

[Dawn Kay](#) Interviews [Randy Smith](#)



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Dawn: Hi everyone this is Dawn from DawnKaysBlog.com.

Now I'm really really excited today because I have on the call with me Randy Smith from Randolphsmith.com

Now Randy has been working online for about 11 years now and he's been making a regular income online since 2005. So he's had plenty of years of learning experiences that he's going to be sharing with us today.

Having built his online income up purely from the profits he has generated, I thought Randy would be a great person to interview as we could all learn a lot of tips from him and he's also become a great great friend of mine.

Hi Randy and thank you soooooo much for coming on the call.

Randy: Hi Dawn, you're more than welcome. We've known each other a few years now haven't we?

Dawn: We have. I think it was about 2008 I think.

Randy: Going back a few years I know.

I remember you being on my list and making a few purchases in those early days and doing your eBook shops and all your little sites that you were beavering away on.

Dawn: Yeah, I think yours was the second product I ever bought online.

Randy: Oh fantastic!

Dawn: And I've been on your mailing list ever since.

Randy: You've spent nowt since like have you (ha ha)

Dawn: Now come on, I think I've probably got every product you own (ha ha)

Randy: Because I keep giving you them (ha ha)

Dawn: Randy, I know a lot about you and what you're famous for online.

But for the benefit of the people that may not know who you are, can you tell everyone a little bit about yourself and what you do online?

Randy: As little as possible because I do have my reputation to keep up as been a lazy so and so.

As you've said, I've been online for about 11 years now and plenty of years of learning experiences.

So in other words I failed miserably just like MOST folks do but I managed to do it for a good long time just to make sure that I definitely knew how to fail.

So we had about 5 years of that were I'd never made more than about \$50.

Thankfully I bumped into a good forum and some good mentors in 2005 and by 2006 as my offline business was going bankrupt, my online business was picking up.

I managed to replace my income so that I didn't have to get another job for anybody.

Prior to that I'd had 20 years of direct sales and management. Eventually I had my own limited company that did go bankrupt in 2006.

Online I've got my blog at RandolfSmith.com and multiple sites that I won't bore people by going through them all. You can find them if you go to my blog.

I've got membership sites; I've got eBooks, videos, products in the i.m niche, self-help niche. And a few others that I won't mention because I don't want everyone copying. But yeah, I've got a lot of websites.

From my point of view I started doing okay when I realized that my offline experience was able to be turned around into an online experience.

That was the salesmanship that I'd been doing for all those years turned into copywriting. And that got me a few contacts and got me a bit of work and got me my first few products.

From there I've just gone on to learn stuff and create products on other bits and bobs and I'm still to this day completely technically challenged.

I hate computers, I hate technology. And if people knew where this recording actually started and how many hours you've had to walk me through just managing to get this recording going. They would be quite surprised.

Dawn: Ha ha ha!

Randy: I don't mind admitting that to people, especially new guys. Because I think it's motivational to realize that look, you can make a full time living online and still not know what to do with a computer.

Dawn: Now Randy, you always say that you're not very techy but I know you are.

Randy: I can find my way around these days but I do still manage to break a lot of things.

Half the reason I do a lot of tutorials is everyone thinks I'm a great guy because I've done them this lovely video tutorial showing them what to do...

When the truth be known is the reason I made the video tutorial was because it was fresh in my mind what the instructions were. So I recorded myself doing it so I won't forget.

Because in 3 days' time I will of forgotten what I'm supposed to do.

So I can go back to my own video recording and watch it and go oh yes I'm supposed to click that button and then do this bit.

Then it was just a case of that led from doing a tutorial from my own benefit to putting it online. And other people went oh that was great and it was so simple and straight forward and it walked us through. And it was like yeah, I needed it that way for me.

Dawn: So you do them for yourself do you to teach yourself. That's brilliant, brilliant.

Randy: There's a little tip for people there.

Dawn: It sounds like you haven't had an easy ride to get where you are today.

So what obstacles have you had to go through and what kept you going through the bad times?

Randy: We've had a few challenges, CASH FLOW being one of the first and foremost. As my offline business went bankrupt, I had no form of credit and no income. So I struggled to fund anything that I wanted to buy.

So that was one of the main obstacles was just a constant barrage of SHINY OBJECT emails that I received daily and loosing focus on what I should be doing.

Instead you end up chasing the get rich quick in a fortnight schemes that benefit nobody but the product creators. That's how come I wasted 5 years on those in the early days.

Then once I started to get SERIOUS I had no money and no credit cards so everything was having to be done the long way around.

That's something else to bear in mind for people listening is there's always 2 aspects to getting anything done online - Time and Money.

If you've got the money you can buy the fancy software that does things and saves you loads of time.

But if you haven't got the money, it just means that it takes a little bit longer because you've got to go through the process of doing things manually.

