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Caller: Hello?

JG: Hello, everybody!

Caller: What's up, good mate?

JG: Hey, how's it goin'?

Caller: Hey, I'm good, dude.

Caller: Hello, everybody!

JG: Oh, nice to have you guys on the call for this question-and-answer with Week No. 1. Looks like we'll be starting in about a minute or two; just gonna give some people the opportunity to get online. I suspect majority of the people will just probably listen passive and...these few people here on the real telephone line as well. Who was that who just greeted me? I know Younus is on the call, I was on the U.K...

[cross-talk]

Caller: Any Younus here...?

JG: Yeah, oh...pardon me, who? Who just talked there?

BD: That was me, Bryan.

JG: Hey, Bryan, how's it going?

BD: Hey, man, I'm good.

JG: Hey, thanks for being on the call.

BD: Hey, anytime.

JG: Okay, so I have about...between the two groups of people going through my training, there's some people in Part I and

only – they'll be able to listen to this particular question-and-answer. The people who signed up for my Sept. 17th since I asked for 20 and we got about 29...and everybody was pretty hungry about it and so what I tried to do was get people that weren't necessarily ready to do it now or maybe have some trips, and a lot of people telling me, "I won't be back in town..." and so, well, you're probably better off to do the second one. So you can log in now, but as far as questions and personal time and stuff... so if you're on this call, you're on No. 1, so feel free, e-mail me, I'm totally open, I'm not like the other so-called groups out there. I sort of built my business around automation, so people think I'm busier than I am, and I take pride in knowing that I can make millions of dollars online but still "chill it on" when I want. And you'll notice my voice is kinda messed up, 'cause I am sick at home, but rain, hail, sleet, or snow, I am here, and so with the occasional sniff or whatnot, if you would just forgive me for that. I hope to answer questions out here, and I encourage you to log in to stickymarketer.com, and I'm gonna mute the lines soon so we can talk. And actually submit your questions. If you are gonna go to [stickymarketer](http://stickymarketer.com) with the username, "stickysite" and the password, "meansprofit1," on the home page, you can actually see the link to this teleseminar online, where people are actually listening right now, and you can also submit questions on that forum. And that'll be the best way because it actually queues it up. But I will open the line for the few that are probably on here. Now I understand not everybody is able to make it this season with those highly publicized teleseminars – I mean, it's only my core group, so I don't expect more than 20 people on this call. Probably out of that, probably a good half or so, most people are gonna get the recording. So there was a lot of questions that came in, and I also wanna provide kind of like a small 8-Step Getting Started for these people that – you've watched my training, my online videos, and you kinda have mini-auctions; I have a technical site today with my friend Younus, who's all the way from the U.K. You know, I'm gonna ask him questions, I hope that questions will come in online as well. I mean, he's very knowledgeable in the technical aspect. I even in the last minute invited my good friend, Bryan Dees, who's the graphic, visual, web 2.0-ish graphic designer...when you kind of provide these two guys together, it's like the Dream Team – you know, the USA Dream Team back in the day I think I was, like, in 5th grade, but I just remember the team that just dominated, 'cause we were trading their baseball cards and stuff. So I think I've built up that Rolodex over time and it's too trial-and-error,

because for every good person I get on my site, there's probably 5 knuckleheads that just don't have a clue. So why I'm actually bringing guests on these calls – they're highly qualified, too, and I know what they're talking about, 'cause I don't work with anything less. So let me go ahead and get started; just kinda did some chitter-chatter there to get some more people on the call.

[Presses mute button]

JG: Okay, so looks like I have about 12 people; I got 8 on the phone and I got about 4 online, so...that was weird! I thought majority would be online, and I'm a transparent person, so I like to give you the nitty-gritty, per my new marketing company. So I just have a few questions here that have actually come in online, and probably I'll just go for about 10, 15 minutes answering questions that relate to me and then Younus – you're here, right?

YA: Yeah, I'm here.

JG: Okay. And Bryan, you're here, right?

BD: Yes, sir, I'm here!

JG: Okay. So, good. I'll go to you guys as well to add your expertise, because both of you guys have worked with me and have helped me just kinda do all kinds of things in my business and I can't do many of those things without talking about you, so people that get connected with me oftentimes get connected with the people I'm also around. I'm just that kind of guy – I don't have any problems sharing my assets with people, or people that I find, I become a natural evangelist. Just like I'm showing you that people become a natural evangelist when they join your communities. So just a little summary of Week No. 1. In Week No. 1, I want to basically give you my story, that was a few minutes – you could skip that if you're not interested into the gooshy-mooshy stuff, and then I pretty much want to tell you why the community route, and where the Web is going, where it already has arrived. And just the fact that sites like MySpace and Facebook are making a name for themselves connecting people together – there's no other time in history that people have been so connected as it is now – and one of the questions that actually came in, and I'm gonna start this off, is that "Is Web 2.0 a trend?" And I wanted to tackle that because it's easy for you to see all these, you know, these

software programs, and market on MySpace, and do all this, and add a million friends and then get disconnected from MySpace and get kicked off, and it seems all simple – but I don't subscribe to any of that kind of stuff. Quite frankly, I don't really market on MySpace myself. What I try to do is become the niche network in my niche. I'm thinking bigger than that. So on that end, if you're just trying to go out and get a few hundred visitors by adding millions of friends – yeah, you're down at the lower end, just...I mean, that's fine; there's always gonna be some marketers that make it work, but I hear the stories of software programs that add news or friends, and then they get shut down; they get that cease-and-desist letter – and that **is** temporary. That **is** trendy. And you notice, I never talk about that kind of stuff. What I talk about is you being on the other end. You being on the end being a facilitator of bringing these people together, and a trend is something that comes and goes, but this is more like an era that is gonna be an issue, and it's only gonna get better. In other words, of course, like people have already been hinting at Web 3.0, but it's not gonna be something that eradicates 2.0. It's just gonna build upon that. I just don't think there's gonna become a time when people will say, "I'm tired of being connected with like-minded people like myself and friends and family." Just to taste what the Web has given us, it's gonna put a lot of brick-and-mortars out of business; it'd be interesting to see telecommunication now, because I hardly use my home telephone! And a lot of people can barely get me on my cell phone. The best way to get me – and a lot of people can probably relate to this – is online. So where the weather's moving...if you're gonna be that one in your small niche to bring like-minded, passionate, targeted people together, you're gonna be the one to benefit. And you don't have to have a MySpace. What you have to realize is sites like MySpace are way up there. They're like outliers in this whole...most communities, and Younus – you'll probably agree. Before MySpace was done, what does a good number of members will a community have? Like 20,000; 30,000...are good numbers, right?

YA: Yeah.

JG: Yeah, absolutely! So having 200 million is like, not even on the Richter scale. That's just way out there. Those are mega, you know? I'm a church-going guy, and the average church has a few hundred members, and Bryan...I know you grew up in the church and you went to school and stuff...Theology school...and you know the average church! You think of all

the churches in America, and there are couple of hundred members probably, right?

BD: Right.

JG: But then you got these mega-churches like Joe Olsteen and whatnot, with 25,000 members, okay? So those are always the exceptions. You don't have to create those kinds. You can be of benefit to your market and make a big impact and make money for yourself, and even design a great exit strategy and get paid! 'Cause that's what I'm about, too, don't get me wrong! By being in a niche network...and finding one that isn't overcrowded and where the demand hasn't been met. Like I did, I'm also a piano player and probably will be going a little hoarse after what other instruments as well, but I started it! Just by connecting people together, you know, that wanna play piano, learn piano, of course, my course is DVDs, and these are the core fundamentals – I'm trying to sell more of those copies, but the idea of bringing these people together and watching the synergy and the interaction and the collaboration that results is just amazing, and you've seen what it has done for myself. So Web 2.0 is not a trend. If you just type "Web 2.0" in Google, you will see all the research done about it; you will see the academic institutions studying it; there's classes in marketing schools, in colleges, that have MySpace and Web 2.0 as their course topics. So always be on the lookout there. Anything to add, guys? Did I really answer that? Is that cool, Bryan and Younus on the call? Web 2.0 – do you guys think it's a trend? Let me go to Younus first – 'cause I think Younus has a delay, all the way out there in U.K., okay...then I'm gonna go to Bryan. Younus – your thought on Web 2.0?

YA: Well, all I wanted to say is that I think I believe that every person has a different opinion or aspect of Web 2.0. When you ask a CEO – people like you – they have a different perspective of Web 2.0; or when you talk to Bryan, he may have a different perspective. But then you talk to the technical people – the programmers like me – we have fairly different perspectives of Web 2.0. Web 2.0 is...I mean, I feel like Web 2.0 is a very, very broad term, and everybody's using it for the sake of an organization of websites, you know?

