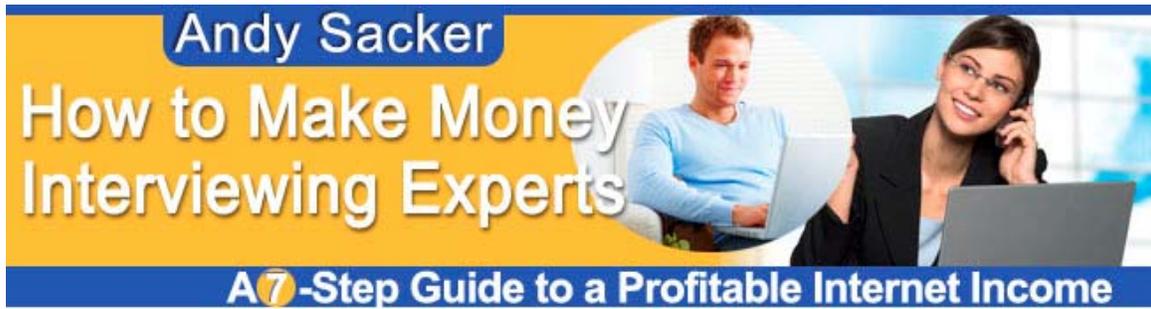


[Another eBookWholesaler Publication](#)



Proudly brought to you by

John Reese

[Email](#)

Recommended Resources

- [Web Site Hosting Service](#)
- [Internet Marketing](#)
- [Affiliate Program](#)

Please Read This First

Terms of Use

This Electronic book is Copyright © 2011 eBookwholesaler. All rights are reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted by any means without written permission from the copyright holder(s).

You must not distribute any part of this ebook in any way at all. Members of eBookwholesaler are the sole distributors and must abide by all the terms at the [eBookwholesaler page for Terms of Use](#)

No-one may offer or distribute this book through eBay or any type of auction.

Disclaimer

The advice contained in this material might not be suitable for everyone. The author obtained the information from sources believed to be reliable and from his own personal experience, but he neither implies nor intends any guarantee of accuracy.

The author, publisher and distributors never give legal, accounting, medical or any other type of professional advice. The reader must always seek those services from competent professionals that can review their own particular circumstances.

The author, publisher and distributors particularly disclaim any liability, loss, or risk taken by individuals who directly or indirectly act on the information in here. All readers must accept full responsibility for their use of this material.

All pictures used in this book are for illustration only. The people in the pictures are not connected with the book, author or publisher. No link or endorsement between any of them and the content is implied, nor should any be assumed. All pictures are just licensed for this book and must not be used for anything else without the rights holder's prior written permission.

All images except for the title on Page 1 are by the Author, Andy Sacker.

Contents

Please Read This First.....	2
<i>Terms of Use</i>	<i>2</i>
<i>Disclaimer.....</i>	<i>2</i>
Contents	3
About the Author	10
Foreword	12
A Note from the Author!	13
Why this Book was Written	15
YES, I'd Love To Hear Your Feedback	16
Introduction	17
Why Interviewing Experts Can Set Your Business On Fire.....	19
Interviewing Is One Of The Quickest Ways To Become An Authority.....	19
Interviewing Opens up New Business Opportunities	21
Interviewing: A Sure Way To Boost Business Success	22
An Opportunity For Personal Growth And Learning	23
Making The Learning Process Much Easier	24
What an Opportunity to Grow and Learn!.....	24
Interviewing Is For Everyone – If I Can So Can You!	25
Interviewing Requires No Experience at All - Zip, Zero, Nada!	28
Interviewing Provides Simple Steps To Success.....	30
Summary	31

