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**Success Stories – 12 Doers Share Their Secrets. Interview #12: Andy Frain**

**By Martin Avis**

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The final interview in this series is with an English marketer by the name of Andy Frain. Andy is a 40-year old ex-teacher who lives in Shropshire, deep in the heart of rural England.

Although he doesn't seek out the company of his ex teaching colleagues, he says, "Old colleagues I now occasionally meet are envious. I wish I could have a pound for every one of them that says, 'if only I had the guts!'"

Doesn't that sum up this Internet lifestyle? 'If only I had the guts.' Well, the twelve people that we have talked with in this series have all had the guts. And now they are all reaping the rewards.

BizE-zine: What pushed you to give up teaching – and what did you move on to?

AF: I started working life as a Physical Education and History teacher in a very tough Senior School in Birmingham. After injuring my back fairly severely I had the opportunity to do a Masters Degree (in the Philosophy of Education of all things.)

My brief spell in academia was enjoyable, but when I went back to teaching for a year, I decided it wasn't for me. It wasn't the kids. I loved them no matter how tough they were. It was the politics and the eternal

BS. I'm sure I made the right decision because I believe the situation is even worse now.

So I took the best decision I ever made and moved part-time into direct sales. I started selling to individuals in their homes and progressed to Area Manager within three months – earning three times my teaching salary. Within two years, I was Sales Director responsible for Corporate Accounts. I suppose I am one of those people with a natural ability for sales.

BizE-zine: Do you ever miss teaching?

AF: No! I think after you have been in the real world of business for a while, you see teachers as being petty. They do a very important job, but boy do they make it more difficult than it needs to be. In any case, my soon to be ex-wife is a Head teacher – so I have had my fill of teachers!

I do run a junior football team and scout for Birmingham FC's academy in my (spare?) time, which means I still fulfill that desire to help kids

BizE-zine: How did you move from sales to the Internet?

AF: In 1998/9 my business was bought out. After a period of contemplation, a friend made me an invitation and I wound up selling web sites. I knew nothing! Not one end of a PC from the other. (Some say I still don't). But I could sell and it was a 'flops' period in Internet development because of all the hype. 'Flops' are people with their check books out before you get there. A fair percentage of people WANTED a web site because of the hype. It was very easy at first for an accomplished salesman in this environment.

So, I took selling web sites into my own business.

BizE-zine: What happened next?

AF: Web sites became very tough to sell after the dot-bombs hit in 2000. The environment totally changed after the initial rush. Sales resistance ruled. This was further strengthened as business people started to

realize that web sites were not the panacea for business that all the hype promised. Of course, the fact that the average businessperson was being contacted several times a day by wannabe's and professionals alike offering to 'build a site' just made it harder.

My solution to this was to write an ebook/course, which launched in September 2000. It was called 'How to Sell Web Sites Like Wildfire' and directly addressed the sales resistance problem that was cutting web designers income.

BizE-zine: Looking back, do you know of any of the people or businesses who you sold sites to in the heyday, that actually made successful web businesses with them?

AF: Well I am bound by a confidentiality agreement (I sold my web design business), but there are two that I am very proud of. Both of them have offline promotions that drive traffic to their sites. They do VERY well.

BizE-zine: Was your book an immediate success?

AF: The book has an asking price of \$97. In the latter part of 2000, it accounted for 90% of my income. The same was true for the first few months of 2001 as I took on several joint ventures. Eventually, sales started to plateau but by then I was getting offers for other opportunities.

Sales still roll in for the book almost daily. But it's the on and offline spin offs that came from writing the book that account for income today so actual numbers sold are only a small part of the equation.

I now consult for a large web designer on new business sales. Also, I get frequent requests to write copy for sites and offline campaigns on a profit share basis. I also have web site 'projects' where I consult offline businesses on how to get the best out of their web sites.

BizE-zine: So you started making a profit online from

the very start?

AF: That's the beauty of an info product – it is almost instant. Apart from the length of time it takes you to write a comprehensive, quality, 250–page ebook!