JG: Right.

Basically, what I perceive Web 2.0 is like – a very rich, interactive, user-friendly sort of interface; technically speaking, it's based on Ajax terminologies...and I believe since the advent of Web 1.0, the easiest in the conversion part of the Web was probably you click on a link and then the request is sent to the server...and the entire page – remember, the entire page – is resent and reloaded. You know, this is...in many ways, huge waves of resources. Web 2.0, more than affordable, it offers you simplicity. It fetches the content that are only needed. For example, let's say that you have a picture displayed on your website, and you only want to refresh this picture...what Web 2.0 or Ajax does is literally only refreshes this picture again, you know? There's no more need to reload the entire concepts of your page. And this is a huge boost towards the proponents of a website, and I think this is where the old concept of Web 2.0 lies. Performance, performance, and performance.

JG: Okay. I totally get that.

YA: So that's my perspective.

JG: Right! And it comes from a total technical perspective, which is a great impact for us to have. So No. 1, I agree, because when I first got to this 2 years ago, I couldn't really find a real precise – I don't even think it's in the dictionary or encyclopedia; it might be; it might now – but I couldn't find an exact definition. From the marketer's side, being there hit me right away, so the user has control; collaboration between people peer-to-peer now, a 2-way interaction now. From your end, it's more of a simplicity thing. All the sites now are very, very simple – big fonts; don't reload pages for faster connectivity; speed; efficiency...those things come to mind. How about you, Bryan? What comes to mind when you think of Web 2.0? Is it a trend? Is it here to stay? Will it be built upon design-related discussions about it?

BD: I think it's here to stay, and I think that the reason why is because in my mind – and Younus is right. 2.0 is so vague. That whole concept of Web 2.0 is completely vague. But the main idea is just ease of use. And that goes both with programming, because I do programming as well, and it doesn't stay with programming – it also deals with design. And Web 2.0 for the design – since Younus already talked about the programming part – Web 2.0 for design is all about making things simple. And making things simple, you're gonna think about things like font size...Web 2.0 font

size is considerably bigger than the earlier generations when the Internet first started getting big; the main thing that people do when you use fonts like Verdana and like 9 pt for their copy –

JG: Right.

BD: And that's the way the Internet went small, real techie-looking, and things like this. Now it's very common for the Web at that time. But since then, everything has pretty much moved on into this new Web 2.0 look 'cause people like it; it's more friendly, you have great big buttons with gradient textures on them, you know...just anything that makes things easier to do, people love it. The programming end, that does mean that you just fixed parts of the page – only the parts that you want without leaving the entire page 'cause it makes it easier. And the same thing with fonting, graphics, and things like that – anything that's big and easy to see...it's usually a lot more friendly to the eye and so you're a lot more apt to use those kind of products. So that's really where we're headed in the whole 2.0 thing, it's just really making things easier, both in their usefulness and in the way that they're a lot friendlier on the eye and easier to see what it is that you want to do on that page.

JG: Absolutely, absolutely. So you got the big trend going out there. You got it. The marketing, psychology side, with myself, you got the technical – programming side with Younus, and then you got the design usability, I guess, I would say, side with Bryan. And all you have to do is you listen to Bryan more, and he'll show you some examples of things that they've done with me. Okay, so let's move on. Another person has asked – Terry of Chicago: "Thanks for your videos. I have a good theoretical understanding of what to do and not to do to build a community. We'll also have practical how-tos...will you be able to give us some more specifics soon?" Absolutely. I left 3 hours of video for Week 1 and with my little cold this week, it has stopped me, but I look forward to another 3–4 hours. Generally, I go to...I provide what I think is enough value to get that particular aspect, so yeah, Week No. 1 is Concepts. And when you talk about concepts, you do talk about more sort of...I don't know, conceptual...I guess I'm being a...conceptual, overall, generic kind of things, even though I did get raised for civic and all...psychology of it, and dos and don'ts and why communities fail and the psychology of how to get and grow members and make them do what you want, basically; use

influential persuasion tactics and things like that; but I will do kind of a step-by-step. And I wanna introduce it now, just based on that question. What you can actually start doing right right this minute. Even before maybe Week 2 or Week 3 or my bonus Week 5. What can you do right now? And I'll also post this outline as well, but this is what I would do. If you're overwhelmed, or maybe you've been watching but you just want action right now – No. 1, plot out, using maybe a Mind Map software – I like FreeMind. FreeMind – you can get it for free. Just type in "FreeMind" in Google. Or just use the basic Microsoft Word outline. Just plot out every feature or inherent benefit you'd like in your community. If it was up to you, just write out everything you'd want. How would you wanna connect people together? What would you want them to do? What is the goal, or what is the overall purpose of it? Write this out. If you have to, use my little 30-minute music video tour. That's why I did that. Well, it just entertained me. I don't like editing Temptation videos, although I have found a knack in it; but it was for pretty much to give you some idea as to what I'm doing. If you like exactly what I'm doing, it's like, I don't need to go any further. Give me 100% of what you have, just take time to write it out and really get serious. You'll find out when you write it down, it kinda becomes a part of you. I can think of stuff all night, and by tomorrow, I forget it! But I have this little black book and I make sure I write every single idea. Bryan and Younus can tell you that I'm – they're usually working on a Web thing for me, and I got like, five of their ideas I'm throwing out, I'm just trying to bite my tongue because I don't wanna confuse the heck out of 'em, but I'll tell you, I'm always right behind, right, Younus? Younus will say, like, "Hold on, man! Can I do the 30 things on your list before the next 60 things you've had?" And I count by just keeping notes of these things and writing out. So Step 1 is really plotting out. One of the clients I've been talking to – the most advanced I've seen – actually had an entire outline on his site. Either way, he wanted things to be in certain departments, and I was really impressed by that. It was 13 pages long! I've never seen anybody really that serious about it. I mean, you have no option but to succeed taking it this seriously. But if it's just like, "Oh...just give me...I like this, I like that..." you know? When you take it seriously, you plot it out, No. 2 – prioritize which elements are most important to you. This is the best way to get started and get something out. I believe in just getting started. You can fix it, tune it, streamline it later. No. 1, after you've got this overall disorganized...just plotting of benefits, features, whatever you want...now you can start breaking them up into

A-grade features, B-grade features, and C-grade features. It's just a little thing I made up, and I use it – you know, just ideas I come across. A-grade – those are things you can't live without. These have to be in your project before a launch, okay? They're necessarily the way you position these when you're posting on RentACoder or looking somebody to do work for, you – maybe Younus, maybe Bryan, there's a certain way...so A-grade features. And so you put an "A" by those things or highlight them a certain color. B-grade features – these are things you can live without but would be nice to have. So they don't necessarily have to be active before you launch, but you definitely wanna time-release them. So what I find is when you go all out – this is a psychology thing – when you go all out and tell somebody what you want from the beginning, you can make your project seem like it's a \$50,000 project, and really intimidate the heck out of somebody rather than just doing it in bits and pieces. Right, Younus? [Laughs.] I mean, didn't I get you at a relatively affordable amount in the beginning, Younus?

YA: Yeah, absolutely.

JG: But I spent thousands of dollars with you over the years, right?

YA: [Laughs] Yeah. It's fairly good to prioritize your things this way. I mean, for a Programmer or a developer, whoever is doing it, they can always see what is necessary, what is required, what is urgent, and things like this. So in this fashion, you can obviously prioritize things.

JG: Absolutely. And moving on, and these are things that you can't live without. You'll just watch those over time. Don't overwhelm the project in the beginning. And then the C-grade features, those are the things that you can definitely live without. I have a lot of C-grade things, to be perfectly honest. These are things that I can live without. And even Younus and Bryan, I come to these guys and other people I work with...especially Younus in 2005, when we were getting this community up, when I went, "Hey man, I'd love to have these..." And he'd be like, "Jermaine, but...really stay focused. Is this something you really need now? Because I really need to be working on this much now." You know? So generally, my A-grade stuff is components that will grow the site virally. Those are things that gotta be there. Excuse my Ebonics – *They gotta be there! It ain't gonna work if they're not there.* Okay? 'Cause these are the things that help people

to pass your site along naturally. Just inherent in the actions of those things cause your site to be pushed on. So if you're going to hire somebody for something, it needs to be for the things I talked about in my presentations; you know, the things that are viral, 'cause that's the thing about Web 2.0. None of these sites have attracted 200 million 1 to 1. They don't attract 200 million members 1 to 1, which means their marketing efforts out there attract 200 million members. They don't put up an ad and get those members. What happens is that they get an initial amount of members, of course, they put money into it, some of this, like MySpace, started on \$10 million VC capital, or at least it was put in at the early stages, and they got there first, you know, couple of million users. Now guys like us might not have – well, some of you guys, I know I've got some VC people that joined, or so I hear...but for the common folks, you're starting grassroots operations and stuff...so what really happens is that hopefully, in the functionality of your site – that it's viral – that members grow it. You're allowing them to do activities that naturally pass the site on. You're giving them that sense of ownership. They feel like they own the site. Younus, remember when we created the group's module? Remember what you were thinking when I first brought you that idea? The groups?

