



Episode 1,130: How to Work Smart, Not Hard: Pitfalls to Avoid, and Strategies to Follow, for the Aspiring Entrepreneur

Guest: Michael Cheney

WOODS: I am so interested to talk to you. I love following your Facebook page. I don't know what to tell you. I like to see the funny things you say. I like to see the success that people are having who are doing your stuff, and I always click "Like." Every time somebody earns a big commission through you, I always click "Like," because how could you not like that? You'd have to be a terrible person not to like that.

So I do want to make sure everybody gets who you are. In a way, you're like Ben Settle in that people either love you or they hate you. That's how they feel about me. Nobody's lukewarm about Tom Woods. It's either love or hate. You have a distinct style in your marketing and in your emails, and that style includes a lot of winning. You're very successful in what you do in producing your own products and supporting other people's products, so I want people to get that you are a big, big name. You're one of the big sellers on one of the biggest platforms in this whole area of Internet marketing, so first of all, it's great to talk to you.

You got started – we talked about this the last time you were on. You got started, let's say, it was not always sunshine and lollipops. It did take a lot of work, but now you're in a position where you can enjoy a lifestyle that most people can only dream of. And I want to start off actually by talking about your cycling. You're a basically champion cyclist, which requires a lot of practice every day, which means you can't be working all the time. In fact, I had a problem. I couldn't get one of my bike tires properly inflated, so I made you a video and sent it to you across the pond, and you made me a video with your kids in it coming back to me as to what I should do [laughing]. But anyway, let's start with that. Last year, you were like 35th in the world in your class?

CHENEY: Yeah, that's right. Yes, it's become, yeah, a major passion for me, cycling. I've been doing it for a number of years and started competing seriously really just for the first year last year. It may be two years ago; I'm kind of losing track now. But yeah, I was fortunate enough I qualified for the world championships last year and went over to those. It was my first kind of real, major event, and it's people from all over the world, as you can imagine. They have qualifiers in all different continents, and the fastest people that qualify get to the world championships, and then you compete there to be the best in the world. And yeah, I was delighted to get 35, ranked 35 currently in the world in my age category. And I'm now gunning this year to break into the top 20. That's my goal for this season.

WOODS: So I've been following you on Facebook, and I know that it's been cold over there – and you're in Scotland?

CHENEY: That's right, yeah. Northeast Scotland, it's been grim. Yeah, it's been the coldest, longest winter ever. Yeah, it's been pretty crazy. But I've been getting out — basically I'm going through what I call HTFU, which stands for "harden the — well, you can guess what the F is — "harden the frick up," let's just say, or "harden the frick university." So it basically means what this involves is me going out on my bike for an average of about two hours every day, six days a week, whatever the weather, from mid-October all the way through till the end of March. So yeah, being able to do that then puts me in a great position of kind of strength and fitness to then take on the season and hopefully get some good results and some more silverware this year.

WOODS: I've seen photos of you with your bike covered in snow, and then when it just became impassable and you couldn't possibly ride, you started hiking just to make sure you were out there doing something physical. And you and I, we were chatting through the Voxer app, do you remember that?

CHENEY: That's right.

WOODS: And so you sent me a photo of you just out there standing — and I said, "What? You're crazy, man. What's up with you?" But it's part of your whole — well, if I say "shtick," it'll sound artificial, but it's not. On your Facebook thing, you're always drawing comparisons between your commitment and dedication to the cycling and your commitment and dedication to your business.

CHENEY: Yeah, I mean, the two things go hand in hand to me. There's a group of people in business and in Internet marketing especially that have this mindset that if you're a hustler and you're always working, you're always in front of the computer, and you're always doing 12 hours a day, that somehow that's a good thing. And to my mind, it's not. You can't be good at one thing or bad at one thing and good at everything else. There's a common denominator in your life, and how you do one thing is how you do everything. So you can't say, "Yeah, I'm really going to crush it online and crush it in business," but your personal life is a mess or the state of your house is a mess or you're really unhealthy or whatever.

