sense.

David Jenyns: For sure. So we start off, we do a little bit of pay per click where you're driving traffic to landing pages where you can build the data base and continue to sell them on the back end. You'll identify what keyword's working, then you go back to the actual website and you're doing press releases and you're using the links from that. Are those links in the press releases? Are these all getting shot back through to these landing pages, or are you also sending stuff straight to the sales page as well?

Mike Woo-Ming: Basically how it turns out is, how well it's converting. If it's a really converting site and it's an impulse buying, I'm going to send them to that sales page. If the site's a little bit harder, I need to massage them through the process, build a relationship, then I'm going to send them to an opt in page. It's not 100% but actually in my head that's how I basically quantify.

First, just how people do in pay per click, they send them to the sales page first, see how that does, if it's not converted, oh I need a good opt in.

David Jenyns: You make that decision and then you use your PRWeb and PR Leap and then you also look at article submissions, getting those written, submitting them out to Ezine and the top tier article directories. From there, is that the main promotion you do for driving traffic, or where do you go from there?

Mike Woo-Ming: We have our own technology that we use, and I could probably talk about that a little bit more. I also use things such as videos. Videos are probably the easiest and one of my favourite ways of getting things on there. What I'm talking about here is, I'm basically focusing on products when you're talking about SEO. My methodology that I use when I do consulting or when I work with brick and mortars is a lot different because I focus more on local search and things like that.



If we're going to continue our conversation on the information products, I do videos. I do very easy to do videos. There's a reason YouTube is owned by Google because they love that content. We send videos with a link going back to that site. Those are probably the three main things that I do to get traffic to my website.

David Jenyns: With systematizing, and I know you're such a big fan of outsourcing and the importance of doing it, there's no way you could personally get out there and come out with eighty information products, if you're doing each press release, doing each ten articles, making sure it is distributed.

From a process point of view, how does that happen? Are you passing the topic to someone and then saying, here, go get me an e book written? They come back and you say, now take it to the promotion stage? Perhaps you could talk me through the way you've actually developed that as a system, and even the people involved in creating that system.



Mike Woo-Ming: Now we're getting back a few years, because the way I did it a few years ago is a lot different to what I do now. Now I have an in house staff as well as an outsourcing staff. A lot of things I do now are completely different. Now I hand it off to somebody. For example, today, somebody was doing the auto responder, somebody was working on the articles, somebody submitting it using videos, submitting it to Traffic Geyser which is a video submission product most people are aware of.

Today it's completely outsourced. When I first got started it was all me. It's just like everybody else. It's getting first, the product creation. The first e book I did I wrote myself. Now I outsource everything. First I identify a product that needs to be created. Now I use in house writers, before I used an Elance to get a guide created. They create the product, I go ahead and look at it. I write up the sales letter and then I would be the one submitting the press release, I would be the one submitting the articles. Then after I learned that I could have better use of my time, I continued to outsource it but then I had a manager to do all that for me.

The manager I had was very familiar with all these traffic strategies we talked about and it was great because I didn't have to think about it. They knew how to submit articles. Before I did all this and outsourced it, I created a Camtasia and I said, here are the articles, this is where you go. You go into my Ezine article account and go ahead and submit all these articles. Next week you can do the same thing.

That's what I love about using Camtasia videos and things like that, there is no grey area. They see exactly what you're seeing, they know how to put it in your account and if they have any questions they can ask you. I just basically have article submissions every week. Now there are a lot more products and services out there that do it for you. We have our own services that we sell that, do it for them. Back then it was still very early, so that wasn't made available.

There are services out there, but it's now come to the point, what is the best use of your time? It's very easy to outsource it and a lot of people who are on these freelance sites know how to do this kind of stuff.

David Jenyns: You mentioned having a manager and that was a good step forward. I think the idea of getting people in house is a fantastic idea. As much as we all talk about this internet dream of having everything virtual, when you have somebody that comes in with you to the office, you can impart so much. There is that brain connection, that brain width, where you're in the same room and you can share things like that. Especially if that's the person who's managing the assistants, then it works a lot more smoothly.