YA: Sorry...no.

JG: [Laughs.] Maybe you didn't understand me. The group's module – this was an A-grade feature, but we didn't launch it. It didn't come with the community in the very beginning. The groups we built –

YA: Yeah, because...we had plenty of things to do...

JG: Absolutely. So we didn't build it right in the beginning. I think it came like 5 months later, but it pretty much offers the ability for people to create their own groups. If you were a musician in Virginia, and you're a natural leader, you can go create a group called Virginia Members and then Bryan, what's the next thing you're gonna do when you create a Virginia Member musician group? I mean, don't you naturally wanna grow it?

BD: Oh, yeah! Definitely.

JG: It's your group; it's that sense of ownership. So these are the kind of things I personally categorize as A-grade. Those are

the things that I really want in a community. These are the things that are gonna grow the community. Now, little things like, you know...photos – photos are great...social proof; it's there on the photos, if you only listen to my presentation and things...but here are certain things you can live without in the beginning. So that's a key thing right there – C-grade features, you definitely can live without. These are just mere extra desires that you like to have but you can add it anytime in the future. These should be, though, less affordable things...but you can get those done easily. No. 3, create a budget range. Okay? Create what you think your budget is. Post on RentACoder to get some kind of frame of reference or contact my recommendations. If you want straight recommendations from me, I already have the million-dollar Rolodex, of course. If you feel more comfortable comparing against what other people are doing out there – I file at RentACoder, and I'm gonna post a bonus, like a 3-hour video – I've started a new project, and I've done something different with this project. I've recorded my every move – from the registration of the domain name, to the outline of the mindmap, to actually putting it on RentACoder, to the replies...I haven't done anything that I haven't recorded for this new project, and you'll see that I got bids from 500 bucks for this new project which I haven't even told Bryan or Younus about, to be honest...all the way up to \$4500. So it will range. And it depends on the experience of the person; depends on whether they've done your project – depends on if they've done something similar; and I never go with somebody who hasn't done what I'm asking for or at least not that remotely close. Because, like, half of the battle is won! If you gotta teach somebody, show somebody, demonstrate to somebody, almost show them what you're trying to do, you spend a lot of time. You're spending more time and probably not saving anything. You think you're saving, but time is money, so I always try to find somebody. And in this new project, I got a few people that say, "I built stuff like this..." So...and I really stay as time progresses, but that's the best thing – make your deposit to that person, drop the detailed plan of what you want, and the most important thing is a solid deadline. Always put in the deadline. Even a part-by-part deadline. And I found with my early stages with Younus is that every part, we would have like a little deadline, and as he finished certain things, he would cross them out in the Word doc, send it back to me; and we'd go straight off this list. I'm there being on my honeymoon in Fiji, getting on the Internet \$2 a minute, you know, logged in to see if new things are added, because those were the stages where, like,

everything you add to your site, you just gotta understand the feeling of creating something on your own that tens of thousands of people are soon gonna be a part of. I mean, everything you add to it, you get this sense of pride. And those are the stages. Next, you go through this bug-fixing era. This is probably in a few weeks or so before you even think about launching. Just testing the site, getting friends and family to beta-test it. Things like that. You'll plan your pre-launch, we'll talk more about this, and then you finally launch. And then there's some post-launch things which come in future weeks. I just kind of wanted to give you a glimpse of what I will be covering, and these are some things you can kinda get started, especially Nos. 1 and 2 and 3. I mean, you can get that far, and then I'll take you up. And like I said, I'll hold you by the hand, and then we'll kinda explore more things like that. So that's a little glimpse into the practical thing theory, but by Week 1, it's like more of a conceptual thing. This is something for Younus – "What is an API?" 'Cause that's kind of...and I don't know, Bryan – you have knowledge in this area, too, that we can go to after Younus?

BD: Yeah, API is just like a standard license...that most companies will let you have in order to customize their apps for use, such as GoogleMaps – they'll also give you an API where you can log in and actually – it's mostly for developers, so developers can actually take...it's basically the legal way of saying, "Okay, we're giving you a license as a developer to create a customized art application for your website." UPS has API, but you can get the ad-tracking functions to your website...it's mainly for developers in order to take a certain product and develop it more for your particular application.

JG: Right. Younus, anything else to add there?

YA: Yeah...API basically literally means Application Programming Interface, you know? It provides an interface basically to the program – to developers – so that people, or developers, can enhance or extend the functionalities and applications. So for instance, let's take an example of an open-source posting system. Posting systems have their own API which people can use to extend the functionality of posting. For instance, if you wanna build a module like we did, we did develop a module which we called "My Groups." When we actually developed it, we used the API application program interface of the PostNuke to extend the

functionality of our system. I hope this will help to understand this concept.

JG: Oh, absolutely.

YA: It's very technical terminology, you know.

JG: Right, right. Yeah, and so again, I hope that answers...so basically, sites out there – generally, is there something – when did this really come about? Is this outside of Web 2.0, or this has always been like this? API – I mean, how long...when did you first start seeing this?

YA: Well, this is technical jargon. It's a technical word. It's nothing else but a technical word, so...it's there for a long period of time. It has nothing to do with Web 2.0. It doesn't have anything to do with Web. This concept lies in other desktop applications, too. For instance, we have...when people developed the applications for the Windows desktop computers, they also used the native API of the computer operating systems. So this is like, very technical jargon.

JG: Right, right. I understand. Okay – anything else to add or you both guys agree – that's what API means? And that would really be applicable to a marketer like us, right off. It's good to understand but yeah, pretty much if you want to extend the functionality of a certain – even one shopping cart – I was on the phone with one of our key guys today; Bryan and I were doing something with those guys, and in about – I don't know, less than a year – they're gonna be extending API for people to actually do add-ons with one shopping cart; well, we've already kind of "paved the way" anyway for the last year or so, but just to give you an idea that yeah, it goes all the way across the board, from UPS to your common shopping cart, to Google...there was another service...even Facebook. Facebook has like, its own community. I don't know if it's API, but they have like a network – I was just watching the CEO do an address to 700 programmers, and they have, like, 25,000 applications that have been built for Facebook. Different things that users can add, which basically extends the functionality of a Facebook, and it's sort of like a win-win situation 'cause the people that add customizability features to it, they get publicity or whatever – consulting work or whatnot...and then the ones that...and their own Facebook gets extended functionality for their users, so that creates loyalty and things like that. Hope I'm on the right page there. But let's move on... **Riji** from

Germany: "Welcome!" Oh, your neck of the woods, Younus! So both of you guys are on really late. I apologize. "Hi, Jermaine. Do you have any idea if anyone has built effective community sites with PostNuke or Joomla or any CMS systems? Their plugins seem great to build a community, but I'd love to see [if] what a site looks like built with one of these systems. Thanks." Actually, and I'll let Younus and Bryan at this, but maybe you missed this part, Riji, but my community is built out of PostNuke now. Younus will go into depth by saying that you cannot install it and get my site, because we have like, customized the heck out of it – probably 99% of it. You take it from here, Younus, because we are using PostNuke, and I know other sites offer Joomla and even...I believe Drupal and stuff. I'll let you have at that, Bryan, too 'cause I know expertise. So, Younus. That question there – PostNuke, Joomla...

YA: Yeah. You have pretty much answered the question – actually, our work here in playcenter.com is literally built on PostNuke, actually, although it has been massively changed. It's probably not good enough to say there's a PostNuke Internet site anymore, but in the beginning, we started out with PostNuke. We have files we've developed at other websites, we have playguitar.com, decoratetogether.com, they all have been built based on PostNuke CMS or content management systems.

JG: Absolutely. And they all offer a number of plugins. So would it be a good recommendation [cross-talk] visit their sites?

YA: I think we shouldn't call them plugins, because technically, they call them as modules. Every part is called a module. They have other things as well which we call as blocks, which can appear on either the left side, right side, or on the center of a page. Basically, they call these plugins as "modules." So you can base your own modules based on the API which is provided by the content management systems. In our case, PostNuke has provided us the API which led us to extend the functionality of PostNuke – which means you can build your own module into your CMS or PostNuke, and we have actually done that. We have actually modified the PostNuke using the PostNuke's native API.

