
MarketStorm



**EXCLUSIVE
INTERVIEWS**

WHAT'S INSIDE:

**EXCLUSIVE INTERVIEW WITH 7-FIGURE INTERNET
MARKETER HENRY GOLD (PART 1-PART 4)**

TYPES OF LOW TICKET PRODUCTS



What Does It Take To Build A 7-Figure Business? (Part 1)

*Behind The Scenes Interview With
7-Figure Internet Marketer Henry Gold*

The Full Transcript >>>>

Exclusive Interview With
Interview With 7-Figure Internet Marketer Henry Gold



In this 4-part interview, we dive deep and go behind the scenes of a 7-figure internet marketer, Henry Gold. He reveals and gives us a taste of what is it like to build a 7-figure internet marketing business and what does it take to get there.



There's something I want to share with you today which is very important for you to realize this. Okay?



Everything that you do and this is also a take away and you have to

understand is, Money Loves Speed. Alright?

If you are able to take it all in, without any feeling of chance to block things up, chances are, you are going to build your business successfully.



do successfully, **Money Loves Speed.**

Now the reason I'm saying this to you is not just about like you know, "oh you know, Henry just

What are the toughest moments you experienced in the business?

Well the toughest moment comes from everyday business. Take for example, today's morning.

I had this new launch which one of our members, which is one of our students starting to see sales.

In the morning there were a lot of chaotic things happen and at about 5am, someone started to

message me, I've created a video and then after that I was also like you know, some other partner say that I have to promote this, 4am in the morning, 3am in the morning, 2 am in the morning...so basically I didn't sleep at all.

Like 1am, 2am, 3am, 4am, and I was like hustling all the way until

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I didn't take a break at all. I was even going to kickboxing class and 5am, one of my friends told me like,

*"Henry you've got to add more
"add to cart" button, like the
warrior plus button to make sure
everything went well"*

So I decided to put it up and the other partner said,

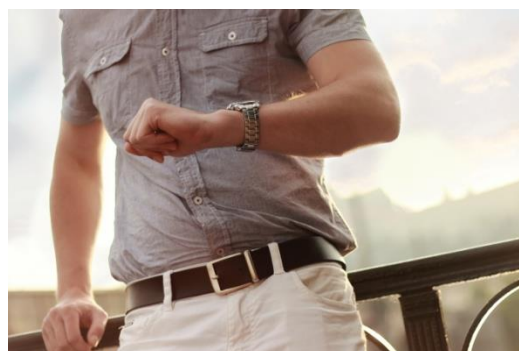
*"Hey Henry, I need you to put up
the bonus page, make sure you
put it for me."*

Then I have no choice but to put up. And then the other partner said that

*"Hey Henry are you ready for the
launch?"*



And at that time, I was still struggling and I went and talk with my graphic designer because one of the information that he shared with me was not done correctly.



So everything was like you know, at the time itself, you know, I deal with the Warrior Plus owner and also the manager, Shane Nathan, I said that you know during the launch itself, one of the partners said that, hey Henry the review

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And then the other partner said that

“hey Henry, the affiliate JV contest is not working either, you’ve got to change the timing”,

different direction, like 6, 7, 8 people coming together and it was really tough.



Continues in Part 2: Key Take Aways In Building The Business >>>



What Does It Take To Build A 7-Figure Business? (Part 2)

*Exclusive Interview With
7-Figure Internet Marketer Henry Gold*

The Full Transcript >>>>

Exclusive Interview With
Interview With 7-Figure Internet Marketer Henry Gold



In Part 2 of 4, we ask Henry what advise and take aways would he give to our readers if they want to build their own 7-figure internet marketing business.

Henry has been in the business for two decades and has made multiple 7 figures every year and this is a rare opportunity to hear it from the man himself.



***What are your key take away from
your journey in your business?***

The one thing is that you must be able to take it all in. When I first started out, there were so many moving parts, I just couldn't cope.

