



Episode 604: A Skill Every Entrepreneur Needs, But Most Get Wrong

Guest: Ben Settle

WOODS: I learned about you I guess a few months ago when a mutual friend of ours, Bob Bly, sent out an email saying, you know, I really like this Ben Settle as an email copywriter, and I thought if Bob Bly recommends him, I'm going to look into this guy. So I signed up for your emails, and I'm getting them every single day, and it wasn't long before you wore me down and I said, all right, Ben, I'm going to surrender; I'm going to subscribe to *Email Players*. And I tell you, I look forward to this thing every month. It's almost the only print thing I even get, so it is a nice treat. But what I love about what you're doing is that — and you come right out and say this on your podcast — that pretty much whatever you're told to do as rules of email marketing, you do and encourage the exact opposite, and I love that, and that's what I want to talk about today. But first, how does somebody get into copywriting? It's not a career that is held out to you when you're in high school.

SETTLE: Yeah, you know, it's weird, because I didn't know much about copywriting when I was introduced to it, other than I thought big ad agencies do it, and I had no interest in that. But I was an MLM at the time. It was the late '90s. I was an MLM; I sucked at it; I was like the worst MLM, because I'm like this introverted guy; I hate talking to people. I like one-on-one, like us is fine, but I just don't like talking to strangers, and I just have better things to do, I guess, and I don't like it — which is perfect for MLM, of course (laughing). I'm supposed to like hand tapes out to people and all that. So I got into a lot of debt. I was just not making any money at it. There were a lot of other personal challenges I had going on, and one of which, I was living in an office — I couldn't even afford like a real apartment or anything.

And one night, after like four or five months of this, I was handing out like these cassette tapes — so I'm kind of giving my age here, back when you had cassette tapes. And I was handing out these recruiting cassette tapes door-to-door to businesses and getting laughed at and patting me on the shoulder, like, ah, this poor guy, what is this guy — you know, good luck, they had no intention of buying anything. I was pretty dejected, and, eh, it kind of sucked. But one night I was just sitting there, it was like 3 AM in the morning, and I'm laying on the ground in this office, because I didn't have a bed there or anything, there's no shower or anything. In fact, I used to — I think the landlord didn't really want me living there, and his office was right next to mine, and my office had the bathroom, and he'd come in around 6 AM using my bathroom. So I had to get up around 4 or 5 every morning, go down the street to the gym, play

basketball for an hour or two and shower there and come back like I'm just coming in for the day. Gives you an idea of the mindset I was in back then.

But one day I was just laying there at like 3 AM, and I couldn't sleep, and I just realized this MLM thing isn't for me. I literally prayed to God, like, you obviously didn't put me on this Earth to be an MLM distributor or whatever. So whatever. I go into the next room; I open this book that I'd had for a couple years, I enjoyed reading; it was called *The Seven Lost Secrets of Success* by Joe Vitale, who's a copywriter, and it's about this old school advertising guy named Bruce Barton, who was like pro-business — you'd love him, libertarian, you'd love this guy, reading about Bruce Barton. He was so pro-business and pro-free market; I just love reading his stuff.

And anyway, there's a story in there from 1919, he was like a household name back then. Nobody knows who he is now, but back then he was a household name. And this guy came to him for advice, this sales manager who was out of work, and he's like, you know, I need help, Bruce; how would I find a job? And this guy apparently had a talent or he was known for writing sales letters specifically, and so Bruce Barton takes him by the shoulder and shows him out the window, all the buildings out in the city, and he's like, look, you're supposed to be good at writing sales letters. Why don't you write a letter to these companies on hiring you?

And there's something about that story that just clicked. I was like, holy crap, I can actually make money just writing. I don't have to talk to a whole bunch of people; I don't have to make sales calls. I can write a letter in the privacy of my own mind and make money, and that's how I got into copywriting. I don't think that's how everybody gets into it, but however people get into it, they all have a story that, like, it just changed them, because it opens — there's sort of like a freedom in that that you don't get with a lot of other professions. So that's how I got started.

WOODS: So when you got started, were you actually doing copywriting that was on physical paper that was mailed through the traditional mail, or were you already doing email from the start?