It doesn't work like that. To me, these feed off each other. The commitment and the discipline and the mental strength that the cycling gives me feeds back into the business and vice versa. They're basically the same thing. I'm not a workaholic; I'm not a fitness-aholic; I'm basically a balance-aholic. I've got my family, which is first and foremost; I've got my fitness and the cycling; I've got my business. And I'm balancing all of these things and trying to excel and be the best that I can in all areas, rather than trying to sacrifice any of them thinking that that's what you need to do. You don't have to sacrifice things — you shouldn't have to sacrifice things, anyway, to be good in one area in your life. That's my theory, and that's what I'm trying to live by.

And yeah, that's kind of what I'm trying to teach people on Facebook, as well, with the cycling stuff and saying: look, I might be one of the bestsellers on the Internet and get all these awards and literally make millions of dollars a year, but half the time I'm out on my bike or I'm with my kids. It's not about working every hour that God sends; it's about working smarter, leveraging, and all that kind of stuff, which we may get into later.

WOODS: Well, I'll tell you, my listeners are probably tired of hearing about it, but I used to be the person you just described who thought that every moment that I had should be devoted

to productivity, defined in terms of work. So if I'm standing in line for ten minutes, I've got to be working on some project in that ten minutes. Now, of course, I still want to read the news at least while I'm waiting in line, but I would begrudge myself just simple pleasures because I had to be working, constantly working. And my life was completely out of balance. My office was a mess. Everything's a mess. Priorities were all out of whack. But I was producing a lot. My output was amazing, and I thought that was good enough. And I'm just tired of living that way, and I'm definitely getting into the kind of groove that you're in in terms of balance, because that is what you ought to be striving for.

And I can get why the first few years you work at something, maybe you go overboard and you're really dedicated to it. But that can't be the goal. That's the transition that you're — that's what you need to do maybe to get to the goal, but you can't forget the goal, which is to have a happy life, which has to be defined in terms other than just work.

CHENEY: Yeah, exactly. And I've gone through the same thing. I think a lot of us have gone through that through necessity, as you say, to begin with to try and get the momentum going. To try and get the rocket ship of your entrepreneurial dream off the ground, you've got to put a lot of energy in to break free of gravity, but then somehow quite a lot of us get trapped on that and we're kind of dragged along for the ride. And before we know it, we're just struggling for air and struggling for oxygen, because this thing's just taken off and it's beyond our control.

So what I see regularly with the marketers online, a lot of the Internet entrepreneurs especially is they cannot escape. They can't escape their business. They don't really have a business; they've really just got a job that's worse than the job that they had before, because they're working longer hours, they don't take time off, and when they do or if they do take time off, they don't get paid. Their money stops. And that's not a business; that's just a job.

So I see that a lot talking to people, even some of the big names. You'd be surprised to know that they kind of feel trapped on this hamster wheel of appearing like it's successful from the outside looking in, and as you said before, the productivity is there and maybe even to a certain extent the money may be there. But the balance and the time freedom to actually go off and do what they want in their life, which I'm guessing is why they started this in the first place, is just not present at all. And it's not through choice; it's through the animal, the beast that they've created. It's through the type of business that they've created that demands so much on their time, they cannot escape and they can't actually get the time that they should get as an entrepreneur, which is, as you and I know and many people know, far more valuable than the money.

WOODS: And in fact, I think sometimes even when folks like this do manage to get away, they don't really get away because they're frantically checking their emails the whole time they're on vacation. And in fact, that was the thing that made me sit up and take notice, that maybe I hadn't fully completed my own journey, because I couldn't totally unplug even for a couple of days if I went out of town for the weekend. I couldn't totally unplug. I had to check in, because maybe there's something that needs my attention. So I finally decided: look, I need to train people who can substitute for my attention. If I need to go out of town somewhere, I know that my email's being managed, I know that — I even have somebody who maintains my email. Now, not the address that you have. You have the private bat phone to me.

