

Nicole Dean's Online Success Talk Radio:

# **Ronnie Nijmeh**

**Healthy Living Expert,  
PLR Champion &  
Online Success Story**



## **Episode # 9: Transcripts**

[www.NicoleontheNet.com](http://www.NicoleontheNet.com)

## About the Author:



Nicole Dean is the Mostly-Sane Marketer. (Ask anyone who knows her and they'll say that the "mostly" part is up for debate!)

Nicole is an expert in Affiliate Management, Affiliate Marketing, and Marketing with Content. But, she's got a secret... she uses a LOT of shortcuts, including hiring brilliant helpers who make her look a lot smarter than she

really is. ;)

Nicole juggles a lot of things, but she does it all without owning a Blackberry or giving out her cell phone number. The reason she works from home is to have the freedom when and where she wishes to work.

She enjoys work very much, but lives to spend time with her much-adored husband, her two silly children – and also her two slightly neurotic puppies, Eddy (short for Edison) & Einstein.

People are talking about Nicole:

If you're looking for THE go-to gal who knows her stuff and gets things done, then you NEED Nicole.

I've worked with her as a JV partner as well as her customer and friend, and I can honestly say: Nicole is the real deal. She's incredibly friendly, hysterical, and one of the best internet marketers around.

Without doubt, I wholeheartedly recommend everything she does!

- Ronnie Nijmeh, PLR.me ([click here for a freebie from Ronnie](#))

Find more testimonials at [www.NicoleDean.com](http://www.NicoleDean.com)

Click here to listen to this audio interview:



**Nicole Dean:** Hi. This is Nicole Dean. Welcome to the Online Business Success Cast here at NicoleontheNet.com. I am here today with a very special, cool, brilliant person that I have just recently gotten to know just last year. I am already planning partnerships with this person, because I am so impressed and we have too much fun together.

The person that I have on the line today is Ronnie Nijmeh from PLR.me. He is going to be sharing his success tips today with us. I know you're going to just love him as much as I do. Hey, Ronnie.

**Ronnie Nijmeh:** Hey, Nicole. Thank you for having me on.

**Nicole Dean:** You're so welcome. We're going to have fun. The listeners don't know this, but we talked for almost an hour before we started recording. Look at this. An hour interview and it turns into a two hour chat session, because we just have so much fun. When we get talking and brainstorming it gets dangerous.

**Ronnie Nijmeh:** That's so much fun. It's always so awesome to talk with you though.

**Nicole Dean:** Yeah. We talked about hurricanes, dogs, movies, plans for making big money together, hint hint, all kinds of fun stuff. Ronnie, why don't you start by telling us a little bit about yourself, how you got started, and just do an introduction about your journey to where you are today.

**Ronnie Nijmeh:** Sounds good. Thank you so much for the introduction. I've been running online businesses for about 9 years. So, I've been there and done that. Some of the businesses I started 8 years ago are actually still running on autopilot. I haven't even updated some of those sites in years.

That's kind of the beauty of the online world. You can create businesses that can run on autopilot with very little or no maintenance. You can do that once you really nail down the details.

I got my start in the personal development niche about 6 years ago. That's when I started my site called Acqyre (acqyre.com). It just started off as a little humble blog. It started on TypePad, and then gradually slowly to its own custom platform and now finally to WordPress. It's just grown and grown into this little mini self improvement empire.



That site got me so much exposure, Nicole, it's just so awesome. I was on national TV here in Canada, and newspapers, radio interviews. All those media experiences came to me because of my site, because of all the organic traffic I was getting. Today it gets about 25,000 unique visitors a month. I'm not paying for any of that traffic. It's all organic and it really just self runs.

Then from there I kind of came to this realization. All of this media attention and traffic was happening because I took the time to really develop my presence online, and that was all because of content. I wasn't really spending money actively promoting my site. I was just giving everything away. I was building my search engine rankings using the power of content.

My colleagues kept asking me how I am doing this. How am I getting all this traffic? How am I getting all this media exposure? Honestly, I just finally made the decision to start helping businesses, trainers, coaches, and webmasters specifically in the self improvement niche, because I knew the key to any authority site was creating content that was really good high quality information.

One of the easiest forms of content is private label rights kind of content. So, I began to look at what other PLR providers were doing and I was shocked. We were talking about this earlier, Nicole. A lot of PLR out there is just junk, it's rehashed and chocked full of errors, and written by people who can't even really speak English properly.

It didn't meet my high standards, so I just created my own. That's how PLR.me started. But, it's more than just PLR. I teach other businesses how to grow online, how to get the traffic, the sales, and the media exposure, all of that. That's what I do.

**Nicole Dean:** That's wonderful. It's such a good example of seeing an area where people were doing it, but you came in and did it better. That's something that I want people to always understand. It's okay if there's competition, because you can come in and compete just by being a little bit, or in our case with Easy PLR and PLR.me, a lot better.

**Ronnie Nijmeh:** Absolutely. Especially if when there's a competition that's a good sign. That means that there's customers. So, that's a good thing.

**Nicole Dean:** Exactly. You know, when you came to me, I have people come to me all the time with joint venture requests, because I have EasyPLR.com where I sell my PLR articles, and I have since 2006. Because it's an established site, I get people coming to me wanting me to promote their PLR site.

You were one of these people that came to me, and I went, "Oh no. Here we go again." Because all these new people come into the PLR industry and just throw together junk thinking that they can compete, and they do compete, they compete with the other junk sites.

But, you approached me well with your joint venture invitation. Your original email and contact were done very well. You gave me access to see the content, first of all, instead of just saying, "Hey, I have a PLR site. Will you promote it?" When people come to me and say, "I have a PLR site, will you promote it?" My answer is, "Why would I? I have no idea what's in there."

But, you came to me and said, "I have this new site. It's special because of this, and here's access so you can go in and look for yourself." I went in and I went, "This is special. This is cool. This is different." That's why I did agree to promote it and it's been a nice little chunk of change coming in. I hope I'm one of your good affiliates.

**Ronnie Nijmeh:** I think you're my number 1.

**Nicole Dean:** Woohoo! And growing. It's been a very profitable joint venture, because Ronnie came to me and was very open about it and was willing to work with me to make it a win-win situation. For those that don't know what PLR is, why don't you go ahead and explain quickly.