But it's the best thing I ever did because of the doors it has opened for me, and the contacts that I have made all over the world.

It took me well over two months to write. But it is a comparatively high priced ebook/course with a great deal of content.

Selling an ebook at \$97 that still brings in regular income nearly 2 years later has proved a good model for me on the topic of my expertise.

BizE–zine: Can you suggest some basic pointers for people who are setting up their own web businesses? What must they do, and what should they avoid?

AF: Concentrate on copy, NOT design. By far the most useful skill you can have is mastering direct, emotional–response copywriting. In other words, being able to get into people's heads and make them WANT your offering. I am getting better at it. Seriously. But it has taken a while.

I have recently compiled emails to cold personalized prospects that have achieved a massive 20% response. And, as Martin knows, a recent offer of mine received an astonishing \*80%\* response rate!

Quality of copy is the key to success. Definitely.

If you can't write, cut a deal with someone who can. You have to be able to MOVE people. Beg, steal, borrow or barter with a good copywriter because without emotionally directing prospects you will sell diddlyquat! (That's colloquial English for not very much.)

If you have the right product or service and want me to look at it drop me a line. If it's exceptional I will

consider a profit share with no up–front fee. You'll never know unless you ask!

BizE–zine: As a writer yourself, which ebooks or courses have you read that have really helped you?

AF: I have spent a lot of money on ebooks over the years. I am a big fan of Marlon Sanders, Gary Halbert, Dan Kennedy, Jay Abraham, Bill Myers and Jim Straw. But the one I really rate is Gordon Alexander. He has a wealth of knowledge. I am in the process of learning to be effective in print as I am in direct sales. Remote Hypnosis, by Gordon, is a masterpiece in my mind. It's ridiculously low cost for the gems it contains. Gordon and Gary Halbert are my favorite copywriters.

BizE–zine: How do you go about getting targeted traffic to your site?

AF: Targeted traffic? Without doubt, joint ventures. When you are dealing with a tight niche market, often the quickest route is to use those already there.

BizE–zine: Lots of people talk about JVs – how do you go about seeking them out?

AF: I take a lot of time to ensure I contact the right people in the first place. Quality research is key. I use Copernic originally and then Alexa which automatically measures traffic to web sites. If they are not ranked in the top 100,000, I don't investigate any further.

Alexa also has an excellent links service that provided prospect after prospect for me on potential jv partners.

I'll then do a whois search to find out the contact details, if they are not on the website. If I still can't find out the details, I'll often phone and ask.

That's for web sites ...

... for e–zines, I'll go through the directories for the biggest readerships in my niche.

THEN it's all down to the copy! If I sound like a worn out record it's because it's true. If you can't get inside your prospects head and get him to raise his hand, all the hours spent researching are worthless!

BizE-zine: What has been your biggest mistake?

AF: Letting my soon to be ex wife be in charge of the finances! I am still recovering from that one.

But other than that, I have made some poor partnership choices. Although I am trying to be much more careful these days, I do have a tendency to be too trusting. A fairly well known marketer still hasn't paid me for the rights to my book after over a year.

BizE-zine: What software do you use and recommend?

AF: These are things I use most:

Ebook creation software: <http://www.ebookcreator.com>. I use this for a multitude of things including:

- + Special reports that can't be copied
- + Cloning web sites for promotional purposes
- + Sales letters that either expire or need access codes
- + And of course, ebooks.

Copernic.com for research (free download). Cant be recommended highly enough

Alexa.com (free download) This ranks web sites according to Alexa usage and is an excellent guide to site traffic to find joint ventures etc.

BizE-zine: How do you see your online business expanding in the short term?

AF: I was waiting for this question! I am working on a project at the moment that involves Local Email Marketing. It's exciting because I have found a way whereby people, even without sales experience, can easily find clients from their local community

And even more importantly, instantly turn as little as one client into an instant four-figure income.

I will show them step by step how to do this as I have.  
It really is very simple to do.