JG: Right, right. And with the –

YA: The best example is here in playcenter.com, isn't it?

JG: That's when we first got started, but we redirected that to hearandplayzone as our new generational...yeah, but that's a good point, too, we started as playcenter, and I didn't like that name anymore, so before we launched, I changed it to hearandplayzone. But yeah, hearandplaycenter reminds me of those early stages when they were as PostNuke, like...and since then, we've totally ripped it apart, and then I even had Bryan – I want Bryan to come in and then he's even gonna change the design of what...so Younus and Bryan, they pretty much complement each other. I mean, they don't know each other personally; Bryan, meet Younus; Younus, meet Bryan [laughs]. But that's what I do – I take different parts of the puzzle generally and kinda assemble this kinda 'Dream Team.' Sometimes it's overwhelming for one person to handle it all. For example, Younus could do my design, but you know, Younus is a programmer, right? You are a programmer. And there's no sense in making Younus a designer; and I know Bryan is a programmer, but I know from what I've used and probably there's no sense of trying to get him to do this whole pool of projects that I know Younus has expertise already in, so I use the assurance of everybody I worked with, and I'm sure both could dabble and dabble in the other sides of it as well, but maybe briefly – well, before I ask this – Bryan, do you have anything to add to that, or is that pretty much covered?

BD: Oh, that's pretty much covered, I mean a lot of these CMSs out here are really easy to use, and you mentioned Drupal – I've used that before...especially the bigger ones like Nuke and Drupal, there are tons of plugins that pretty much do everything that you want to do. Especially right out of the box. So if you're looking for a right-out-of-the-box, something that works exactly like you want, something like Nuke or Drupal is the same, where there's just unlimited amount of plugins out there for those kinds of things.

JG: Yeah – plugins, modules, blocks – this terminology, you'll get right away. And maybe I should cut in here – don't think of all this stuff as overwhelming if you're not the technical type. I can't even pronounce this! So lie low, you know I'm not all that good in it, but I was at that stage, too. Really what you're trying to be is the mastermind. When you try to get into being the coordinator and really get technical, that's where you get drained out. I am the masterminder. Bryan, you were working on my birthday beeper site – have I ever asked you really how things work, how I wanted you to explain the infrastructure to me about something? I mean,

yeah, I'm a nosy kind of guy, you somewhat admit, but have I really wanted to know how you do it?

BD: No, I would charge you if you did.

JG: Yeah [laughs]. I mean, I'll have that much time to be sittin' here. Bryan, that's a good point. You probably will charge me. I mean, I want it done. If I can just envision what I want, do that plan I told you, write it down, mindmap it, prioritize it...if you deal with the right folks, they'll make it happen. You don't even need to know the terminology. As long as you know it's legit, it's reliable, it's scaleable, it's durable, and all those other 'ables' – you're good to go! And then I guess one last question on this thought, Younus...why did you go...'cause basically, I went with your recommendation! I had my ideas of CMS offer before I posted this on RentACoder, and I had that other \$27,000 option from myventure.com that I was exploring, but that was no customizability. That was just their raw system. God knows how much it would have cost to do all the things I've done in the last whatever – 16 months or so, but why didn't you recommed PostNuke back then in May 2005...the screenshot I show people in my training...we go on, why did you recommend PostNuke versus the other ones?

YA: Well, one of the big reasons to use PostNuke in 2005 was because of the fact that PostNuke just offered us a large variety of modules which were more or less required by our social community, that site – the one we wanted to build. And that was one of the major reasons; plus PostNuke was and is still massively being developed. There are lots of developers and programmers who are actually working on PostNuke modules. So PostNuke is still very active and was good, but within the recent span, many other content management systems are also doing very well, like Joomla, Drupal, and stuff like this. I mean, as I told you earlier, we had gone beyond the concept of content management system now. We have developed something which is very much cut according to our own requirements. We have massively modified this system, and now it's more or less our own product. I should say something like this.

JG: Right, right. I understand what you're talking about too, because yeah, it doesn't give it justice to call it PostNuke. It's like saying "We took the engine out of a Nissan but then we didn't create another car; we like, created a spaceship, you

know?" So you can't really say it's a Nissan because Nissan doesn't make spaceships. Is that a good analogy? [Laughs.]

YA: Yeah...unfortunately, not all available...all free modules or CMS is an open-source technology; all these modules are virtually free, you know? Unfortunately, all these free modules are not absolutely ready for our own requirements. For instance, if we want to use...let's talk about a blog module for PostNuke. If we want to use it, unfortunately it's not absolutely ready for our requirements. So what we have to do – we have to cut it, we have to modify it, we have to...in some instances we have to redo them, you know? So that we can modify it, we can mold it according to our requirements. And that's what we have done in the last two years. And we have reached a point where we can say we have virtually developed a new product which provides social networking websites their own integrator. Remember integrated modules? PostNuke or other modules – they generally do not offer you 'integrated modules.' But we do provide, for instance, our groups module, our profile management modules, blogs, forms, and even BuddyMail – they are integrated. I mean, you create a profile and then you use these profiles for grouping buddies, adding buddies, removing buddies, and even sending BuddyMail. And then this profile management is also integrated with your blogs, with your MyGroups area, and this gives you a very – sort of "integrated" experience on this website. It does not feel like you have connected separate modules and then combined them into one. It gives you a feel like all these things were developed with a purpose.

JG: Right, right. Now, one caveat, I remember when we were going through this whole journey, and I know – on that note, like you said, it's not recomposing it. We need to call it like, JermaineNuke or like YounusJermaineNuke or JermaineNas. JermaineNasNuke. And then when you add Bryan to it, because Bryan actually took MyZone through Younus. Younus started and did all the customization for weplayguitar, for my recommendation, to that fellow Will, and then Will wanted to take it a step further because I took the MySpace approach. I'm not all into the high graphics but I'm kinda getting that way because of Bryan, and I'm like...you notice, my training center's off last year, so that's really not me, but hey, you know? I got my other guy, Chris. So if you're into that kind of stuff, I got another guy Chris, and I know Bryan does Flash and stuff. Then we take you to Bryan, and you'll notice – weplayguitar looks totally different

than the zone, but it's borrowed the same infrastructure; almost 95% of the functionality is the same as the zone but looks totally different, because Bryan takes the zone, it's almost like different parts of the puzzle by different pieces, and I don't think Younus would have enjoyed having to do all the nittypicking – design and graphics and Ajax and stuff, because he's more a functionality programmer. And I know Bryan is a functionality program-kind-of-guy, but don't you enjoy – I mean, you've even told this to me yourself, Bryan – you enjoy it if you're taking something that may look more basic and just kinda turn it into your own work of art.

BD: Oh, yeah. Yeah, definitely. And it becomes kind of a challenge because the first time that I worked with a backend, and I had no idea how it worked. So it took me a little while to pull it off, but in the long run, everyone was happy with it, and it really turned out to look like it's completely different. You won't even be able to tell that it's the same software now, you know, that you were using. So...

JG: Right. So you can go compare – weplayguitar with...she's still in her pre-launch; hasn't even launched to his list, but just to – a few members passed it on, this stuff, I think this guy has like, 450 members just testing it out. Just rolling 'em around. Go there – weplayguitar, compare it to my site, and you'll see it looks totally different. So that's between Younus and Bryan there. But one copy I did want to mention was the whole modules – because this thing is open-source, and you got, what? Tens of thousands, maybe thousands of people – programmers building different modules – you just have to go out there and grab a profile module. You don't know that programmer's background; you don't know if they just pieced this mess together...there are several ways that, you know – the way I understand as a lay person in this – there's several ways to come up with a module. You can do with what's efficient, or you can have a bunch of codes that's unnecessary. And I remember at our beginning stages, we were adding certain modules, only to find out that they were very inefficient, so Younus had to go through them and make them more streamlined. Do you recall that, Younus?

YA: Yeah, absolutely.

JG: [Laughs] Younus, your volume is always so low! You know, I've got them all pepped, and then we go to Younus, he's like, "Yesss...aabsssolutely...."

YA: Sorry. [cross-talk]

JG: Yeah, I know you're tired, man...

YA: My voice is not clear to you?

JG: No, no, it is...it's just a little lower, but maybe that's your phone. But if anybody can't hear Younus, feel free to type it in on the Internet and I'll let him know. But I know Bryan's volume is a lot higher than mine, and mine is a lot higher than yours, but...it's all good, it's all good. I guess we'll move on to that. Is it okay to negotiate with programmers, or is that considered rude?

[Laughter]

JG: That's a real question as well, I mean, what do you guys say?