Just in case we've got somebody on that's never heard of this and we keep throwing it out there and they're going, "What are they talking about?" First of all, you can go to [EasyPLR.com](http://EasyPLR.com) and you'll find some articles linked there that you read more about PLR and how it can benefit your website. Ronnie, go ahead and explain it from your point of view. How do you view PLR?

**Ronnie Nijmeh:** For sure. Well, PLR is private label rights. Another way I describe it is actually royalty free content. It means when you pay for a license you actually get the right to use the content without any royalties, and pretty much any way you please. As long as it's within the licensing terms.

I actually created a really cool video about this. If you take a look at [www.PLR.me/easyplr](http://www.PLR.me/easyplr) there's a video that really explains it and probably one of the simplest ways out there. I had my team design this really neat video that explains it in a way kind of relating it to Wal-Mart.

Wal-Mart sells their own brand of pickles, and toothpaste, and diapers, but obviously Wal-Mart doesn't make the products themselves. They just get another company to create the product and then Wal-Mart slaps their logo on the box. That's really what PLR is. It's just for content, for words and articles and those sorts of things.

**Nicole Dean:** Exactly. The way I explain it normally is that if you're into self improvement, you want some self improvement articles for your blog, for your ezine, maybe to put together a report for your customers. You need material, but you either may not be a very good writer, you may not have time to come up with all the information or you just don't want to work so hard.

So, you look for shortcuts. I'm all about the shortcuts. What you do is you go to Ronnie's site, which is [PLR.me](http://PLR.me). If you want the best price go to that link. When you go there, you can actually buy what I call rough drafts. They're not rough, they're good. You can go in and take that draft and use it as it is, because it's good. But...what I like to recommend is that you go in and add your own examples, your own perspectives, your own stories and make it your own. Then use it.

You don't have to link to anybody. You get to claim it as content on your own site. It's yours then to do with and help you to promote yourself as an expert and provide more value to your visitors, to your blog, and to your readers on your ecourses, your ezines, or your customers. Use it to get clients. Use it to build relationships with your current clients. It's fantastic.

It's a great shortcut for any online business owner. That's why I love PLR. You just have to be so careful where you shop. Get on my list there at [EasyPLR.com](http://EasyPLR.com) (scroll to the bottom of the page) and I'll point you to the best stuff, including Ronnie's site.

Getting back to the online success thing, I just wanted to make sure that everybody understood what exactly Ronnie did before we moved onto have him tell us about his success tips. Ronnie, did you have anything else you wanted to throw in there before we move on?

**Ronnie Nijmeh:** Well, just one quick thing. People always think PLR is only useful on a blog. But, that's not true.

**Nicole Dean:** Right.

**Ronnie Nijmeh:** We actually came up with [101 Different Ways to Use PLR](#).

**Nicole Dean:** All right, Ronnie. You told us about your business and how it started. But, why did you choose this type of business?

**Ronnie Nijmeh:** It was really a natural extension of what I was already doing. I already had a team of pros. I already had a full understanding of search engines. I already had an understanding of the self improvement market.

Instead of just targeting my own customers, I wanted to expand those coaches, trainers, other small businesses, and bloggers, all those people to help more people. If we can reach a wider audience and help a lot of people, I really get a lot of fulfillment out of that.

It's kind of silly to say, but I'm really passionate about helping small businesses succeed online. But, I'm also passionate about helping people get motivated and live a less stressed out life and just enjoy their families, their career, and all those things.

I just love what I do. This was a natural extension to help those who help others. That's kind of the goal of PLR.me

**Nicole Dean:** That's very cool. I can't imagine you ever being stressed out. You're so chilled. All the time we talk you're just happy and laughing. You brighten my day. Me? I get stressed. You? I'm thinking, "Do you actually get stressed out?"

**Ronnie Nijmeh:** Yes. I think everybody can say that they get stressed out. People always would make fun of me, because I'm also a stress coach and that's what I was doing all those TV appearances on. People would say, "Stress coaches, they don't feel stress."

I always point out and say, "The very first stressful moment in my life and in your life, and in everybody's life was when we were born. That was a lot of stress coming out into this foreign world and breathing oxygen. It was a stressful time, and it continues to this day. Definitely."

But, it's how you handle it and the team that you surround yourself with, and your support system. All that is so key.

**Nicole Dean:** I can imagine what I was thinking when I was born. It's cold. I've got air. Somebody's smacking my back and cleaning out my nose. This sucks. I can just see it. I don't know if I'm picturing Stewie or what, but it's classic. It is stressful!

Back on topic: Ronnie, what are the top three things that you've done to grow your online business?

**Ronnie Nijmeh:** Awesome. This is a great question. I'm glad you asked this, because I get to reveal some secrets.

**Nicole Dean:** Yes.

**Free PLR from Ronnie**

Click here → [\*\*Sample the Good Stuff!\*\*](#)

**Ronnie Nijmeh:** First of all, video syndication. This was huge, absolutely huge. It really helped me launch the PLR.me business, because I went from absolutely no one to literally with a brand new site. In fact, it was with a brand new domain extension.

The .me domain extension just came out a month before I launched the site. Nobody had ever heard of .me and people were thinking it was some made up thing, but it helped me with these videos that I was submitting to YouTube and Revvr, and all the different video sites. It really helped me go from nowhere to everywhere for targeted keywords.

Obviously, it helped that the videos were uniquely designed. It helped explain PLR in an understandable way. Also, just how the videos are submitted using [Traffic Geyser](#). That was a huge thing for my business. That's number one.

Number two is press releases. This is kind of one of those unsung heroes, because if you do this right, and you actually send the release to the right sources, it really can boost your business in so many ways. Firstly, forget about media exposure for a second.

Just from a search engine perspective, you're going to be getting a slew of inbound links. If you do your press release right, you're actually getting targeted anchor text inbound links. So, that's awesome from that perspective.

Then from my own experience, it really helped build credibility. It actually helped me get the media exposure and the media was coming to me, because I was a legitimate business. I wasn't just some fly by night who threw up a website. I actually had a legitimate business and I promoted it through press releases. That was a huge help as well.

The third thing, and this is something that you and I hold dear, is finding awesome joint venture partners. Nicole, you are incredible at this, you're an amazing affiliate manager, affiliate marketer, and joint venture professional and totally awesome.

**Nicole Dean:** Aw.

**Ronnie Nijmeh:** It's so true. But, people don't get that. People think, especially in the online world, it's so easy to think of yourself and your business as a lonely deserted island. But, it's the wrong way to look at it. I looked at it that way for far too long in my businesses going back years.

