

The \$50 Millionaire

How To Turn A \$50 Bill Into A Million Dollars



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Terry:

Hi there. We're very privileged to have an absolutely incredible Internet marketer here with us today. His name is Tellman Knudsen. He's become a fixture on the Internet. He is one of the top forming entrepreneurs out there today. Just to give you an example, Tellman's figures for 2005, he made \$800,000. This is basically when Tellman first began on the Internet. He made \$800,000. He did that using affiliate marketing.

2006 he popped up the figures to \$2.5 million, and now in 2007, he has set his business goal to \$10 million. Obviously, the figures themselves are very impressive. What makes it even more impressive is that Tellman has a condition that theoretically should make it extremely difficult for him to really be running a business at all. He has a condition called attention deficit disorder, but he's actually used that to accomplish basically twice as much as the average person is able to accomplish in a day. Tellman has 48 hours in his day instead of 24. So, I'd just like to say thank you very much for being with us today, Tellman.

Tellman:

Oh, you're welcome. Thank you so much for having me here.

Terry:

Thank you. Maybe you can start out by briefly telling us what attention deficit disorder is and how it has affected your life.

Tellman:

Number one, attention deficit disorder is absolutely not a condition. It is the single biggest advancement that anyone could ever have in their life to accomplish more than anyone else around them. Attention deficit disorder has given me an edge; it's given me the ability to think on my feet and the ability to go from thing to thing to thing much more quickly than most of my linear thinking counterparts. So, anyone that's listening right now that has attention deficit, that thinks they may have attention deficit, that knows someone who has attention deficit, or if you ever hear someone whining about attention deficit, they are lying. They don't know it, but they're lying.

They don't know about the power that they have that's within them. It's a very subtle shift once you learn how to use this as a strength.

The first thing that I want to get out there to people is that anyone can be successful online if they're willing to put the work in to make it happen. There are a lot of people out there that have attention deficit that don't get a lot of sleep. Insomnia often accompanies attention deficit. A lot of people with attention deficit have to take different stimulant medications in order to keep them stable and focused. I don't take any medication and I never have. I let attention deficit run rampant. We kick some major butt with it.

The main point here is that, whether you have attention deficit or not, whether you're highly creative or highly linear, or whether you're really good at being consistent and doing things on a regular basis or you're more of an idea person... whatever you are, is really irrelevant to make a lot of money online or be successful in business. The key is finding out what you're really good at, what you really suck at, and simply not do any of the things that you're naturally terrible at and only doing the things that you're naturally very good at. Find other people in any way, shape, or form to do all of the other things that drive you up the wall and aren't things that you enjoy at all. Does that make any sense?

Terry:

Absolutely. So you basically build a team of people whose strength compliments your weakness.

Tellman:

Exactly. So far, we have 13 employees and eight apprentices, and all of our paid employees are highly intelligent, very linear people who are very consistent, and good at follow-through. I am not good at follow-through. I personally subscribe to the 75% rule. I can keep really excited about something until I am about 75% done. Once I can see the end in sight, all my enthusiasm just drops out from in front of me. So, what I did was looked for people intentionally who are the exact opposite of me. I looked for people who weren't as good as getting things up and running fast, who weren't as good as getting overly excited about things, and were better at implementing things, showing up to work on time, and getting work done whether they were in a good mood, a bad mood, or somewhere in between.

I tend to have high emotional highs and low emotional lows. So, I get other people in place that are more balanced and more consistent and I build the fire and get everybody pumped up.

Terry:

Awesome. That's a good system.

Tellman:

It's a great system. It's allowed us to do a lot of stuff. The mind set piece and being willing to accept that you're going to suck at about three quarters of the things that you're supposed to do in order to be successful, just find other people who want to do those things.

Terry:

Awesome. If we could take you back to basically the beginning at around 2005. You got online, you have no list, no business, no contacts...

Tellman:

And \$50.

Terry:

And \$50. What did you do?

Tellman:

I didn't know how to put up a webpage. This was just over two years ago. I did not know how to put up a webpage. That's very important. I had a computer that was incredibly loud. I just moved into this new place that I call the Tell-Mansion and I have my computer here in my office. There are boxes all around me. I have this old computer that stands as a monument to the day we got started and got things rolling. This thing is so loud and the fan was clogged in cat hair because I have five cats. I couldn't have a phone call in the same room as my computer if my computer was turned on because it was so loud.