YA: I think it's more or less a moral question rather than a technical or [cross-talk] question. But obviously, everything is negotiated. I mean, honestly speaking, you can negotiate with programmers. A programmer or a designer can set you some other ideas, like...if for instance, someone tells me, "Okay, I don't have enough money," or asks, "Can you cut my budget?" or "Can you cut down the price?" So maybe I'll ask him, "Okay, if you can live without...let's say, A, B, C, or 4 modules...then I can probably develop the other things, things like this. You know, if you prepare your list – A, B, and C – then we can get rid of the C, we can also get rid of D, and then we can only work on A and maybe we can lower down the price?" I mean, negotiation is always better, always good.

JG: Yeah, absolutely. That's why I mentioned A, B, and C, because it not only helps with your prioritization and your focusness, but with your budget too, which is Part III of it, because you know you can go to – you can take different approaches. You can put it all out there and see what the B price...you know, be prepared for maybe a sticker shock, you just got this list of *75 Things You Want To Do*, and then you can just scale back and see where it goes, or you can just...you know, start with your A list, and just kind of work it out. For me, like I said, we started May 2005, but we launched February 2006. That was a lot of work, that was a lot of collaboration between me and Younus. I mean, I considered myself ahead of the game back then. I mean, I don't know...you go to YouTube's Alexa and see their traffic,

when we were getting started, I think YouTube was just launching! They started with zero business and just really skyrocketed since. So we were on the edge of this whole thing; we were not one of those kinds of people that see it after-the-fact and turn around and try to implement it; generally, I try to really know where things are going and try to predict. And so it took a long time. But then I'm mad, because people like Will can get theirs up for 3 weeks because I've done the grout work, and use people like Younus, and then Bryan comes along 2 weeks later, you know – gives him a site that looks better than mine, and so now, I'm like, "Dude, I want a remake too!" You know, give it that Ajax feel and stuff. But like I said, I'm satisfied with the MySpace look, too, so it's all depending on you. Looks like I got a few more questions in here..."I have a free website that doesn't have a lot of traffic. It's been difficult to get people to visit my farm, postspinal surgery.com. Will you get into how to advertise in this course? I guess my fear is I will create another site with no traffic. I totally feel you – Christine, from California." Absolutely. Week 3 is – I believe...I don't have the schedule in front of me, but Week 3 and I think Week 4...around those weeks are all about traffic. So don't worry. I'm trying to take you through pretty much a whole journey, and yeah, traffic is king, right? I mean, you can create this whole beautiful community, and Younus will tell you. Younus, are you there? You know how you doubted me in the beginning? Younus had no idea. Younus thought I was this...you know, the inner markets had always caught me as this inner-city kid. I guess, Younus, I was just this inner-city kid with high-end ambitions, posting a project on RentACoder...what did you first think of my project when I posted it up, Younus? You had no idea I was gonna drive that much traffic, did you?

YA: Absolutely, yeah. Initially, I thought that you were probably looking for a post nuke solution, you know? But when we actually started off and we negotiated, initially I should say that we must negotiate. Then we actually started negotiating. I came to know that you were actually looking for something else, and you want a community for another website called hearandplay.com, and then I started understanding the situation. Initially, to be honest with you, I never realized or felt that we will come along so far away...

JG: Yeah, I tend to do that with people. I get somebody on my team, I don't tell him exactly what's going on, I give him my Part A's, and then I start marching stuff out, and I say, "Can

you do this for me?" and then "I need you to do this!" Younus got a lot of that from me. But my point I'm saying is that everybody starts somewhere. And what you get out of me is you get the truth, you get the nitty-gritty, you get it transparent, you get to see my first post with Younus...like, I can even take you to some of my interactions on RentACoder, you know, and if Younus doesn't mind. And you'll really get to see it, from no traffic to some traffic...so I'm gonna unravel them, show you some of the ways to drive traffic, and one thing about me is that...I consider myself...I suck at AdWords. You'd think I put 50,000 AdWords a month. You're wrong! I've even told Bryan, I wanna hire out some of his folks that know how to drive traffic and stuff, 'cause in my market, I just can't get enough traffic to sustain...you know, I have to go viral. I have to go word-of-mouth. And my grandma says, "I wanna learn piano, I just don't know what Google is yet," or something, I don't know. I think I'm maxxed out in my market, about 30,000 sold just for piano lessons, I mean, it's not one of those huge make-money kind of things, so there's a lot of ways – basically, if I could make it work in my small super-micro niche, then heck, you guys are in a lot more partner niches than I am, that you know, produce far greater traffic numbers, and the payoff could be far greater, depending on your underlying product that you're trying to sell or whatever you're trying to get out of this. And somebody did say it is hard to hear Younus with a little sad face. So Younus, you gotta talk a little louder!

YA: [inaudible]

JG: Uh, yeah, somebody just let us know if Younus is more clear. Sometimes he just has to yell. Let's see..."A big concern that I have is a product or products for the community. I don't have one. Should I launch with affiliate products, or get someone to create products for me? – Johnson, Ann Arbor." Well, being with a community is...all it is is lead generation. It's another way to get leads, but it takes the pressure off you having to get – you know, cause-and-effect. You do something and you get leads. It's not really like that. You do something, your members do something, those members do something, their interaction, who they invite, who they share it with...it gets leads. So it's a lot more complex. Now you have this viral force working for you, so however you want to modify that is up to you. Now you've got all these people fishing around your community. You can do like me, you can sell your own products...now in your case, Johnson, if you

don't have products, obviously you would get on Clickbank or some kind of affiliate network, and sell other people's products if you want. Also you could go out and do contextual advertising. You could do AdSense. I've done a lot of research – read books that say social networking shouldn't rely solely on advertising. Particular writers believe that just being able to connect people will command membership fees. Like, take away the content. Just leave the content that users create, and the rich experiences between the users and like-minded niches will command membership fees. That's what one particular author is saying. I'll get his book for you and I'll source that, but actually, here's some advice... it's just about being able to connect people together, and the trick is that the older you're getting in your demographics, the older...you know, those who have money. So if you can connect the right folks together, they'll pay for those connections. Does anybody disagree with me here? Bryan or Younus?

YA: No...you're right.

JG: Absolutely. I think I lost Bryan.

BD: No, I'm on the phone with a call...be right back, man.

JG: Oh yeah, yeah. Absolutely, man. Thank you. Okay, so that's something for you, but we'll talk about other monetization ways and things like that, but just think of...that's a good problem to have. If you can get a bunch of people together, there's so many things. You can offer solo mailings, some other sites that wanna get access to your community...your having a community like this gives you a lot of power. It gives you a list. If you do it right, it gives you a list that grows itself. So whatever you can do with a big list – you know, I have 75,000 people, and I also have a separate list that I built before my community that's constantly growing on its own, at 225,000. So between all these people, Younus can tell you – when I have product launches and stuff, you can tell in my shopping cart what's going on, because of this pool that I have, with all these people. So that's what it all amounts to. Let's see..."I pretty much know what niche I wanna target, I haven't decided what elements the site will have, but I know I would prefer to use Drupal, because I'm already familiar with it as a CMS. Is Younus familiar with Drupal? As loud as you can, Younus. [Laughs.]

YA: First of all, I would like to tell my friends that no matter whatever CMS you're talking about, the whole world's gonna see an impression. For instance, they display contents, or their interface looks the same, they provide almost similar sorts of API, they always have an extension panel which administrators can administer. The only difference really is the technical specifications or how they actually work inside or in terms of technical things – how they operate. These are the basic technical things in which they differ. So I would say that if someone can work with PostNuke, they can also work with PHPNuke, they can also work with Drupal, they can also work with Joomla. They are not that different. They are all more or less the same. The only thing that really differs is how they actually operate. Internally.

JG: Right, right. Absolutely.

YA: [cross-talk] with Drupal. Simply put, that's all I can say.

