

*An Interview With...*

# PAULA BRETT

*Full-Time Internet Marketer Reveals Her Secrets...*



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## AN INTERVIEW WITH PAULA BRETT

**Daniel Flower: First of all, thank you for agreeing to do the interview Paula.**

Paula Brett: Well, thanks for asking, very flattering!

**DF: In my opinion, conducting JV's with other marketers is a great way to build a business, however many 'newbies' might be afraid of approaching big name marketers. Is there anything specific you look for before you consider agreeing to do a JV or interview with someone?**

PB:Yes, I agree, it *is* a great way.

I firmly believe that making a good living on the internet is all about building relationships. Relationships with other internet marketers and relationships with your readers and subscribers.

In many ways, though, working online is not that different to working in the offline world. You know, rife with nepotism, masonic handshakes, the 'old-boy network' and 'you scratch my back, I'll scratch yours'. It can be quite hard to 'break-into' some networks of marketers and get them to promote your products or get involved in a project with you.

Marketers are very protective of their reputation and indeed their lists. They've spent time and a great deal of effort branding themselves, growing and nurturing their lists and gaining the trust and respect of their subscribers and other marketers. So you can hardly blame them for being a bit particular about the kind of products that they recommend.

When you're new to marketing online it can be totally daunting. I remember the feeling vividly. You don't know anyone; you feel nervous, stupid and embarrassed about diving in and getting involved.

My advice to all 'newbies' would be to push all those feelings aside for the most part and dive in there, head first.

A great place to start is to find a Forum of other internet marketers. A place where you can visit on a regular basis and get involved in that community. Don't be afraid to ask questions (even if you think they're stupid); thank those that help you; be friendly; show an interest in what others are talking about; help others out where you can (you'll find that gradually you'll be able to do this, although you won't believe it at first).

BUILD RELATIONSHIPS

GET TO KNOW PEOPLE

PUT YOURSELF ABOUT!

This is where your best JVs will come from.

To be honest, I don't do that many JVs really. I suppose that I'm no different to most other marketers in that I tend to stick with who I know and trust. That's not to say that I'm blinkered to anything else that's going on outside my immediate trusted network. I'm always open to new ideas and approaches from marketers that I don't already have an established relationship with.

However, I'm not really on the radar of big marketing gurus – I don't consider myself a 'must-get-her-to-promote-for-me-cos-she's-got-a-massive-list' target. I don't have a massive mailing list.

My lists of subscribers are small but perfectly formed (a bit like me, ha!) They're really nice people who email me regularly and who I have nice chats with. Of course, they buy my recommendations too which is great, I mean, lets not beat about the bush here, I am trying to earn a living, but I don't think my subscribers consider me someone that just promotes any old thing just for the commission.

Most of my subscribers are people that I've helped in some way on forums that I belong to, or that have been helped by my books. I've had people on my lists for years who I've helped and they've gone on to be really talented, successful marketers, which is fantastic and I'm delighted for their success.

The more people you help, the more people will reciprocate and help you when you need it. We all need help with something at some time or another. Remember, don't tread on people on your way up because you might meet them again on your way down!

So, yes, I do try and consider all JV requests I get, time permitting.

My top tips for newbies approaching marketers (not just big name ones) about JVs are:

1. Research the marketer before you send any email to them. Make sure you know what their products are, their niche, check their blog and any biographical information. Be informed and perhaps mention in your email to them how you enjoyed one of their products (if you've used one, but don't lie), or a particular blog post.
2. Make yourself known to them by replying to threads in forums they frequent, post replies on their blog, follow them on Twitter and reply to their Tweets etc. Ask intelligent questions over a period of time but, of course, don't morph into a crazed stalker!
3. When you are ready to ask for the JV or collaboration, send an email explaining that you have an idea/product that you think would benefit them and their readers/niche/subscribers. Of course, make sure that product/idea is pertaining to their niche – there's no point in proposing a JV in the Teach Your Parrot to Talk Dirty niche if the marketer is involved in the Diamond Smuggling for Beginners niche!
4. If you're pitching a product, or service, make sure that it's finished. There's no point in taking up a whole email explaining that this bit will be changed and that bit will look slightly different, etc. You need to present the best impression and a draft product full of errors and half-finished bits will not inspire confidence that you and your product are a good bet to recommend to their precious subscribers.