People will shout, scream at you, customers will ask for refunds,

Now if I couldn't take it, if I like, "SCREW THIS! AND ALL THESE



THINGS", everything is going to be gone and when I explained to Nathan that I need to change the

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funnel itself because some of the funnel was not converting well on the front end, on the back end itself because the pricing was too high and so on, and then Nathan explained to me; now he could have been doing it by himself, but he explained and explained to me, you have to do this, you have to do that and I was pretty brand new to Warrior Plus, I had no clue about his system, how it works and so on, so I was...you know I could get frustrated at him but I didn't get frustrated with him.



Instead I was just patient enough and my programmers ask me this, what can I do to do this, what can I do to do that?



And all these things is like automation, like 20 different things, 30 different things come your way.

And then, Tim another partner came by say, hey I need to promote your stuff, please approve me.



And then as soon as you know then *boom*, we suddenly get a 100 something sales, and then

*"Hey if you don't approve me,
how can I promote you?"*



He's one of the JVzoo webinar coordinator then BOOM, all of a sudden I have an issue with some other stuff with one of the students here and then what happen is I have to change it immediately to my different system that I have.



could not take it all in.

Now again the take away from today's conversation is you've got to be willing to take it all in, regardless what you do.



And the second one is you've got to hustle all the time. Before I enter this market, I know the consequences that I'm gonna take.

Some people will love me, some people will dislike me, some people would want me to be here, some people would say tell me to be like **** basically, I

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wanna just a lot of things gonna
happen in time.



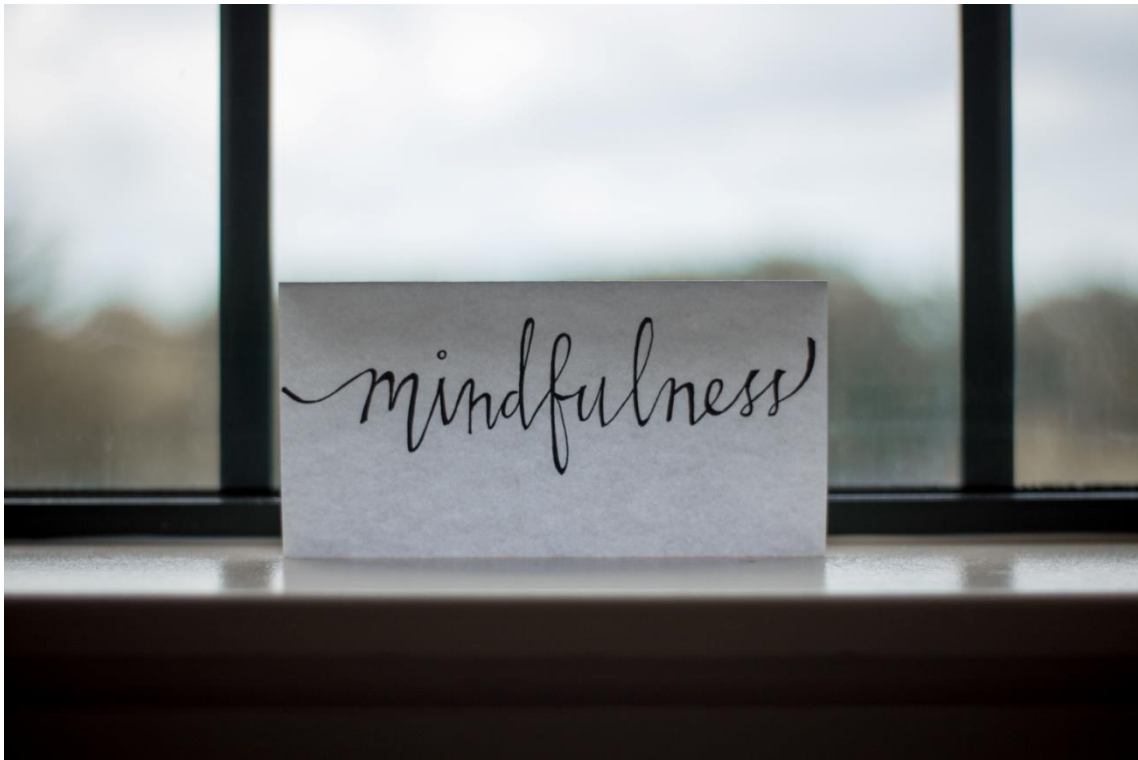
Continues in Part 3: Mindset Of A 7-Figure Marketer >>>