CHENEY: I was going to say: who've I been talking to the whole time?

WOODS: [laughing] It sure sounds like Woods. But there is the bat phone to me, but the email address that most people find for me when they search is now monitored by an assistant who knows 98% of the time what to do in certain situations so that I don't have to worry and I can actually legitimately take the time off. Whereas I've talked to some of the very people maybe you have mind who say, "Oh my gosh, how do you do that? I couldn't possibly" — I say, "Yeah, I haven't checked my email account in like a month." They say, "What? I couldn't go ten hours without checking it." But it's because I've made it a business that runs according to my desires, and those include a desire for inner peace and not the frenetic rat race all the time. Because you can have a rat race even when you're working for yourself. As you said, you can keep yourself on that wheel, but then you have to liberate yourself from that wheel.

All right, now I'm going to talk about something that is totally personal and it's outrageous that I would even ask you this, but given that I do follow you on Facebook and you're not exactly shy about talking about it, I feel emancipated to ask of you. And that is: give people a sense of how much money you make. I'm sorry; I've never asked anybody that question, but part of the proof you need to give people when you teach them things is that I do this too and it brings results. And so one of the ways you do that in this field — like, if it were fitness, one thing you could say is: I win a lot of races. Well, if it's Internet marketing, it has to be: I make a lot of sales. It has to be that.

CHENEY: Yeah. Yeah, it's a weird thing in a couple of ways. One, because it kind of — as you say, a lot of people don't talk about, particularly in Britain. Like, you know pretty much or will know shortly the kind of money that I'm earning, but a lot of my friends don't know how much money I'm earning. It's not something that people openly talk about. But in the business that we're in, which is making money online, as you say, you have to show that what you're doing works and that the methods that you're teaching people do work. So yeah, in this industry we talk about money a lot, not to brag or to show off, but just to say: look, this is effective. This is what we are doing in our business, and these are the results that we're getting.

So yeah, I mean, in terms of money, I track it on a daily basis. I've got a spreadsheet in terms of money coming in from various sources, the various different funnels and pipelines of income that we have. And yeah, I mean, I can give you the numbers. In January 2018, we brought in \$141,000 in January 2018. In February, we brought in \$144,000. This month, obviously at time of recording, just shy of \$100,000. So probably on track to probably do about the same, \$130-140,000 a month. We've got costs coming out of that, but they're fairly minor. I would say that probably about 10% of the very most. So yeah, profit-wise, we're kind of clearing \$130-120,000 a month right now. So yeah, it's pretty good income.

I don't like to spend too long thinking about it, because it's kind of bizarre to me. It's almost weird that it's gotten to this level, and I don't really focus on that. I'm not doing this for the money. To me it's more — it's the same as cycling. I've got a coach for cycling, and he always tells me the same thing. Say the race is coming up, and I say to him, "John, what should I do? In this race, should I focus on this competitor or should I — I'm trying to win this. They've got this trophy. I'm trying to get on the podium. How can I get on the podium?" And he's like, "Michael, calm down. Calm down. Don't focus on the outcome. Focus on the process." Don't focus on the outcome; focus on the process.

And that's what I'm doing in my business. As I said before, these two things now in my life are firing off each other, and I'm taking lessons I'm learning in cycling and applying them to

business and vice versa. So the money that I look at coming in every day, I'm like, wow, that's awesome, and obviously I'm very grateful for it and I spend some of it, I save a bunch of it, use some of it for family, obviously put some to good causes and everything else. But I'm not obsessing over that. What I am obsessing over is the process of the business that I've created and continue to develop that's enabled that, has made that possible. So trying to improve that process, trying to grow it, trying to make it even more streamlined, even more hands-free so that I can go from just working four or five hours a day, five days a week, which is what I work at the moment, to even less.