5. Offer the full product/service for free so it can be tested/read. It's much easier for someone to promote your product to their list if they can have what I call `a good old rummage around'!

I know there are many marketers out there that don't bother to read/test what they promote to their subscribers, as long as the commission is tasty they'll flog it. Many, though, including myself, refuse to promote anything site unseen or untested.

If at the end of my rummage I'm enthusiastic about a product and can really see the benefits then I can make a genuine and honest recommendation to my subscribers.

5. Make sure that you provide as many tools as possible for someone to be able to promote easily. Email copy is always appreciated. I don't actually use pre-written email copy myself when I'm promoting something but it's good to read for ideas and a starting point and many marketers do use it.

6. Why not offer their subscribers a special discount on your product from the normal price? Make them a special discount page e.g. "Special Discount For Friends of Mr. Guru Marketer". Don't be precious about your product. If a marketer has a list of 20,000 subscribers and agrees to promote, wouldn't you rather your product be put under the noses of 20,000 people and sell lots of them for \$27, than you struggling along on your own, trying to get people to buy it for \$47?

My most successful [collaboration](#) to date has in fact been with Dan Thompson. We were both moderators on a forum and found that we got on well, laughed at the same stuff and got frustrated by the same stuff, we were on the same wavelength. So when it came to deciding to start our own hosting company [D9 Hosting](#), we thought we could collaborate well together – Dan had more technical know-how than me, and I could teach Dan how to spell and how to be charming to people ;)

Many people find it hard to believe that Dan and I have NEVER met each other in real life, in fact we live at different ends of the country to each other, and yet we are now running a highly successful business together.

Again, I can only stress...

BUILD RELATIONSHIPS

GET TO KNOW PEOPLE

PUT YOURSELF ABOUT!

**DF: How did you first become interested in internet marketing?**

PB: The simple answer to that is, I was bored!

I also have a very inquisitive mind and enjoy new challenges; I have a thirst for learning new things.

I'd given up my acting career to bring up my sons and was lucky enough to blag my way into a part-time job as a medical secretary in a private hospital. But, like so many of the jobs that I've had during school, college and in between acting jobs, I got bored with the same-old-same-old. Once you know how to do a job, and you've gone as far as you can go, it's time to move on and try something else.

When I left the hospital, 3 or 4 of the doctors there wanted me to carry on working for them, and agreed that I could do this from home. I ended up working for an eminent professor of Gastroenterology and also a Knight of the Realm (Sir Richard) who specialised in endocrinology and had been head of the Royal Medical Household for some years.

I was very lucky that I could work from home, two or three days a week and earn what many would have to work a whole week for.

I soon grew bored again, and started looking for something more. I didn't want to quit my jobs, as I enjoyed them and the money was great, but I needed more stimulation, so I decided to study for a degree in Politics and Social Sciences.

It's funny really because when I was at school, I wasn't exactly a dunce or anything but I wasn't exactly a high-flyer educationally either. Looking back now, I can see I wasn't ready to learn when I was at school. There were much more interesting things going on like parties and clubbing and boyfriends and dancing, singing, acting, travelling....

But now I was ready and the thirst for learning was hitting me hard, I couldn't get enough and it was all going in and staying – not in one ear and out of the other (as my mother always used to say).

So there I was like a sponge, bringing up my little son (and soon a second one arrived); studying for my degree; working part-time for my doctors; doing a few singing gigs on the odd weekend but still I wanted more...

My husband had started working at night – he was offered an excellent job with great money, so decided to go for it. That left me with loads of time on my hands at night once the boys were in bed.

I couldn't stand the prospect of vegging out in front of the TV watching soaps all night every night, so I decided to check out what this internet lark was all about.

A friend had been wittering on about some website called eBay where she was bagging herself some amazing bargains.

I have to say, when she was trying to explain the whole concept to me I was like.... whoooooosh, right over my head..... what the hell was she chuntering on about.

