

The MikeFilsaime.com PowerMarketing Newsletter

Friday, June 3rd, 2005

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Please **print** this newsletter and take the time **to read every word.** It reads better offline. Fell free to distribute it to your members as well.

Fell free to pass it along to your list. Send them to <http://www.mikefilsaime.com/mikefilsaimenewsletterJune2005.pdf>

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Side Note: Type-o's , misspellings and grammar errors-

You know me by now. Head down, hunt and peck. I do not proof read my own writings very well of. So enjoy the content, thru the typo's. Maybe I will start a contest to find the most type-o's, LOL – Mike

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Lessons and Growing Pains - InstantBuzz, The Real Story.

Hi again. Welcome to the escape zone. Do yourself a favor. Shut that darn PC off for the night. First print this out to read. Grab your spouse, go to Baskin Robbins with the kids or take yourself. Get some Ice Cream, read this newsletter, and then watch some TV in bed until you pass out.

As I write this newsletter I am in bed fighting with all 3 of my cats as they try to sleep on my laptop while I work. I can't get their attention with a fake mouse, but get a laptop out and they want to surf the net with me.

How stupid am I? I just wasted 5 minutes making them chase the cursor around the screen and now I am wasting your time making you read it.

So let's get to the real marketing shall we....

Well, as I am writing this to you, **my website InstantBuzz.com is down**. It is an interesting story but there is a lesson to be learned here.

Forget the loss of income. My concern is the effect it has on my members. They rely on that service. Many have paid for it to work and it is not there. Many do not even know what happened. And I just hope it is back up by the time you are reading this.

But this is not a woe is me story. This is to tell you the mistakes I made so you can learn from them and save yourself the headache I am going thru.

What Your Daddy Never Told You About GoDaddy.com

You may not be aware of this, but the worlds largest seller of domain names is the registrar called Godaddy.com

These guys are one of the cheapest places you can get your domain name registered and managed.

But there is a price to pay that you may not know. They are the OLNLY domain registrar (that I am aware of and I have spoken to many top marketers on this) that will play SPAM COP.

What I mean, SPAM complaints are to only be an issue with the web host provide. So if you have an affiliate that sends SPAM, your web host will ask you to investigate it. Worst case scenario, your host asks you to leave and you get a new host in 24 hours.

But Godaddy.com, with their low fees, make revenue in other ways. I will not say it is extortion, but they have ultimate control to your livelihood.

So if you get a SPAM complaint, they will ask send you an email. If you do not reply they LOCK ACCESS to your account. You can not login and move to a new registrar. They point the site to a dead page and you are at their mercy. They can shut you down forever even if you are making 1 Million per year from the site.

If you do reply, which you should, they will work with you. But if you get 2 or more complaints, they will then tell you that you have pay a fee of approximately \$150 to continue to have an account with them. It is some silly way they make you agree to be part of their NON SPAM committee to reply to SPAM complaints in 24 hours.

If you have 40 domains with them, and you are on a cruise, you better hope you don't have issues. Again, they lock down your account you have to play by their rules and pay their fines to get access back. These are not Gov't related fees. They are just part of their TOS.

If you have other domains that get affiliate traffic or email traffic, you should consider the risk you may have with Godaddy.com

I have accounts with them, but I will move my affiliate sites to another registrar like NameStick.com

What Happened to InstantBuzz? The Real Story

Many of you may know, and if you do not, I am the Owner of InstantBuzz.com

I purchased the site from Mike Chen On March 2nd, 2005. Mike was then working hard on his promotion for The Secret Weapon and during that time he was working so hard on it that he never transferred the domain to me. He then sold MakeYourOwnSoftware.com to Dale Woodland. He then took some time off away from the PC

I had asked him to transfer the domain to my name and he said when he returned home he would. He had given me access to the server, I changed all passwords and took over hosting and billing so that was what was important to me. I knew he would get it switched as soon as we got back to that issue.

In the mean time, I was having a HUGE 4 day promotion. At IB (InstantBuzz) we call it the 4 day push. All members get an affiliate link for 4 days to promote to their opt-in list.

One idiot, yes, idiot, sent his link out in SPAM to some non opt in list. Why do I say idiot. Because he has cost me over \$15,000, much embarrassment, 20+ complaints to my PayPal account (my lifeline), hurt my members, flooded my help desk, and just made a huge mess for many people.

I do not know who it is as Godaddy.com has not given me the email yet. They will get it to me when the site goes back on.