So that's the income that it's generating at the moment, but as I say, for me, as great as that is and I am very grateful for every dollar that comes in, it's kind of a weird thing. I think when you get to a certain level of income and when you've manage to generate so much money, it actually surreally — that's the first time you actually start being able to ask the questions that are really important in life. Like up until that point, you're like: Oh my God, how can I pay the mortgage? How can I put food on the table? How can I pay the bills? How can I get this car? How can I get this house? How can I buy this cool stuff? Once you've done all that, then like your mind kind of becomes freed up and you're like, actually, none of that actually matters. What really matters is: how can I leave a legacy? How can I make a difference? How can I add value? How can I change people's lives? But you can't really think in the altruistic way unless you're Gandhi until you've freed yourself from the financial constraints that this world puts upon us to put food on the table and pay the mortgage and everything else.

So it's kind of a surreal situation. I'm spending less time thinking about money right now and making more than I ever have before. It's just one of those bizarre things.

WOODS: Yeah, yeah, yeah, but I understand the logic of it, for sure. Now, the thing is with me, I did start off with a bit of an audience, because I wrote some bestselling books. But I didn't just write the books. I then took advantage of YouTube to spread the word more about my books and to do a lot of public speaking, so it wasn't like I wrote the books and then automatically an audience developed. I had to cultivate that audience. And only after years of that did it occur to me to create a product other than a book, namely, a digital product, an online product, which was courses for which the books are just a springboard. And so if you like my books, maybe you like my courses. So this is outside of the Internet marketing area, although I use my Internet marketing knowledge to market these sorts of courses and products.

But some people may say, "All right, Woods, so you've had some success because, well, you wrote a *New York Times* bestselling book or a couple of them, and not all of us have done that." So the question becomes: if I, Mr. X, want to do what you do or Cheney does and you can work from your laptop and work on the beach or work four hours a day or whatever, it's easy for you to say. But the trouble is I don't have this built-in advantage that you have.

CHENEY: Mm hmm.

WOODS: So how do you — because you didn't start off with a big advantage, but right now you have a huge mailing list, you have name recognition, you have JVs who would slit the throats of their second cousin just to be able to promote your stuff. So what do you say to somebody who says I haven't got any of that?

CHENEY: You don't need it. You don't need it, at least at first. Obviously it's great to have and you're going to get better results when you get to that point, but you don't need it. I mean, think about this. When I started out doing this back in the year 2000, there weren't really any so-called gurus. I mean, there were probably two or three named Internet marketers that exist, and the title "Internet marketer" didn't really exist back then. They were just these guys online that were making big money. And I was like, oh, they're cool, I wonder how they did that. It was literally like two or three people.

So now, there's a lot of people out there that are being successful with this and training and giving information and teaching people how to do it. So the shortcut is to leverage other people's results. So people are always saying, for example, "How am I going to get people on my list? If I'm going to try to build a mailing list, why would they come onto my list, or why would they visit my website?" Well, if you don't have your own results and you don't have your own track record, then you can use somebody else's. Simple. You basically learn something, you invest in a program from somebody, you learn something, and many of these programs have what's called an affiliate program, where if you promote that program to other people, you will get paid money, normally 50% of the money.

So what you can do is you can buy a program. You can learn it. You can study it. And you can say, okay, I know this stuff now. Here's what I know. This is cool. I didn't know this, didn't know how to do X, Y, Z. Now I know how to do it. This guy taught me. Look at his results. He did this, this, and this with using this method. Come over here and I'll show you how it works.