It doesn't mean they can't be done, it just means you've got to put a bit more EFFORT and a bit more focus and a bit more time into getting them done.

The key there is to stay focussed on what you are supposed to be doing and see it through to the END and stop reading those shiny emails.

Dawn: Randy you mentioned the shiny objects and the shiny emails.

Have you got any advice you could give to people just starting out how to AVOID all the shiny objects and not go down that trap?

Randy: It's one of those things that it's easy to say be selective on who you are listening too and who's emails you read. And are they offering you genuine help and advice.

Obviously every marketers got to promote things because that's what we're all here for. But it's finding people that have got the right balance of they're promoting something but they're promoting it because they genuinely believe it will be HELPFUL.

It's a genuinely good tool so therefore the subscriber who buys is gonna benefit. And then it's like what other emails are you getting from that marketer.

Is it helpful, useful stuff where there isn't something for sale and it's just teaching you something.

Unfortunately, for anybody that is brand new, they DON'T KNOW who these people are until they've been through the mill.

So as much as we can say be careful what you read, think about your buying decision and don't be listening to the scare tactics of there's only 200 of these ever gonna be sold and you've got to buy it NOW.

It's easy to say all that but when you read the sales copy it's so tempting isn't it.

Dawn: Yeah.

Randy: All I could say to people is if they're listening to Dawn's interviews then there's a good person that you're listening to already.

See who Dawn associates with because she's quite selective and she only associates with GOOD PEOPLE.

I know in your circle of friends you've got people like [Sally Neill](#) who is a brilliant marketer and gives out a lot of good information.

You've got [Barry Wells](#) there putting videos online and everything. [Ian Ieba](#) and [Keith Purkiss](#), there are so many people in your circle of friends.

So if they're on your list and they look at your circle of friends, you could say that they're all good GENUINE marketers that are helpful.

As opposed to some of these (and I can't really mention any names in a negative fashion).

But some marketers and there's several terms for them Syndicates and Mafioso and all they do is PROMOTE one after another and promote each other's products like CRAZY and then you never hear of them until the next product launch.

Then suddenly you're getting tons of emails again promoting the next best thing. It's just trying to find them and being selective on who you are getting your emails from.

One tip there is to make sure you've got MORE THAN ONE email account. And always join every list from your JUNK mail account and then see what sort of emails you get.

If they do end up being promo after promo after promo and today's email says no whatever I said yesterday doesn't count and this is what you need to buy...

And tomorrow's says okay, forget everything I said in the past, this is what you need to buy. Then you can think yeah, I'll leave that one in the JUNK email.

If you get some genuine helpful emails and some genuine help from people then sign up again for their list and use a different email address that you can read every day.

Where you could ignore the junk ones and just go through your genuine email inbox to read the genuine advice and just use the junk one for learning purposes.

Dawn: That's a really good tip there because sometimes when I first started I didn't do that and I had them all going to the same one.

Then I'd WASTE loads of time because when they'd come into my email box I was oh I'll just look at that one and I'll just look at that one.

That's when I ended up buying all the things; do you know what I mean?

Randy: Yes, it's easily done and to this day if someone said to me what's your advice on email.

I would have to be honest and say the best advice is to check it TWICE a day. Once in the morning and once on the night.

But guess what I do???

Same as you Dawn. If I'm sat there and some emails come in I'm oh what's that.

Dawn: And then you have to go and read them don't you and then all of a sudden an hour later, you're an hour down the line.

Randy: And you're thinking I'm supposed to get this done today and I've been working all day. And no you haven't, you've been reading emails.

Dawn: That's what they call being a BUSY FOOL isn't it (ha ha)

Randy: If you pick a handful of marketers, follow them. Get a separate email address for your list and stay focussed on what you're doing and see it through.

Then you shouldn't go too far wrong in terms of moving your own learning forward and actually getting something done that's gonna be productive.

Dawn: Yep okay thanks for that Randy.

Randy: No probs.

Dawn: So if you could give one piece of advice to someone starting out online to help them get on the RIGHT TRACK right from the beginning - what would it be?

Randy: One piece right from the beginning, now you've got me.

Dawn: I think we've covered a little bit of it in the last question actually.

Getting in with the right people from the start because I know that's really HELPED me.

Randy: Definitely. I don't know whether there would be one piece because there is so much in general.

Everything from setting yourself a daily routine so you've got something there that you're not swimming around all over the place in the big sea of internet marketing that's out there. You've got your own daily task routine.

When I get up first thing at 10 o'clock in the morning, I'll go and I'll check my old fashioned paper and pencil to-do list.

Now I know there's all these fancy programs you can buy now but I usually don't find my way round them. Although I am getting better with my iPhone.

I love it that much that I've taken time out to learn how to use that and use my calendar functions.