The moment I started meeting new people and partnering with others, including you, that's the moment when the business grew and grew. It actually can grow uncontrollably at that point, because you're leveraging other people, their knowledge, their experience, and their customers, their websites, and their traffic.



You're helping them and they're helping you, and you just have to do it. There's no bones about it. You have to get into joint ventures. Leverage how other people can help you and leverage how you can help them. It's just foolish to try to do everything on your own.

**Nicole Dean:** It is. That's still one of my hard things to do. Once I know somebody, then I can do all the win-wins and I can come up with win-win scenario after scenario. But, to go out and meet people and reach out to them about joint ventures, I still have a hard time with that.

I really have to push myself to do it, because I know that's where the big money is. I have to actively have that on my to-do list to reach out to five people a day in some way, shape, or form about a promotional opportunity that is a good opportunity for them.

If I don't do that my business still grows, but it doesn't grow at the same rate. So, if I want to reach my goal of doubling my income every year, then I have to continue to go out and find people to help me make that happen, because I would be working my butt off to try and do it myself.

**Ronnie Nijmeh:** You can't do it yourself.

**Nicole Dean:** You can't. I have to actually have it on a piece of paper in front of me with a number of five people every day. If I don't, then I don't do it. It can be hard to do, because you're asking for something from someone. Even if you're giving them something too, you're still asking.

With me, that's something that I have to actually consciously make sure that I'm doing. Otherwise it does slip to the end of my to-do list, even though it is the most profitable task I can do during the day. I don't want people to think that these things are easy.

It's not easy. But, it is something that you have to do, because it is where the money is. It's in building those connections and those relationships, going out and making friends. Not just making friends though. I have online friends, but many of them I've never asked for anything in return.

I know that I need to, because it's important. As much as they love me and they appreciate me and they enjoy my company, enjoy brainstorming with me and all that stuff, I still have to ask because otherwise they'll never know what I need. You know what I mean?

**Ronnie Nijmeh:** Oh, yes. Absolutely. You mention that it's not easy. If it were easy, everybody would do it and then everybody would be a success. The reality is that true successes are made from people who are willing to do things that are difficult and that are outside of the comfort zone.

That's how you're actually going to grow your business. The harsh reality is if you're trying to do what everybody else is doing, you're not going to do any better than anybody else, so would your business matter? You have to do something out of the ordinary.

**Nicole Dean:** It was actually funny, because I realized that I had never asked for anything from you until last week, I think. I had sent Ronnie all of my brandable reports already branded to him. Ronnie's response was, "Where'd this come from?" I'm like, "Well, I'm kind of slacking." I put his affiliate link in them, I gave them to him, and I'm like, "I didn't really want to ask, but I knew I needed to."

**Ronnie Nijmeh:** I'm happy you did, because this is amazing stuff, which I have to share with everybody. I was actually just working on posting it today and I'm thinking, "Wow. This is really good."

**Nicole Dean:** It is, isn't it? Jimmy D. Brown's stuff that he gives away, I swear it's better than a lot of paid courses out there. That's why he became my mentor so quickly, because I started to read his free stuff and it blew my mind. Yowsa! Yowsa!

All right, dear. So, what are three tools or learning resources that you couldn't live without in business? Let's start out with some paid ones and then some free ones. I know you said you might have more than three, so you just start telling me, because I am all about the tools that can make my business easier. I love teaching about shortcuts.

**Ronnie Nijmeh:** I love shortcuts and I love automation. That's where I'm coming from. Honestly, it's probably going to be some things that you may not have heard of. It's also going to be some MAC only things, but I'm still going to share it anyway for those people that are on MACs or who are going to be considering MACs because of this.

I love MAC. I've been using MACs for 6 or 7 years now. I still remember when I first got myself onto a MAC, I was writing some report and every time I went to save it would crash and I'd have to start again. I think after five or six times, I just picked up the phone and called Apple and said, "Can I order an iBook right now?" and I did. I was just so fed up. That was honestly the best decision I ever made.

When it comes to paid tools, first of all, [Apple iWork](#). I probably use this every day. It's MAC only, and it's my secret weapon. It's kind of like Microsoft Office, but far cooler and just so awesome to use. You can create some really incredible documents and presentations in no time.

The professional nature of it and the various file formats that you can save it in, and just how you can reuse it is unbelievable. It's actually really inexpensive, compared to Office, which is 300, 400, or 500 dollars. Apple iWork is only about 80 dollars.

**Nicole Dean:** Oh my gosh.

**Ronnie Nijmeh:** Apple always makes things so much cheaper. People always think it's so much more expensive, but it's actually really inexpensive. I love it. Apple iWork is my number one.

Number two, because I do monthly mastermind coaching calls, and one on one coaching calls with my PLR club and all my clients, I use [Instant Teleseminar](#). I just love it, because you can reach a wide variety of people and it's really easy. It has automatic recording in case you forget, and a couple of times I have forgotten. It was a great backup. I was able to capture the recording.

It also has a webcast feature, so you could have something like 2,000 people listening in on the web in addition to 100 or 200 people on the phone. It's great for me, because a lot of my members are from around the globe, and they don't want to pay long distance charges. They can listen in on the web and they can submit questions in real time on the website. The call quality is great. So, if you're doing teleseminars or coaching sessions, it's a really great tool.

**Nicole Dean:** Cool. About how much is that?

**Ronnie Nijmeh:** I think it starts at 47 and can go up to 97. They kind of just changed it in the last couple of weeks introducing new plans and stuff like that.

**Nicole Dean:** So, it's a monthly access fee then?

**Ronnie Nijmeh:** Yes.

**Nicole Dean:** Okay. Cool.

**Ronnie Nijmeh:** But, depending on the plan you can have unlimited conferences at any time of the day. You don't need to reserve. It's so cool that you can have a webcast instantly, and whether you have 10 people listening or 1,000 people listening you'll have the capabilities for it. It's pretty cool.

**Nicole Dean:** Really neat. What else?

**Ronnie Nijmeh:** [Service Uptime](#). I think I mentioned this to you a couple of days ago. It's one of those services that you hope to never hear from. Because when you do, it means that something is wrong.

When it comes to your online business, you really need to make sure your site is up and running 100 percent of the time, or at least as close as possible to it. You'd be surprised. I don't know what host you're using, but I know what you're using Nicole, and I know you're using some good hosts. But, a lot of people out there think they're with a really good host, and they don't realize how often their site is actually down.