So you're not sharing your results. It's not like you've made hundreds of thousands of dollars or millions of dollars or whatever. You're just leveraging somebody else's success and getting paid to refer them business. Because you're basically saying: look, this guy has the credibility. You're basically making the introductions. You're like the middle man to the people that don't know that that information is out there and exists, because there's tons of people, thousands and thousands of people every day that go online and they're looking for information, how to do certain things on the Internet, how to set up a blog or how to create YouTube videos, all these different things. And you can find training and programs that show people how to do this, and you can refer them into those programs. So that's one way. You don't even need to learn that stuff; you can just be the conduit to introduce them to these products because they don't know how to find them or they don't have the time or willingness to put the legwork to find them, so you can give them that shortcut and get paid the money to do that. SO that's one way.

But the other way is you can become what I call is express expert. Now, most people when they're trying to learn the ins and outs of Internet marketing, they dot around all the different things you need to learn. They'll spend some time learning this area, this area, this area. And what ends up happening is they know a little bit about a lot of things, but they don't know a lot about one particular thing. So they're not an expert. They're kind of just not even a jack of all trades; they're just kind of a newbie of all trades. They've got a very thing knowledge of a lot of different things. And that's just human nature. That's what people want to do. They want to learn a little bit about everything. Maybe they get bored or frustrated and they move on to the next thing.

But you can become an express expert just by focusing on one area. So if you just say: okay, I'm going to pick this one area of Internet marketing — let's just say it's, I don't know, YouTube — and you just say, okay, for the next couple of weeks I'm just going to take an hour a day or

30 minutes a day and I'm just going to learn YouTube. I'm going to learn how to market on YouTube. I'm going to search on Google for articles. I'm going to go onto YouTube and look at videos that teach you how to market on YouTube. Maybe I'll buy a couple programs that teach you how to do this. Just 30 minutes a day for a couple of weeks.

Now, at the end of those couple of weeks, if you do that consistently, you do that to the exclusion of anything else just for 30 minutes a day, at the end of those two weeks, you're going to know more about YouTube than I do. You're going to know more about YouTube than pretty much most people on the planet know, because most people are dotting around all these different areas. So because you then know more than most people know, there's a value associated to that, and people will be willing to pay you money to learn the things that you've learned in that time in an accelerated format. Does that make sense, yeah?

WOODS: Yeah, especially in this area, especially in Internet marketing. I think that's probably the easiest area to create something in, because you have a gigantic audience and nobody knows where to begin, and it's true that there will be 5% of the world who knows more than you do, so that means you only have 95% of the world to market your product to. So it makes sense. You pick an area. You can become knowledgeable about that area to the point where, yeah, you would know more than I do about YouTube and I have 40,000 YouTube subscribers and I've been doing YouTube for many years, but if you were reading about how to rank a video highly on YouTube, you would know way more than I do about that just with the two weeks of effort. So that then becomes the basis for people maybe wanting to listen to you, wanting to join your list and so on and so forth.

Now, at the same time, I will say that even though I created a product of my own, it was a hard slog definitely, but also in the Internet marketing area, I haven't really created any products. And I even asked you this. On Voxer I said: you know, it seems like all the cool people have their own products and I just promote other people's products as an affiliate. But it just seems like so much work, and I'm just not sure the results would justify that. And you basically came back with – you said: I'm a big believer in just doing more of what works, and what's working for you right now is being an affiliate, so maybe given the 27 things you'd have to master to create your own thing, maybe you just keep doing what you're doing. And I took that as pretty good advice. You've noticed there have been no product launches by Tom Woods, so you know I have listened to Cheney.

CHENEY: Yeah. I mean, that is the easiest way for people to get started, is to be an affiliate, is to take products that already exist, connect them with a market that already exists, and just get paid the reward to do it. You're not having to create anything. You're not having to become that expert. You don't have to put all the research in. You don't have to go in and lock yourself in a laboratory, the product factory and slave away for months on end and creating this thing. You just find a market that wants something but doesn't know where it is or how to find it, get the product, find the product that already exists, introduce the two, and just get paid all the money. And that's affiliate marketing in essence, and it's a great way for people to get started. And as you've seen yourself, you don't need to move beyond that. You can generate huge, huge amounts of income just by doing that.