JG: Right. And because of my experience in internet marketing, I know why everybody is all over Drupal and Joomla. There's some SEO-implicated things here as well, and to be honest, that's when people are using them solely as content management systems. Now, when you say "content management systems," and when you see what Younus and I have built, you talk about two different things. We built pretty much a content management system on steroids. And that's why I always emphasize that. We've taken the engine out of a car and made it into a spaceship. So you really can't compare them. Now, there are certain things you'd need a car for – maybe you'd need a car to ride around the corner, but if you wanna go to the moon, you know...that's what we've done with it. So I'm sure we could have taken Drupal and done the same thing; I don't know where Drupal was back then, or what specifications it had for Younus, or Joomla, or whatnot. But we chose to go the way we've gone, and these are the results that we've done, so I just have to say, is any system is better than the other? You can go to cmsmatrix.com to get an in-depth, side-by-side comparison of all of them, from a usability perspective and a technical perspective, but as far as Younus is concerned – that guy...you know, you can do anything, man. That's my personal understanding of you. It's not a matter of what can be done – it's the resource, it's the time, it's generally the budget. I know from my own experience with you. And this appears to be the last question, unless more come into the queue – maybe I'll open up the phone line as well. "I'm about

to launch a paid membership site near mid-September using CMS MS..." I haven't heard of that one too much; I'm gonna research that one as well. "I love the idea of the dual sites – the community site driving traffic towards my pay site. I love the idea of generating leads with the community site. I know that there are two competitors to my micro-niche that are trying to create membership sites, so I feel I'm a small window of opportunity. Which should come first, should I wait with my pay site?" No – I'm not saying that; for example, I'm going the pay route as well, but I have a very high advantage of already having 70,000 people. Who knows, if I get a couple of thousand, I mean, that's no big...jump. A couple of thousand would give me...you know, some 20 bucks a month or so...as a start. I think that's like instant monetization outside of the process shell. So that's about to go, but I don't necessarily think there has to be one or the other, unless there's just budget constraints, but you already have the membership site up, my personal opinion is this is totally fine, to take the concept strategies you've learned from other folks, so what-have-you, a membership boot camp, or any other knowledge of that, and get that launched. Because they can work concurrently. I mean, you can still use your community model as a lead generator to take people in and get them through the engagement funnel from being perfect strangers – not knowing who you are, to getting your community and participating and soon finding that there is a premium access level and it's available through your "club" – private access membership area and whatnot...'cause it's a perfect complement. I wouldn't say it's one or the other, unless you needed it to be that way. I personally am excused. I don't wanna be responsible for you making the wrong decision in that regard. That really depends on you. And maybe you can use your personal time with me and e-mail just to really explain to me what's going on, who's the competitors, and your window of opportunity and stuff...then we can really kind of get down to the nitty-gritty. But this, from a general perspective – there is a lot of power in having that community established and how long it takes you to get there before you will start pushing them into your pay – you know, that's the question...it depends on your niche. But thank you. Wonderful question. Let's see...okay, "But if you don't have time, we'll go on live...this is a great system because we can talk with...which one will be the first?" Hmmm...that's a hard route. Well, okay, let's say this...if you're looking for instant monetization – instantly through monthly recurring income, go membership. Is that your goal? Like, if it's something, "I need this to work for

me," or like, "I need to save the deal, I need this to work like, right now, right now, and I don't care if I only have 200 members, but they're paying me enough," or whatever...then fine, go the membership route. But if you have some energy to put into it and really do the community – I'm saying, the payoff out there could be much bigger in the long run, because there's a big exit strategy you can deploy there; the amount of products you can sell, and the exposure to your paid site would be much greater than just having the membership site, which you naturally know already – I'm sure. So it just depends on your financial goals and when you need the payback. Because you sell the membership site tonight, you're gonna get 10 members tomorrow, who'll pay you \$20 a month, and you've got \$200 bucks coming in a month. So that is awesome! If that's your route. You put up a community site, you start growing it, a few months, you've got 15,000 members, who knows? Now you promote your private membership site, or maybe the site's already been going, and now you're able to get 500, 600 that you built rapport with; relationships with. Then you can make much more, because they'll like to interest you because the social proof is there to sell it. And they'll let your community members become affiliates. You know, refer 3 people and your free..."3 and you're free" – now, you've got people selling within their community for you, 'cause they're trying to get their free membership, and there's a lot of dynamic that's created around that community that could help you do anything you want from a paid membership site to product sales advertising. So we can talk personally. And I don't have anymore questions! By the way, any of you guys...instant teleseminar is awesome. 'Cause you guys, you already got people listening online, I got people listening on the phone, I can be my own moderator, I can answer questions and take them off the list...I mean, totally good. And now, just a few more questions with Younus. Younus...? I felt you did great. Thank you for being on the call, by the way. You and Bryan provided a great insight on the other side of things as well. I realize, people didn't really get your background, though. I mean, they're like, why should I list under Younus? Nobody asked this, but I just kinda know how that works – I mean, just briefly, like in one minute – before you start working with me, what was your life like? I mean, what was your educational life and stuff?

YA: Okay...I did my graduation in Pakistan; I did graduation in Computer Science; in Pakistan, this is called Masters, but unfortunately, in the outside world, it's not called Masters;

it's called 'graduation' so that's why I'm saying it's "graduation in Computer Science." And then I started working in a software company and was working for a French-based company...it was like a French company. I devoted around 5 years there, and then I went to Japan for postgraduate studies in Business. I went there, I got some scholarships; some of the money, I had to get from my own pocket; I studied there for around 1 1/2 years, got my Postgraduate...I wanted to work there; I was really in love with Japan...it was an amazing country, amazing people...but the only barrier was, unfortunately, the Japanese language. It was so difficult, so terrible for me to learn that unfortunately at the end, I couldn't –

JG: *Onamae wa nan desu ka?* Actually, it's Japanese. But anyway, keep going. [Laughs.]

YA: Yeah, and then I came to U.K., started working for a company. Then I left this company working for my own; I started a website, sinusnode.com and since then, I'm working with you, I'm working as a company with you as well, we are building an in-house marketing website as well for our in-house development, and soon we are going to launch this one as well. So that's all...that's my business life.

JG: So you've been more around the world than I have, I could say. I've only been to Fiji and Canada, and I have yet to go to Europe – I wanna go over there; I wanna go to South Africa...so you sound like you've been everywhere! You've been to the States before?

YA: Sorry...?

JG: Have you been to the United States...

YA: Your voice is breaking...

JG: Oh, never mind. That question doesn't matter. But anyway, that's your background. And how can people contact you, 'cause I've given them different routes, I'm unbiased, and that's how I want to position myself...RentACoder, I highly recommend it; that's how I found Younus, so I'm a believer in RentACoder; I've since done maybe 40 projects –

YA: But to be honest with you, Jermaine, RentACoder is not the best solution for the developers.

JG: Wait, wait. Is not the best for you guys, right?

YA: Yeah, it's not the best for the programmers, you know? I've left RentACoder because it does not pay you a good amount of money. Because you can only work for very cheap solutions and at the end of the day, they are complaining, because programmers haven't done things properly. I mean, RentACoder – I won't recommend to the programmers. I don't know about...

JG: Well, we don't have any programmers on the call...yeah, well, see generally, these are two different worlds. And this is where it divides. Because of course, the programmer – and yeah, you have to admit, in Pakistan...doesn't \$500 go a long way?

YA: Yeah, that's right...but it doesn't necessarily mean that you will always get a good programmer. That's where you have to be very careful. I mean, if you want a solution, and you really want it urgently, and then you hire a coder from RAC, then it doesn't guarantee you that this programmer will give you what you are exactly looking for. [cross-talk] So this is a pivotal point that you must take into consideration.

JG: Yeah, I agree, because for every good one I found on RentACoder, I've found 2 or 3 nutballs, but my risk is minimal.

YA: [Cross-talk] You were quite a lucky person, you got me, but since then I left...to be honest with you, it's like it's just a waste of time for the programmers to spend their time over there. It's not easy to find people like you or vice versa on RAC, because relatively, not good programmers are over there, and the people who want to get the work done here are always looking for cheap solutions, so it's not – at the end of the day, I would say that sometimes, it's not a win-win situation over there, unfortunately, and that could cost people.

JG: Right, right. So this is what I would tell to people – my personal experience, I guess I have a knack for picking the right people, though [laughs]. I must have a knack, because this is what I do in RentACoder. I don't take anyone that hasn't done what I wanna do! So that first of all eliminates. And you guys will see by my bonus videos, and I've let certain clients see that. I wanted to see them that I trust they wouldn't let the cat out of the bag or whatnot. I don't go with

people that haven't done what I wanna do; I don't go with people that send me back canned responses, cause that happens a lot – they just cut and paste their company history; I don't go with people that post me back nothing, they just did, because that's their number game – they probably bid off 500 projects a day, hoping to get like, 10 or so; I only deal with people that really respond and teach me something. They teach me something before I even pay them. And that's actually what you did, whether you realize it or not. You told me that you'd be using PostNuke; you informed me on open-source technology; you educated me on CMS; and so I felt like you were the one to go with because you educated me. And because you were able to educate me, it gave me the feeling that you knew what you were talking about. And that's the same thing that I do with other people. Now, some people might fool with me, and like I said, probably out of one, you'll all get two or three that are not so good, and yeah, it's a numbers game, but if you really follow the rules and you try to get people who have done what you've done before – and I can't say it's...it's probably more like one or two, I mean...I can't take everybody to do my RentACoder and tell you what's good, 'cause when I pay them a bonus, it's good. But probably what would benefit most is to go with somebody who's done the grunt work like yourself. So, I say all that to say yes, you can get it done at RentACoder, but...somebody like Younus who's already been there, but...Younus doesn't do work for 500 bucks, as you would imagine. So you can contact Younus, make out that list first of what you want, whether it's something "just like Jermaine's" or whether you've got certain things you want done, and explore that. Because people like weplayguitar... didn't have any regrets for being able to be up in 3 weeks versus somebody who does have to go through a lot of grunt work. Maybe I was lucky. I mean, I've done a lot more successful projects –

YA: Maybe the best scenario for RAC or RentACoder is that when you want something which lies in the B or C grades, then you can probably go there and ask people to do things. But when you have critical things that fall under the A grade, or the A degree, then my suggestion is that you should not rely on RAC.