So one night I decided to go up to the spare bedroom and fire up the old `puter (and it was an old thing too) and go onto this interweb net thing.

What a total revelation!

I found eBay and spent hours having 'a good old rummage around'. I decided to buy a few books, much to my husband's consternation, as I have a attic full of them and nearly every available surface in my house is covered in books!

Then I decided that I would be brave – I quite fancied selling something on eBay. What could I sell?

Now I'd always dreamed that when I got rich, I would have a house with a room lined with bookshelves (hence the reason why I'd hoarded every book I'd ever read). But my eagerness to try out selling on eBay got the better of me and I lugged all the boxes down from the attic and started listing a few. They sold. I listed more and more and more, they all sold and then my supply ran out!

So I started advertising for books in the free press, I would buy them for pennies from people who had also hoarded them and then sell them on eBay.

Of course, I wasn't making a fortune, but I was selling loads so it all mounted up into a nice little side income. I knew nothing about [building a mailing list](#) then, but I did know about good customer service and I built up a really nice list of repeat buyers from all over the world, who loved my books and my service.

I then had the problem of trying to keep up with everything. My job, my kids, my studying, my occasional shows.... and of course, constantly listing books and packaging them. The daily trips to the bank to deposit the cheques (I accepted cheques at that time and I needed to wait for them to clear before I posted an item) and the trips to the post office with the daily queuing became more and more of a slog.

I actually ended up being barred from most of my local post offices for holding up queues. The local post offices were great for me as I could just pull up outside in the car and take the sacks in but once I was banned, I had to go to the main post office which was in the middle of the town – this meant I had to park in a multi-storey car park and then drag the sacks through a shopping mall to get to the P.O. Yes, it was all getting totally on top of me. I was working until 2 or 3 in the morning most days, sometimes later, and getting really stressed out.

In the end my body finally said “enough is enough” and I became ill from from exhaustion and a thyroid virus.

My husband couldn't believe why I was doing it, it wasn't as if I was making a mint selling books on eBay... but the thing was, I loved it, I loved the thrill of selling things and seeing the money arrive in my PayPal account and people leaving me feedback saying how pleased they were. I was addicted.

After a few weeks of abstinence, I ventured back to my computer and started to look for other ideas and that's when I came upon eBooks. The first eBook I ever bought was The Silent Sales Machine Hiding on eBay, closely followed by [90-Day Powerseller](#).

How amazing, I could still sell `books' on eBay but I could give the packaging and post office the big E. I could also promote other products from a site called ClickBank

The rest, as they say, is history!

**DF: For me, the first time I ever made money online was an experience I'll never forget. Could you tell me about your own experience of this? What did you do to make your first money online?**

PB: Well, as I already mentioned, it was a book. I remember getting the email notification from eBay that it had sold for £1.50 and that's when the panic set in. Arrgh, what do I do now?

I remember I went rushing to tell my husband and he just looked at me like I was a total nutter. I was like “it sold for £1.50, someone actually bought something from me” and he was like “yeah, £1.50, whatever, yawwwwwwn, come back and tell me when you're a millionaire”!

I was off and running then... listing, listing, listing.

**DF: I think I'm right in saying that you've been a full-time internet marketer for quite a while now. Could you tell us a**

**little about what you were doing before you started online, and also if there was anything specific that happened which made you decide to do this full-time?**

PB: Oh dear! I think I got carried away in a previous question and answered that for the most part.

I've done so many different jobs, like I said, I was always a bit flighty and got bored easily. I've never been sacked from a job, though, and whenever I've left a job there's always been a big knees-up to send me off and a 'you can come back whenever you like'. So I'm pleased that I can say when I did a job I did it well!

My father always instilled the work ethic into me when I was growing up, although I think that he always wanted me to get a proper job. I didn't want to be tied down, though. I remember telling him that I wanted to be an actor and that I wanted to go to Drama School when I left school. I thought he would go ballistic but he was fine about it. He did say, though, that I'd have to get myself a weekend job, as he wasn't prepared to support me financially through college if I was going to 'bum around' (his words). I think he had visions of my jumping on taxi cabs and bursting into song in the street like the Kids From Fame! He wasn't far wrong, actually.