When I find out who it is and see proof of it as blatant spam, I will take legal action against this member. It is part of our TOS and we warn these people that we will sue for loss of income.

The road to hell is paved with good intentions. I will not take any excuses from this person. I will post his/her IP address for any of you that would like to BAN the IP from your server. I will not give any personal information about the person to anyone.

So back to the timeline...

So now, since Mike Chen still had the domain in his name, the emails were sent to the account email on file. mike@makeyourownsoftware.com

Mike sold that domain too, so he did not get the email.

Godaddy.com got no reply and SHUT DOWN THE ACCOUNT

- They blocked access to the login
- The redirect the page to a 404 error page
- Reported the site to ICANN for no reply to a SPAM complaint

So, when the site went down, it took me 8 hours to find out what was up. Unlike a web host suspension, it was up for some and not for others. It had to propagate the internet and it took about 2.5 days until it went down for everyone.

So I was so confused I even called my internet provider that gives me access at home to see if it was just my connection.

Finally my friend Gary Ambrose did a WHOIS and saw Godaddy.com suspended it. (Again, no other registrar gets involved.)

Even my web host did not have an issue.

Anyway, I called Godaddy.com and they would NOT TELL ME SQUAT. I was not Mike Chen and they would not talk to me even to say bye!

So, I contacted Mike Chen and asked him to contact GoDaddy.com. He has done so and then they called me and said. "O.K. we will turn you back on. Just have Mike Chen give us a call to pay the \$80 fine."

I sent Mike Chen over 8 emails since June 15th and he has yet to respond. I have a guestbook that my members are asking him to respond as we have not heard from him in over 1 week at this point.

That link is here

<http://www.mikefilsaime.com/ibuzz/>

What could have been done different?

1. – Do not use Godaddy.com for any affiliate related website. (Or any site you have that is promoted in email by your or affiliates such as a newsletter.
2. – When you buy a website, make sure there is a legal moderator to handle the transfer of the domain. If it is a Gentlemen's Agreement, make sure one party has a finger on the transfer button while the other on the PayPal Button to pay. Have it switched at the time of payment.
3. – Change the WHOIS contact information on the spot.

Now, I did have terms on my site for NO SPAM near the links and promotion tools. But had I done it again, I would make sure a person hears an personal audio file from me with a redirect to the links and tools after it plays. This audio would explain NO SPAM explicitly and would put the fear of God into anyone that would try to cross the line.

I tried to make it clear that the emails I provided MUST BE

- Double Opt In capturing FIRSTNAME
- Addressed with FIRSTNAME in the email
- IP address of the recipient on file from opt in
- DATE and TIME stamp of the recipient on file from opt in
- All CAN-SPAM compliant information trailing the email.

I do take many other precautions. I have a good relationship with my web hosts so they work with me with SPAM complaints. I use

- www.Kiosk.ws – They know my business and I know theirs. Great relationship we have.
- I also use www.Servepath.com – They do not shut you down for 1 cry of SPAM.

I have over 100,000 members the receive email from me, and millions that receive email about my sites from my affiliates. **You can bet your sweet**

Aspercream I get 3-5 spam complaints per month. If you are going to grow, you need to find a host that will work with you. It will happen and you will get shut down if you do not have the right hosting.

In closing of this topic, I just want you to know how much I appreciate everyone's support while this happened.

What does not kill you, makes you stronger. – I hope you can learn from my experiences. (*More....*)

Outsource Secrets – Do you have a job or a business?

This chapter will be a bit short this week. The reason is, I have just recorded a call with Carlos Garcia of WealthySecrets.net on this same subject. I will be releasing it to you soon and the transcripts as well. This will be a \$97 product but you will have free access to it. Look for that notice soon.

But for now, let me tell you why you need to outsource.

You need to begin with the end in mind. Like Bill Gates, could he have run his company if he did support, sales copy, and programming. Of course not. When you start to think like this, you will start to see the power of owning businesses with passive income. Not 1 job that you are your own boss.

If you understand this there is no limit to how far you can go. This concept is drilled into me by my Coach Rich Schefren, (Yes I have a coach. Does that surprise you Just so you know, Tiger woods, Michael Jordan, and Derek Jeter do too. We need to check our ego at the door if you really want to learn and grow.)

You need to see where you are based on your success momentum and your finances. In the beginning, Bill Gates did where all the hats, but he would look at his momentum and realize when it was costing him money to do something he could pay someone else to while he could grow his business.

When your business is making money, you need to take your income, and divide it by the hours you work.