The details are just about to be announced for the first time at <http://www.hype-free-zone.com> but essentially, small business owners have had 'sales' people to the back teeth! They are now approached by a cold call several times a week or even a day.

They have also had to contend with the 'big Internet lie' ... that web sites will earn PROFITS. The figures available indicate that 95% of web sites for offline businesses don't generate enough income to cover their hosting fees! So much for the information-age gold rush.

This has meant that sales resistance has increased many times. Even since the publication of my book. The Internet and web sites are full of BS sales pitches. Every time a businessperson switches on their PC, television or radio they are bombarded!

Small Business owners are subconsciously screaming 'ENOUGH IS ENOUGH!'

And, because of this, they have developed avoidance tactics to break through all the manipulation and learned scripts. They have become a match for even the most professional sales person.

The numbers game for sales just doesn't work any more:

5 years ago, you may have had to knock on 50 doors for

two sales. Now it's 500 or more! And it's getting worse.

But I have developed a system that cuts through all this. It automatically gets business owners to trust you. And once they trust you, I have a system of leverage that will multiply your business quicker than you ever thought possible. I call it the New Reality.

Mix the New Reality with a concept whose time has arrived (Local Email Marketing) and the boom will

follow. Guaranteed!

BizE–zine: What would you say to someone who has just discovered online marketing and is looking to take his or her first steps?

AF: Don't try to rip up trees when starting out!

A lot of people are suckered into writing their own ebook or other big project. My advice is to become an affiliate first of a proven product. We are only scratching the surface of the Internet so don't worry about competition. There are always niches that have not been touched

BizE–zine: How would you suggest they select a good affiliate program?

AF: RESEARCH and ask personal questions!

If you have trouble deciding on a project, email the originator and see whether you get a helpful reply. Ask them whether they can put you in touch with their highest earning affiliates personally. Then talk to those affiliates to ascertain their validity and integrity.

Use this experience as your 'Internet University' before creating you own master plan, and keeping all the profits.

You have three choices if you want to succeed:

1. LEARN how to sell if so visit:  
<http://www.sellmoresites.com>

2. Get an expert so sell FOR YOU. Again, visit  
<http://www.sellmoresites.com>

and decide whether copy of that quality could sell your product or service

3. STRUGGLE!

If you want me to consider selling your product or

service, drop me a line at [andy@sellmoresites.com](mailto:andy@sellmoresites.com)

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## **Finding Andy Warhol Pictures**

**By Dylan McCabe**

Andy Warhol pictures have certainly transformed the art world. Regardless of whether you love him or hate him, it is an undeniable fact that Andy Warhol pictures have created what is significant in our present day culture. Pop art would never have developed and accomplished great deeds but for Andy Warhol pictures. He was a pioneer in many respects.

It is in Andy Warhol pictures that you begin to comprehend the magnitude of the fact that status and fame of artist and the importance of work are a highly popular cult in itself. Here is a great photography site

. It is in these photos that you see the initial trail of bringing

about a blend in the high art and low. Andy Warhol pictures bring out an artistic expression of popular culture in a way that no one earlier could portray. The culture was considered praise worthy, just as the earlier or the future ones were.

My college dorm room had Andy Warhol posters put up everywhere. I was introduced to Andy Warhol pictures through Velvet Underground. The famous Andy Warhol picture depicting a banana adorned their very first album. The Velvet Underground was huge supporters of Andy Warhol pictures. I being a Velvet Underground follower was soon introduced to the creations of Andy Warhol.

Now I am not as fond of Andy Warhol pictures as I was in my younger days, but still don't refute the fact that the man is definitely innovative. You might find it strange to call someone who has spent a whole lot of time imitating others original work a mastermind. Many people realize after looking at Andy Warhol pictures that advertising creations can also be considered art. So going this way, Andy Warhol definitely is worth some value. I certainly am against calling him any bad names. I was certainly immensely impressed when I was first exposed to Andy Warhol pictures during my college days.

Dylan enjoys working on:



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