SETTLE: Well, I didn't get really into the email until several years later, but at the time I said, okay, I'm going to apply what I'm learning about copywriting to my MLM stuff. Like, I might as well; I'm doing this MLM thing. And lo and behold, I'm sitting there writing like these little two-page letters; I'm getting these leads, and I was never able to get leads before, because in the MLM world — probably where I get this attitude, by the way, of like, do the opposite of everybody, because the MLM world, at least at that time, at least at the company I was in — I don't want to like indict the whole industry; I think some good things come out of it. But it's all very much you've got to be duplicable. Everything you do has to be duplicatable, you know? And just, don't think; put this VHS tape in the prospect's VCR, push play, and shut up, you know? And that just never worked for me, because I couldn't even get people to want to hear the stupid tape. But when I actually started writing these little letters, I'd get people calling me back. Now, I didn't stay in MLM very long after that. I realized I'd rather sell

other things. But so I guess I technically started out with direct mail, but I very quickly went into the online side of things and playing with online sales letters.

WOODS: Do you ever — now, I get your *Email Players* newsletter, and before we get into the details, do you ever worry that you're just going to run out of fresh ideas, that every single month you've got to come up with something fresh that people are willing to pay \$97 a month for? Do you have worry about that?

SETTLE: No, never, and I'll tell you why: because I eat, breathe, crap this stuff. I mean, I'm obsessed with it. Like, this is what I just love doing. Every email that I send out to my list — like, you're on my list, probably on my podcast list too. Every time I send an email out, I'm actually experimenting on you guys. Like, I'm trying something new a lot of times. I'm playing around with ideas and subject line templates and these sorts of things. And then in the newsletter, I just show what I'm doing, not just in that business, but in other ventures I'm in, like in the golf market and the dating market and some of these other markets. I'm just constantly playing around with it and experimenting, and if anything, I've probably got like a 30-page document of ideas right now. It's just a matter of what do I talk about this month.

WOODS: You know, I started playing around a little bit with email a little bit more after reading some of your stuff, and I know that open rates are not the key thing that you emphasize, because the key thing is sales. You want to sell something to people. It's really sweet if people open your email about what a Valentine's Day you had, but the key thing is sales. And I did an email where I just used — I don't recommend doing this a lot, but I just used the subject line, "Wish me luck..." and it got one of the highest open rates I've ever gotten, because people just needed to know what the heck did I need luck for. They just had to open it and read it. Now, what I want to know is you email people on your list every single day, and that is one of the ways that you're doing the opposite of what people recommend. How do you get away with that? Isn't that indeed a bad idea according to the experts?

SETTLE: Well, you know, I call them experts, and I spell it "ex-spurts" —

WOODS: (laughing)

SETTLE: And I'll tell you, I mean, people — you have to understand, most people — online, at least, and I would say probably just in America in general, and I bet you see this every day just in what you do for a living and the type of people that you're trying to reach, like change their minds on things — is most people are playing to not lose instead of playing to win. And it's a huge mindset shift, because more people are worried about, ooh, am I going to get accused of spam, are people going to get mad at me, and all this. And I really don't care what people think, because here's the thing, I know what works. I know what's been working. Now, people, for example, will say why don't you ask your list how often to mail them. And that's like asking a deer how to hunt it instead of asking the hunter. The deer's not going to give you the right answer. They're not going to tell you how to kill it (laughing). But the hunter knows, and the

hunter's not going to go by what the deer said. Now, I'm not saying you're killing your prospects. I mean, this analogy breaks down after a while.

But my point is, the more I mail, the more money I make, the less spam complaints I get, the more successful I get, the more known my name gets. In fact, I mail two times a day a lot of times, sometimes even three times a day, especially towards the end of the month when I'm starting to really push the deadline for each new issue. Like today I'm going to, because I have another one going up. Now, does this work against me? No, because as long as you're interesting, as long as you're doing things the right way, you're not an imposition on people. They want to hear from you. And not only that, if you have a solution to a problem someone has — whatever you sell, it doesn't matter what it is, if you have the solution to a problem or you can grant them whatever fantasy they want, whatever it is, it's like your — the way I look at it is it is our moral and ethical duty to let them know it at least exists every day.

And there's other reasons too. Like for example, a lot of people want to be known as an expert — and I mean a real expert, like e-x-p-e-r-t (laughing). But there's experts, but then there's leaders. People will listen to experts, but they follow leaders. They buy from leaders. In fact, they often buy from leaders site unseen. We see it all the time. And emailing every day where you're in that inbox every day with something useful to say, something interesting that's relevant to why ever they signed up to their list, you become the leader. I mean, like when you and I started talking, you were like, Ben, I can't believe I'm talking to you, and I'm like, you're the celebrity, right? But it's because I'm in your inbox every day. I mean, I'm showing you how this email stuff works, and you look up to that knowledge, and you're using that knowledge, and you're profiting from it. If I didn't mail you every day, you may never have joined my product, and who knows? So I see it as my ethical duty to do so.