So I got myself a Saturday job in the local Wimpy Burger Bar. I can still remember staggering in there on a Saturday morning, hung-over after a Friday night clubbing and managing to get through the day on a portion of chips and a milkshake!

I did loads of bar work too – I really enjoyed working behind the bar. I used to have my own personal brick on the floor which I would kick around the bar so that I could stand on it to reach the optics. I'm only 4' 11" so even with the 4" stilettos I used to work in, it was still a stretch.

After drama college I worked in the theatre, TV and radio, touring with shows to the Edinburgh Festival and nationally. I loved it, hacking around the country in a knackered up transit van. I thrived on the unpredictability of it all; the odd hours, the social life, the people. I was very lucky too, and was never out of work for more than a couple of weeks or so. All except for one

Christmas where I'd turned down a pantomime and there was no other work around.

So I took a part time job for the Christmas period in a local Tandy electrical shop (it's affiliated with Radio Shack in the States, I think).

There I was selling computers, TVs, co-ax cable, telephone cable, radios, scart plugs and all sorts of other stuff that I knew jack about. But I was quick learner and a good actor so I did well. They sent me off for a week to a hotel in Birmingham to do a sales course. What fun, a week of luxury. And I came home with all these awards for presentations that I'd had to do. I was offered my own shop!!! What a challenge. But when I saw it, my heart fell. It was this pokey little run down old shop - a total tip. It barely made any money and was full of old and broken stock.

I was determined to succeed and took the job. Within 5 months, the shop was gleaming, full of customers and making great money. I then got offered a TV show and asked if I could have a week off for filming. My bosses weren't very happy about it but let me go.

I went back to the shop after filming but things weren't then same. I was bored. I'd done what I'd planned to do with the shop and it was all becoming a bit too hum-drum again. I got a phone call saying I was needed for 2 more days filming on the TV show and my bosses said no, you absolutely can't go this time. So I submitted my resignation. I remember them being totally shocked that I wanted to leave. So they relented and said that if I promised I wouldn't be going off again after this time, I could go. My heart wasn't in it anymore, there was nothing left to do, I left.

When I got my cheque for the TV show I decided to swan off on holiday to Greece. I ended up falling in love with a Greek guy and moving over there for a few years, where I ran a restaurant and started a cabaret club. And please, no Shirley Valentine cracks..... they've been done to death ;)

When the relationship ended I returned to England and carried on with my acting work, and taking on temporary secretarial work for the odd week or two in between jobs.

That's when I ended up in a London hospital working as a P.A. to a professor in Radiology, learned the terminology and went to a private hospital where there was more money. Got married had my sons..... started working from home and eBaying.

I didn't actually make a conscious decision "OK now I'm gonna be a full-time internet marketer", it was kind of thrust upon me.

I actually lost both of my doctors in the space of two weeks – one retired and a week later the other one died

I recognised immediately that I'd been extraordinarily lucky – having two lovely bosses, being allowed the flexibility of working from home with hours that suited me so I could be there for my sons, earning a great salary for working minimal hours....

I knew that I'd never be able to replicate that, well, it would be very unlikely, so I had some decisions to make. I discussed it with my husband and we agreed that we'd take the dip in income and I'd really `go for it' with the internet marketing, step it up and take it to the next level.

I can still see that benevolent look on his face, that look that said "don't worry, love, you have a play around for a year or so, we'll manage. See what you can do, get it out of your system".

The contrast from that facial expression to the expression on his face when I launched operation eBook is delicious!

I was running in to him every 20 minutes or so giving him updates on the sales and he was looking more and more incredulous. In the end, it was like "I don't believe this, lets have a look" as he stalked to my computer and peered at the screen. Think he caught quite a few flies that night. Sweet!

**DF: A lot of people are interested to know what other internet marketers spend their days doing. Could you go through with us what you've done in the past 24 hours? (ps. This doesn't have to be the last 24 hrs..... it could be describing the day of a recent product launch, jv, etc.)**

PB: Hmmmm, well my days are predictably unpredictable really, if that make sense. It depends on what I'm working on. I'm a bit of an all or nothing gal. If I'm working on a project such as a eBook or something, then it's hard to tear me away from the computer until it's done – and that means forgetting to eat or sleep.