WOODS: Well, I've also been successful basically by observing what other people do and seeing if any of it is something that I could plausibly replicate, and my favorite example of this is a guy named Pat Flynn, who has the *Smart Passive Income* podcast. And he's one of these people who does an income report every month of his income and outgo.

CHENEY: Oh, yeah.

WOODS: And his income every month is showing tens of thousands of dollars a month just from promoting web hosting services, particularly Bluehost, which I like. And I thought, what the heck? Tens of thousands of dollars a month? What is with that? And I thought, look, I don't need tens of thousands a month, but that's an interesting thing to do. So I thought, if I were to do that, if I were to get in on that particular affiliate program, what would I do to sweeten the deal so that people would want to get hosting through me? Why would they want to seek out my link?

So I thought, what can I do to help them, and what's the pain point when you start a website from scratch? The main thing is: no one's going to visit that website. That's the problem. Well, I have a podcast with a lot of listeners. If you get your hosting through my link, I'll mention your site on my show to my whole audience. I'll give you a backlink on my website, which is very highly ranked in Google. Or I'll give you some free tutorials, or I even created a Facebook group, private group for people who use my link. Whenever they have a technical issue or they want to help each other or get help, they have a private group for that. These are amazing bonuses.

And so I got that basically from not quite copying somebody. I got the original idea from him, but the bonuses were entirely my idea. But that's really what this is all about. Maybe you get a little bit of information from somebody, and then you make it your own.

CHENEY: Yeah. Yeah, definitely. And that happens all the time. Everybody's doing that. You've got to have your eyes open to what is working and, as you say, model it. We're not talking about copying, outright copying, not copying wording or copying bonuses. It's just, okay, how have they done that? Like, how does that actually work? Let's break this down. Why is that successful? Okay, it's successful because they've hit on the pain point, so they've spoken about the frustration that people face when they're buying that product. Then they've delivered. They've kind of plugged the holes of that product. So as you've said, with hosting, the kind of hole in that is: yeah, I could create a website, sure, but nobody's ever going to visit it or it's going to be hard to set it up. And yeah, you've done the classic things with bonuses. You've plugged the holes, and you've said, yeah, that is true, but when you buy through my link, I'll plug that gap for you because I'll help you get traffic and I'll help you set the website up, give you resources, or whatever.

So yeah, it's a big thing, particularly in Internet marketing, is looking at what's working out there, and as you said, just going back to what I said earlier: leveraging. Leveraging other people's expertise and experience, people that have already hacked their way through this jungle and come out the other side, rather than saying actually, no, I'm going to do it my own way here and I'm going to go through this thorny bush over here and I'm actually going to end up in a pitfall. Well, no, just look at the path that's already been cleared, the path of least resistance, and just follow in the footsteps of proven success.

WOODS: You also talk about "less is more," and without putting my editorial comment on that, can you elaborate on what less is more means?

CHENEY: Well, it's kind of — yeah, it's related to what you said earlier as well about when you were asking me should I do a product launch. Really trying to do as little as you can and get a maximum output, so it's about maximum output for the least amount of effort. It goes back to

what we said earlier about people on this kind of hamster wheel as entrepreneurs, thinking they've got to everything, they've got to be the bottle washer, they've got to be the chief cook. They've got to have like eight arms and do all these different things. I'm a big believer in just finding something that works and just doing the bajings out of it, just getting so good at that one thing that you don't need all the other stuff. You don't need all the extra stuff.

Like you see all these gadgets coming out and bits of software, little chat bots that have a little chat on your screen or little attention-grabber or put a Post-It note on your website or add a little video character to your website or add a video sales letter, all these different things. And yeah, individually these are all great tools, but if you go down that rabbit hole of saying let me have a look at that, let me try and do that, let me try and master that, you'll master none of them.