I didn't realize this until I started using this tool. What it does is check your site every 5 minutes, or 1 minute, or 10 minutes, whatever number of time you set. They're actually checking it from multiple locations in the world, so it's not just a certain country or certain internet connection that's having a problem. It will actually check multiple connections to make sure your site is working around the world.

You can have it set so that it just pings your site to see if it's up, or you can actually have it do a search on your site to find a specific link or a word on the page to make sure that it's working. But, in the past I didn't have this tool. Once I loaded it on, which it takes less than 5 minutes to do. It actually has nothing to do with coding. You're literally just typing in your website into their service and it will automatically kick in from there.

Anyway, I realized the host that I was using was claiming 99.9 percent uptime, but really it was more like 92 or 93 percent. That doesn't seem like a big difference, but that's several hours of downtime in a month. Once I realized that I just quit. I got out of that host and into a new one. Now my uptime for some months is 100 percent, on the rare occasion it's 99.98 or whatever. It's just amazing uptime.

It can ping me via text message and all those things just to make sure your site is up and running. So, I really recommend that tool as well.

**Nicole Dean:** That's very cool.

**Ronnie Nijmeh:** In terms of the price, it's actually one of those freemium kind of products. There's a free version and there's a paid version. I use the paid version, because there are multiple sites that I check, and I want them to be checked pretty frequently. But, the free version is probably fine for most people. I think the paid version starts at like 5 dollars a month or something like that.

**Nicole Dean:** Oh, big spender.

**[Get Your Very Own Personal Development PLR](#)**  
**[Click here to grab it!](#)**

**Ronnie Nijmeh:** I know. Considering your livelihood is in your online website, it's probably a good investment.

**Nicole Dean:** Totally. Very cool. What else? Tell me more.

**Ronnie Nijmeh:** A couple of other paid ones. I'm going to go over the three that you recommended.

**Traffic Geyser** - I mentioned this already, but Traffic Geyser is awesome. I just have my team submit videos through there and it just sky rockets in the search engines.

So, I really recommend that. If you're going to do any video marketing, I definitely recommend using Traffic Geyser. I don't even know the price of that. It's probably like 67 or 97 a month or something like that.

The other thing, and Nicole, when we were chatting earlier we brought this up, I think that was one of the first things we talked about, is my toll free number that I use.

**Nicole Dean:** Yes.

**Ronnie Nijmeh:** It's by a company called **Phone People**. It is so cool. Do you want to talk about your experience when you called in?

**Nicole Dean:** It was cool. I called this number, and it was like, "Welcome to PLR.me." Then it had me enter the extension that you gave me, and then it asked for my name, and then you were there. You were like, "Hi, Nicole." I'm thinking that would cut down on the number of junk calls I get in a day. That's very cool.

**Ronnie Nijmeh:** Yes. It's actually really inexpensive. I think plans start at 10 dollars a month. For a toll free number it's really cool. You're getting a toll free number, and then you have extensions. I think there's like 10 extensions you can have, and they can ring to different numbers.

So, you can have your customer service number go to your virtual assistant and your sales number go to you, and so on. Also, you can change that at any time. If you're going out, you can change it to your cell phone number. You can set hours so that people can only call during a certain time of day, or a certain only.

There are different plans and different add-ons you can have. I think mine is something like 20 dollars a month. But, I get emails with my voicemails. I don't have to go and call in to hear my voice mail. It actually will just send me a file and I can listen to it in my email. It's a really neat thing.

Also, you mentioned the announcing your name. That is so handy. You know how many times you find out it's a telemarketer trying to sell you junk and you just don't even bother answering the call, because there's call announce. Before the person is connected it says, "Please announce yourself," and they say their name. Then what I hear is, "You have a call from," and it inserts the recording. It would say, "You have a call from Nicole." Then I can say, "It's Nicole. I want to talk to her," then I just press pound and you're immediately connected.

It's a really awesome service if you're doing coaching or if you want to have a toll free number. It really builds credibility to have a toll free number, by the way, as you know that as well Nicole. It's really inexpensive. So, that's another great tool.

**Nicole Dean:** That is cool. I'm so glad I'm having you on this call. Do you just love him or what? He's so smart. I am so blessed to have you as a friend. Do you have anymore paid resources for me or do you want to do the free?

**Ronnie Nijmeh:** Let me see. There's the common ones. There's [aMember](#), [1 Shopping Cart](#) and [Viral PDF](#) to brand PDFs for affiliates and joint ventures and stuff like that. Those are the main ones though that are paid.

**Nicole Dean:** Those are all excellent things to mention. Great. What about your freebies?

**Ronnie Nijmeh:** Free ones. I'm going to go onto the MAC again. This is really cool and I think you're going to get jealous. It's called [Automator](#). As you can tell, it's about automating stuff. It's MAC only, like I said.

It comes included with the operating system, and it's probably one of the most underused apps in the general public, because most people probably don't even know how to use it. But, it is so awesome. It lets you automate repetitive tasks that would otherwise take forever to do.

For example, I recently just last week converted 600 PNG files, graphic files for those that are not aware, 600 PNG files into JPGs. That took less than 10 minutes. Of that 10 minutes, the computer handled pretty much all of that time and I was sipping my ice water.

**Nicole Dean:** Oh, you turkey.

**Ronnie Nijmeh:** I'm not kidding at all. It's so cool. I use it several times a month. For example, converting rich text files into text files, all automated. You can do so many different things that in fact, I wish I knew more about it, because there are just so many things you can do using this little piece of software.

You know what? I'm sure there are other ones for the PC. I'm just not familiar. If you look up automation software, or Automator for PC, or something like that, you might find some recommendations. But, for those on the MAC, you have an advantage and you have Automator to automate some repetitive tasks, so that's really cool.

The next one - [Dropbox](#). Are you familiar with Dropbox?

**Nicole Dean:** A bit. I haven't used it yet. But, it's a file hosting type thing right? The cloud?

**Ronnie Nijmeh:** It's even cooler.

**Nicole Dean:** Oh, do tell.

**Ronnie Nijmeh:** I actually wrote a blog post about this on my site. I have to say it's truly a lifesaver. It's a time saver. It's so much fun to use, because you don't even realize that you're using it. It works on PC and MAC. I think Linux as well.