I had to rip the plastic facing off the computer so I could shake the CD-ROM drive so it would register that there was a CD in there. That's where we started. What I did had pros and cons. My first successful website and the first thing that really took was a site called ListCrusade.com. It's doing very well to this date. ListCrusade.com is a site that gets people, in an automated series, a series of interviews that I did with folks about both list building and mindset. I didn't know anything about list building and I know I didn't know anything about list building so I have to interview people who knew more about list building than I did at the time.

So, that's exactly what I did: I interviewed them. This was before Alex Mandossian did the first Teleseminar Secrets class. I had never done a teleseminar before. It was just me and the other person on the line, and I did about 85 30-minute interviews. At the end, the person sold

his or her product or whatever. Then, I would upload those in an audio generator, put them up on a webpage, have an audio streaming button, and bam – there it is. Underneath the audio button I had my affiliate link where they could go buy the person’s product or service.

That was the way I started the List Crusade. The thing was, I need people who could put up webpages, who knew more about marketing than I did, who could write copy, who could edit audio, who could write blog entries, and who could do graphics. One at a time, I found people who could do these things. I started up my list. I put this e-mail to my list and said, “Hey. I’m starting out a new project. I’m looking for some people who fit the following descriptions,” which were the things I didn’t know how to do, which was pretty much everything. So, I was the organizer. I organized the event and in this case the event was creating this website.

There ended up being a total of seven of us. So, I said, “Hey guys look. I’m going to pay each of us 10% of what we make here.” That’s 70%. The other 30% I’m going to reinvest. I’m going to leave a totally open book with you; you’ll be able to see everything that we make and so on and so forth. At first, that worked great. Then, some people started working really hard to get this thing going and other people started slacking off. We weren’t making a lot of money when we started off. We were writing \$2 checks to people after they just spend 40 hours working.

What ended up happening was there was unequal distribution because some people would put a lot of work in and others would be total slackers. That ultimately created a lot of resentment. So, the fact of the matter is, there are much simpler ways to get things up and running than I did then. I’ve honed down the key elements to get your first website up and running, or to get something like an ezine started. That led to a whole series of products that I created. I came up with the key elements and started teaching them so people could get started on their own with the right instruction, or find one other person to work with, so you don’t have to split your attention do so many different directions.

Terry:

So, List Crusade is up, your interview is on the page and you’re basically promoting an affiliate link on that page after the interview. How are you getting traffic to your List Crusade page?

Tellman:

What I did here is very, very powerful. It's something that most people miss. If you think back, the whole interviewing people thing and putting people on a squeeze page, and focusing on a topic... that didn't really happen before List Crusade. Not in that format. It's been copied many times since. I'm flattered to see that and that's great. The problem is that most of the people who are doing this miss the boat on how to get traffic. The deal is, I'll do an interview or teleseminar with you and I'll promote that to my list on an ongoing basis. I will keep driving traffic back to you forever if you send traffic to me once. Send out an e-mail one time to your list, and I will promote to you forever.

Terry:

You're promoting to List Crusade, which is promoting the person's product? Or are you promoting their affiliate link?

Tellman:

I'm promoting their affiliate link. At this stage in the game, they're promoting an affiliate link for List Crusade. When we first started, we didn't have any products. So, send an e-mail out to your list and recommend people to join List Crusade. Then, I will send a few e-mails that recommend that people listen to your interview. They can listen, click, and go buy. That was the way that List Crusade started. I got 63 no's in a row from people when I was trying to get people on board for List Crusade.

Terry:

Wow.

Tellman:

After about 20 or so, I started modifying my approach a little bit until I finally hit it and came up with, "Look. I'll promote you on an ongoing basis forever if you promote me one time. What do you say?" There is one more very important piece that I will be revealing at the end of this interview that allowed List Crusade to spiral out and allowed me to end up going from working with these grade C level marketers that no one has ever heard of to working with Jay Abraham, Mark Joyner, and Alex Mandossian. So, definitely keep your notepad out.

Terry:

Very cool. So, what else are you doing? There have to be more ways of driving traffic to your sites. If we look away from List Crusade to

what you're doing today... what kind of marketing are you doing today?

Tellman:

There are actually 17 sources of profitable web traffic that I have identified. There is a concept that I came up with called The Secret 17 that teaches those. There are all sorts of different ways. One thing that I did was start up a traffic apprenticeship program. I bring people on as apprentices that I find has a promising brain and attitude, and I say, "I'll pay for your education and I'll have you go implement that education if you work for me for free for ten hours a week."