WOODS: What I loved that I learned about from you is about how many people, myself included, seem to go out of their way not to sell anything, because the conventional wisdom is, you know, maybe you try to sell something every tenth email or so, and the rest you use to build a relationship or give away free information or be a sweet guy and whatever. And your view is slash and burn all that. You've got something to sell, sell it.

SETTLE: Yeah, I mean, I do it in a way that I don't want to waste someone's time, so I don't just like lob blatant pitches —

WOODS: Right, right.

SETTLE: I do it in a way that's kind of fun and entertaining or at least relevant to their life in some way. It may have nothing — like, I'll start an email that has nothing to do with email. In today's email, I don't know if you saw it or not, where I was talking about Obama voters.

WOODS: Yeah, I did see that.

SETTLE: And I'm like, you know, payback's a bitch. All these people that were worried about Trump and all this — I don't care who people are voting for; I'm pretty apolitical, actually — but I think it's funny that people are all, I'm frightened of Trump, I'm scared, and yet, these are the same — now they know how everyone else felt about Obama when he got in there. So to me it was a relevant thing; there was a debate recently and all that, and then I led into like a story about I'm reading Trump's book, *The Art of the Deal*, right now, that was relevant to business, and then, you know, lead them into what's going to be the next *Email Players* issue.

But it wasn't like I'm just lobbing pitches just for the sake of it. I'm trying to be worth — I want it to be worth their time to read it, even if they hate me. In fact, I want half my audience to be like pounding the table — and today, believe me, some of the responses I got — you know, pounding the table, angry at me, because I want an emotion out of people. I want them hot or cold; I do not want them lukewarm. So by doing email the way I teach and being controversial, not for the sake of it but just because you have something to say, you have a point of view, you have an opinion, and I let it be known, regardless of whether people agree or not. Sometimes I like to joke with people and just get them really angry about like, hey — I actually heard this from this blogger; you'd probably like him, Fox Day, and he says I don't expect you to agree with me; I don't even expect you to understand (laughing).

WOODS: (laughing)

SETTLE: Like that's kind of the attitude I have with some of these emails. It's like, if you're with me, great; if you're not, go ahead and unsubscribe. There's probably someone better for you that you should be listening to. So I don't worry about all this stuff too much.

WOODS: Well, I love your emails. I look forward to them because, first of all, sometimes there are a lot of interesting case studies in there, there are funny stories you tell. You have experiences that I think, geez, I wish I had experiences like this. But I'm sure the experiences I'm having I could be turning into emails. But the point is, you start off with something that's really, really captivating, and before you know it, you're drawing a sales lesson from it.

SETTLE: Yeah.

WOODS: And from that, it's, why don't you get *Email Players*.

SETTLE: Yeah, and so, just for anyone listening to this, maybe they're not selling business-to-business in any capacity. Maybe they're selling something more conventional. Maybe they're selling the weight loss or diet or fitness or coaching for something. You know, whatever it is, they could be selling physical products. I help people who sell physical products. Like, I have an *Email Players* subscriber who rents equipment to people in his local town, he uses email. So whatever it is that they're doing, it doesn't have to be just like what we're talking about; it's all of the same. It's all the same.

In fact, just yesterday I was on this webinar for real estate agents. I was teaching them how to use email. And I said right now you could just use current events, and you would never run out of ideas. You could stick Trump's name in a subject line and it's going to get opened, because people love him or hate him. So you can say whatever you want in the email itself, but use these current events. I mean, my God. In your case, Tom, I bet you're having a blast with email right now during the election cycle, because there's nothing you can say that's not going to get interest.

WOODS: Yeah, it's true; it's true. Of course, this day and age people are bombarded with political news, so I've got to have a particularly good slant on it, which of course is what I'm always working to do. Now, I want to ask you two questions that I don't know if the listeners are interested in, but doggone it, I'm interested in it, and I got you on here, and I want to ask you. The first one is related to something you told me in an email, because I asked you before I subscribed to *Email Players*, I wrote and said, are the strategies that you're teaching in *Email Players*, can they be used by affiliate marketers, and you said absolutley. You said affiliate marketers in general have absolutley no idea how to use email. So now I want to ask you to elaborate on that. What mistakes are they making?