What it does is sync files between your computer as well as on the Dropbox servers. So, let's say you want to share a file or a folder with somebody, whether it be a colleague or your VA. You set up a shared folder.

Anything that's in that folder will be up to date on both computers. So, if I'm editing a file, I click save, it's automatically uploaded to Dropbox, and then downloaded to my VA's computer. All automatically. It ensures all the files are up to date.

If you're working on different computers, let's say your work computer and then you come home, you don't have to email the file all the time. It's just automatically saved and uploaded to Dropbox. You can download it from Dropbox as well as on the other computer.

But, it's even cooler than that. It's so cool. Honestly, I use it hundreds of times a day. Pretty much everything is on there, at least all the important files. You can undelete files, for example, because it keeps track of all the revision history.

Let's say you're working on a Word document. You can go back in time and get the old version. You can undelete something you deleted a year ago. It's just so brilliant in that way.

**Nicole Dean:** Oh my gosh.

**Ronnie Nijmeh:** Oh, yes. The best feature of it all is that it's completely integrated with Windows Explorer on the PC, or Finder on the MAC. That means the software is completely running in the background.

You just literally open up a file folder like you would any other file folder on your computer, just the one that says Dropbox. Anything that goes in there is automatically uploaded and automatically synchronized between computers and behind the scenes. Honestly, I can't recommend it enough.

It's one of those service, again, in the freemium kind of category. The free version gives you 2GB of space, and for a lot of people that's probably enough. If you just want to synchronize your documents and things. I use the paid version. I get about 50 GB of space. It's totally worth it. I think they have 100 GB of space in another plan. I really recommend it. So, that's Dropbox.

**Nicole Dean:** How do you really feel about Dropbox?

**Ronnie Nijmeh:** Honestly, I want to keep these a secret as much as I can, but I think it's good to share. It's so awesome.

**Nicole Dean:** That is cool. What else?

**Ronnie Nijmeh:** [Jing](#) - Have you heard of Jing?

**Nicole Dean:** Yes. But, I don't understand it yet. So, tell me.

**Ronnie Nijmeh:** Okay. Well, I'm sure you know Camtasia, video screen caps and tutorials and so on. Jing is made by the same people as Camtasia, but it's free.

One feature that I know you'll like, that I don't like, is that it's limited to 5 minutes of recording time, so it forces you to be clear and concise. You're not going to have a 40 minute video that's annoying and the person doesn't know what you're talking about half the time. That's good that it's concise.

I know you don't like videos as much, Nicole, but 5 minutes max recording time is a blessing and curse. If you have something that's more than 5 minutes, you have to record a separate video.

**Nicole Dean:** I like the 5 minute limit, you're absolutely right. If it's more than 5 minutes then it should be in two separate videos or two different topics.

**Ronnie Nijmeh:** Exactly. But, I use it in multiple ways. Really, the main way that I use it is to train my staff. Sometimes when I'm lazy and I don't want to type out really detailed instructions, especially for technical things, I can just demo it via video screencast.



But, also if you want to demo, let's say your member's area or any screencast. Really it's just creating videos of your screen with audio of you speaking. I think the new version of Jing allows you to use your webcam as well, so you can record your face, your screen, and your audio. So, it's kind of a neat tool.

I think it's one of those unsung heroes, because it creates really quick tutorials without having to fork out, I don't know how much Camtasia is, 200 dollars. But, I really recommend it. It's free. There is a paid version of it, but honestly I doubt that anybody would actually need the paid version. At least I don't. It just creates different formats and allows you to upload to YouTube and so on. But, even the paid version is 15 dollars for a year, so it's cheap.

**Nicole Dean:** Yes, that's very cheap compared to Camtasia.

**Ronnie Nijmeh:** Oh, yes. I think that's it. Other than the typical things like Google Analytics and Google Alerts. If anybody is not using Google Alerts, I definitely recommend using that to kind of find out when people talking about you, and what keywords are people talking about. That's another tool. But, I think that covers it.

**Nicole Dean:** Excellent. I'm always fascinated how I get different answers to these questions. Like the tools. That's completely different than anything I've gotten so far. So, that's fantastic. Thank you so much for sharing such great resources. After this call I'm going to be going out and typing all these things to find out what they are about.

**Ronnie Nijmeh:** Awesome.

**Nicole Dean:** Very cool. Well, the next question is who has been a mentor to you online? You can name more than one person if you've got a couple.

**Ronnie Nijmeh:** Sure. First of all Perry Marshall. I've studied his stuff for years. I did his 3,000 dollar coaching program. He's a student of Dan Kennedy, a really brilliant marketing guy. Actually, if you've never heard of him, you probably should get on his list, because he produces a ton of value in his email autoresponders.

You can probably learn just as much from his email as his products, because it's just full of information. Just like you mentioned with Jimmy D. Brown providing so much great content for free, the same idea with Perry. I really recommend Perry Marshall's stuff.

When it comes to teleseminars, and learning how to do those and the training, I've studied Alex Mandossian. He's just awesome. I learned a ton about it's done. Everything from the tools, the type of phone, to the calling techniques. That was a huge, eye opening experience for me.

When it comes to PLR and info products, outsourcing, and affiliate management, I have to say a couple of people. Firstly, [Alice Seba](#) because she's a great person to follow. Secondly, surprise, surprise...you.

**Nicole Dean:** Me?

**Ronnie Nijmeh:** Every conversation we have ends up becoming this top selling product idea, because you're just so brilliant and you so freely share your wisdom. I just love chatting with you.

**Nicole Dean:** Thank you.

**Ronnie Nijmeh:** You're awesome. But, those are my people there.

**Nicole Dean:** Okay. Cool. So, what's one lesson that you've learned from or one mistake that you've learned from your online business so far?

**Ronnie Nijmeh:** Well, there is way more than one lesson that I could share. But, I'm going to keep it at one for now. Otherwise, we'll go on forever, because we all make mistakes. You know what? It's a good thing to make mistakes. That means you're actually trying. It means you're putting one step ahead of the next, and that's a good thing.

But, the biggest realization lesson that I learned is that marketing is way more important than product creation. It's so obvious now. But, in the past I would spend months on creating products and only a few hours, literally a few hours on marketing. Needless to say, the launches tanked. There are no buyers, there's no momentum. It was an eye opening experience.