What Does It Take To Build A 7-Figure Business? (Part 3)

*Exclusive Interview With
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The Full Transcript >>>>



In Part 3 of 4, Henry shares with us an insight into how he operates from a mindset point of view. We've heard many people talk about mindset and is this just pure thinking positive? Read on as we give into Henry's mindset in building a 7-figure internet marketing business.



Henry, we've heard a lot of gurus talking about having the right mindset. Can you share with us, what is your thought process? What is your mindset?

I'm super glad you asked.

Yes true, many gurus out there speak passionately about having the right mindset but then again what is the right mindset?

The way I see it, there is no right or wrong. There is only one question,

"Does This Serve You?"

You see, if it doesn't serve you in a way that it empowers, enriches

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And if it doesn't serve you, don't do it.

After being in the business for close to two decades, my mindset has changed and evolved many times and is moving to come from a place of love.



Love for who?

For clients, for you guys and for everybody and to make sure that you got what you are looking for. Okay?

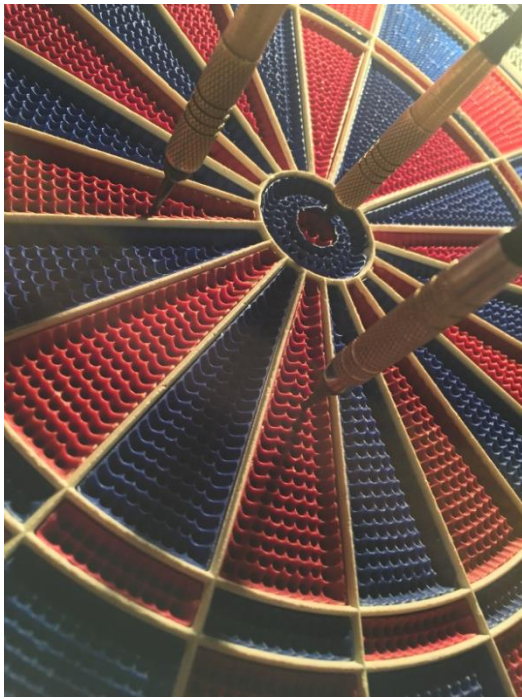
And then the next one is I always love the part of challenges at all costs.



So if you don't love challenges, you're gonna have the part of regret in your life. A lot of people do this, oh my family wants this from me, my family want that from me, screw that! Seriously!



It is not what your family wants, it is what you want for yourself because ultimately you're going to be the one who is going to be 6



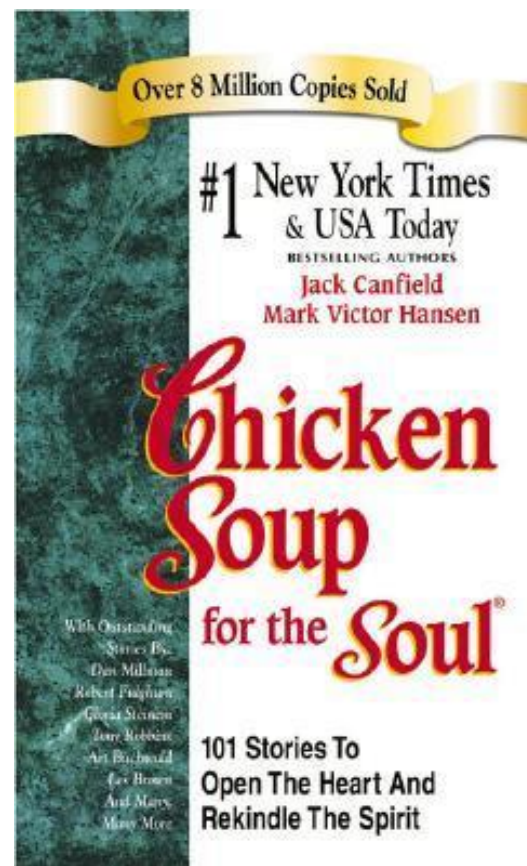
So you have to think on what you really want to have in your life and you got to build upon that for yourself.