When we go even a little deeper into the actual processes that you use, and you're recording stuff with Camtasia, let's say you've chatted with your project person saying, here's a particular niche we're going after. You've got your Camtasia videos and you've got your different assistants, have you got it down to a point where it is literally a slippery slope? Once the press release has been done, the next person is notified and they start with their article promotion. With the article promotion, you talked about ten articles, this is for the initial push. What ongoing promotion do you do to maintain some of those rankings and continue with the traffic?

Mike Woo-Ming: I wish I could say I test everything and I check everything. But like everyone else we get bogged down in our own multitude of projects and things like that. It's funny, earlier today



Mike Woo-Ming (continued): we had a Mastermind Group that's composed of some big time marketers, who are various successes online. The big thing is, we've all got too many projects and too many things.

Basically I am not the person to go to to make sure my rankings are up there. I do notice, however, if the sales are dropping. For me, in terms of getting the rankings back up, I'm missing out on something. I'm not keeping up with my article submissions. Maybe there is more traffic going to another site and that's pushing my rankings down. For myself, in terms of making sure the rankings are up, I've noticed that if I can do another video it's good. The fastest way of getting consistent, is just getting more content, more information. The fastest way I can do that is putting up another video on something or creating a blog or something like that.

The thing that's great about some of the markets I'm in is, it's consistent. I'm in a lot of these markets where it's not as competitive as, say, stock markets. It's generally more consistent. I'm lucky in that aspect in terms of what we're talking about. Submitting a video or introducing blogs and things like that can easily get you back up there as well.

Using things that we haven't touched on, like social media and things like that, are going to have an increased importance as we move forward. We've already seen that on the internet. Luckily it hasn't been an issue for me, but if it were to be an issue, those are the kind of things I would be doing to make sure I'm staying up there.

David Jenyns: So your real core part of your promotion is those three things, press releases, articles and videos. You did touch on some other ones, which are not core. You mentioned blogs and social media. I'm assuming when you mention blogs, it is building you own supporting network of blogs to help funnel those links. Is that what you mean?

Mike Woo-Ming: Correct. Another aspect of this as well is affiliates. Affiliates can often fill in the gaps while these things maybe missing. For myself, if it is a product, and you're selling it on Click-Bank, usually those three things I mentioned are enough to get you going. What's going to continue to keep you going is your affiliates. I'm willing to give 50%, 60%, 75% of my product, because that's all for me. Your affiliates are the ones who are going to make sure your rankings are up there, and making sure the blog posts are being done and I'm willing to give out money on that. My affiliates are going to continue to do those things.

That's a very important strategy that I almost forgot to mention. That's the final piece of the puzzle to make sure you're continuing to get links.

David Jenyns: I think with affiliates as well, Brad Callen, when he was talking about My Wedding Favors, I remember hearing an interview where he was quizzed. He was asked, what was the one thing, if you looked back now, after everything you know, you would have done? He said, I would have started my affiliate program sooner.

With some of the different things you do, and the different niches that you operate in, with starting the affiliate program, do you typically have the affiliates find you? Or are you also actively going out to recruit affiliates? I know in the internet marketing niche you definitely do, but how about some of the more left of centre niches?



Mike Woo-Ming: When I do these left of centre niches, it's a lot different. Let's take the example of an iguana. It's a lot different for me to sell an iguana product. I don't know who the affiliates are for the iguana market. However, there's a great website director out there, Bob ClickBank that everyone should be very familiar with. That's where the people who are actually putting in the keywords and searching for iguanas or weddings or whatever and you're not actively doing that.

You can go on Google and see the top sites. But for me I'm lazy. I'll just put up a ClickBank product or something like that and let the affiliates find me.

David Jenyns: I think you mapped out very well the strategy you use for those particular sites and the way you have your outsourcers handle it. You mentioned as well, because I know you do some consulting work : local search was one of things you touched on. Are there any other things when you're doing consulting for local businesses? You probably go through the same processes of press release, articles and videos and adding local search. Are there any other things that you do?

Mike Woo-Ming: Just the main thing, make sure you're in Google Local and Yahoo Local, making sure you're in the directories by Google and Yahoo. For example, we're working with a cleaning business and they're in San Diego. We're working making sure we're in the right places that are on Google. We're making sure we're on www.yelp.com. If you're not familiar with it, it's where people can search and can submit reviews of a particular business. We make sure there is positive feedback on those type of places.