Even though the products absolutely rocked, there are tons of awesome products already out there. the reality is how many crappy products are out there and they sell well because of the marketing. Everybody uses this example, but think about the silly pet rock. Give me a break, it's a rock. But, it's the marketing.

The marketing is so important. In the past I was expecting people to just beat a path to my door. When they didn't come knocking, I was totally confused, I was upset. Then I realized, "Wait a second. I'm not focusing on the right thing."

I need to spend 80 percent of my time on marketing, and then 20 percent on everything else. Then just get a rock solid team to help with all that non-important non-moneymaking tasks, because the focus is on the moneymaking tasks in your business. You have to be focused on the things that are going to bring in money.

**Nicole Dean:** Right.

**Ronnie Nijmeh:** It's not easy to understand when you don't have a mentor or somebody to follow that can kind of guide you.

The other key thing in all of that, and really it comes down to marketing, but another just to get into the nitty gritty, I really needed to develop my unique selling proposition, my USP. For anyone who is unfamiliar with the term USP, really all it is is a marketing message that really simply and really succinctly explains how you are different, how your offer is different from everybody else.

It's something that's concrete. It's something that addresses your markets needs and their wants. The reality is, and this is key so if you're writing notes underline, bold, and highlight this, because this is key. Your USP and the best USP will actually make your business clone resistant.

It actually really will make your business clone resistant, because people can't copy your story. They can't copy your passion. Even if they try to, posers don't win. Your story, your passion, and your backend, your sales funnel, what makes you unique can't be very easily copied.

The better your USP is, the harder it is for people to copy, because people are lazy and they don't want to put the work in and they don't want to stand out from the crowd. I think that was definitely the biggest lesson.

Obviously, you need a solid product, and obviously you want something that's going to identify with your market. But, most of your time should be spent figuring out what your market wants and convincing them what's right for them and how you are right for them. How you solve their problems.

I think when it boils down to it, it's the marketing your unique selling proposition, you need to know your market before creating your product, not find the market that fits your product. That's what I used to do, and that's the wrong way to go about it.

**Nicole Dean:** Right. I'm in the process right now of trying to figure out my USP. I swear every year I have to go through this exercise, and I have to actually ask people what they see me as in order to really figure out what I am. You know what I mean?

**Ronnie Nijmeh:** Yes.

**Want to Know What QUALITY PLR is Really Like?**  
**[Check out Ronnie's PLR.me for Free](#)**

**Nicole Dean:** It's interesting, because after all these years I'm still trying to figure out who I am. I think it's kind of like that, "What do I want to be when I grow up?" Well, I'm in my 30's now, so I should probably kind of figure that out.

Just because somebody thinks they have their USP down, it still may need to be tweaked and adjusted over the years. But, that's a fantastic tip.

I think the marketing - marketing your website, marketing your business - is the most important thing, that's so true. But, what usually happens with people is the first step is the product creation. So, that's where they end up focusing all of their energy and they get stuck there.

Then when it's done, they go, "That's done." They don't realize that no, that's the beginning. You were in the prequel, but now you're really getting started. That's definitely a hard thing, especially in partnerships. If one of the partners does not understand that and the other one does.

So, you go through the effort together to try to get a business launched, and then when it's launched the one partner may go, "Okay. That's done." Then they disappear on to their next project and not understand that, "Wait. Here's where the real work begins. We have to actually market this thing. Come back." You know what I mean?

**Ronnie Nijmeh:** Oh, yeah. That's an inner struggle for a lot of people too. That was my inner struggle years and years ago. It's so easy to get caught up in the product creation, because it's fun. For a lot of people that's fun. Whether it be writing or creating a software program, whatever you're doing, for a lot of people that's the fun part.

The whole marketing side of things is not fun, because it's asking for money. Ew, that's a slimy salesperson job. Well, that's not true. That's not how marketing should be. Before you even create your product, if you know your market and you know what they need, then all you're doing is providing something that they need. All you need to do is let them know about that. That's really what marketing is. Finding that target audience and giving them what they were asking for to begin with.

**Nicole Dean:** Solve one of their problems, help with something that they need help with. Exactly. They'll gladly pay for that, especially if you can give them the results they need. I agree totally.

Next question: Can you tell our listeners one time when you've fallen down and had to get back up? The important part of this question is that I don't want our listeners to think that people who get success got it because they're lucky. I'd like to show them that everybody I have on the show has fallen down on their face, maybe not literally, but we've all had major setbacks and just felt like giving up at one point in time. What's an example of a time when you've fallen down?

**Ronnie Nijmeh:** Oh boy.

**Nicole Dean:** Just one.

**Ronnie Nijmeh:** Well, I can't even tell you how many times I've screwed up by sending the wrong email, or accidentally deleting pages off my site, or locking myself out of my website and all that kind of stuff.

But, the biggest failure, honestly, was a mistake I didn't even know I was making. It actually was devastating. Let me tell you the story through this.

About maybe 6 years ago I had a bunch of affiliate sites selling music software. I've always been really passionate about music. Playing, writing, and listening to music. I got my start online by doing business development for music software companies. I just loved music, and I love creating, so it was a nice mix, music and software.

From there I started these affiliate sites selling that software and other music related software. I worked on these sites a lot. I was learning a ton about search engine optimization. I was learning a ton about all the different marketing techniques, adding products and reviews.

I did everything myself. I learned a ton, which was a good thing, but I was doing everything myself, which is not always necessarily a good thing. But, I got a full understanding of how the whole business worked. I was building a huge traffic stream.

I was probably getting 2,000 or 3,000 visitors a day to just one of my affiliate sites. Pretty much all that traffic was coming from Google. My sales were steady. I'd wake up every morning with a big smile on my face, was really grateful counting my sales, and it was pretty steady, and so on.

And then, of course this is when the violin music comes on in the movies, I woke up and there was just a trickle of sales. My traffic pretty much grinded to a halt, and my heart stopped. My face turned every shade of purple, red, and blue. I was just totally devastated.

I went to my site, at this time I wasn't using an uptime monitor, so I just went to my sites. Are they running? They're running. They're fine. I was clicking around, thinking do my buy links work? Everything was working.

Then I looked at my traffic stats. And then I dropped an egg. My 2,000 or 3,000 visitors per day went down to a few hundred. I remember saying to myself, "Oh, poop. It can't be. What is going on?"