The only truly predictable thing about my day is that I have to take the boys to school at 8.30 and collect them at 3.30.

So once I get home from the school run in the morning I logon to MSN first and catch up with Dan about any [D9 Hosting](#) issues. I deal with any hosting support tickets that have come in overnight and then I move onto my own personal emails.

I'm usually interrupted several times by Dan telling me he's hungry or showing me some ridiculous or obscene video on YouTube and we end up bantering. I have to say, though, that our chats nearly always produce ideas for the business, or ideas for new projects, so although a fly on the wall would probably think that we were a couple of wasters, we are actually incredibly productive!

I usually pop into a couple of forums that I am a moderator for to make sure no-one's abusing the space allotted to their forum signature, or posting in the wrong section..... no seriously, I like to catch up with the Members and answer any problems, queries or PMs that I can.

Then I retire to the couch to catch up on my favourite soaps that I've recorded, sometimes I fall asleep... if I've been up till 2 a.m. the night before, then I go to get the boys from school.

My most productive work is done at night, after the children have been fed and watered, bathed and scrubbed and put to bed.

I'll write articles, blog posts, review products, work on a project, organise work to be outsourced, answer D9 support tickets as they come in.... I don't usually log-off until the small hours. I tend to do the graveyard shift, Dan's a bit of a lightweight and can't stay up later than about 10.30!!!

Today, for example, I've been terribly lazy work-wise, well, I have for the past couple of weeks, actually. I've been having computer problems, which has been a total pain but it gave me a boot up the backside to go out and buy myself a laptop. So I've spent the last few days, reloading stuff and transferring stuff etc. etc.

I'm also a bit stressed out at the moment as I'm off on a family holiday in a 3 days time and there's never enough time, is there, to get everything ready..... well, there isn't when you've got a husband and two kids to organise AND a couple of businesses to run.

It all seems very unremarkable really... how boring... I wish I could say that I was always swooping off in my Ferrari to some classy sushi bar after a spa and a few botox injections with my friends, but I'm not!

**DF: If you were locked in a room with just a PC and an internet connection, there was a gun held to your head, and you were told that you'd got just 7 days to make \$1000, otherwise you'd be shot, what would you do?**

PB: Well, it's got to be create my own eBook, short report, or series of articles and then sell them as PLR with a good OTO.

Or I if I was really desperate and the gun person was particularly menacing, causing me to be too nervous to be creative, I could always sell the PLR to one of my existing products, what do they call it.... my online real estate!!

Then I suppose I'd grovel to a few people in my network that I've worked with before and ask them if they could send to their list. I can't imagine that any of them would say "no way, take the bullet", lol! Well, maybe Dan would!

Then I'd email my lovely subscribers, blog, Twitter, forum visit for all I was worth and tell everyone who would listen what I've got for them to buy.

Yep, I reckon I could do it. I'd get by with a little help from my friends, as the Beatles once said.

Failing that I'd wait until the gunman/woman was looking the other way and then I'd try out one of those WWE wrestling moves that my son's keep trying on each other.

I reckon the Swanton Bomb might do the trick, or maybe even a quick 619.... Rey Mysterio and Jeff Hardy would be proud... they might even offer me a job. Hey, I'm about due another career change and I quite fancy meself in a cat-suit and cape... Paula McCool...hmmm!

**DF: Getting traffic to your website is a big thing that most people struggle with. What, methods do you use the most to promote your own products and websites**

PB: Yes, it's hard when you're first starting out. You get your website or blog up and then nothing happens.

I use various different methods to get traffic to my sites. It all goes back to what I said in the first question, though, getting to know people, helping people and putting yourself about.

If you have your website url in your forum signature and you are being helpful and friendly, people will click and visit.

Another good idea is to use people's problems in forums to create blog posts and then answer the problem on the forum and mention that there is a step-by-step guide or a more comprehensive explanation on your blog which they can find in your signature. Hopefully, whilst they're on your blog or website, they'll have a good look around and like what they see, come back, tell their friends and even click on a paid link or two.