It is a bit different, but we still incorporate things like press releases and videos. The great thing about local is, it's easy to get to the top rankings on Google and you don't have to do as much work as you would for other general tech products.

David Jenyns: Especially when you're working with clients, I imagine you're going to have to be a lot more meticulous in documenting the process that you do. When you're working with them, do you take them through a process where you say, we're going to do one press release for you, we're going to do ten articles for you, we're going to submit you to local search and we're going to help you do four videos, and you have a checklist and it gets passed around the appropriate people in your office to get through to completion?

What I'm trying to find out here is how does it actually happen? We talked about a lot of different tactics, but how does it happen in terms of what you offer your client to getting something delivered by your team? What's the process? Do you liaise with your manager and then that gets passed on to your outsourcers and is it divvied up? I'm just wondering how you manage it to make sure it all gets done.

I know you said you don't pay as much attention to the niche sites, you might do a bit of promotion here and a bit of promotion there.

Mike Woo-Ming: Generally how it works when we're doing consulting for other clients, we have now what we call traffic managers. Basically they have an account, and they're in charge. Under that manager are people who are writing articles, people who are submitting, people who are creating videos and creating blogs and those types of things. For each person, for each client, they have their own manager who divvies that out for them. We found out that the client really doesn't care what the steps are to create all these things.



Mike Woo-Ming (continued): They care in terms of making sure the content and what you're doing is correct. But if you talk in terms of search engine optimization to a dog owner, for example, they couldn't care less. All they care about is that you rank for particular keywords.

What we give them, is, we say here are the keywords we're ranking for. We're number five on this keyword, we're number eight on this keyword. That's all they care about, is making sure they are up in the rankings on the search engines. So we tell them, this is what we do, but I'm yet to have a client who actually focuses on exactly the steps that you're going through. All they care about is whether they're getting more traffic and then those traffics are resulting in sales of their products or services.

David Jenyns: Very much just show me the money kind of thing.

Mike Woo-Ming: Yes, they're too busy running their own businesses.

David Jenyns: You do quite a lot of consulting and you've got these niche products, when you look at all the different tactics and strategies you do, where do you see you're getting the best bang for your buck both in traffic from users and the SEO benefit? I know it's important to have a variety of different methods, but if you had to pick just one method, where do you see the best bang for your buck?

Mike Woo-Ming: That's really hard to say, because it really is dependent on the market that you're in. For example, in internet marketing a significant portion is based upon endorsed mailings, speaking at conferences and joint ventures and the like. There are some that are completely related to pay per click. There are some specifically related on traffic and SEO. There are some markets that we get from Twitter. I really can't point to one particular aspect of it.

You know how Batman had these utility belts? The batarang worked very well, and then he had the bat grenade? There's different arsenal for whatever situation you're in. I really can't point to a particular one. That's the great thing in internet marketing, you need to know quite a bit in whatever setting that works well and you're going to learn to do that.

David Jenyns: I suppose maybe, if not the biggest bang for your buck for links, maybe you could talk a little bit about keyword selection. It's obviously going to be really key for how certain rankings are going to be to get. I know it does depend on the niche that you're going after. When you're thinking in terms of keywords, do you have any advice or tips on what keywords should people be going after?

Mike Woo-Ming: Yes, and again it depends on what you're trying to do. For example, there are some keywords that work better for something that they pay for, where they're going directly to a sales letter. Some keywords work better for that than they do for something where you're going to create an opt in list or maybe you're going to give away something for free, that kind of thing.

For example, in the health markets, you may have heard this, but there are some keywords in health that seem to work better for us that we go after and people are more likely to buy our products. There are other keywords that don't help as much. For example, if you go into health market, one keyword that's very good that we found that works very well, is going after a keyword that says remedy. Remedy is one of these keywords that is a buy keyword. For example, we've got a



Mike Woo-Ming (continued): product on ADD or something, an ADD remedy. Those tend to attract more than say, an ADD solution.

You really don't know until you've been in this market, but there are some keywords that are better than others. It just comes from understanding your market and understanding what the expectations of that market that you're trying to get into.