SETTLE: Well, I'll tell you the big mistake they make is using the canned emails of whoever's product their selling.

WOODS: Oh, yeah.

SETTLE: And I'll give you an example of this; this is my analogy for that, because I get people get intimidated by email, you know, if they've never done it before and all that, but these canned ones, I'm not saying they can't work, but you understand that same email's being seen by probably other lists too, so you're not really standing out. And affiliate marketing especially, you don't have to be that good of an emailer, because it's kind of like — there's this analogy I kind of ripped off from someone else, but I apply it to Big Foot. Imagine you're walking — Tom, imagine you and I are walking in the woods right now, and a big, bloodthirsty Big Foot comes out of the woods and starts chasing us. I don't have to be faster than the Big Foot; I just have to be faster than you. So it's like as long as I can outrun you, I'm fine. And it's the same with email. You don't have to be the best email writer in the world; you just have to be better than the canned stuff that's out there, which is not hard to do. So that's a big mistake.

Not mailing daily, not having the relationship with their list. Like, people should be mailing daily, selling something every day, whether it be a harder push or a softer push either way, but just staying in their lives every day so that when you do have a promotion to do, you can go after it hard, and people are used to hearing from you every day. Another bad thing people do is you only hear from them when they have something to sell.

WOODS: Right.

SETTLE: It's like a booty call, you know what I mean?

WOODS: Yeah.

SETTLE: It's like no girl wants to be treated like a booty call, and your customer doesn't want to be treated like a booty call. I'm not saying you can't have fun and all that, but just mail every day. Just treat it like talk radio. This is one of the best analogies I've ever heard of email; I heard it from this guy Matt Fury originally. And he's like, you know, I just treat my emails like it's talk radio. Every talk radio show, they have a segment, and then they go to commercial. Now, talk radio was probably the most direct response-friendly medium out there. Like billions of dollars are sold on there, and there's a reason for it. It is such a direct response-friendly medium. Now, just apply it to email. Your email's basically a talk radio segment, and then you're going to ask them to buy something like a commercial. And you just make it very simple like that, and you'd be amazed at how well that works.

WOODS: The other question has to do with hard versus soft teaching. Now, you are very much against the practice of just giving a ton of stuff away for free all the time, partly because it makes your list just think of you as a sucker who does nothing but give away free stuff all day, and then when you do try to sell to them, they're offended; they're delicate flowers all of a sudden —

SETTLE: Yes.

WOODS: — because now you're going to sell something to them. But so you're saying that you should soft teach. You identify a problem, and you indicate that you've got the solution, and now here, buy this thing. Now, you've never said that hard teaching can't work, hard teaching where you actually give the whole solution to the problem away for free, but the huge counter example to that, I mean, so huge, is this guy Pat Flynn. He makes a six figure monthly income, and all the guy does is give away stuff and give away stuff and teach and teach and teach and free, free, free, free, and he's doing six figures a month.

SETTLE: Yeah, I mean, I'm not saying it can't — Expedia.com, I mean, the way I understand it, that's their whole business model. They give everything they can for free, and like only 5% of their database is actually buyers. I'm not saying it doesn't work, but it's not selling. And I don't know Pat Flynn, I don't even know what he's selling or anything, but I can tell you this, if he was selling the way I teach, I bet he would double his sales, because I've done it both ways.

And it's not a matter of, oh, I'm just this greedy guy who wants to sell, sell, sell. Understand something: nobody values free. So you can give away free stuff all you want, and they're not going to value it the way they would value something they paid for. If they value it, they're more likely to implement it, whatever it is you're selling, and if they implement it, they're more likely to change their own life and they're also more likely to spread the word about you. It's almost like selling has become this bad thing that people are scared to do. I'm celebrating it. Like, if I have something to sell,

I'm going to do it in an ethical way and in a way that psychologically people like to be sold. And that's a big part of what I teach, as you've seen, and it's like I'm selling in a way that people enjoy buying. It's not like something they hate doing. I don't like my customers looking at what I sell as an expense. It's an investment. So it's like investing in anything, and you're going to get what you put into it.