But yeah in terms of my computer I have an old fashioned piece of paper and pen. I'll write a daily list of things that I want to GET DONE and I'll prioritize them.

Once you've got a PRIORITY list then it's a case of right what do I need to do now and what do I need to do next and what do I need to do eventually. And then just start working through the list.

Again, it's important to always make time for family and FUN.

Dawn: Yes, very important.

Randy: So don't leave that out of the equation because a lot of people will work their cotton socks off and then they'll suddenly realize that this isn't fun and it's like a job and I don't want to do it anymore.

That's something else that's important. I know it's not a cool marketing tip and people aren't gonna go oh wow I'm gonna rush off and do that now. But it is something that's important.

Have your daily routines and set those out but then treat your business like a business but at the same time have a knocking off time. Say my business hours are over and I'm going to have some fun.

Whether that be spending time with the family. Whether it be getting out and about having a walk in the fresh air or whether it's like the fun can be my Facebook socializing.

Which is slightly business related because I'm building RELATIONSHIPS and CONTACTS with people and making friends who eventually help in a lot of ways.

Dawn: So leave Facebook till the end of the day when everything else on your to-do list is already done.

Randy: Yes or even if you're just having a lunch break.

You could say right I'm making myself a coffee and a toastie and then while I'm eating that I'll pop on Facebook.

Check a few posts, make a few comments and as soon as your lunch break is over get OFF Facebook and get back to FOCUSING on what you was doing.

Dawn: Yeah thank you, that was brilliant that.

Well Randy a lot of people dream of packing in their day jobs and working full time online, like you do.

So did you build your business up so it was making good money before you cut your day job or did you just say what the heck and you went for it anyway?

Randy: Laughing on that one because I was actually treating my online business as a hobby right up until my offline business went bankrupt. So from my point of view it was a little bit different to most.

A few of the guys that I know are making full time incomes online now did BUILD their online business up, keep their offline day job going and use the excess income to clear their debts.

And get to a position where they didn't have a big risk in packing their day job in and they were making money online.

From my point of view I was literally dropped in it, I went bankrupt. Having been a business owner to go out and look for work, it was one of those situations where I either didn't want to work for them because I didn't think they was any good.

Or they didn't want me to work for them because they thought I might want to take over their jobs at some point.

It was a couple of weeks of now this is silly and that's when I actually focused and VERY quickly I was lucky enough to scrape by until I could pay my bills.

I took a part-time gig. One of my other hobbies was DJing so I did a bit of DJing in a local club that kept me going while I built my i.m income and that again finished before I was ready for it too.

But fortunately I was close enough to pay my bills just by staying focussed and putting my efforts into what I needed to GET DONE and going through my priority lists. I managed to keep it going and build my income up sufficiently.

At the time I had a partner that contributed to the household bills so I had the backing there.

To be fair I think I handed over just about everything I earned and I was left with about \$30 a week pocket money. But you've got to go through these things haven't you.

Dawn: So when you actually did jack it in did you celebrate and if you did WHAT did you do to celebrate, did you have a big party?

Randy: No it was just a case of I went out and bought some bits and bobs that I'd been wanting for a long time.

When I'd suddenly realized there was enough money in the bank and the bills had been paid and I was no longer relying on \$30 pocket money and I could spend what I wanted I just went out.

To be honest some of the things that I bought as treats for myself was business investments which was quite cool because then the tax man sort of contributed.

So I'd buy bits of software that would make life EASIER. Get an update on my computer to increase the ram etc, so my business became my hobby.

Again, it's one of those things that if you love what you do then you never work another day in your life so the saying goes. I was enjoying what I was doing and I was enjoying REAPING THE REWARDS of it.

So I re-invested in it and a few other treats but I think I'm getting on a bit now so I don't need the latest designer jeans.

I'm quite happy with some Tesco / Wal-Mart type jeans so it doesn't cost me a lot to live in terms of my fashion and clothes.

So if I'm wanting to spend stuff in the normal shops now then I tend to usually spend it on my partner buying her more pairs of SHOES.

Dawn: I was just gonna say you need it to buy Rachel some shoes ha ha ha.

Randy: I do and I probably spend more on clothing for Rachel as I do on clothing for myself.

Dawn: And so it should be you've got to look after your lady.

Randy: You do.

Dawn: Now Randy your [SalesletterABC](#) product was one of the FIRST products that I ever bought and I still use it loads today.

So I was just wandering, what's been your best buy and why?

Randy: Hard one to answer because I've bought everything.

Yes it is, it's a difficult question because product wise straight off the top of my head I'd come up with something like [Camtasia](#). That's a fantastic product.

In reality I think rather than a physical product I would probably say COACHING was one of my best investments.