I know it sounded very selfish but trust me, it is not selfish at all. In fact, I will tell you this from my own experience.

The more I care about myself, about what I do, about what I want to achieve, what is my

me.

They wanted to know what I do and even my brother in the past, he didn't want to care about what I do. Now he's like, what happened to him? How is it possible he's able to network with billionaires?



possible he is going to be able to work with and be featured by the guy that has been on ABC? With Jack Canfield, the guy who came up with Chicken Soup For The Soul and so on.

How is that possible?

Because I care about what I really want to achieve in life.

That's what I do. Okay?

So I want you to take away from this, you've got to love the part about challenges.

Love them at all cost. Okay?



It's not like, "Ahh, I've got to get back to work", "Ahh, I've got to get this website up", don't think that way. If you start thinking that way, you're going to fail. Alright?

You're going to have to go, "awww, these are challenges. Awesome! Let's go for it. Let's go for more". That's what you want to do.



That's your attitude for the rest of your life. You understand?

The next one is that if you are in pain, you are on the right track to make a breakthrough in life.

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Like today when I launch this. Yes there were some struggles. 20 different things coming my way

cry tomorrow”, I said, “let’s go for it, let’s move through this pain”.



Now if you remember, I’m doing kickboxing even yesterday before I launch this, I do kickboxing. When I hit this sand bag, I wasn’t just hitting it half heartedly; I really hit it until the sand bag fall down. That’s my purpose. I want

to make sure I give all until the end. That’s what you want to do.

So it’s not so much about how much you can hit, it’s about how much you can take. Get hit and take it all in and keep moving forward.

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after being in the business for 20 years is to be consistent.

that stick around are the ones that have grit, perseverance and patience



Continues in the final part: How Do You Work Through Pain? >>>



What Does It Take To Build A 7-Figure Business? (Part 4)

*Exclusive Interview With
7-Figure Internet Marketer Henry Gold*

The Full Transcript >>>>

Exclusive Interview With Interview With 7-Figure Internet Marketer Henry Gold



Every business owner will in their pursuit of success will definitely bump into pain and discomfort. In this final part, Henry reveals how he manages to stick it through despite the pain, discomfort and uncertainties of building a business. This concludes our four part interview with 7-figure Internet Marketer, Henry Gold.



Henry, how do you handle setbacks in life?

When you go through the pain, when there is a pain going on like you setup your website and then you get the traffic, it doesn't go the way you want it to be and it means that you are almost there. Okay?

Just when are you going to have the breakthrough.

Trust me on this.