You can do the same with articles; write articles that solve problems and submit them to article directories with a good About The Author box that directs the reader to your website.

Don't forget to capture an email address by giving away some good, free information when you do have traffic land on your site.

Follow their subscription up with a good auto-responder series (set of emails) offering great tips and advice. Perhaps only give a hint in your autoresponder emails what your content is and direct subscribers back to your website or blog to check out the full story.

Another good source of traffic are the social networking sites such as Twitter, Digg, MyBlogLog etc., although the traffic is not always highly targeted.

Also check out StumbleUpon, learn how to use it and get involved in the community. This traffic is a lot more targeted.

I haven't had time to do too much about it myself yet, but I understand that Squidoo Lenses and Hub pages are excellent sources of traffic too.

Of course, probably the most effective way to get targeted traffic is to create your own viral products, eBooks and reports. Sell them, give them away, submit them to free eBook directories, make them brandable so other people want to distribute them - just get them out there and circulating with the link back to your website.

I used to use eBay as a means of directing traffic to my websites but haven't done any trading on eBay for a while now as other projects have taken over a bit. But I would still highly recommend it as a good, cheap source of traffic and attracting subscribers to your mailing list.

**DF: If you had to choose one aspect of your business, such as your mailing list, blog, or JV's, which do you believe is your most important asset?**

PB: Blimey thats a really hard question as all of those things are so entwined. I guess the most obvious thing to say would be my mailing list as they are the people that have voluntarily opted in to hear more from me and they're a really nice bunch of people.

But then again, how would I grow my mailing list if I didn't have a blog or a website for people to find the subscription box? And

how would I circulate my products to a wider audience if I didn't get involved with other marketers? It's a bit like the chicken and egg thing.

If that dratted gunman appeared again, though, and told me I'd have to choose, I think, on reflection, I'd say my blog. I'm really getting into blogging lately, and I'm quite attached to it. The number of people subscribing via RSS or email alerts is growing every day which is really exciting.

If you imagine, with people subscribed to your blog via RSS your words are delivered to them by email or via a feedreader, there are none of the problems with spam filters or mail not getting through etc. that you get with a mailing list. You don't have to login to your Aweber account (or whatever other AR script you use) and start inputting and queuing.

To be honest I've never really been comfortable sending offer after offer like clockwork to my mailing list. I tend to let them know if I've put some interesting info on my blog and I only promote something if I've had the obligatory rummage and I think it would benefit them. I might not recommend anything to them for a few weeks and then two or three good things might come along in a short space of time.

Yes, from where I'm standing, the future is really bright for marketing and RSS feeds and I want to explore it more, so watch this space.

**DF: You've created many products and websites. Do you have a personal favourite, and which would you most recommend to a new aspiring internet marketer?**

PB: Tch! I'm really not good at choosing and making decisions, lol!

All my stuff is special to me as I've learned new lessons with each one which has stood me in good stead for the following project.

I'm very fond of [Operation eBook](#) as it's probably the product that elicits the most amount of emails from readers telling me how

much it has helped them. It was also very gratifying to me to have such IM luminaries as Tony Shepherd, Kevin Riley, Lee McIntyre and John Thornhill write pieces especially for the book – I still can't get over what a coup that was!

I'm probably proudest of [D9 Hosting](#), though. A project that came out of a few jokey chats on MSN between Dan and I. Neither of us ever imagined that just over a year later it would have become so successful and we'd be hosting over a thousand domains.

And again, it's gratifying to know that the real big boys like John Thornhill are advising their subscribers to come to us. They know they can trust us and they know that we are totally going to look after their subscribers.

So I would definitely recommend D9 hosting to a new aspiring internet marketer. We are probably one of the few hosting companies that specialise in catering for internet marketers. We KNOW internet marketing, and are better able to understand what our Clients are trying to do and meet their needs. We're also especially sympathetic to our Clients who come to us with little or no knowledge of hosting and websites.

**DF: You're well known for approaching internet marketing in a friendly, common-sense manner. Is this something you believe is a key aspect of your success?**

PB: Well, yes, I suppose so. Internet marketing isn't really rocket science, it is pretty common sense really. I know when you first start it all seems very mysterious and that there's some special formula that you need to discover that will suddenly turn you into a millionaire, but it just isn't like that.