I had [John Thornhill](#) coach me which I was lucky enough not to have to pay for in cash because at the time I actually EXCHANGED my copywriting services for his HELP and advice when we first met and got together.

So I ended up writing email copy and sales page copy for John in exchange for John answering questions and pointing me in the RIGHT direction on product creation and list building and building the correct relationships and all of this for a long term business.

If people don't know [John Thornhill](#) then he's another fantastic guy who does educate his subscribers as well as doing his promotions. And John is the first to admit that he's in it for the money.

The easy way to explain it is we would say there's 2 main TYPES of people building mailing lists. You've got people who will BUILD a long term relationship and then you've got what we call a CHURN and BURN.

The churn and burn people are the people who say yes come and join my mailing list and I'll give you all this for free and then I'm going to promote to you every single day.

Hope that you buy EVERYTHING until your credit card is all used up and then you can go away and join somebody else's list because I'm still getting NEW people coming in buying things every day.

That's what we call a churn and burn were they'll promote like crazy, make as much money as possible and NOT CARE about the numbers.

It's a genuine legitimate business to run, it's just not something that sits well with my conscience but in terms of business it works for them and they earn MORE money than I do.

The other side is the RELATIONSHIP people and that's people like John where he teaches you to look after your list and build a LONG TERM relationship with them.

You're a prime example Dawn; you've been on my list for 4 or 5 years and in that 4 or 5 years you haven't bought every single product that I've recommended.

Dawn: Nearly, nearly everyone but only because they was good VALUE and I knew that they would be good products.

Randy: But you've also taken lessons from my blog and not bought things that you weren't gonna use there and then.

Dawn: That's what I like about you actually because you tell us not to buy them unless we NEED them.

Randy: And in a sense you could say oh well that's a really nice guy so I'll stick on his list which you have done.

But from a business point of view it makes good business sense because it means you're still on my list after 5 YEARS. You don't buy everything but you still will buy things so I make money from you continually for the long haul rather than just 2 or 3 months.

Hopefully I'm providing enough value that you don't feel worried about the couple of dollars that I'll make from whatever purchase. So it's the relationship side of things there that John taught me and that was probably one of the BEST investments.

Exchanging my copywriting and my time in exchange for John teaching me how to build a long term business so that I could literally MAKE MONEY for years to come.

Rather than just a couple of months and not be a ONE hit wonder or a quick income and then you're GONE AGAIN struggling again.

So [coaching](#) I would probably say was one of the best buys and having someone teach me the right way to build a business rather than a piece of software or a particular product if that answers the question in a strange round about sort of way.

Dawn: So if somebody was listening on the call today that is first starting out. Would you suggest they invest in coaching right from the start then?

Randy: If they've got the means and if they're COMMITTED to wanting to do this as a full time business then yes.

But sometimes it takes most people a few months to sort of have a play and then they realize that yes it is something that they would like to do.

The other side of the coin is and I'm one of the worst for that in terms of guilt ware. I'll use some of my hobbies as an example.

I once wanted to know how to fly gliders, I wanted to be a pilot. So I booked on and went on a glider flying course and I loved it.

Therefore I went CRAZY all out and spent a fortune. Went every single weekend, every single bank holiday and every time it was a sunny day and I wasn't at work I was down the airfield and flying.

I did that right the way through until I got my license and as SOON as I'd got my wings and they said right the next step is to continue on from there and eventually become an instructor and do some really hard work. It was like NO I don't fancy that I've got my wings now and I never went again.

I did the same thing and now I want to be a scuba diver and again I'd pay a fortune, go out and learn to be a scuba diva. Get my card, register as a scuba diver and as soon as I'd done that I never went scuba diving again.

Dawn: What a waste.

Randy: And then I wanted to go ten pin bowling and I didn't just go bowling and throw the ball down and knock a few skittles over.

It was right

- See the professionals
- Teach me how to do it properly

Oh right, I need the right weight of ball so rather than using the house balls I actually had one MADE for me.

You check my size to my hand and they drill the holes exactly where they need to be drilled and they get the perfect weight ball for me and that will just put a little edge on my game so I can get a HIGHER score.

And I spent fortunes on that and then once I'd achieved the score I wanted to achieve, I never bothered again.

Dawn: Oh Randy.

Randy: I know I'm like that and over the years I've realised that I'm that way inclined so now I'll think TWICE before I jump into spending fortunes.

But years ago I did in my sales career earn a lot of money so I could afford to indulge like that. But these days I'll think do I really really REALLY want this and let's have a think about it and let's just cool it down.

If I still feel the same tomorrow or next week whenever then we'll look into spending the money and making the investment.

Going back to internet marketing with some people it might be a case of look get some FREE advice, have a dabble, have a play. And if you start to see SOME RESULTS and think yes I'm really excited by this and I want to do it long term then yes - invest in some [coaching](#) and build a proper business.