And I spend a lot of time actually weaning people off my list who think the other way. You know, there are people that are addicted to the dopamine drip of just buying new products and getting free information and getting free stuff. They never will change; they're literally addicts to their own brain chemistry, and I actually have had people explain, people much smarter than me explain this to me, and it's a very real phenomenon. And I actually don't want them on my list at all, so I actually try to turn them away, and in some cases, I will turn them to my way of thinking, and they'll say, Ben, I was the worst of all these, but man, you got me thinking differently and now I'm implementing this stuff and my life's much better. And that's just how I go about it. For me it's just about quality over quantity. And if you're a good salesperson, you're going to get the quality people. If you're just giving stuff away for free, you might get good or bad people, but the headaches of dealing with a business like that is not for me.

WOODS: I want to ask you about email segmentation. I know there are some people who segment their email lists really, really super precisely, but let's say we're just dealing with a really basic form of segmentation: buyers and non-buyers. How does it help me to have email segmented like that, because wouldn't I want to send the same email to everybody? Wouldn't I want — even people who haven't bought from me, maybe they'll buy in the future. Why would I want to send a different email to one group than the other?

SETTLE: Well, segmenting's a very powerful thing. The whole billion — however billion dollars, (laughing) I think it's almost a trillion-dollar direct mail industry is basically built on segmentation. It's very powerful, because you're targeting people on what they really want. Now, the answer to your question, and I hate to sound like a politician, but it really just depends, because, for example, when I sell *Email Players*, which is a newsletter, I don't even segment the buyers off that list. You guys are still on there, because it makes sense, because now I'm demonstrating what you're learning in the newsletter every month, and hopefully you're picking that up just on the daily emails. I'm also giving you hints of what's coming next month so that maybe you'll stick around another month or be more anxious to read what's coming next month.

I think in most cases, unlike other businesses I'm involved in, I segment people off that leads list as soon as they buy, because they don't need to get the same pitch for the same product. But in most cases I'll segment them off into another list, and then from there you can even — with technology you can get them really segmented into their interests and everything. And you just want to keep targeting the things they've proven that they're interested in.

Now, here's the danger of that, though. There is a danger, is that a lot of times people rely on surveys and asking people what they want, and again, that's like asking the deer how to hunt it. You've got to ask the hunter. Now, the hunter observes the forest. He observes the deer. He doesn't go by what the deer says he wants; he goes by what the deer actually buys. So you've got to — I know some people think I'm talking down to — I'm not; this is the analogy I use. I don't think my customers are deer or anything like that. But it's the same thing. Even when I'm in the market to buy something, don't ask me what I want; observe what I'm already buying. If I bought a product about email marketing, you can bet that I'm probably going to be a good customer for another email-related product offer. That's how it works. On the other hand, if you try to sell me something about how to make money on eBay, I probably wouldn't care less. But if I bought something about how to make money on eBay, then another eBay-related product is the perfect thing to try to sell me, because that's what I'm buying right now. So segmentation's very powerful.

WOODS: It just seems like a pain in the neck to learn it all.

SETTLE: It is, and I keep things very — you've been around long enough to know that I am the first to admit I am the least complicated guy in the world, because I'm the same way. So here's the easiest way — like, anybody listening to this, let's say you're just not sure how to get started, or maybe you're already started, but you're frustrated. I'm going to try to simplify this to the easiest thing. About eight years ago there was this thing called the System Seminar put on by Ken McCarthy. Now, Ken McCarthy's like the founding father of Internet marketing as we know it. I mean, he's been around doing this longer than practically anybody. And he was on stage at his own seminar with this guy named Lloyd Irvin who sells like millions of dollars in sales to like martial arts schools and stuff, what he does. And they were talking to new people, like this session is just for new people. And there's video, and there's social media, and there's Facebook, and there's podcasts; there are all these different ways you can sell. But they're like, the vast majority of money is generated on the Internet through just a squeeze opt-in page where you get someone's email address, a sales letter, and relentless follow up email. Just boil it down to those three things, and you will be fine. Once you get a sale, put them on a buyer's list and sell them something else. It's literally no more complicated than that.

WOODS: All right, let's wrap up with this question. I bet there are people who think — well, me, for example. For a long time I would hear people say the money is in the list, the money is in the list, and I would think — which is why I liked your saying on your podcast about the fortune is in the audience, because I have a really loyal Facebook following, and every time I've run a Facebook ad campaign promoting one of my products, it's done really well. Whereas email, eh, you know, so I just quit bothering; I just didn't bother. What about people who say email shmemail, it's just one of many possible ways. Is there something uniquely valuable about building up an email list in particular, as opposed to a social media following or whatever else?