The Key Secrets To Interviewing Success 32

What Do I Mean By interviewing Experts?.....32

Why You Don't Need To Know Everything To Interview Experts 34

Why I Believe Interviewing Is the Key 35

How You Can Become an Instant Authority 36

Summary 38

Too Much Information and Can't Make any of it Work? 39

Information Overload39

Knowing What to do And Making It Work Are Very Different Things 41

The First Way41

The Second Way.....42

Frustrated By Limited Resources..... 43

Interviewing Experts Becomes a One-Stop Solution..... 44

Summary 46

My Early Experiences 47

My Story.....47

So What Does This All Mean For Me? 50

Will Experts Talk To Me?..... 52

Do you realize how important having a mentor is?52

My Embarrassing Learning Curve..... 54

Summary 56

How to Develop a Millionaire Mind-Set 57

The Entrepreneur.....57

What the School System Teaches Us 58

What Makes A Millionaire? 60

How Beliefs Affect the Results You Get 61

What Influences Your Mind-set? 63

Learning To Control Your Mindset 67

Physical State..... 68

Interpersonal Relations 69

Environment..... 70

Conclusion 71

Summary 72

7 Steps To Make Money Interviewing Experts..... 73

The Start To An Empowering Journey73

Summary 75

STEP 1: How To Find Experts To Interview 76

Finding An Expert.....76

Finding An Expert On Speaker Websites 78

Finding An Expert By Product Or Service 79

Finding An Expert By Name..... 80

Summary 81

STEP 2: How to Prepare for Your Interview..... 82

What You Need To Know About Online Interviewing Equipment82

What You Need To Know About Conference Calling Facilities 84

Recording Software 85

Testing Your Equipment And Software 86

Personal Preparation 87

Summary 89

STEP 3: How to Ask The Right Questions from the Start 90

 Interview Invite Templates 90

Do Your Homework..... 97

Understanding The Different Types Of Questions You Can Use 98

How To Prepare Questions For The Interview..... 100

Basic Interview Questions..... 100

Additional Questions to Consider 101

Tips to Remember When Creating Questions for Your Interview..... 104

Avoid Yes or No Answers..... 104

Ask Questions that You want to Know the Answers to..... 105

Express a Keen Interest in your Guest..... 105

Keep to the Topic of the Interview 106

Ask Questions in a Way that Stirs Emotion..... 106

Always try to Maximize the Interview Opportunity 107

How To Maximize The Interview 108

A Quick Tip:..... 109

Use Social Media to Build up Excitement..... 110

Summary 112

STEP 4: How to Create A Powerful And Profitable Interview..... 113

 Leading Up To The Interview..... 113

Templates Of Email Reminders..... 114

Tips For Conducting Powerful Interviews 116

Always Be Professional And Courteous..... 120

Summary 121

STEP 5: How To Edit And Produce Your Interview..... 122

 Interview Editing Tips..... 122

Producing Your Interview 126

A Quick User Guide for Kunaki..... 127

Summary 132

STEP 6: How To Promote Your Interview For Free 133

 Why Do I Need To Promote The Interview? 133

How To Promote Before The Interview 134

How to Promote after the Interview..... 135

 One Important Thing To Remember 140

Summary 141

STEP 7: How to Drive Traffic to Your Website 142

and Build Your List for Free!..... 142

 How Does This Promotion Offer Work? 142

Starting Out 144

How To Make This Work..... 145

Next Steps 147

What Are The Benefits To You? 148

What Income Can You Expect?	149
A Win/Win For Everyone?	151
Summary	152
How To Make Money With Your Interviews	153
What Products Can You Create From An Interview?.....	153
<i>A Full Length Audio CD of the Interview.....</i>	<i>153</i>
<i>A Full Length Transcription You Can Use To Create more Written Products.....</i>	<i>154</i>
<i>Create a Workbook to go with the Audio Recordings</i>	<i>155</i>
<i>Create a Top Tips Guide that covers the Main Light Bulb Moments of the Interview</i>	<i>155</i>
<i>Produce Articles from the Transcript and Post on Article Directory Sites.</i>	<i>156</i>
<i>Create a Report; an edited, formatted Version of the Transcript</i>	<i>156</i>
<i>Create an e-book; a more detailed version of the Interview</i>	<i>157</i>
<i>Create Shorter Blog Articles from the Transcript</i>	<i>157</i>
<i>Create Your own Newsletter.....</i>	<i>158</i>
<i>Create an Online Magazine.....</i>	<i>158</i>
<i>Host a Webinar to Promote your Interviews</i>	<i>159</i>
<i>Set up a Podcast of the Interviews on iTunes</i>	<i>159</i>
<i>Create a Membership Site.....</i>	<i>159</i>
<i>Create a Video and Post it on You-Tube</i>	<i>160</i>
How to make these Products Work for You.....	162
Summary	164
Real Proof This Works.....	165
Success Stories	165
<i>Introduction:.....</i>	<i>165</i>
Ahead Of His Time – Napoleon Hill.....	166
<i>Life Changing Opportunity</i>	<i>166</i>
<i>Journey To Success.....</i>	<i>168</i>
<i>How You Can Benefit</i>	<i>169</i>
<i>Inspiration</i>	<i>169</i>
A Mentor from Down Under – Brett McFall	171
So Who is Brett McFall anyway?	171