But the first day in the internet marketing niche and you're thinking right I've been told I need coaching.

Don't go rushing out and spend thousands of dollars on coaching and then realise actually no I want to be a plumber, a sailor, a baker or whatever instead in a few weeks' time.

Make sure you've got that decision that you want to be an internet marketer FIRST and then if that's the case then yeah get the coaching.

So everybody for their own individual circumstances and again some people can't afford the high end coaching so you've got to start with some smaller packages.

Realizing that they will take you part of the way through that route and then as you go through and you start making money you can re-invest and learn more and PROGRESS further.

Dawn: Yeah that's brilliant that, thank you Randy.

Now you have a very busy blog at Randolphsmith.com so what's the secret of its success and how did you get your blog up to a page rank of 3?

Randy: I've been asked that one before by people. Quite honestly the page rank 3 bit I haven't a clue.

Dawn: Haven't you?

Randy: I don't know how Google works and why it's a page rank 3 for a blog. A lot of other blogs that I've got and other websites I'm LUCKY to get up to a page rank 2.

Dawn: Do you think it's because it's been around for a LONG TIME then, is that it?

Randy: I would think that number 1 it's been around a long time now. I think I started that blog in January 2007 so yes it's been around a long time.

And number 2 I've tried to make sure I do post religiously so I don't think there's ever a month's gone by when I haven't posted and usually I'll try and get a couple or 3 posts a month.

Or one every week or every ten days. So REGULAR content and a good long period of time.

The page rank 3, I don't know what relevance that has these days or if it still does have any relevance or if it will in the future but yeah it's nice.

I know I've got a reasonable Alexa ranking and I know because of that and because I use a DO FOLLOW plugin that if ever I build a new site, I can get that site ranked within days simply by adding a comment to my own blog and using the url in the website field when your adding the comment.

So if anybody's listening and they've got a new website and they want to get it ranked then come along to [my blog](#) and leave a comment and put your URL in the field.

A lot of people don't do that and people like mine and John Thornhill's and your blog. When I look at my Google Analytics I get traffic to my blog from your blog just from me leaving comments on [your blog](#).

So it's worth adding comments on these blogs especially if they have the do follow link.

So REGULAR CONTENT and a decent Alexa ranking there because I've got a reasonable amount of traffic from that means that it helps me in other aspects of my business.

When I build a new site I'll leave a comment, that site gets RANKED and I start getting traffic straight away. The way to do that is to just keep the content going because Google LOVES content.

Dawn: It does, it does. So do you do any social networking like Facebook and Twitter and things like that? You do do that as well don't you?

Randy: I do yes. I'm on Facebook I've got like pages, fan pages and I've got my own personal account.

I'm not as prolific as some people because I do find a lot of it silly and time consuming.

That said again I'm guilty of once I've seen one silly thing and I think oh that was funny I can WASTE hours just clicking from link to link and watching videos or looking at images.

Dawn: You've got to be careful haven't you on Facebook.

Randy: Twitter wise I'll be honest with you, it's AUTOMATED.

Dawn: Right, well that's the good thing about it.

Randy: That was a tip I got off our friend [Sally Neill](#). She taught us about Twitter-Feeds so as soon as a comment goes on my blog it goes automatic to my Twitter.

>> [Click Here for Sally's video on Twitterfeed](#) >>

It posts it on Twitter and then it comes round and posts it on Facebook. So it keeps Twitter and Facebook adding comments that put links BACK to my blog which then brings TRAFFIC to my blog to get more comments which then go round the full circle again.

So Twitter, I'll be honest I don't tend to check in there very often at all.

Facebook yeah because I like watching the videos, the funny stories and the funny captions and commenting on the jokes.

So yeah, I do that bit of social networking. I don't do as MUCH as I should with Stumble upon and Digg but thankfully some of my subscribers do so that all helps as well.

Dawn: It does.

Randy: But I do use tools wherever possible. I've got some bits of software that'll go round and post and tweet and do other things on other sites that I can't even remember what they are.

I remember creating the accounts and putting it in and setting it up and letting the software do its bit. And that's always helpful to look out for if you see software that AUTOMATES things.

It comes and goes and sometimes some of it works one week and then a few weeks later the sites that you're posting to will change their algorithms or processes and it no longer works.

But as long as you keep on top of what's current and what's happening and there's always people out there that are very techy that will keep you clued up thankfully because I haven't got a clue half the time.

Dawn: That's good then isn't it. Haven't you actually got a backlink thing on your blog were people can come and GET BACKLINKS from your blog because that would help?

Randy: Again it's one of those things that make me look good and makes me look like I'm techy and I haven't got a clue how all that works. That's another friend of ours [Keith Purkiss](#) set that up and he's a very techy guy.