David Jenyns: I think we're seeing a little bit of a shift in the internet marketing niche where people are talking about mastering your market. One of the key reasons that you talked about there of knowing what keywords people are typing in so you can be in front of that traffic. I know you've shifted, you said you were going after tons of different niches and now you identified one or two niches and you are going a lot deeper into those niches. Is that what you would recommend to people starting out or what are your thoughts on that?

Mike Woo-Ming: When I found out the market was doing really well, I actually formed a business for that particular market. So I have about six businesses where there's one particular market that I'm in. It's not to say I ignored the other markets, I just found that it was more profitable for me. I didn't go in thinking I was going to sell eighty different information products. I basically found ones that seemed to work, for me, the more products I created, the more money I was going to make. So I was going to do as many as I can.

Things have changed. The internet has changed. For example pay per click is a lot more expensive than it used to be. What I would recommend, if you're going to go into a market, not only that you think is going to be profitable, but it is something that you know. If you don't know it, you will spend the time getting to know the market. When you're going into a market you need to understand the language of the market. You need to understand the wants and needs of that market. If you're going to provide solutions for that market, you have to know what keeps people up at night in that particular market.

David Jenyns: I suppose you need that to really speak to them. You know the health market and the internet marketing market. You can use the language that resonates with that individual. When I read your sales letter, you're talking to me because you understand my language.

Mike Woo-Ming: Yes, and that's what you want. You want your sales letter to speak to one particular person. In that sales letter, something needs to trigger, this person knows exactly what I'm feeling. Maybe I can trust him to provide the solution to the particular need that I have at this time. So that's why it's really important to focus on that.

David Jenyns: Talking about this sort of thing, where are you seeing most people go wrong? Let's say especially new people, but even people who have been around in internet marketing for a long time, where are people going wrong as far as some of the mistakes they're making?

Mike Woo-Ming: It's different for different people. I think the biggest problem that I see, especially for someone who is new to this and for people who've been around, is they listen to that voice in their head saying that this won't work. They've either put a barrier up or they have an obstacle saying, this isn't going to work. We all have these things. It's how we adapt to these type of things. To be an entrepreneur you need to be able to take risks. You need to be able to do something and it's going to turn out wrong.



Mike Woo-Ming (continued): What I find out is that there are a lot of people who have this fear that they're not doing everything the right way. They say, for example, I'll do SEO, I'm not going to create a product, I'm going to do Private Label Rights, or they do affiliate marketing. Then they don't end up doing anything. My thing is, you stick to one thing and you do it correctly.



People don't go to college and say they're going to take every major. They're going to specialize in one particular major or minor and they're going to stick to that thing. The only way you can become an expert is to focus. I think what happens is that people are afraid that they're going to do something wrong. The great thing about the internet is, you can do things wrong. I've done everything wrong, and I'm sure you've done things that are wrong. No one's ever done it 100% right the first time that they do it.

Even if you make no sales on it, you've done it, and you can learn from that. There's a reason they say, for every failure you have, you're one step closer to success. The problem I see in internet marketing is, they think they're doing something wrong, or they don't have time to do it.

I hate it when people say that. I can't fathom that because I was in medicine and I was doing this as a hobby. I only had maybe two hours out of the day for internet marketing because I was working. I was in a hospital, I had two kids, I've got a special needs child. I made it work. I wanted this to work for me. You have to have that drive. You've either got to do it or it's not going to happen. So that's the biggest problem I see.

David Jenyns: There were two ideas you touched on there. One, this won't work, and also they're buying every course and they never really get into it, they've got so many projects and things going. We talk about the idea of having too many projects on and the need to be able to focus.

You even talked about it at your Mastermind that you were at today, where you were saying everybody's got too many projects going on, even at that level, because you move in some rather high level circles. Even at that level it still is a problem. Is that a problem then or have they found a way to at least try to, still having too many projects, but they maybe have fewer projects than other people who are going wrong?

Mike Woo-Ming: It really doesn't matter what level you're at. That's why I like having Mastermind Groups. Even if you're new to this, it's always good to bounce something off others to see if this is going to work. We all have too many projects. But it is the implementation of what you're going to do is one of the reasons I think I've been successful. I've done this for a while. I figure out which ones are going to go and which ones are not. You might be ready to pull the trigger on something, and then realize which project you can put on the back burner.