A College Drop-Out (The Early Days) 171

Worldwide Success 172

Inspiration In Brett’s Story 173

A Salesman’s Big Dreams - Joseph Bushnell 174

 Starting Out 174

Road to Success 174

Inspiration 175

Mixing it Up – Andrew Warner 177

 The First Business 177

The Start of a New Dream 178

The Second Business 178

Summary 181

How To Apply This To Your Life And Business 182

 What Do These Success Stories Have In Common? 182

What Can You Learn From These Stories? 185

Summary 187

Conclusion 188

Useful Resources 191

Recommended Reading 192

Author’s Disclaimer 194

Would You Like Some Extra Help? 196

Author’s Dedication 203

About the Author

I am married to my soul mate Julie and have been with her for 7 years, meeting her on Valentine’s Day 2004. We have 3 wonderful children (and another one on the way) and we live in Devon, a beautiful part of South West, England.

I was an average pupil in school, with just average grades, then left to begin an engineering apprenticeship, of which I almost got kicked out of...

I bought my first investment property in 1995 at the age of 25... then just 2 years later almost lost it due to bad tenants, rental arrears and all that stuff.

I really hated my job and the mundane day to day treadmill that I was stuck on. So in 1997 I decided to go into business for myself and began cleaning windows. I started reading self-help books and I began studying audio programs, and in just a few short years I had built a 3 truck window cleaning operation, employing a small team of window cleaners.

I then decided to sell the window cleaning side of the business and specialized in only carpet cleaning and stone floor restoration. By the end of the second year it had become a well-respected company in our area winning the investors in people award, the ISO 2001 award and it was also featured in the local paper. All this time I was continuing to build up my property portfolio. Things were going great.

Then I came down to earth with a thump in 2008-2009 when the credit crunch hit and we were struggling to fill the works diary. Money was going out like a leaky tap and not enough was coming in. Things were getting desperate...

I realized that I had to do something, so after attending an Internet marketing event came across ‘some stuff’ that blew me away, and I had to find out more...

I began my first Internet business interviewing experts in 2009 and people said I was crazy if I thought these ‘experts’ would give up their time for nothing, talking to a ‘nobody’ like me.

Now two years later having interviewed loads of experts, I have put together a successful monthly interview series, (*Wealth Secrets Interviews*) and various other online businesses, including a marketing company which guarantees success for your business or your money back by using advanced online marketing techniques and social media.

I love what I do.

“They say you treat people exactly as you see them.

***I wanted people to see me not as a hopeless vegetable,
but as a man who would one day stand tall again.”***

~ Morris Goodman

If you don't believe in miracles I highly recommend that you check out the Morris Goodman story.

It could change your life forever...

Foreword

By Internet marketing expert, Brett McFall

Andy came to a seminar of mine. He sat a few rows back from the front. He listened and learned. But then he did something that very few people do: he went home and applied what he'd learned.

It might sound strange, but that very act is his success strategy. I teach tens of thousands of people each year about Internet marketing and about how to become financially free.

The fact is most people get excited and motivated when they learn. And that goes for any seminar they attend. But unfortunately the majority of people waste their time.

They invest their time, money and effort in being taught. Yet when they get home, they allow the everyday distractions of their lives to take center-stage again; meaning that all the plans they had to change their habits and their lives get put on the shelf.

Andy could have done the same. He was insanely busy at work and at home. But he decided differently. He decided that this was the day he was going to change his path.

Then he put one foot in front of the other. He made mistakes, and then corrected them. He lost his way, and then he found it again. He got confused, so he asked for help.

Now today you are reading his book about how he did it. Pretty amazing? Yes it is. But could you not do the same? Only you can decide.

I cannot wait to hear your story of adventure should we meet in person one day. Just do what Andy teaches. That's it. Just follow his steps.

Congratulations Andy and I know that this is just the start.

Brett McFall

www.brettmcfall.com

A Note from the Author!

***** VERY IMPORTANT *****

Thank you and congratulations on investing in this book. However did you know that 90% of people NEVER even finish reading a book that they have invested in? This does not make sense. Do not make this same mistake will you?