Keith created the Free Backlinks Generator and it goes out and it does queries on pages that tell you about your website but they are considered by Google to be authority pages and by submitting a query saying what's this site like.

This is in my layman's terms...

It then creates a static page on that site saying this site's like this and it's got this ranking and these keywords, owned by whoever. It just puts some information about YOUR site.

It's not a backlink that people would see but it's a backlink that the robots go round and go oh look there's an AUTHORITY SITE with a link to that page therefore that must be better and it will move you UP the rankings.

Dawn: I was just gonna say it does help to get more traffic to your website though doesn't it.

Randy: Yes, backlinks from authority sites. It moves you up the rankings which then gets you more sites from the organic search. Yes it's helpful having friends.

Dawn: Yes, so anyone wanting to take advantage of that can just come and pop their details in on your blog can't they?

Randy: Come on the blog and look for the link that says Free Backlink Generator. Add their blog, click the button and it opens 24 pop ups or something which are very annoying for 5 minutes and then you just close them all and you've now got them 24 sites all back linking TO YOU.

As I say, not my software it's a friend's software and friends are very USEFUL people.

Dawn: They are and bringing us on nicely to the next question.

You have a lot of friends in very high places so how have you managed to build such CLOSE RELATIONSHIPS with most of the top marketers online and how much of an impact do you think it's had on YOUR SUCCESS?

Randy: Right, well impact, a massive amount.

Every thousand dollar plus day that I've ever had has come from a friend with a big list promoting a product for me.

That said, one of the reasons I've maintained good friendships with those people and a lot of the big names that you're on about. Some of the people that I go drinking with on occasion is the fact that I RESPECT that their running a business too.

I don't pester people like that for promotions every single launch I have but I do stay in touch with them and make genuine FRIENDSHIPS with them.

I can quite honestly put my hand on my heart and say that one of the guys that came out with us a few weeks ago and I put up a picture on the blog.

I won't mention his name because I don't want him suddenly getting inundated with what have ya.

He's a big big marketer and he's got HUGE mailing lists but I think I've only asked him TWICE in the history of about 4 or 5 years of knowing him whether he would promote a product for me.

I try to make sure that the products a good fit and it's something that he would want to recommend to his subscribers anyway but more importantly in between time, I stay in touch and I'll ask after the websites, I'll ask after their families and build a REAL friendship with people.

That's how you develop the friendships. You start out either through forums or by personally meeting them at events and then take a different approach instead of the usual shoving a business card under their nose and begging for a promo...

Buy them a drink, get TALKING to them and don't talk shop unless they do.

That way you can genuinely make friends with people if you are a people person. I am as it happens and I like computers and I like people.

Dawn: You definitely are.

Randy: It's quite easy for me to talk to people and I take an interest in what people do and what they're up to in their lives.

If I can help them and benefit them with NO strings attached I will do. So making friends has been a HUGE PART of my own success story.

But again, it's not just the big names. Just keeping in touch with regular people, subscribers with people I've met on blogs and forums and then people that I've eventually met at offline events that's led and ended up with me finding

- Outsource workers
- Jv partners
- Loyal customers who've stayed on my list for years
- Affiliates that promote my products and might not make sales every single time

But lots of little people promoting for you still gets you a LOT of hits and a lot of traffic to YOUR sites.

I've been paid by others for skills that I've got and I've developed contacts were I've made by those resources and those friends have then helped me land lucrative work with other people.

Helped me get over technical obstacles which is a big one for me. I've got a lot of techy friends because I've always STRUGGLED with the techy side of things.

That's why you think I know a lot about techy stuff.

Dawn: You do ha ha.

Randy: They give me their stuff to break because I'm so good at messing it up that I get products before they've been launched just so that I play with it and break it.

And they know how to put it right and make it idiot proof. Because if I can do it without breaking it, then anyone can.

Dawn: So your there tester are you?

Randy: Some of those technical obstacles could of really held me BACK but I've had help with that from techy people.

I've promoted and reviewed my products and I've had people give me ideas and supported me and partnered up with me and the list goes on. It's not just the big names it's just everybody that I come into contact with is a potential friend.

I would always highly recommend MEETING PEOPLE if you can face to face and then be active. Don't be a busy fool in forums and social sites but be active in those forums and if you can help somebody, do it.

Then you'll find that suddenly there's other people in there that are helping people too and they might have skills that you don't have and they can then help you.

Naturally that's a good point to recommend the forum at InternetMarketingApprentice.com.

Dawn: Definitely.

Randy: Not too big for people to go un-noticed but there's a HEAP of training, there's resources and all the rest of it.

But in the forum particularly in the general site there's a GREAT CROWD of guys in there.

A lot of guys that used to be on RandysMoreMonthly.com I did an offer and brought them over to InternetMarketingApprentice and that's where you mentioned earlier that you met Sally there didn't you?