Of course there are the technical aspects of creating an online career that you need to overcome and believe me, I've tried my hand at everything. So in that respect then it's not down to common sense but knowledge.

I didn't want to throw money at this thing in the beginning because I had no idea where it was going, so I spent hours teaching myself HTML, how to create an eBook cover or a banner

in Photoshop, how to install a website, how to create a MySQL database, install scripts and goodness knows what else.

I would be ashamed to show you some of the horrendous sites and graphics I created but it was all a learning process and although I would consider it a waste of time now, as I would outsource all the things that I wasn't particularly good at, I am really quite pleased that I went through that learning curve.

I think it's because I can remember vividly what it was like when I was struggling with all this new stuff and how thick I felt at asking what I felt were obvious questions, that I can still identify with newcomers to IM. I seem to have a knack of explaining things in a way that's easy to understand, so I'm told.

Many experienced marketers, software developers, programmers, etc, in my experience, tend to make a lot of assumptions about the skill or expertise a newbie will have. Their instructions can take a lot of for granted and can be very frustrating and confusing.

The other thing is, I really believe that if you're giving step-by-step instructions to someone, you should explain why something is being done. I mean, what's the point of following a load of instructions to set something up, or follow a method if you don't know why you're doing each particular step.

I think I'm naturally quite an hospitable person too. What I mean by that is, I like to make people feel at ease. It's not something I do consciously but I was made aware of this habit when I was at drama school.

I remember one particular class where we had to prepare 10 minutes of a stand up comedy routine and perform it in front of the whole class. Now for some of the students this was a terrifying ordeal, they weren't comfortable with comedy and preferred straight heavy stuff, they didn't have any comedy timing or any particular feel of aptitude for comedy.

So we began the class and one by one each student would stand up and perform. There would be me, sitting forward in my chair, laughing encouragingly, smiling and generally (and subconsciously) willing them to feel comfortable. I am sure you

have witnessed someone get up on a stage or in a public gathering and be squirming and looking totally embarrassed – it actually makes the spectator squirm and feel embarrassed too, doesn't it?

The astute director actually saw what I was doing and sent me out of the room, I wasn't able to watch the rest of them as he said I was putting them at their ease and he actually wanted them to feel uncomfortable !!

So the point of this analogy is that when I see newbies posting on a forum really tentatively, and apologetically, or when I get an email or a PM asking for help, I remember how I felt and I want to make it as easy as possible for them to understand something.

There are so many forums out there that I've visited whose members are really cocky or sarcastic to the point of rudeness if someone asks an elementary question – it can totally crush someone and put them off ever doing anything and I really find this distasteful.

Like I said earlier, if you tread all over people on your way to the top of the ladder then you can hardly complain when people kick you in the teeth if times get hard. And frankly, apart from anything else, what does it cost you to be polite and helpful to people? What goes around comes around!

Blimey, I'm almost cringing here at how cliché-ified I'm sounding, lol! Still, what's a cliché or two between friends!

**DF: What do you believe is the single biggest reason why you've become successful?**

PB: I would definitely say perseverance. The fact that through sheer bloody-mindedness I was determined not to give up and to actually make money from this IM thing! I don't like giving up, though Lord knows there have been times when I could quite easily have called it a day and locked away my mouse for good!

I wouldn't blame anyone for saying "well, I gave it a go but it's not for me, I'm quitting", I really wouldn't. In fact people who do

that are the norm rather than the exception. It might seem like there are millions of marketers out there all raking it in hand over fist, but in actuality there are probably far fewer than you imagine.

I believe that if you're totally dedicated to putting in the time and the effort, and you're determined to succeed, you will, no matter what is thrown at you.

I've heard all the excuses, and used some of them myself.

I can't do this because I have two children and it's really not conducive.....

I have a full-time job and I don't get enough time to concentrate on stuff...

The fact is, if you really want it, you'll find a way. There is no internationally recognised time-limit to making a good living on line, only the time limits you set for yourself.