I started doing some searches in Google. That was the next step. I knew I was ranked in the top five for a lot of keywords, but I wasn't there. I kept clicking next, next, next, until I found my site. But, it wasn't there. After a dozen clicks I still couldn't find my site in the results. So, I was completely panicking at this point.

You know, imagine your business is solely reliant on Google, which is a big no no, and one day you're gone. Literally it's as if you do not exist. If you don't exist with Google you don't exist with most people. So, all of that traffic and all of those sales went, "poof," gone overnight. That's not a good feeling. Let me tell you, that was a really sad day.

After chatting with some experts and pleading with Google, I ended up finding out the problem. Months and months before all this happened I got this really "smart idea" to interlink all of my sites in the footer. Not just on the homepage, but on every single page of every single site. So, literally, I was building my own little web of hundreds of inbound links to boost my rankings, and it did.

I actually boosted my rankings for a short while. Then un-denounced to me, Google saw this as spam. They always are tweaking their search engine and they saw this as spam. The reality is: who links to the same sites dozens or hundreds of time on every single page of the website? You're only doing that if you're trying to gain Google.

So, I was banned. I was totally banned from Google. Wow, that was an eye opening experience. At that point I was at a crossroads. It was, "What do I do?" Do I continue, do I try harder and find other traffic sources and try to get back in Google and diversify, or do I quit?

I'm really happy that I stayed the course. I worked harder and harder to build other traffic sources and begged Google to get back in. After a few months I did get reinstated.

One of the cool things is that most of these sites are still running today. They're still making money. It's amazing, because I'm not updating them. The last time I updated them was literally years ago.

But, my lesson that I want to share is first of all, and this is obvious, do not rely on Google alone. It's just totally foolish. It's going to get you burned, whether intentionally or unintentionally at some point you're going to be burned. You have to have traffic from a variety of sources. Whether it be social networks, other blogs, affiliates, also offline sources where possible like trade magazines and local ads. You'd be surprised at how cheap you can get offline ads now in this market, definitely.

The second thing is do not ever play search engine optimization tricks, either knowingly or unknowingly. That means you need to educate yourself on what you should and should not be doing. You may not get caught today, but you don't know what's going to happen next week or next month. Google can tweak their search engine on a daily basis for all you know, and kick you out of the search engines.

Then the last thing, and this is probably the most important tip, if you think you are dealt a knock out punch, you're not. The truth is it's just a test of your courage and your perseverance. Failure is dished out to everybody, and the truly successful people out there overcome all odds and they're stronger for it.

Keep your spirits high. Keep at it. Keep going, because you will come out on top. If that's what you want to do, you will come out on top.

**Nicole Dean:** I love that quote. "Failure is dished out to everyone. "

**Ronnie Nijmeh:** Thanks.

**Nicole Dean:** That is classic, because it's so true; the whole thing. Failure is a guarantee. You will fail. If you're trying then you have to fail, because you can't succeed at everything you do. The only way you're not failing is if you're sitting on your hands not doing anything. Failure means you're at least putting yourself out there.

Well, thank you for sharing such a painful experience. I really appreciate your honesty. This is a great interview so far. I'm so happy that you're here with me, I really am, Ronnie.

**Ronnie Nijmeh:** Me too.

**Nicole Dean:** Alright dear. The next question is: Was there a tipping point that got you to success, and if so what was it?

**Ronnie Nijmeh:** You know, I mentioned this already. I did Perry Marshall's training. It was about 3,000 dollars, it was a 12 week marketing course and it was a coaching program. It honestly, really solidified me as an Internet marketer.

I began to truly understand things like selling proposition and the idea of a bullet proof sales funnel and boosting conversion rates. All these really important things - I was missing because I was always focused on product creation.

That really tipped the scales. But, what really did it is actually the people in that course, because I was surrounding myself with really solid results oriented people. The kind of people that pushed me further refused to make excuses and also refused to accept excuses.

**Nicole Dean:** Love it.

**Ronnie Nijmeh:** That's a key thing, because it's so easy for somebody to say, "That's okay. Try harder next time," or "You don't have to do it today. You can do it tomorrow." Those kind of wishy-washy kind of mentors or teammates. That doesn't help you.

You want somebody to say, "Just do it. It takes you 5 minutes. Just do it. No excuses." That was key. That was absolutely key for me, and I think it's key for everybody listening. It's so easy to make excuses, but the reality is that excuses waste time. They absolutely waste time. I know that from experience.

Don't even bother with excuses. You either do it or you don't. Whether that be making a decision to buy a product or not buy a product, or enroll in a coaching program, a college program, or whatever. You just do it or you don't. There's no, "Well, I'll do it next year," or, "I'll start my diet on Monday," all those silly things people say. It's always deferring it. When that day comes you just defer it again.

I surrounded myself with all these people who were really results oriented and focused. I ended up forming a little mastermind group with them. To this day before I make any major decisions, I consult with them. I ask for their honest advice and their opinions.

In addition to doing any training or whatever it is that you want to do, like I did with Perry Marshall's coaching program, I just recommend surrounding with some awesome, results oriented people. Form your own little mastermind group. Get a mentor, somebody that you can rely on, because, and I said this earlier, you cannot survive as a deserted island. You've got to share information; you've got to share lessons and knowledge. You're going to be far better off for it.

**Nicole Dean:** Absolutely. Great. I love it. I do find that paid networking, when you network with other people that have paid to be there, you reach such a higher caliber of business partners and the masterminding continues to improve as opposed to a free or low cost networking opportunity.

Those are the people that are investing in their business, are serious about their business, and aren't playing around. They're there to learn, they're there to improve. They just dropped real money and they expect to get results. I do find that's so true.

**Ronnie:** Absolutely.



**Nicole Dean:** The next question is: What advice would you give to your own mother, sister, or best friend to help them succeed online?

**Ronnie Nijmeh:** I think we talked a lot about this. The reality is that success online absolutely is possible. It is not a pipe dream. It's not some fantasy world that only exists for the gurus, because that's not true.

It does mean though that you need to be results oriented. You do need to focus; you need to be willing to sacrifice a lot. You have to be willing to learn a lot. It means you need to say to your TV, "Hey, sorry I'm busy." You need to say to all those duds in your life, "Sorry. I only surround myself with positive influences."

Fundamentally, you need to say to yourself, "I can do this. I am capable." Then do it. You need to quite literally do the most difficult things, because real businesses and real business people succeed because they're doing the things that others don't want to do. The things that are too hard, or too annoying, or too dirty. Too dirty of a task to do, so they don't do it and they don't grow, they don't learn, and you get nowhere.