Dawn: Yes I was just gonna say that I LIKE the smaller private forums like Internet Marketing Apprentice because they're all friendly, they are willing to help you out a LOT more than the big forums.

And I actually met [Sally Neill](#) and [Kathy Dobson](#) on your More Monthly forum and they have gone on to become two of my BESTEST FRIENDS online and they've both had a HUGE impact on my business.

So I would definitely recommend people join so that they can start building RELATIONSHIPS themselves like I did as I think it's really really important don't you and everybody should be doing it?

Randy: Most definitely and can I just correct that link because that link is now [RandysMoreMonthly.com](#).

Dawn: Sorry yes, it's RandysMoreMonthly.com

Randy: That was due to the hacking we had a year ago. Which again without my friends I don't think I would of got over that when I had over 80% of my business wiped out overnight by some nasty person that decided they didn't like me or didn't like me making money online or wanted to steal all my customers credit card details (which they never found because I never stored any) and then ruined all my sites.

Thanks to friends I managed to keep my head above the water. And thanks to my subscribers and the FRIENDS on my mailing list I managed to still maintain and KEEP my lists and keep a few promotions going that brought the money in until such a time that I got some sites back online and REBUILT and some new sites created.

So again, friends and people.

Dawn: Yes it's really really important to build these relationships.

Randy: Yes it is. In fact there's something there that I don't think I've mentioned to you in the past yet so I'll just throw it in anyway.

There was something I learnt a long long time ago in my sales career.

I can't remember his name now he'll be dead now, ancient video it was a black and white sales video I think.

But a guy there that I watched on the sales training video years ago when I was in selling once said what business are you in.

And all the sales people in this room were answering the question with:

- I'm in the double glazing business
- I'm in the car business
- I'm in the shoe making business
- Retail furniture store business

And he waited till everybody had gone through and this is a question you should ask yourself.

If somebody said what line of BUSINESS are you in, everybody automatically assumes it's what they do. So what your husband might do for a living would be quoted as the line of business he's in.

The guy waited until everybody had said and then he turned around and said okay well I'd like to put it to you that you're all WRONG.

Which you never say that to people because that's getting peoples backs up straight away but when he'd finished the statement everybody was nodding away thinking do you know what he's right.

We're NOT in the internet marketing business; we are NOT in the computer business or the website business.

We are still in what he said everybody was in and we're in the PEOPLE business by way of internet marketing.

Dawn: Yeah it's true as well isn't it?

Randy: You're in the people business by way of car sales. Because at the end of the day without people none of those businesses exist.

So it is, it's relationships that's IMPORTANT as it's the people that buy and sell products that use products that consume products and it's the people that are looking for answers and looking for more leisure time or more family time or whatever it might be.

So we're all in the PEOPLE business by way of whatever niche or whatever line of business we do.

Dawn: Talking of people I've met a lot of people at your Marketing Meet Ups.

So for anyone that's listening that wants to GO to one, can you just shout it out and tell them a bit more about what goes on.

Randy: Presumably more for the local people that are in the UK.

Dawn: For the UK ones yeah.

Randy: Not that we have any objections for somebody flying over but it will be an expensive doo.

I have a meet up EVERY month as you know which is just a local get together and this is something I would suggest for people if they are too far away from Northallerton.

Try and organise something and get in the forums and ask if there's anybody else in YOUR area that you live that would like to get together and MEET face to face.

All we do is we meet up every month don't we Dawn?

Dawn: We do.

Randy: Where we have some sandwiches and some chips and we sit around and we talk about what we're doing.

And it's great because you get people with different skill sets there and you can talk FACE to FACE with people and get genuine helpful advice.

If people want to know about my meet-ups they can go to Randysmith.co.uk/NorthallertonMeets.

Or they could go and just find me on Facebook if they search for Randy Smith or they search for [Facebook.com/NothallertonMarketingMeetup](https://www.facebook.com/NothallertonMarketingMeetup)

Dawn: I know from your marketing meet ups you've gone on to do a lot of joint ventures with people that have actually come to your meetups and things like that. So it's a really good way of building RELATIONSHIPS with other marketers isn't it?

Randy: Yeah I'll build a relationship with somebody in a forum and then if it's near enough or not too far for them to travel people have come along to the meet ups.

When you've met them face to face and you've met them a few times, you form a BOND and a friendship and then there's some TRUST factor there so you say yeah let's do something together.

When you say Jv's there we're not talking about somebody just promoting a product, we're talking about creating a product TOGETHER with people that might live other end of the country but then working together as a business and having that trust that everything's going to be sorted out financially workload wise.

And you can ONLY do that with people you've established a relationship with. Some relationships end up with a full blown JV launches like that were you've both got an interest in a site.