Somebody was asking me the other day, they said, "How do I market on Instagram?" I said, "I have no freaking idea." I don't have an Instagram account. I don't use Instagram. I don't use LinkedIn. I rarely use Twitter. As an Internet marketer making a million-plus dollars a year, people are like, "What? How can you not use Twitter? How can you not use Instagram?" I'm focused. I don't want to be doing extra stuff. I don't want to over-burden myself and have to learn stuff and try and become an expert in more things. As soon as you find something that works and you get that traction where you start getting some momentum, that's it. You are in the zone with that. Just stick with that.

And paralleling back with the cycling, when I first started with my coach I think back three years ago now, before I'd even competed in a single race, he said, "Why are you doing this?" And I said, "I want a time trial. I want to do those races where you're on your own, it's you versus the clock, you've got that special time trial bike, and it's basically you and the clock and you're in your own head and you're going as fast as you can." And I'd never done that. I'd never done any type of race. And he was like, "Are you sure? You should probably try out and do a little bit of mountain bike racing, maybe do some cross-country races, maybe do some road races." And I was like, "No, that is what I'm going to do and that is what I'm going to specialize in." So all my time is geared towards that one discipline. I'm not trying to become kind of satisfactory in all of these other different disciplines. I want to become excellent in this one area.

So that's really what less is more is about, and it applies not just to the cycling but also to business and Internet marketing, especially, because there are so many things flying around Internet marketing all the time that people kind of get bombarded and overwhelmed thinking: do I have to do all this stuff? Do I need a blog? Do I need YouTube? Do I need Facebook? Do I need LinkedIn? Do I need Twitter? Do I need Instagram? No. You can make excellent money, millions of dollars without all of those things. As long as you've got something that works, you don't need all the bells and whistles, so yeah, it's really just about focusing in on one kind of path, if you like, and just kind of sticking to that and not getting distracted from it.

WOODS: What you just said is exactly what the American copywriter Bob Bly tells his list all the time, because they're worried about: would I be able to maintain in my business a Facebook page and a Twitter account and Instagram and Pinterest and whatever? And he says: look, I don't even know what half these things even are and I earn a zillion dollars a year. It doesn't matter to me. He says the key thing is, if there are couple of things you enjoy doing,

do those couple of things, but don't feel like you have to have a presence all over the place on the Internet, because you absolutely don't.

And then secondly, on this less-is-more thing, one neat thing about Internet marketing that I have not seen in any other niche is that I can buy the rights to something. I can buy the rights to sell, let's say, a course and keep all the profits for myself, because I've already paid the product creator for the right to do that. So just to give an example, I bought a course, a really, really top-quality course, probably 115 short videos on all the sorts of things you'd want to know when getting started online. Just everything from the basics of setting up your website all the way through to joining different affiliate programs and learning cPanel and all these sorts of things. And you could find this stuff online, true, if you want to make yourself insane chasing videos around Google all day long. But I've got it all there for your systematically, and it's great. It's a course created by Paul Counts. I know you know him.

CHENEY: Yeah.

WOODS: And it cost me \$97 to buy the rights to be able to resell that course and keep all the profits. I've turned that around into 35 grand from that \$97 investment. Could you imagine? I don't think I would have survived making 115 videos. There would have been bodies all over the floor. It would have just been a disaster. So less is more. I just thought I don't want to do that, but I do want to be able to provide this information to people who rely on my advice, so I'll buy Paul's course. They're all going to love it, which they all have. I've heard nothing but good things about it. And that saved me a huge amount of effort, because if somebody else has done it and it's at least as good as anything I could have made, well, if you can't beat 'em, join 'em.

CHENEY: Yeah, exactly. And as I say, when I first started out, none of this stuff really existed because there were just so few people out there doing this in this industry and teaching methods that they certainly weren't prepared, even if they were aware of the idea of giving rights away and a license away to resell their material. So there weren't any shortcuts like that around when I started out, so my only option was to go off and learn it all myself and create my own programs, which is why now I've got all these nine different product funnels with then multiple products inside each one, is because I've created these things from scratch to deliver into the marketplace that fulfill the needs of the Internet marketing crowd.