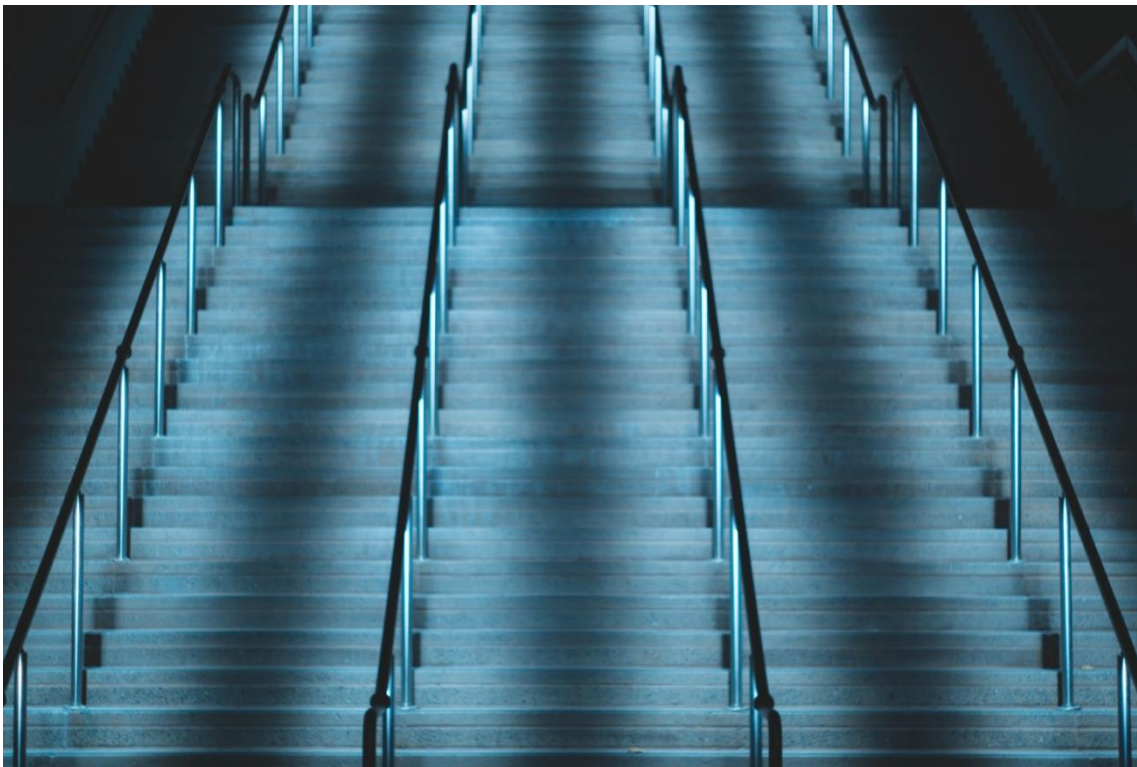
Because I've been doing this for 17 years and I know what is a

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So it's not so much about how much you know, it's about how much you care. To care about your partners, how much you care about your clients, how much you care about your staff. Okay?

So if you don't care about your clients, your clients will not care about you. Okay?

Like Ellen and so on, I care so much about his success. You know, I care whole heartedly and I work harder than ever. I wanted to make sure he becomes a success. I don't care what it takes but I'm going to do whatever it takes to make sure he become successful.



know. People don't care about how much you know. People care about how much you care. Okay?

Of course some people are going to take advantage of you.

This is sure. I've had clients who say that, hey you know Henry, you know I'm not going to do any investment, why don't you do everything for me and then after that I'm going to pay you for it.

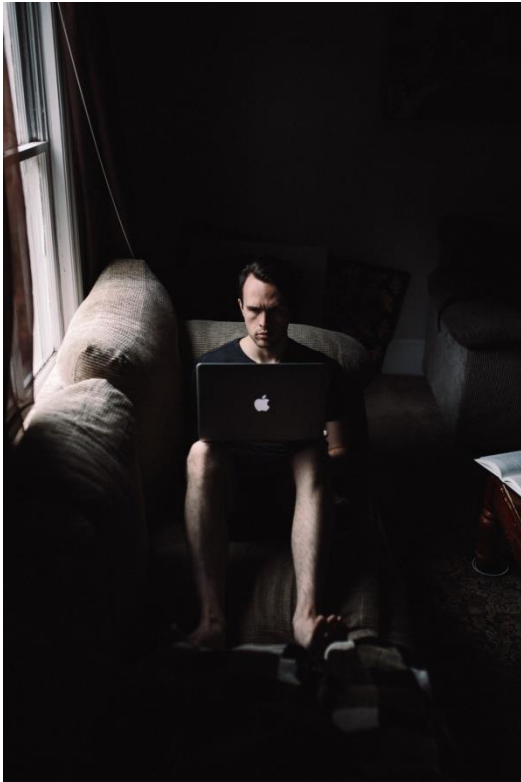


So I'm like, I can do it by myself, I don't need you to do it for me because remember there are what I mention before, there are

supposed to. If they are "takers", then you give more...you know? Then let them be what they want to be because this is completely up to them.

