



Nick: Hey everyone Nick Nanton here for one-on-one and I'm very excited to have my good friend and guest today, Mr. Robert Skrob.

Robert is the president of the Information Marketing Association (IMA). He works with hundreds of info marketers and sees what works, and most importantly, what isn't working in the industry. Information Marketing Association members include multi-million dollar info marketers like Ron LeGrand, T.J. Rohleder, and Ali Brown (who you might have just seen on Secret Millionaire). So the point is that Robert works with everybody, from 'just getting started' to millionaires, and he knows what works.

The IMA boasts over a thousand members who are selling information on everything from creating scrapbook pages, coaching for parents of children with ADHD, marketing advice, and auto repair shops to hundreds of other hobbies and business niches. As president of the Information Marketing Association, Robert's going to share what's working and what isn't working in information marketing today.

So, I'm going to give you a partial list of the things we're going to cover. How to implement ingredients that the big name info marketers use that turned them into celebrity marketers – that has nothing to do with the quality of the content they teach. And we're not going to tell you that you shouldn't have great content, but we are going to teach you about the marketing machine and some of the other

secrets behind getting the people there.

If you'd like to get to know Robert a little bit more you can check out InfoMarketingStartup.com. Check it out. How's that, Robert? How's that for an intro and a commercial all at once?

Robert: I like that. I've really been looking forward to this Nick and it should be a lot of fun. The IMA is really three different things, because you can go to a variety of sources and find out the latest marketing technique or the latest device to generate traffic to your website or how to create products, but the IMA is three things.

First, it's operations focused, how to actually create newsletters, how to create interview programs, how to create products or how to fulfill a coaching program that you might sell. Real 'how to' things that once you sell something, you now actually have to go out and deliver it.

Second, there's also a lot of technology, and things that are new, so we really help folks get jump started on those things and ... one of the things that you've worked on with me before is disclaimers on websites. And it's a small thing. There's little disclaimer links on the bottom of the website but it's actually really darn important. And through IMA, you get those types of things that really make sure that your businesses are on a firm foundation.

The third are examples of what works. Info marketing profiles, coaching program templates,

sales letters, example audio and real shortcuts so you can see what other folks are doing that is working within their business. And then, there is information sharing from other members.

Nick: All good. From your perspective, what do you think it takes to create a long-term sustainable business through info marketing? We've all seen the four-hour work-week pitches and all those things that look amazingly sexy. So why don't you talk a bit about what you think it takes to create a long-term sustainable business that has a lifestyle component to it in the info marketing business.

Robert: There's two things – all the money comes from selling and all the lifestyle comes from building systems and processes that allow you to get that fulfilled easily, because it's amazing.

But I remember back, 10 or 12 years ago now, that I was just praying to God. I was like, "Please just bring me customers. I will work all day. I'll work all night. I'll work weekends. It doesn't matter. Just give me customers. Give me somebody." And I get it. If all I need is a customer and I'm not going to worry about creating systems until later because, by golly, I've got to have a customer because I'm going to go broke otherwise.

And if we start our businesses with that sense of desperation and we run them that way and as they grow, you get to a certain point where you become successful and make some money; but then, if you're not able to move past it, because it's all been 'you' in the center with this flurry of activity where clients come in, and you are trying to push work out and you don't have thoughtful ways for things to get done. So, as difficult as it is when you have nothing doing, that's actually the best time to plan.

If you're like me, before I figured this out, I had all kinds of clients. I had 20 employees. It was a complete mess and it took me two years to unwind it all and build a systemized process with checklists where team members have checklists to review the materials. Those checklists give me the information I need to run my business and then even I work from checklists. So I've got to stay on it and stay diligent. It's those types of things, even for stuff that only I touch, I'll sit down and even though it takes an extra half hour or even 90-minutes, sometimes I'll create my own little checklist for that process so that I don't forget anything. I don't miss any bases.

But those processes, Nick, as ugly as it could be sometimes, those are the little secrets to getting things done more efficiently and looking smart, even if you're not all that bright.

Nick: I got that. I heard someone say one time, "People don't fail. Systems allow people to fail."