SETTLE: Yeah, I mean, I can only speak for myself and students and everyone I've talked to about this, and at the end of the day, most of the money is being made on

email still, and any survey you — not survey, but study you see on this, social media is a good way to get people on your list and to be amongst people and they get to know you and all that. There's nothing wrong with that; I still use social media. But I wouldn't rely on it. And I tell you what, once you start getting people on an email list and you start talking to them every day where there's less — I mean, there's other emails in their inbox, but if you do it right you're really the only one they're listening to.

Now, contrast that to Facebook. You're competing with everybody and everything out there and all the noise, and I'm not saying not to use Facebook. If that's what's successful for you, do it. But man, email to me, it is the number one way of making money online still, and it is for the vast majority of companies out there. And that's not to say you can't use other things, but that email is kind of like the backbone.

And I want to go back on something you said there. I really do believe the fortune's in the audience. There are a lot of people who weren't on my email list. They bought from me because they heard me on my podcast, or maybe they did see something on Facebook, or I answered a question on one of my Facebook groups. I mean, you can get sales from all these things, and the bigger your audience, the more people you're reaching. And not everybody wants to be on email. So that's fine. I mean, I'll get them on email eventually if they're interested in what I have to sell, but sometimes you've got to go where the deer like to congregate, right? You've got to study the forest and where they're at, and you know, you can eventually bring them into your fold however you want, but I still think email is the backbone of ecommerce online. I think it will be for a very long time.

WOODS: I want you to tell people about, I guess I know three websites at least that you've got. *The Ben Settle Show*, believe it or not, that's the only podcast I listen to. I'm a podcaster; I do podcasting every single weekday. The only podcast I listen to — I tried listening to *Serial*, and I thought, eh, it's fine, it's sort of overrated. And there are a couple of other entrepreneurship podcasts where I just hate the host. I can't listen to him. I hate his voice, I hate his mannerisms, I can't listen. But I love *The Ben Settle Show*, so tell people — I know about BenSettle.com, BenSettleShow.com, and EmailPlayer.com. Am I missing anything?

SETTLE: Yeah, and *Email Players*, it's pretty much irrelevant unless you're already on my list, because I'd rather you not buy unless you've been on my list first.

WOODS: Yeah, okay.

SETTLE: In fact, one of my strategies is the whole purpose of my website is to build an email list. I want them to download the free issue of *Email Players* that you get. It's a \$97 newsletter. It's the first issue; it's in PDF — it's a print newsletter, as you know, but the opt-in I give away is PDF. And you can test what I'm saying out for yourself. People have made tens of thousands of dollars just by implementing what's in that issue, and once someone has tried it and seen how it works, then I'm like, hey, if you

want more, go to *Email Players*. It doesn't really have much context for people if they haven't been introduced to it.

WOODS: Right, okay.

SETTLE: But yeah, those are fine, all three of those sites, absolutley. And thank you, by the way, for that nice comment about my podcast. I didn't know that, and coming from a guy like you, that's like a huge thing for me to hear, so thank you.

WOODS: Oh thanks, I'm glad; I'm glad. Well, you know, I mentioned you — I guess I forgot to mention this in the introduction to the episode, but I mentioned you just three, four episodes ago on the show, because you said something funny that I liked about earning money on the Internet's about as hard as falling off a log. I think it was just a throw away line you might not even remember saying (laughing), but I really liked it, because I feel like I'm trying to tell people who listen to this show how true that is, and I think half of them feel like I'm scamming them, because it can't be so easy. And you know, I know it's not strictly easy in the sense of everything comes naturally to you, but when I compare — I mean, imagine being a copywriter in the old days when you would have had to work for some firm, and they'd have to send out a print mailing, which cost them a fortune that they'd have to earn back. And these days, you can have your own store without a storefront; you can have your own podcast without a major recording studio. It's unbelievable what's available to you.

SETTLE: We're very spoiled. There's no question about it. And you're absolutley right about all that. It's so much — and again, it can just be boiled down to opt-in page, sales letter, relentless email follow-up. If all you did was that, you will make money online, as long as you have an offer that people want. It's that simple.

WOODS: I'm going to have all your links up at TomWoods.com/604, but everybody should at the very least check out BenSettle.com, and if you're running out of *Tom Woods Show* episodes, then you have my permission to go listen to *The Ben Settle Show*, which you can subscribe to in all the usual outlets. Ben, thanks for your time today.

SETTLE: Ah, thank you, and this has been fun. I appreciate it.