They are the one who is responsible for their own life not you, not anybody else. In fact, yesterday there's this one guy and then you know I mention to him that I apologize but you know the 30-day result oriented is closed already.

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And he was like, I can pay you double and I said, I don't care about your double. That's what I told him.

I said I don't care.

Tell me exactly how much money I need to invest?

I said, "I do not know you."



In order for me to work with you, I need to get to know you first. I need to get you to know your personality first. Okay?

If I do not know your personality, if I do not know about you, I will not offer you to work with me. That's what it is.

Why?

Because less headache is much better than bigger headache.

Because when one customer is not pleasant at all to work with, I would rather not to take one because it's going to be draining to teach. It's going to be draining in the future to work with.

Types Of Low Ticket Products



THE BREAD

Internet Marketing Essentials

Every business needs something that brings in a constant flow of financial traffic. For most businesses this is a relatively inexpensive item that has a high demand. Let us look at the auto industry for an

example. A Lamborghini, for instance, would not serve in this manner. A Lamborghini is a big ticket item, which while bringing in a far sum of profit, does not carry with it a great demand. A Camry, on the other hand, has great

demand and is a much smaller ticket item in regards to a Lamborghini. A Camry will bring in the foot traffic, which can lead to other sales and eventually a higher profit margin.



Not quite convinced? Let's take another example, one that is perhaps a bit more

applicable. Let us take an internet business that sells "How To" products.

the business does, they are going to have a hard time succeeding, especially in times when the economy is down. However, there is still hope for this business. All that would have to do is to

good products. That is what is meant by a low-ticket item being the "bread and butter" of your business. It is nothing too fancy, but it fulfills a need and keeps you from going hungry!

Types Of Low Ticket Products



You might be thinking, "Great! I can sell some low-ticket products! But...what are they *exactly*?"

Well, we are about to explore the answer to that questions right now. Low-ticket products can be just about anything you want them to be. There

are, however, a few more popular low-ticket products that have proven market worthy.

We will briefly look at each of these products. But I encourage you, as you read through the following paragraphs, to think about your own business and assets. There maybe something new that you can offer on the market as a low-ticket product. Do not limit yourself to what is listed here; this is only a starting point.

There are literally thousands of low-ticket items that one can sell. Here we

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will just explore a few of them. It is important to remember, however, that a low-ticket product can be anything that you chose for it to be. If you want to sell a 100 DVD series for five bucks, that is your decision to make.



The important thing is that, as aforementioned, you have done your research and feel that it is to your advantage to sell a particular product for a particular price.

Here I just provide you with a few ideas to get you started in the right direction. A few of the most common low-ticket items are: reports, eBooks, short audio sessions, and mini video courses. Each of these products will now be examined more closely.



Reports are a great low-ticket item, as well as being one of the most popular. They are inexpensive to create and easy to read for consumers. A report would typically be less than twenty pages or so. Anything longer is usually considered to be an eBook. One of the selling features of a report is that it is brief and immediately available.

Consumers love things that they can have direct access to, a report is just such an item. It can be put in either a downloadable .pdf or .word file that anyone, upon submitting payment, can instantly have access to. Prices for reports vary, but anywhere from \$9.99 to \$30 would be a fair price.

Consumers are always looking for things to read to help them in their personal life or in the business world.