What if I told you that the information contained within this book will make a big difference to you and your life?

What if I told you that you will gain instant credibility?

What if I showed you that you could easily build a huge list for free?

What if I told you that it is as easy as falling off a log to get interviews, and not just anyone? I’m talking about world leading experts.

What if I were to show you step-by-step how to make money online super easy? (Guaranteed to make you money every single time)

Am I just spouting out a load of BS?

Maybe you’re thinking to yourself right now **“What If?”**

This simple idea has totally transformed my life, and all I ask is that you open your mind and really take on board the principles I will be sharing with you, and even more importantly, USE THEM!

I believe it can totally transform your life too.

Yes you can build your list for FREE. Yes you can get targeted traffic to your website for FREE. And YES you can make money.

Everything in this book I have done and continue to do and my promise to you is that I will spill the beans on exactly what I’ve done, so that you can simply copy and profit.

This has personally helped me to grow from someone who would never, and I mean NEVER get up and speak in public, to interviewing the world’s leading authorities on business, wealth creation and Internet marketing. And yes become a public speaker too.

I do not say this to brag, but only to impress upon you that if I can do this, then anyone truly can if they choose to do it.

You will soon discover the exact same secrets that I took step-by-step, as well as the many hidden benefits that you will gain from this. I cannot let you in on the inside right now, simply because I do not want to ruin the surprise for you.

Take what you find useful within this book and apply it to your life today.

Do not let this become another one of those How To Shelf-Help books...

***"Deep within man dwell those slumbering powers;
powers that would astonish him,
that he never dreamed of possessing;
forces that would revolutionize his life
if aroused and put into action."***

~ Orison Swett Marden

Why this Book was Written

After being online for over a period of 18 months or so, I experienced something that you may have already gone through. I made absolutely no money. I just couldn't believe it; all these *gurus* made it sound so easy yet I'd been spending money on this program and that program with no success. When I finally discovered the concept of interviewing and thought to myself, “Hey I could do that”, I really got excited.

However, I had my own limiting self-beliefs to combat. Once I knew and understood that experts would freely want to be interviewed, doors began to open and that was the beginning of a brand new world for me.

I then realized that I couldn't be the only one struggling to make money online, let alone a full-time income. So I started writing notes on what I was doing in order to get hold of experts and to help other people if they liked this system too.

I mean, I really cannot believe some of the guests I have had the pleasure of interviewing. If I were to share them with you, firstly you probably would not believe me, and secondly think that I'm bragging.

That is not what I am saying at all.

You need to understand that I never would have thought this possible; interviewing some of the world's leading authorities, and I have only just begun to understand the power of using this concept.

I know what this can do for you and my hope is that you do something with what you're about to discover in this book.

Andy Sacker

YES, I’d Love To Hear Your Feedback

..... So, please give me your thoughts!

Your feedback is essential to me, can you please let me know what you think and send me your thoughts to the private email address below.

feedback@andysacker.com

Or, if you prefer, you can leave a comment on my Facebook Page.

<http://www.facebook.com/TheRealAndySacker>

I look forward to hearing from you in the near future.

Introduction

~ *A journey of a thousand miles begins with a single step* ~

Lao Tzu

If you want to learn to swim, how would you go about it?

Would you walk into the nearest sports shop, buy a swimming costume, cap and goggles and then head straight off to the nearest swimming pool? Would you then get changed into your gear and simply jump into the deep end?

No, of course you wouldn't. Before getting wet, you would look for someone who is a swimming expert. It might be a friend, an associate, or even a professional coach - someone who could first teach you how to swim.

Why then, do so many people in the business world try to dive in and figure things out on their own, thinking they'll instinctively know how to swim, especially when there are so many experts around? Let's consider for a moment that you could ask any expert for their advice. Let's look at how you may benefit from such a conversation.

This is something that you can easily do and it is my wish that you raise your level of awareness to see the huge benefits that will come your way.

How To Interview Experts will guide you to the keys that you hold right now, and to a much brighter future, filled with opportunity and excitement and enriching your life to achieving your true potential.

I encourage you to draw a line in the sand right now, and make a commitment to yourself to nurture your dreams, and the dreams of others.

Remember that:

- You can't push a rope
- You can't run from the wind and
- Water can't flow uphill

... but you can do this; you can interview experts and make money.

This is easy.

I look forward to greeting you in the near future.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