There is still so much I want to do, so many ideas I have, but I know that my family are more important to me than anything, so I have to plan around them and their needs. Anyone who comes into IM and saddles himself with unrealistic expectations and goals will only become demotivated and ultimately disappointed .

If you set realistic goals, work steadily and single-mindedly towards these goals, then you really will get there in the end, it might take a little longer but you will make it.

The killer is moving on to the next project, or the next big thing before you've finished the first project. If you keep flitting around and never really committing fully to one single thing, then you're on your way to defeat, I think.

**DF: What are you going to be doing over the next 7 days?**

PB: Well, it's Saturday night and I'm just finishing this interview off for you as I'm going away on holiday for 10 days on Monday

morning! Woo hoo! So hopefully I will be cruising around Orlando and getting myself all Disneyed out.

However, and you may think this is totally sad, I am taking my laptop with me, so I can check in with things from time to time. And that's not me trying to be all guru-ish saying "hey dudes, look at me sitting around the pool in Florida on my laptop, checking my stats and watching my residual income clicking into my PayPal and Clickbank accounts and sipping my chavvy cocktail with cherry and umbrella".

I didn't actually own a laptop until last week, when my `puter decided it was going to give up the ghost, twice in two days.

So, I will be totally relaxing for 10 days, taking my first holiday for two years and hopefully some nice people will buy some of my products and set up hosting accounts whilst I'm away.

And, you never know, husband-permitting, I might be able to slip in a blog post or two to say "Hi from sunny Florida"

**DF: And where do you hope to take your business over the next 12 months?**

PB: Onwards and upwards, she says, cryptically.

No, I really want to start streamlining things. I've got a lot of old sites and stuff going on that I really need to reassess and probably kick to the curb. They're taking up too much time, energy and effort for too little return.

I desperately need to look at outsourcing a lot more of my stuff to free me up for more productive things. I have a bit of a problem with delegation, it's hard to let go of certain things – I'm ashamed to say I can be a bit of a control freak. So I need to take the plunge and start getting some more disciplined systems in place that I feel comfortable with.

I already mentioned that I'm getting a big kick out of blogging, I'm really drawn to it, so hopefully I'll be developing my blog, revamping it, posting some regular, top quality content..... yeah,

blogging really inspires me and I've got loads of great ideas scribbled in my pad so I can't wait to get going on that.

I'm also hoping to see D9 Hosting grow and strengthen, together with the launch of another couple of projects that Dan and I dreamed up during our silly MSN chats. One of them is almost ready to launch and I'm really excited about it. It's not in the IM niche but it's something that could take off in a big way, so fingers crossed.

### **DF: What about 10 years time?**

PB: 10 years time! Gawd, I might not even be alive then!

Well, I hope to have earned enough money to start traveling again and visit all the places that I never got round to when I was young, free and single.

Perhaps D9 will be so successful that some mega-hosting company will come along and offer us a ridiculous amount of money to take the company off our hands and I'll be able to go off to la-la land and get a boob job and a bit of lipo!

Seriously, though, who knows. I know that I'm probably supposed to come up with some master plan here and tell you how organised I am and how I've got the rest of my life planned out to the nth degree.... I can't do that, though. I know that if I was that disciplined I would get bored and probably throw the towel in.

I think that's the reason why I am still here, working as an internet marketer after so long. Remember, I have a history of getting bored easily and moving on. But I can honestly say, I've never been bored earning a living online. I love the unpredictability of it. Every day is different. There are always new, exciting ideas emerging - fads, trends, crazes; there is always something new to learn; new people to meet and collaborate with. IM is constantly evolving and I intend to evolve with it, whatever direction it takes me.

So it looks like you're stuck with me and I bet I'll be a real cranky old bag in ten years time!

**DF: Finally, is there anything else which springs to mind that you think people who read this might benefit from?**

*Six essential qualities are the key to success: sincerity, personal integrity, humility, courtesy, wisdom, charity.*

**William Menninger**

*It is literally true that you can succeed best and quickest by helping others to succeed.*

**Napoleon Hill**

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*Many thanks to [Paula Brett](#) for doing the interview.*

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