If you see you are worth \$100 per hour, then you should not work on site design for 3 days. You out source that to hypercover.com of \$100 - \$200 and have it done in 1-3 days (and better then you could do in most cases too.)

You then take your 3 days and market and grow your business.

Treading Water and Swimming Forward

If you were dropped into the ocean 2 miles from home, to survive you would need to tread water and to get to land you would have to swim forward. Both are important, but if you only tread water you will eventually die.

Your business is the same. But if you are not always swimming forward, your business too shall die. So you need to see what you are doing that is treading water – outsource it, and swim forward – build a business.

You see, treading water is important. But you do not want to get caught up in that. So let's see what treading water is. (Again it must be done to survive.)

- Answering emails
- Doing support
- Accounting
- Site Design
- Sales Copy / Auto Responder copy etc...
- Shipping and Fulfillment
- Multi Media – Audio and Video editing
- Transcription
- Product Development
- Scripting of websites
- Posting advertising to repetitive free sites

All of these things need to be done, some even make money. But if you are doing them, they could be costing you money. You could be marketing and doing Joint Ventures and creating money makers while you outsource these things.

Places you can go to outsource.

- Elance.com
- Scriptlance.com
- RentACoder.com

Be careful not to build a job. Build a business

Always begin with the end in mind. You do not want to find that you have created a 'Job' that will not allow you to grow new business.

Make sure that what you do can be automated at an affordable and costly margin. Make sure it is easy to manage, 'Set and Forget', with automated support. Make sure it is viral, and consistent in function and growth (see prior newsletters.) And most of all – Make sure it as passive income.

Passive income is part of a process loop that your site should have built-in. Passive income is not residual income but can work the same way for you financially. Basically it come from an automate process with income streams integrated within.

Thinking Like A Project Manager

I try to consider myself a project manager, or a director. I manage projects and people that are on my staff or that I outsource to.

Take a look at George Lucas. There is no way he could have done Star Wars – Episode III – Revenge of the Sith if he was control freak that wanted to do everything.

He put his trust in people and sat back as the director and put all of the pieces together. He is able to get much more done and get it done faster and better than if he did it himself. Yes, it cost him money, but that cost is made up in the first 1.5 days of the films opening. The rest is, as we say 'Money in the bank.'

Why people don't outsource

People have a fear of turning over control to people. That is the worst mistake you can have as a business owner in terms of trying to grow your business.

Successful people realize that there are people that are good at doing certain tasks better and faster than you can do.

If you can design graphic images for your site, but it takes you 3 days, and you see your worth as \$100 per hour. Well that is $8 \times 3 = 24$ hours. \$2400 in lost income you could have been earning by contacting people for 3 days to do joint ventures while outsourcing the image design for \$97 and have it back the next day – not to mention it is not good, it is great! Yes, better than you could have done in 3 days.

I hope that makes sense. Of course, inspect what you expect. So you should study copy writing so you know when what is given to you is good work.

You want to have an understanding of every aspect of the business. Just like an owner of a car dealership. He is not going to turn the wrench in the service dept., or do the test-drive's with the customers, but he should know if his mechanics are following code or if his salesperson is going a terrible presentation.

Study your craft – become an expert, it will help you get better quality from the people that you outsource to.

Look for volume discounts if you use a service often. Or if you find a real good person that programs your websites, consider making him/her a limited partner to share in the profits.

This will help you get better work and often they will stick with the program longer as the better the service they make, the more they will make. And they also work on the site for months or years at no additional costs. The sites improvement is in their best interest!

Some places I go to outsource

Here are some of the places I have go in the past to outsource as well as resources that help me with my business.

- Help desk – www.perldesk.com and www.kayoko.com
Hired staff from great members of my sites that were familiar with my day to day business
- Transcriptions – www.escriptionist.com
- Teleconferencing – www.aitelephone.com
- Site Image Design – Anthony at www.hypercover.com
- Copywriting – Peter at www.PeterStoneCopy.com
- Site design formatting – Dave at www.UltimateMarketingMinisites.com
- Physical Product Production and Fulfillment – Richard Rubenstein at www.getinfo.com – www.iFullFill.com
- Site Script Design – www.scriptlance.com
- Ghost Writing – www.elance.com
- Joint Venture Manager – Mike Merz at www.im4newbies.com and Jason Cox and Paulie Sabol at JasonCox.com

More....

The Man Behind The Curtain – Did you know...