Terry:

That's a good deal.

Tellman:

And you're going to become a god of whatever type of traffic that you're studying. But, you're only going to study one.

Terry:

So you take somebody and you show him or her a specific type of traffic...

Tellman:

What I do is say, "What type of traffic are we going to have you specialize in?" When I started, I just let them choose. I didn't realize that was the wrong thing to do because most of the time they're just shooting in the dark. So, now I get a little psychological profile, ask them some questions, and I say, "Look. This is the type of traffic that I want you to work on. Is that reasonable?" Most of the time the answer is, "Yes."

Then I'll buy them an eBook on that type of traffic. I'll have them read that eBook and ask them to find three ways to implement it by next week. We give them a tracking link so we can track all the traffic that they're driving. People that do their homework so to speak, then I'll buy them a CD set, then a home study course. I've even enrolled apprentices in \$10,000 coaching programs.

Terry:

Wow.

Tellman:

There's no way they would have been able to pay for that otherwise. So, that's a way of doing it; that's an interesting way. But now I can afford that education. When I started out, I didn't have the cash flow to do that. So, I found 17 profitable sources of web traffic. You can talk about starting up a blog. That's the quickest, easiest, fastest way that I know to get ongoing web traffic.

Terry:

But when you have a blog you still have to get traffic to your blog.

Tellman:

Well, yea. Enter a post everyday and mention it on Pingo.com. That's really all there is to it; it's not that complicated. And get ready for the search engines. Then, add an audio or video podcast to your blog and it starts to become more relevant. Then you start writing articles and maybe doing press releases. All of a sudden, maybe you turn around and start doing some pay per click or paid ezine advertising. Maybe you decide that you want to start viral marketing.

The point is that you can drive massive traffic with any one of these techniques that we're discussing. I recommend that people choose one form of traffic and they get really, really, really good at it. There is one type of traffic that I discovered to be the quickest, easiest, fastest, most ongoing, most immediate, and most profitable source of traffic. It's called Golden Rule Traffic. You can find out more about that at GoldenRuleTraffic.com. I'm not going to mention more about it here because there is only one person in the world that is actually qualified to teach you about Golden Rule Traffic. Can you guess who that might be?

Terry:

Would that happen to be you?

Tellman:

It would be. The coolest part about Golden Rule Traffic is that it's free to use, and it's using services and systems that you already have paid for. If you have a website and a newsletter up and running, you most likely have everything you need to make Golden Rule Traffic work. If you don't, you're going to spend less than \$50 a month to make it work for you. It's a system that's being used in a totally different way, and most people are totally overlooking this. So, I would highly recommend to everybody that if you haven't started studying Golden Rule Traffic, I highly recommend that you do.

Terry:

Okay, cool. Very cool. You're still promoting affiliate programs, right?

Tellman:

Yes.

Terry:

How many affiliate programs are you promoting?

Tellman:

Hundreds.

Terry:

Perfect, because the next question is how in the world do you promote hundreds of affiliate programs and get traffic to all of them.

Tellman:

It's really simple. The first thing that anyone sees when they come to my website is a squeeze page, because I'm always focused on building my list no matter what traffic I'm driving there. Period. No argument. The second thing is that I have a long autoresponder series, and I send out an e-mail to my list everyday. So, that means I can promote a lot of stuff to them.

Terry:

Okay. How do you find e-mail marketing now compared to a couple of years ago?

Tellman:

I'm better at it now.

Terry:

How about delivery and whatnot?

Tellman:

It's getting worse, but I don't really care. I'm making more money and I'm building my list bigger. Are there going to be other ways to do things? Sure. Are we starting to do some direct mail stuff to supplement in the drop off of deliverability? Sure. Are we starting to do more voicemail broadcast stuff? Sure. Do you have to pay for it? Sure. Is e-mail still free? Yes. So, stop complaining. I'm not saying that you're complaining. A lot of people get fixated on deliverability and how bad it is, but stop whining and do something. Nine times out

of ten that's the problem. Don't worry about believing in yourself or doing it right; just do it. Do it and get better.

Terry:

When you're offline doing direct mail, are you doing postcards or sales letters or...?

Tellman:

We're just starting to roll that out. We haven't done any sales letters yet, but we're about to. We've done postcards and seen some really good results with it. Some of the postcard systems that are out there are phenomenal. People can check out PostCardAutoResponder.com. That's a very cool system that is like an autoresponder but for postcards. You can just put someone's address and name in there and they can get personalized postcards from you in an automated sequence.