Robert: If you don't have a system for success then you've got a system that is for being busy and not being able to build a lifestyle you want. So you got a system. It's just whether or not it's the system that generates the lifestyle you want.

Nick: 10/4, that's a great point. And one that, no doubt, will hit right between the eyes with many of the audience. So cool. So when you're working with IMA members, what makes the difference between information marketers that breakthrough to become greats like the Jim Collins' or the Napoleon Hills from the ones that really never get off the launch pad?

Robert: You had made the point during the introduction about good content, and the bullet was, "How to really become famous and what the real famous info marketers have -- that really doesn't rely on their content." I think two books stand out to me, and that's Tom Peters, *In Search of Excellence*, (the highest selling business book of the 90s). And then there's Jim Collins, *Good to Great*, which was the highest selling book of the 00s, the decade from 2000 to 2009.

Good to Great is about an important lesson; the whole premise of the book is that Jim Collins took and analyzed companies that had had mediocre performance for 15 years and then had excellent performance for the next 15 years. He worked to determine what were the factors from taking a company that was good, or mediocre and making it an excellent, highly profitable company. And he figured out that there were five factors and he gave each one a name.

One was you had to have the right team. And he has this story about getting the right people on the bus and the wrong people off the bus and you've got to make sure that the right people are on and in the right seats and that the wrong people are off. You always assemble the management team.

And then there's this thing called Hedgehog Principle, which is you figure out what you do best and you focus on that and you don't get distracted

on anything else. And then he tells this story about a flywheel where you've got to get this huge flywheel moving. It's the size of Orlando. You go to work and you work all day to try to push this flywheel to get it to move and finally at the end of the day you've gotten it to move an inch; then you go back tomorrow and you try all day and you get a little bit better at it and you can get two inches.

Then after a week or so, you start getting help and a couple of you are pushing on it and now you're able to get a whole revolution, then with everybody pushing in the right direction it's not long before this flywheel is just spinning, and it's got so much momentum you could just step away and the flywheel would keep on going. It keeps moving and moving and moving. Now what happens if anybody starts pushing in the opposite direction? Well certainly during the start-up nothing's going to happen and even in existing business. So everybody's got to be on the same mission and vision for the company.

So the book is all about getting the right people on the team, focusing on what you're good at and getting everybody to push in the right direction. It's the stories that Jim used that folks embraced. From the whole point of analyzing the companies that were mediocre to the ones that became excellent.

Go back to Tom Peters, it's very similar except he tells stories in the context of companies and so he'll talk about a particular company who faced an issue and had a revelation about what it takes to become an excellent company. And so those stories are the secret sauce, and anybody who's writing chapters for books, anybody who's publishing books, anybody that's creating products, anyone that's speaking, it's those insights that count. You got to take what you know and instead of just teaching it, frame it in the form of the story – because through that, that's what folks will embrace and love.

Nick: Awesome. Well cool. That's really good stuff. Everybody is after the holy grail of business continuity income, but it's a hard thing to build up and even more than that, it's a hard thing to continue to get. So give us some ideas on the continuity-based programs you've seen and for anybody who doesn't know what continuity income is, it's like dues... like the phone company, the cable company or the cell phone company. They're billing you every month. You don't have to say a

word to them. That's what continuity revenue is. Robert, any ideas on some of the great continuity programs you've seen and kind of what makes them stick?

Robert: We're going through a membership today that's for insurance agents and there's quite a few things that happen. In a continuity program, somebody has gotten excited about a book they read or a presentation they heard and they say to themselves, "I want more of that." And so they go and buy a product, or they jump and participate in a coaching program, or get a newsletter, and are charged on an ongoing monthly basis. And so there's this real level of excitement and interest at the very beginning of the program that becomes challenging as they progress. The farther away they are from the day they purchased the less excited they are about the information. One of the things that I've found that helps is to really help the customer through the material in the beginning. So with that new customer, give them a guide that helps them get things done quickly.

Nick: Awesome. Yeah, I think one of the hardest things is trying out new things in my business, not that I don't have excitement in trying new things or even new products or services, but I'm a pretty hard buyer without the perfect offer for me – because I know basically how much of this stuff I'm ever going to get to, right?