JG: [Laughs] So we're controversial here, actually – we're like butting heads right here – okay, but that's from the different sides of the situation we're in, and I totally agree with you. You know what? Before RentACoder, I would recommend as

many people to you if you could take them. I mean...and you know I do! I do. I recommend everybody I know to the people that are on my desk – between you, Bryan, Chris, and I don't mind sharing my Rolodex with people. But I do wanna give them other options. And I am a believer in RentACoder. It's easy for you to be pessimistic about this because you're on the other end, but as a marketer, it's the best thing since sliced bread, I tell ya. I put projects on there all the time, and I get them back, and they work. So it just depends on the person, okay? So in closing, if the person wants to get down to the nitty-gritty, find somebody like Younus who has been there, done that, has done and skipped the curves of learning, you don't have to worry about getting something back that you didn't expect. Absolutely. If you wanna experiment, you have a lower budget...because maybe not everybody has the budget; maybe some would only have the \$500 budget, so I wanna give them those options, 'cause I know you can go to some of the options like I have on my presentation, and for part of the budget you can get and test-start it. You might not get everything you want, but you'll get something started. But a little bit more with you, and then they can kinda have like, their dream system, wouldn't you agree?

YA: Yeah, absolutely.

JG: Okay, so how can people contact Mr. Younus Awan?

YA: Well, first of all, I think my primary contact is e-mail...I mean, I can easily reply to people within 1 or 2 hours, unless I'm sleeping...[laughter]...the second is my office telephone, which everyone can find on the sinusnode.com...

JG: Okay, but why don't you give it out here rather than make it a two-step process? Just tell them your e-mail and your primary phone number.

YA: Okay. I can give my e-mail address, it's info@sinusnode.com.

JG: Heck, I'll make it easy, I'll post your information on the homepage of stickymarketer, and everybody can see it there. Yeah, and Bryan, are you still with us? I know you had to cut out, you're a busy fella. Are you there?

[Silent pause.]

JG: Okay, so we kinda lost Bryan, but Bryan is good in the design aspects of – if you already have something going and you wanna design it or take something Younus sets up, or you'll just really knock it out of the park, he's at bryan@weblinemarketing.com, and these are two options where I wanted to give you every bit of the puzzle, and I'm gonna open up the lines – I don't know if there are questions or if people had to go, but let me see...[unmutes the call] Okay, so I'm unmuting for my closing parts, and who's out there? Is anybody still here?

Caller: Well, I can't speak for everybody, but there's some of us here...

JG: Yeah! Well, who am I talking to here? Who's this?

Caller: Hi, this is Teri, from Chicago.

JG: Hey, Teri. Thank you for being on the call.

Caller: Thanks for the class and thanks for this time...I know Younus' time zone – this is a real sacrifice to be here for us.

JG: Absolutely, it's like midnight there.

Caller: Yeah...given that with your endorsement, Younus is probably gonna be very busy very quickly, given that RentACoder is not what he recommends, I'm wondering if he can suggest generally, should we be looking more to like, our local colleges? Should we be asking friends? Are there other resources that he would recommend in terms of those of us who may be too late in the line to be able to get any of his time at some point in the future?

JG: Younus, can you hear Teri fine?

YA: Yeah, what I think I understand is that she is asking me for a recommendation for the people...is that what you mean?

Caller: Maybe not other people. Maybe other kinds of places to be looking.

JG: Yeah, just in case you don't have enough time, because you are booked up a lot and stuff. Let's just say they can't work with you for whatever reason, and you say...I mean, we butt heads on RentACoder. I'm still a believer in RentACoder. Don't get me wrong – I can see people trying for projects

there but just to open up the avenues, where else can they go?

YA: Oh, I think it's probably difficult for me to answer because generally, I'm looking for work, but not on the opposite side of the team. You know?

JG: Right. Right. That's more of a pressure for me, Teri. [Laughs.]

YA: I mean, probably you are the best person to answer this question, because –

JG: Yeah, Teri, see...that's one of those questions I...I know you can do it, but I recommend your competitor, you know? [Laughs.]

Caller: No, no, no. My question is not a specific name...my question is – you know, I have had people suggest that what I should do is I should go over to my local college, go to the Computer Science Department, and ask the professor for a recommendation for a student, or go to the career center and post something? So I'm talking kind of like other people –

JG: Generically.

Caller: - in terms of where would these kinds of people hang out?

YA: I think if you find someone who is a graduate of Computer Science or who is a post graduate. I think these are the best persons who can literally work anything for you, in terms of development or technical things.

JG: So Teri, here's some things that I do, and I've been at this for a while. Okay, if I'm not on RentACoder, I'm on Craigslist. And Craigslist is great, because you can post jobs in various cities and not have to pay. Now, the more popular the city, I think they're charging like \$25, but nothing compared to like, Monster or the real official job posting sites. And I get everything from new work to... music instructors, I'm sick at home today, but we're filming a Jazz Course from a guy we found on Craigslist, and we paid him a flat rate. He doing 3 courses, and I'm sure I'm gonna sell hundreds of thousands of dollars on, just off of Craigslist. So those kinds of things – if you don't do one or the other, you go to Craigslist, you go to your...some cities that they'll let you post for free, because this is something – well, the person doesn't actually have to

be in your own hometown, so sometimes it's better they're not, and post those all around; RentACoder's one of those things where you don't have to accept the bid. They do have this thing called a "Non-Action Ratio" which means, like, how many times do you create a project, but how many times do you act upon it? So if I create 8 projects, but I've only acted on 6, I guess that would make me 75% active, so that's the only thing that would hurt you there, but it doesn't hurt to post them on Guru.com, Elance.com, RentACoder...those are sites that pretty much do the same thing, different core competencies between certain ones, but if one just sticks out in the rough, like...you mean, 'cause Younus can't say – and this is where we butt heads – Younus can't say not to go to RentACoder when that's the very place I found him. When you take away RentACoder, you eradicate our relationship. We don't even exist. Right, Younus?

YA: Absolutely. But as I said earlier, Jermaine, you were lucky enough. So am I. [Laughs.]

JG: [Laughs.] We found each other! We were meant to be! But so I'm telling you, from my experience, you pick them right. You're not just picking the cheapest person that comes back to you on these sites like Guru, RentACoder, and stuff...that's not it. You're picking them when it comes back with knowledge, with information, insight, really teaches you stuff, and some even offer to do demos for you in a couple of days, if you'll hold back from making your decision. And then other ones are canned, and if you go with a canned message, and it's obvious that it's like, "We've been in business for 5 years, and we specialize in TAC," then you'll get...you know, those are people that are really dedicated. So...and it's easy. Those really stick out. And I'll probably post my little project I've been doing, it's about two hours, and you guys have time, but you'll really see me going through the results on RentACoder, and so you..."This guy's full of baloney, and this guy is great." Now, Younus, she makes a good point, because some people, they're...too late in life for you? Number 1, contact Younus, because all of these are assumptions. Younus may be happy to work with you. You'll never know. And then, if you care for whatever reason, there's suggestions I've given Teri – Craigslist, RentACoder, Guru, Agents of Value is another one...college, you can go to college people as well, those are great options...I know Younus mentioned him having a postgraduate degree, but the way that the Internet works, you've got 13-year-old geniuses out there doing their stuff. You've got Facebook – 19-year-old, 18-year-old guys

changing the world. So that's also a very great avenue. But you're sharing time between their schoolwork and you just don't know how serious they are about it, because really, their goals are to get out of class, get that degree, and maybe get work in the real world. They might not be the self-employed type who's gonna do it in the wee hours of the night and stuff. So I hope that helps a little bit, Teri.

Caller: Yes. Thank you.