I've got projects that haven't been done for three years. I'm stubborn because I think it's going to be successful. I've got a business partner who's in real estate. We chat. We've done all these different projects and made millions. We talk about our scrap booking project we're going to do. It's continuously on the back burner. It's working out which ones are going to be successful and



Mike Woo-Ming (continued): which ones you're going to bring to fruition. We all go through this multi project type of thing. You've got to do something. Just take massive action on it and see what happens.

David Jenyns: I just have two quick questions I want to fly past you. With everything you've learned now, if you look back on the different steps you've made, can you identify a few key points of things you did where you saw that caused a really big effect on my business, when I did that, it had a huge leverage point? Are there any key insights you had along the way?

Mike Woo-Ming: Yes, I think there are two main things, and they're both related to each other. One was realizing that you can't do this on your own. I began going to seminars and I actually met crazy people like me who do this for a living, that I wasn't completely insane and I met like minded people who were entrepreneurial and surrounded myself with a good team of friends. I can count on them and I can call them on Twitter and I can Skype and bounce things off. I can't go to my neighbour and talk to him about how can I best increase the conversions on my Squeeze Page. They're going to think I'm insane.

When I went to seminars and met like minded folks and not only meeting but co owning a business with folks, that was a big step. The second thing was realizing that I can't be a control freak and I realized I've got weaknesses and I've got strengths. I have partners who have strengths where I have weaknesses. For example, I'm not a very technical person. You start talking about PHP and things like that, my eyes are going to glaze over. I've got partners who you talk all day about that and they love that.

I realize I should focus on what I'm good at, and that is the marketing and there is the technical aspect and managing programmers and software, there are other partners who are better at that. I've got a partner in real estate, and that's all she does, real estate. I don't do that, but I can do the marketing.

Of course there are projects that I've done on my own. I also see my business change when I realize my own weaknesses. That's another aspect people need to come to terms with. They become control freaks, but if you can find someone who does something better than you, partner up with them. You accomplish your goals much quicker.

David Jenyns: That is a tremendous insight as far as making those connections and you started off doing it through the seminars that you mentioned and then recognizing your own weaknesses. With some of the connections that you've made over the years in the world of SEO and even in IM in general, are there any people that you like to keep an eye on? I know you have a lot of projects, so it's hard to keep up with everyone. Are there a few names that stick out for who you like to keep an eye on?

Mike Woo-Ming: Who I particularly focus on are folks who are not necessarily the big name gurus. They've gone into these really obscure markets. People like Ryan Dice who does the Total Access Club. A lot of the stuff he does is in different markets.

David Jenyns: He's in the Forex, isn't he? A man after my own heart.

Mike Woo-Ming: Yes, he's in the Forex market. Guys like Frank Kern and Ed Dale and Yanik Silver.



Mike Woo-Ming (continued): Recently I've been focusing on some people who are in the CPA markets. A guy like Mike Hill, I just had the pleasure of talking to him on the phone. They don't sell typical internet marketing products that you see, but they have track records. And not internet marketing but just for my own nourishment, I focus on Tony Robbins and Brian Tracy and those kind of things are just like food for the soul.

Internet marketing can be a lonely business if you let it. Most people are doing this because they want to work on a laptop and go to the beach and do those kinds of things but the reason people go to work is they have the whole social aspect as well. Now I have an office and those kind of things. I know for a lot of folks, they have to go to seminars to get that nourishment from other folks. It's been a great ride.

David Jenyns: You're definitely one of the people I watch and I know there are a lot people out there who keep an eye on what it is that you do. Your name sits very well in company with a lot of those names you mentioned. If people want to find more out more about you, what is the best website for them to check out?

Mike Woo-Ming: Just my general website is www.themarketingmd.com. It just basically talks about our different products. We have a mailing list to find out what's going on. We do different workshops and different products. That would be the best place to go.

David Jenyns: Great. Mike, I can't thank you enough. You're extremely giving of your time. It's very much appreciated. I know a lot of people are going to get a lot of benefit from this call. Thank you once again.

Mike Woo-Ming: Thank you Dave.

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