My Note Taking Nerd Report
“Giving You The Edge!”

“What My Note Taking Nerd Learned From The Drew Laughlin Defining Moments Interview”
Seth & Drew Laughlin In a Tag Team, Cage Match To The Death... Against The Lies, Believed and Told About Internet Marketing

Drew is an author, a speaker, and a consultant who specializes in helping small businesses attract more customers through his proven online marketing systems and strategies.

**Why do you call what you live a “Freedom Lifestyle”?**

He doesn’t believe you have to find your niche on the internet. This is why he doesn’t use the term, “Internet Lifestyle.

He believes in finding the opportunity that’s gonna allow you to do whatever the hell you want to do, whenever you want to do it
He’s found that most small business owners are clueless as to how to get more customers offline or online. His position is that these small business owners shouldn’t be experts at marketing but instead should leave it up to the pro’s like him to do and figure it all out.

The example he gives is that if your car breaks down, you could probably go online and dig through pages and pages of stuff and figure out how to eventually fix it, but why not pay a professional who can fix the problem in their sleep.

The biggest challenge to overcome in this situation is getting the client to stop paying attention to the way everyone else in their niche markets and to start focusing on using Marketing that actually works.

He actually loves developing PLR products (Private Label Rights – He creates a product and sells the rights to it to others so they can put their name on it and shape it however they want and sell it themselves) for other marketing consultants that help them build their business.

What he’s focused on is short cutting the process for how long it takes to get things done that consultants already know how to do.

And what’s cool is that these resources are priced so that even a kid with a part-time job could afford to get their hands on them and start using them to save time and make money.

Now the distinction he makes is that while he prices these resources low, he never advises offline businesses to do the same. Nor, does he make his consulting fees low.
How’d you first get interested in internet marketing?

Ever since he was young, he was intrigued by the idea of selling information and when the internet came along and guides came down the road that showed you how to sell digital products, that was it for him. He was sold on this idea.

(Side Rant: He favors Facebook Pay Per Click over any other paid source, if he uses it at all.)

What was the specific event if there was one, that led to that Aha! defining moment that really shifted you into going for it balls to the wall in internet marketing?

Being fired from a corporate position after being there for 6 months and finding out that the only reason he’d been hired was to fire a bunch of people because the company was going under.

That’s what made him decide to make it happen on his own.

After this he fell into shiny new object syndrome because he was trying to figure out what to do. (Side Note: “Shiny New Object is the disease that so many of us IM’rs contract….constantly looking for the “Next” new best thing...)

When he wrote his book “Expect Success” he wrote it as lead-in, credibility booster for his corporate training and while trying to promote it, he figured out a system for getting stars he didn’t know from squat, to endorse the book if they liked it.

He took what he learned from this experience and put it into a product, “Get Affiliates Now”, and sold it on the Warrior Forum and it sold like crazy. This is when he decided that he was gonna make this business work.
Who we’re your first mentors in the internet marketing arena and who are you mentors now?

Dan Kennedy was one of the first guys that got him interested in the information marketing business. He showed how anyone could do this. And now someone he pays close attention to now is Michael Senoff from hardtofindseminars.com. Most of his information is timeless and Drew is actually trained to become one of Michael’s HMA (Hidden Marketing Asset) consultants.

He also buys a ton of Jason Fladlien products and thinks of him as a trusted advisor.

What’s your favorite personal development book or program and why?

His book, Expect Success, comes to mind only because it’s the operating system he runs on and preaches.

Question Behind the Question by John Miller, is another. It’s so concise that even a slow reader could finish it in like 50 minutes. There’s a system built into this book that helps you eliminate blame and procrastination which is at the root of all self sabotage. He can’t recommend this book highly enough.

Craig Duswalt’s “Rock Star System For Success” is another. This guy used to be an assistant to Axel Rose of Guns and Roses and has run a very successful modeling agency and his spin on how to use what he learned to be Rock Star in your industry.

What one thing are you not doing right now, that you think that if you started doing, it would take your business to the next level?
Product launches and webinars.

He values his freedom so much so that he’s gonna start testing out some automated webinar software to see how that goes.

If you had to start over today in the internet marketing arena, the freedom lifestyle, and you had less than $1,000 bucks to start, but you wanted to start making a living online, what would be the shortest and best action you would take to get there?

He’d look on yellowpages.com and find companies that have websites that don’t have an email capture mechanism on them, he would sell them a $500 dollar service to get them set up.

If you have a specific niche you want to focus on, create your own product and sell it online. He would rather do this than affiliate marketing.

Lesson on Failure

In China, there is no word for failure. The closest character that comes close to expressing this thought is “doing something that didn’t work”, and what would come after that is a character that said, “try something else.”

That’s what you want to do is focusing taking action and getting results. Sometimes you’re gonna get the result you want. Sometimes you aren’t. But whatever the outcome is, you come away with more experience and are better off for having done something.

You can reach Drew at his blog www.drewlaughlin.com or www.marketingconsultantplr.com
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