But yeah, I mean, the shortcut, if it was available to me back then, I would have taken it. I would have bitten your arm off to do that, because you don't have to go and create it all, do the research, and then create the videos and everything else, so you just become a conduit, a kind of deliverer of information that's already been created by somebody else. It's the perfect solution.

WOODS: Well, of course, if you're interested in what Michael does and how he does it and exactly what this means, that you take what's already there and you just use it for yourself, which is exactly what I've done, as I've said, with that course — I don't want to create 115 videos. So I spent \$97 and I kept my sanity. And I don't want to create a whole string of products, so I promote Michael's. I mean, things like that, it makes my life a lot easier, more peaceful. I'm with my family a heck of a lot more than if I were up here slaving away, cursing like a sailor, making videos, and I forgot to turn the sound on, and it's just my mouth moving and nothing's coming out or whatever.

Well, anyway, we are going to do a live training session together on April 18th of this year, 2018. That's a Wednesday, at 3 PM Eastern. Sign up for it at TomWoods.com/Michael. Now, Michael has a gift for you if you show up and follow along. First of all, it's going to be a lot of fun. How could Michael not be fun? You're going to enjoy that. Stay through the end. Michael has a gift. But I have a gift too, and my gift is I've made a video, a lengthy one, where I take you behind the scenes of my own online businesses and I show you exactly what I'm doing and how I'm doing it. I show you the tools I use. I show you the strategies I use. I show you how I drive traffic, all the technical ins and outs. I use this to do this; I use that to do that. If that doesn't sound valuable to you, I don't know. I give up. I throw in the towel. But that is a valuable bonus. And all you have to do to get — Now, I'm not selling that. You can't buy it from me. You can't get it from me in any way other than by attending on April 18th at 3 PM Eastern, sticking through the whole presentation, and then we'll send that off to you. So that's the bonus of all bonuses, and so TomWoods.com/Michael is the sign-up page. Are we forgetting anything?

CHENEY: Can I get that as well, please?

WOODS: Yeah, sure, I'd be glad to send that to you, because that's what you need, is more advice [laughing].

CHENEY: I don't know everything you're doing. You might laugh at that, but I'm serious. I've seen your results and the amount of income you're bringing in with affiliate marketing. I'm like, I want to see this.

WOODS: Okay, you got it.

CHENEY: Obviously I will be attending the training myself, as you know [laughing].

WOODS: [laughing] That's right; that's right. So as long as you stay through all the way to the end, Michael, we'll make sure and —

CHENEY: Yeah, I think I probably will do, otherwise it might —

WOODS: Don't forget that. If it just cuts out, that wouldn't really work. All right, anyway, look, it's fun talking to you. And the thing is with you, I don't have to say: listen, I know I've got to rush you off the phone because I know you have a million things to do. Maybe you're going to go cycling. Maybe you're going to hang out with the kids. And that's exactly what I love about this conversation. And in particular, these days, if somebody gets on the phone with me and says, "Listen, Tom, I know you're busy, but..." I almost take that — I know they don't mean it as an insult, but I almost take that as an insult, like I don't know how to manage my life properly that I must be uniquely busy and frenetic. But I'm really not, and so I gently correct them and I say, "Actually, I'm not really that busy, but I appreciate that you're considerate about my time." But I'm really not that busy, and that's a deliberate choice on my part.

Well, anyway, on that beautiful note, I remind people TomWoods.com/Michael is the place to sign up because you're going to get a really great bonus. You're going to have a very interesting presentation, and you don't want to miss that. April 18th, but register immediately. Get over there and register immediately at TomWoods.com/Michael. All right,

Michael, get back to riding your bike or doing whatever it is you do, and thanks so much for your time.

CHENEY: Will do. I'll see you on the call.