Robert: And it doesn't matter if I think Ever Note is the greatest thing and I'm trying to teach Ever Note to all of my clients -- me telling them about Ever Note isn't going to help them to do that. I've got to first convince them that it's the greatest thing, that they can do it and that there is a payoff for trying.

And the payoff for them trying is better than the payoff for them to take a nap or to watch TV or to check out the latest episode of American Idol. That's what we're competing against.

Nick: Yeah absolutely.

Robert: Not the other info marketer.

Nick: That's absolutely true. Alright cool. So running an information marketing business even though you're just selling the information is a challenge. What do you think the difference is between these guys who truly have a great lifestyle and those that are stressed out and just working way too hard?

Robert: One of the things I went to Dan Kennedy for, and he was coaching me back in, ...it was probably in 2004. I had created a continuity program and we were selling it for \$39 a month, and I had worked at, over the course about four months, up to around 280 customers, and my goal was to generate 5,000 customers. So I went to Dan because it took me five months in order to get the investment back on generating a new client.

So by the time I got it back, it cost me about \$160 dollars to get a new customer. They paid \$39 a month and so by the time we did the free trial and then they started actually paying and the net on that, it would take about four or five months for me to get the money back. So in order to put in 100, 200 clients, I needed to come up with about \$45-50,000 in order to keep that marketing machine going so I could invest in enough months of marketing before I got that marketing money back from the customers and build the business.

So I showed Dan these numbers and how the business worked and I was like, "Yeah man, I don't feel like I should have to put this much in. I shouldn't have to put this much into generating this business." And he said, "Well how many clients are you looking to get?" I told him about 5,000. And this plan, about when would you be there? Well the numbers hold up and we'll probably be there about a year and a half, two years. And then at that point what's your plan? I was like, "Oh I'd sell this business." I had ready people who would buy a business with 5,000 paying customers in this particular industry. And he's like, "How much do you think you would sell that for?" I said, "Well I think really 8 to 10 million dollars should be a pretty good price for that." He said, "Don't you think that it's unreasonable to have a hesitation to invest in a business \$40,000 to \$50,000 that you're going to turn around and sell for \$8 or \$10 million three or four years from now?"

What do you think Nick, is it reasonable to expect that you're going to have to work hard at doing it?

Nick: Yeah absolutely.

Robert: And so yeah. This is a real dang business and there is going to be work involved. But yet the payoff is so much better than anything else. Heck, having a monthly continuity program where people pay you a hundred dollars a month and let's say it's 300 people paying you a hundred dollars a

month. But darn it, you don't have to go figuring out where the next meal is. You start the beginning of the month with 300 people paying you a hundred dollars and saying, "Hey, just bill my credit card. No problem."

And if you want to start with that every month, which is great, you got to expect that you're going to have to do some darn work and earn the right to do that from those customers. It's going to be work. But when you're done, it's the best dang thing that you could ever have created.

Nick: I love that. Well cool. You have given enough content here for multiple hours so I think we're going to stop making people's heads explode here now. Obviously people can go in the Information Marketing Association, how do they do that?

Robert: Well at that InfoMarketingStartup.com link that you gave out at the top of the call that book also comes with a two-month free trial membership. So if you want to check out the association you can do so for \$10. So we give you a couple of months to try it out.

Nick: Okay. Killer. And the new book they can find on the website as well, correct?

Robert: Yeah. There's the Info Marketing Startup Guide and there's also a brand new book, *Official Get Rich Guide to Information Marketing -- 2nd Edition* that's also out there at Amazon.com. Here, I took 80 hours worth of content or coaching calls, listened to them, charted out what the common questions were with the best answers and then put that into a book, which is a real startup guide, step-by-step, color-by-numbers template to launching a successful information marketing business.

Nick: Awesome man. Well thanks for tons of your time. And I know everyone's really appreciated it. Anybody if you need help on building an information marketing business then you need to look no further than the IMA and Robert Skrob. Obviously I'm always around for questions. You know where to find me. And now Robert thanks again for joining us, man.

Robert: Alright, looking forward to it.

Nick: Take care.

Robert: Talk to you soon. ★