I'll give Terry a shout out here, [Terry Dollard](#) one of my favourite techy people.

You'll meet up with him and you've just got any techy problems and you talk to Terry about it and you get really stuck – he does it for you.

Dawn: Awww Terry's brilliant isn't he and you always come away learning something NEW from Terry.

Randy: Terry benefits because he started coming to my meetings about 4 years ago and EVERY time he come to a meeting he'd go away and go thanks for those tips and you're going what tips as I've just been chatting away.

And a month later he'd come back and said I MADE another couple of thousand dollars for that tip I picked up from you last month. I'm sat there thinking what tip did he pick up.

So Terry benefitted from the marketing knowledge and my sales and marketing skills and I've benefitted from [Terry's](#) technical knowledge.

So although neither of us are handing each other any monies or anything like that and we've not got any official joint venture arrangement in place.

We've done things for EACH OTHER and it's I'll pay you with my skills if you pay me with your skills type of thing. Even that wasn't said because we're friends and they help you out.

Again that Northallerton Marketing Meet up page on Facebook. [Sally Neill](#) built that for me without even telling me.

Dawn: She did.

Randy: She built the page and then had to pester me and say give me your Facebook login details and it was what for.

Dawn: Yeah and from what I can see from going to the meetups every month people are MORE willing to help you out if you've got a problem and if you speak to them face to face and they actually become your FRIENDS don't they.

Randy: They do, they become your friends and they'll give you genuine help and advice.

If you're an email marketer he might give you some advice and send you a link to a product to buy. Where as if you're talking to somebody face to face 9 times out of 10 they'll just GIVE YOU the link to the download page of the product.

It's just one of those things that the relationship is worth MORE than the couple of quid commission or profit you would make from selling the product.

Dawn: Absolutely, yeah it is.

Randy: Long term has its affects because then suddenly people remember that and one day when you NEED the help suddenly somebody's there doing the same for YOU, which is fantastic.

Dawn: Randy, is there anything you would like to add that hasn't already been mentioned?

Randy: Yes if we could have two and a half hours to go through the links of all my websites ha ha.

Dawn: Ha ha ha. I'll put them in the pdf version for you.

Randy: Seriously, just link to the blog at RandolfSmith.com and anybody that wants to have a look around will find everything else there.

I would like to add that I'm NO guru. I don't make tens of thousands of dollars a month like people might assume I do.

I make enough to pay my bills and leave a little money on the table every month to buy Rachel's shoes AND other treats.

There must be others out there like me that don't want to be a 20 hour a day, multi-millionaire and we'd be happy not have to work the 9 to 5 job and enjoy more time with the loved ones.

So don't feel pushed to make tens of thousands. Some people come online and they've not made \$10 yet but they are already saying how do I make my next ten thousand dollars a month then. And it's like don't worry about that, just FOCUS on enough to pay one bill at a time until each bill is being payed.

If you can just replace your car payment bill, then your electricity bill, mortgage and just keep adding it one bill at a time until your making ENOUGH to pay all of your bills and then suddenly find you've got a few hundred for spend for treats for your wife and kids or just your friends.

Then suddenly you'll realize that hey life is fun. You don't need a day job and you can ENJOY what you're doing and if you LOVE what you do then you'll never have to work another day.

I think there's some great advice that comes from I believe it's Oscar Wilde and it's one that I offer to people when they say well how do I go about getting online, writing emails and doing blog posts that convert, without it becoming boring and a tedious job and the Oscar Wilde quote is...

Be yourself - everybody else is taken.

Dawn: That's fab that so can I knick it off ya, that one?

Randy: It's Oscar Wildes.

Dawn: It's true as well though isn't it, I love that.

Thanks again Randy for your time. You've shared loads of cool tips with us today and I know it will HELP a lot of people.

And thanks for being very gentle with me on my first EVER interview.

Randy: I know you were a virgin and now I've been naughty with you. And I've made you late as well I think haven't I rambling on too much so I hope I have helped everybody.

Thanks Dawn, it's been a pleasure to be talking to you.

Dawn: Will you come on again on a call and talk about maybe copywriting or something else on another interview?

Randy: By all means yeah.

Dawn: Well thanks again Randy, you've been absolutely fantastic and I'll speak to you soon

Randy: Cheers Dawn and bye bye for now.

Dawn: Bye.

Handy Links That Were Mentioned In The Interview

Visit Randy's Blog at RandolfSmith.com

Visit Dawn's Blog at DawnKaysBlog.com

Find out more about Randy's [Marketing Meetups here](#)
and on the [Facebook Fanpage here](#)

Join Randy's [Internet Marketing Apprentice here](#)

Join [Randy's More Monthly here](#)

Get [SalesletterABC here](#)

Find out more about John Thornhill's coaching that Randy recommends in the interview at www.JTMasterclass.com

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