JG: Yeah...but don't take our debate as like a do or don't...everybody gets a different experience. I won't say I'm so lucky, but I will say I am lucky too, Younus. We love you, Younus. But just e-mail Younus, and generally, it takes Younus about...I don't know – how long does it take to create a community, based on what I've already done? It's not like a big process, unless you're trying to like, further customize it, you know, there are points I haven't done yet...but if it's almost like you love what I'm doing here, then Younus is definitely the way.

YA: We have spent more than 2 years now to develop hearandplay center. We are still constantly developing it. And we have – look at this weplayguitar.com. We have developed it in less than 3 months or less, and it looks like...competitive to your website, you know?

JG: Yeah.

YA: Sometimes it looks even better than your website –

JG: Well, it does! I'll be honest with you, I'm kind of jealous. But...you know, I have more members.

YA: [Laughs.] Right. Later, we'll even get more members.

JG: No, you won't. No. I'm just playing. I love you too, Willy. If you're listening in on this, man. I've actually helped Will. I've actually sent e-mail to certain people in My Zone that have searched for guitar related information, and I say, "Hey, you guys go over there and look at my friend. You know, weplayguitar.com. Okay...somebody says "online," so where else should we be looking? Local colleges? Yeah, absolutely. I guess, ad listings. Please repeat the question. I can't hear phone callers very well. [Question inaudible.] Okay. That question really pertains to where else to find work other than Younus and like, RentACoder. We kinda talked about that.

And I may be doing an extra kind of a...really, screenshot of me putting up projects and showing you different places I go. "Could you go over the mindmap stuff again and mapping out what is A, B, or C?" Uh, pretty much – and maybe I'll mute it for a little while, this is going to be very, very quick, and I'll come back to online to see if other people have questions...well first of all, you go to FreeMind. You go to Google, type in "freemind" and pretty much you'll get this open-source software program. I mean, since I found out about it – I actually found out from Tracy Childers, those guys in Tennessee, which is why I met Bryan Dees, just kinda hanging out over there in Tennessee, observing folks, and since I've been using that, it just allows you to get your thoughts out of your head in a graphical way and then it automatically converts it into an outline. I mean, that 14-page outline is straight from FreeMind, that you guys see in Week No. 1. So pretty much what you do is your A-grade stuff, or this is what I commonly keep in mind...those are the things you can't live without. Those are core functionalities. You would be displeased if your community couldn't have these things based on what you now know from my presentations... the core; viral functionality kind of stuff; these are the things that grow your site. Like somebody told me, "Yeah, we can create a community for you, but we can't really have like the profiles, and the users can't really have their own links, and...they can't really create groups, and they won't be able to really pass on the site and add buddies to their list, and invite family and friends...but we can create a community for you, no problem." That'll be a big problem, because they're pretty much cutting out my A-grade features, things I can't live without. The project is not the project without those things. Those are your grade-A things. But this is not what you're doing. No. 1, you're just plotting out everything in mindmap. I mean, it let's you start with a thought in the center of the page, and you merely press "insert" and it draws a line. And then you type whatever you want, and then if you have sub-ideas from that particular aspect, you press "insert" again and it draws a line, so that's when you get this big, old cluster – big old web; and then, when you start prioritizing, you can make your grade-A stuff like, red. You can add red color to a certain circle, and things like that; you can make your B's like, blue, or something like that; you can make your C's like, green; or red can be C...you know, whatever you want. In that way, visually, you can see your grade As, and you can export certain aspects of your mindmap and create an outline or just use that as a start to create a fresh outline. That's just all I meant by that. Nothing

advanced. Just an official way to map out your ideas. I think it has a lot to do with what I can be working on so much at one time and just not get burned out, I'll still be able to chill at home and stuff, because I have it all lined out, and even if I can't get to it right now, it's to a point where I can just go to my mindmap, and it's there. So...and it's there in a way that I can easily access it. Okay? I think that's it. Let me go back to the main line. I don't wanna just tell you something that eats up a lot of people's time, and you won't wanna return next time. I mean, if we're done, we're done. But let me go back. Okay, I am back! Anybody else have any last-minute questions, or comments...you know, I can be here all night, but you know...I have a lot of time for this. But if there's no other questions, I can – I think Bryan's back – I can get some last-minute comments from him and we can end it and call it a day.

Caller: I Just have a comment.

JG: Sure.

Caller: Sometimes, some of the videos on the site...I just get a big red screen in Firefox when I play them...they'll play halfway and then...stop.

JG: You get a red screen?

Caller: Yeah, like the video, when playing it, it starts to turn red, and be like pixelated? And basically, my Firefox gets frozen. I haven't tried it on Internet Explorer. I'm gonna e-mail you –

JG: Yeah, that's something new...yeah, we'll explore that, but that's something isolated, unless everybody tells me, "We have a problem..." but I've shared it with so many...

Caller: It's the 38-minute video...I'm looking at the big version of it...

JG: Oh, the 38-minute video. That's the new –

Caller: Yeah. Not the course video.

JG: Okay. I'll explore that one. I believe I've watched it over and over – I'm fascinated by it; I just saw it...but I will check, I'll send it to some other people, and meanwhile, you can check it on Internet Explorer. Maybe it's an isolated thing. Firefox has been giving me some issues about playing, too, but I will

check it out for you. But it look like you're enjoying it. That's a good way to see different community aspects, kind of get your mindmap going...getting an idea what you want in your community. Because some people might not want everything that they see in that 37-minute video. Maybe this one is just a part of it, and that'll really help Younus to know – or whoever you're gonna go with – RentACoder, college student, Craigslist, or what-have-you...you know, so....but thank you.

Caller: I pretty much watched most of it and actually, I liked one of the examples that you had in the Week 1 training... 43Things.com? I was like, "Ooh! I would like to implement that."

JG: Right, right.

Caller: You know, things that people wanna do. I'd like to integrate that into my community.

JG: Oh, okay. Yeah, actually, if I was starting something, I would wanna integrate, too. Like...yeah, what people wanna do and then with folksonomies, and taxonomies...social taxonimies (like delicious.com, digg.com), you can make them bigger and smaller based on the demand and stuff. You see that on a lot of sites. That's cool, I would...add that to your mindmap; okay, any other questions out there? Well, if that'd be all...I'd like to thank everybody for coming to the Week 1 question-and-answer teleseminar. I'll have the recording up in the membership section probably within the hour or two...it's supposed to be up here, but I actually forgot to record in this particular system, but it gives me a backup mp3. Thank God for Rick Radditz; the backup mp3 recording. If I'd have started recording in the middle, it would have confused everybody. So I ran a no recording right after and just upload the files to Audio Generator or something and post it in the membership section. And that'll be under Week 1, just like everything else, and I hope everybody's enjoying it, and feel free to leave your comments on that little wizard I put in Week 1, and I'll continue...by the end of that week, we'll have time to come to maybe 12, 13 hours, so you'll be able to go the general page and stuff and I don't mind you letting employees see it or staff or something like that, but...you know, it's just an open place for content. Bryan, did you get back on the line? I wanna let your people know your e-mail. I gave them your e-mail address, but if you want to put a special touch on that...

BD: Uh, which one did you give 'em?

JG: I gave them bryan@weblinemarketing.com.

BD: Yeah, that's right.

JG: Okay, and your specialty...pretty much...Bryan, if you go to hearandplayzone.com and you go to weplayguitar.com, Bryan is the one that did that in-between. That changed it to that. So that's why I say Younus and Bryan are the wonderful complements because Younus can get it up and functional – like I say, I've started with [hearandplayzone](http://hearandplayzone.com) and I loved my design. And then Bryan comes – "Man, I can do this! I can tear this design apart!" So it just depends on your preference, and these are my guys. And I've also gotten on Bryan too, because the more I recommend people to him, the more I get pushed out in the list, so it's a sacrifice. Am I right, Bryan?

BD: You're right, my friend.

JG: [Laughs.] I had to come in and say, "Man, I feel like I've been recommending people, but we need to get it straight that I'm still a customer myself." Yeah, that's a balance there. By doing it for people like you guys – I used to put my contacts when I speak on stage; I used to do that; and I learned doing that at a 400-person workshop when Younus fled the scene and I can't even contact these guys because they were so bogged down with work, and I'm like, I'm kind of hurting my own operation, because I use these guys! This is not like, "I created this site two years ago, and you can't find it anywhere online or anything, you hear those kind of gurus, too. I mean, my stuff, I'm doing it, I'm in it, so you're learning what I'm doing, you know, right now, and continue to do to make money, so with that said, thank you for being on the call, and I'll see you guys next time; feel free to e-mail me; feel free to schedule; and we'll talk next week. Thank you so much, thank you Younus, thank you Bryan, thank you everybody who submitted questions, people on the line...appreciate it. Until next time.