Reports are great because they can be quickly read and filed away for quick reference later. Special reports are relatively easy to produce and extremely cost effective to have available. The content can be used in a direct mail piece that can be reproduced cheaply. That means that everyone is happy!

eBook



Another popular low-ticket item is an eBook. eBooks are typically longer than reports and are accompanied by a

of an eBook as opposed to a simple report.

An eBook should be much more detailed and researched. Consumers are paying more for it and will therefore expect more. Despite that fact, an eBook is relatively inexpensive to create and can be a great source of low-ticket income. You can either chose to write it yourself, and just lose your time, or hire someone else (which will be explored a bit later on).

EBooks have been a staple of ecommerce for many years now. The general public is used to the idea of an eBook and many of them have already purchased one in the past. This bodes well for you if this is a low-ticket product that you choose to sell. It already has market stability and familiarity.

The trick will be making your eBooks more appealing than your competitors.

your own eBook system.

Short Audio Sessions



Short audio sessions are becoming more and more popular as the general public has better access to high speed internet. When there was just dial up, it was hard to provide streaming audio sessions.

Now that most people either have high-speed internet in their home or can access it at a library or other institution, streaming audio has becoming a hot item.

computer screen, or do not have time to do so. They can simple download it and listen to it as the work on other tasks.

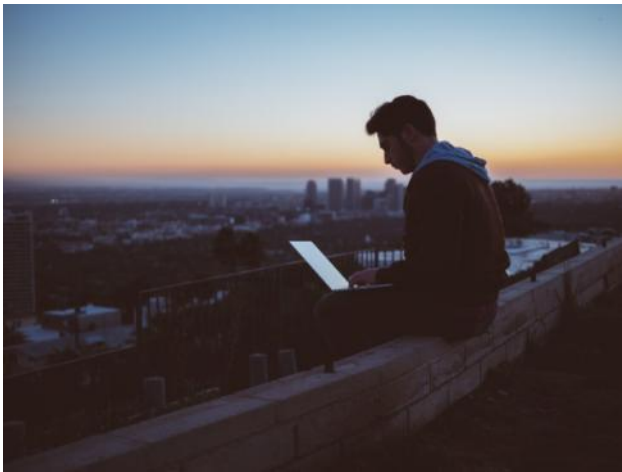
Audio sessions require a bit more technology competencies, but are also inexpensive to create and provide to consumers. Sound quality is an issue that one must be careful about, as one does not want to charge for an audio session that is has poor sound. That is one caveat, but it should not scare any one off from exploring this option.

A short audio session makes the sales process via the Internet much more personal Hearing a human voice can go along ways in connecting with a potential client. That alone makes the session a very appealing way to reach the general population.

A successful audio session will need to be short, to the point, and informative. It needs to give the potential client enough

consumer from simply scanning over your website and clicking on to the next.

Mini Video Course



Lastly are mini video courses or series. Much like the audio sessions, high-speed internet has provided this as an option for being a low-ticket product.

They are cheap to make and can easily be provided for instant download or to be streamed from the website itself. More and more people are open to this idea now, as even colleges and accredited universities provided video courses for full credit.

you want to provide video courses or sessions, make sure that you can do them well and that they download or stream properly and at an acceptable rate. If you can ensure those to things, then mini video courses can be a great low-ticket product!

There is another caveat when working with audio sessions and video courses. If you want to make the available for download or streaming, then you are going to need to pay more for the housing service etc. to your ISP. Nothing is more frustrating that waiting for hours for a video to download.

Even the best of video or audio will be sour if the delivery is not smooth. That being said, both audio and video bring a very homey, warm, and personal touch to your product and website. They are typically worth the effort.

and sell:

- Ebooks
- Reports
- Software
- Audio
- Video
- Graphics
- CD containing a short course
- Paid Newsletter
- Ezine ad space
- A “Resources” document where you provide tools, links, places, vendors etc.
- If you have a high-ticket product why not take portions of it to create your low-ticket item?
- Case studies
- Interviews
- Spreadsheets with useful data
- Templates and swipe files