I am not sure if you know this or not. But one of the most important people behind Mike Filsaime.com is my partner Ionut Griga. Our staff consists of

- Nancy Fahey – Senior Client Service Rep
- Ralph Cotton – InstantBuzz.com Senior Support
- Josiah – Assistant InstantBuzz.com Support
- Many Great Forum Moderators
- Janet Legere – InstantBuzz.com Trainer to The Members
- Catalin – Senior InstantBuzz.com Programmer
- Sergie – Junior InstantBuzz.com Developer
- Vali –Webmaster and Programmers - Current Sites
- Don Hendrick – Site Developer For Backed Up Work

I wish to thank all those above for helping me make my business grow and prosper.

I also want to give thanks to my partner, Ionut.
Ionut (Ion = John, ut = little or junior – so the names means, little Johnny.)

Ionut is pronounced Yo-noot. But I call him, I-O-Nut, LOL. Or Short, I call him I-O (Eye Oh)

Io is about 22 years old and was born and lives in Romania. He and I met in January of 2004 and we became partners in April of 2004.

Ionut was 5 years old when communism fell and left his country on a few times to go to Hungary recently when the borders opened. Romania is an eastern European country that borders Hungary, the Ukraine, and Turkey. It is a beautiful country with a great history. And yes, Ionut lives in the region of Transylvania and there is a Count Dracula Castle.

Count Dracule was the ruler of the region in the 1400. He was known as Count Vlad the Impaler. He would often impale people while alive to wooden

spikes if they committed crimes. He was so feared they referred to him as the devil. Dracule is the Romanian word for devil... hence the name, Count Dracule or Dracula. All the rest is sci-fi created in the early 20th century.

Maybe that explains why Ionut can stay up to 3AM EST with me while we work which is 10AM his time. Then he goes to bed.

Io and I have become good friends and I flew to see him earlier this year in January. I had a great time in Romania and if you want to see what I wrote about it along with some pictures we took you can go here

http://mikefilsaime.com/mnews/archives/2005/01/did_you_miss_me.html

Anyways, I wanted you to know that he and I make a great team. With his brilliant php programming skills and his great understanding for what it is we do in internet marketing, along with my marketing background and years as a manager in the car business we are able to work together to as a perfect Yin-Yang and develop highly profitable membership sites.

I encourage you to find a partner that brings out the best in you. Ionut and I are committed to bringing quality products to you for years to come.

Currently Ionut is working on paydotcom.com and butterflymarketing.com and that is why we need to expand the team recently. It lets him concentrate on the projects that are most important to our future.

Thanks for taking the time to get to know us better

More....

Fast Tips and resources – Encore for those that missed it last week.

Here I will list a few tips and resources

Not here last Month –

- My Blog is by www.movabletype.com and other great script is, wordpress.org or blogger.com

Last Months Resources -

- Great place to get sites designed. – Hypercover.com
- Where I get my cool pop ups – InstantAttention.com
- Great Place to get Banners – BannersMall.com
- Great tool to remember your passwords – Roboform.com
- What I use to make PDF files right from MS Word – Iteksoft.com
- Great tool I use to edit Audio - Acoustica.com
- Great places to get sites developed – Scriptlance.com, rentacoder.com, and Elance.com

Tips

- Press [shift] when you click a link to open the webpage in a new window.
- Press [ctrl] [n] to open a new window when browsing.
- Press and hold [alt] while pressing [tab] to toggle thru your open items on your task bar.
- Press
 - [ctrl] [x] to cut to clipboard
 - [ctrl] [c] to copy to clipboard
 - [ctrl] [v] to paste form clipboard
 - [ctrl] [z] to undo
 - [ctrl] [y] to redo
 - [F5] to refresh a webpage

More...

I really hope you enjoyed the May Power Marketing Newsletter.

Fell free to pass it along to your list. Send them to

<http://www.mikefilsaime.com/mikefilsaimenewsletterMay2005.pdf>

Your members will really enjoy this as well.

Thanks,

Mike Filsaime
MikeFilsaime.com, Inc,

If you want to learn all about my sites please go to

My Sites

<http://mikefilsaime.com/mysites.htm>

Coming Soon

<http://www.butterflymarketing.com>

(Late Summer)

Join this newsletter, read back issues, and see my Blog, go to:

<http://mikefilsaime.com/>

This newsletter issue is dedicated to one of my mentors Corey Rudl. I was a student of his teachings and he was taken from a tragically this June at the very young age of 34.

Corey was one of the top marketers and teachers in our field and he influenced a lot of people. He was recently married with many marketers and his members invited to his wedding.

He will be greatly missed. And my prayers are with his family in this very difficult time.

May he rest in peace.