Terry:

Are you promoting your affiliate programs through postcards as well?

Tellman:

No, I'm mostly promoting my own products. When I first started... my first year and a half I didn't have any of my own products. So, a lot of my systems were built on affiliate programs and I didn't have any staff. I didn't have customer support, and I didn't have a lot of reliable people. Then, I started hiring people and we built out our own products because we could make that happen fairly quickly.

Terry:

Awesome. Why don't you tell us about this super, incredible technique that you said you were going to save until the end of the call?

Tellman:

Okay, well, it really has to do with viral marketing. I'm going to explain how. It's a different application of viral marketing than you've probably ever used before. The biggest problem that people have is that they call people up and say, "Hey. Let's do a joint venture. You do this for me and I'll do this for you." They strike a deal. Great, congratulations. How are you going to get another one?

Terry:

Do the same thing again.

Tellman:

Yea. Sooner or later, your list of contacts is going to dry out. Call the ten people you know, and now what?

Terry:

That's true.

Tellman:

I found that the quickest, easiest, and fastest way to get people to work with you is to have the guts to be like, "That's awesome. Let's work together. Who else do you know who may be appropriate for this kind of deal? Who else do you know that is really good to work with, that is a great promoter, that would be a great person for me to work with on this kind of thing? What do you think?" Bam. All of a sudden, what do you have?

Terry:

Two people.

Tellman:

Two, three, four people potentially. "Hey, could you do a three-way call with one of those guys right now?" "Sure; let's do it." All of a sudden, you have as many joint venture partners as you want. The reason that is viral marketing is because you're asking for a referral and asking for more business.

Terry:

So this is if someone is approaching you as a joint venture? For example, is this something like if I came to you and said, "Tellman, would you like to be a joint venture partner with me for Product X?" You say, "Yea, Terry. That sounds like a good plan. Who else can we get involved?" Is that how you're doing it or...?

Tellman:

No. In this case, it's if I was approaching you, I would say, "Hey Terry let's do something. Who else do you know that might be a good person to set up this deal with who is good, has high ethics, does what they say they're going to do, and has an appropriate list or traffic for the thing I'm offering here?"

Terry:

Okay I got you. So this is how you go out and do joint ventures with people, not the way that you're answering joint venture requests to you.

Tellman:

Exactly.

Terry:

Okay.

Tellman:

Once you have joint venture requests coming in to you, then great. You don't have to do this anymore. I never have to call people for joint ventures. It's very rare. If I do, we're friends and they always say yes because we've already done business together several times.

Terry:

Excellent.

Tellman:

Yes. It's very powerful.

Terry:

Very cool. Well, Tellman, what's on the list for 2007? What are your goals and plans for the year?

Tellman:

It's very much about viral marketing actually. I had the opportunity this year to learn a lot from Mark Joyner. Mark just taught me so much about how to really make things go viral in everything that you're doing. One of the things about Mark is that he really helps you tweak and hone your system; he'll really help you dig deep and help you become really good at what you're doing if you have the rare opportunity to speak with him.

He heavily advised me, during the process and creation of the program that we just launched called ListHero.com. ListHero.com builds your list for free. It will literally build your list; you will get subscribers from List Hero. It is free to join. I will warn everyone that there is a one-time offer after you join. It gives you a lifetime upgrade that gives you an immense amount of momentum in building your list and keeping your list building on an ongoing basis.

The reason I'm mentioning this is because List Hero is a list building viral program for you. It automatically asks for the referral for you for anyone who signs up for your list. You don't have to do anything. It takes about ten minutes to sign up and get it up and running. It is for

people who already have an autoresponder and some kind of newsletter up and running. If you don't, you can get one started. You should have one. That's the way that I've made millions and millions of dollars; it has changed my life.

I spent 18 months working on this sucker, and it's ready and in full throttle so I would highly recommend that everybody go over to ListHero.com and get more subscribers.

Terry:

Awesome. That is fantastic, Tellman. I just have to say thank you for the time you have given us. I think you packed more information into the last 30 minutes than a lot of people are going to get in about 30 hours worth of listening to a lot of the interviews out there.

Tellman:

Awesome. Well, thanks so much. It was a great interview. I'll talk to you real soon.

Terry:

Thank you. Take care, Tellman.

Tellman:

Alright, you too.

Terry:

Thanks, bye.