**Nicole Dean:** I love that. Sorry TV, not tonight.

**Ronnie Nijmeh:** It's sad. It's so sad. I hear it all the time. I hear this especially with kids, right? They plan their evenings, their days around TV. "Oh, well, at 8:00 I'm busy. I have a span from 8:30 until 9:00, but then my next show is on at 9:00." Why are you planning yourself around a box? Are they boxes now? I guess they're little frames. But, it's just so backwards.

When it comes to business, I found with myself, the moment I started spending more time on my computer working and less time watching TV was when my productivity soared, when my business started getting bigger and better. It doesn't mean you don't watch TV. It just means that the priority in life is to do the things that nobody else wants to do and succeed while doing it. Then let all those lazy people watch TV.

**Nicole Dean:** You're just blasting right by them.

**Ronnie Nijmeh:** Exactly. Totally. You can't get anywhere if you're standing still on the couch eating potato chips.

**Nicole Dean:** Mmm, potato chips.

**Ronnie's Got a Gift for You**  
**Personal Development PLR for Free**

**Ronnie Nijmeh:** Have the potato chips beside the computer.

**Nicole Dean:** I just haven't had breakfast yet, so I'm like, "Oh, salty, greasy, yum." Alright, last question for Mister Ronnie Nijmeh. If you had to build your business from scratch, with no list, no contacts, nothing, how would you rebuild tomorrow if you had less than 100 dollars to do it?

**Ronnie Nijmeh:** This is an awesome question and I thought about this for awhile. I tried to create it in little step by step ways. I call it my little 8 step process. I might be missing some things, but first of all, it starts with the marketing and understanding your market.

If you go to the [Google Adwords Keyword Tool](#) , if you do some searches on Google Trends, on Twitter real time searches, searching what people are talking about. Find that target market; get to know them, because without knowing your target audience intimately, how can you possibly solve their problems? How can you give them what they're looking for?

So, first and foremost, understand completely who they are, who your market is, what they want, what their problems are, what their frustrations, their joys, passions, and so on. Understand all that stuff. Then from there step two, once you know your target audience go into brainstorming mode. This is where you need to develop your unique selling proposition.

For a lot of people they kind of just skip number one and two. They forget about understanding the market. They don't even know what a unique selling proposition is and they just go directly to buying a domain name. "Hey, let's go to GoDaddy and buy a domain name. I have a business now." Hold on a second; develop your unique selling proposition.

**Nicole Dean:** That's what I did. I skipped step one and step two.

**Ronnie Nijmeh:** So did I, but knowing what I know now I wouldn't do that again.

**Nicole Dean:** Not a chance.

**Ronnie Nijmeh:** You have to develop that unique selling proposition. That includes your story, your passion, what's unique about you, your life experiences, what you're offering.

For example, if you're a teacher of 25 years, you know a thing or two about kids and you know a thing or two about being a teacher. So, maybe you could be the teacher's teacher. Maybe you could write a book, or offer a coaching program, or offer tutoring or something for kids.

That's where you start. You know something. Your life experiences, your story, your passion. Develop your offer, your unique selling proposition. If you're an affiliate, you can still have something unique about you.

It could be a bonus, it could be a coaching program that you offer for people who purchase, it could just be whatever it is that they can't get elsewhere, that they can only get through you. That's unique. That's unique to you and that's what you have to be working on.

Step two is to develop your unique selling proposition. Then, like I said already, step three, go to GoDaddy. 9 dollars for a domain name. So, so far the total I think is 9 dollars.

**Nicole Dean:** Alright! I like it.

**Ronnie Nijmeh:** It's not about the money anymore. In the past when you needed to develop websites and all of this stuff, it was expensive. I'm going to get to that actually next.

The next cost is the hosting. Nicole, I know you have a solid hosting provider that they actually do WordPress installs for free.

**Nicole Dean:** Yes, I do. [www.ReliableWebs.com](http://www.ReliableWebs.com)

**Ronnie Nijmeh:** There it is. Go to ReliableWebs.com, I think it's like 8 dollars or 9 dollars a month starting. So, there's your next cost, the hosting.

You already know your market, you already know your unique selling proposition, you have a domain name, and now you have a host. This is the part where it's nice and free. WordPress. They automatically do WordPress installations.

You should be running WordPress. It's free. It's one of the website content management systems out there. You can get free themes so literally, your cost to develop a website now is zero, besides the hosting and domain name.

I remember in the past paying 10,000 dollars to develop websites, which was stupid in retrospect. But, WordPress is at your disposal now. You should definitely be using WordPress. So, the grand total for your first month is like 18 dollars or something like that. Under 20 dollars.

Step five, get content and start populating your site. I recommend using PLR, because it's just the most cost effective. It's the best use of your time. If you're in the self improvement niche, go to [PLR.me/easyplr](http://PLR.me/easyplr). I know, Nicole, you have tons of different niches on EasyPLR.com. There you go, now you have content. You don't even have to write it yourself. You can focus on the marketing and you can focus on some of the other fun stuff.

Step six, get links. This is where you need to get your site in the search engines, get noticed. You can get active on social networks and social bookmarking sites, Facebook, Twitter, all those other places. Posting comments on blogs, writing guest blog posts on other people's blogs and so on.

This is where you're just building your links. Common sense. That probably won't cost you anything.

Step seven, monetization. This actually could probably be a little bit higher on the list, but for now I'll just talk about it in step seven. That monetization strategy has to be with your site, it could be turning PLR products into a product you sell, it could be selling affiliate products, integrating Google AdSense or CPA ads, maybe selling your own coaching services. Whatever it is, that strategy, your monetization should be in line with your USP. That's how you're going to get your customers. That's the best way to go about it.

Then finally: finding JV partners and affiliates. I'm obviously simplifying things. It's not as easy as just going and typing, "Find JV partners," into Google. You're going to have to do some research and contact people, and do the things that are uncomfortable. Ask for people to work with.

If you can do these things, you can definitely be a success. It is bare bones; I'm not going into super detail here. But, the first thing you need to know is know your customers and know yourself. From there you can really go anywhere.

**Nicole Dean:** I love it. I assume that list building would be in your monetization step, right?

**Ronnie Nijmeh:** Yes. Absolutely.

**Nicole Dean:** Because I knew you wouldn't skip that.

**Ronnie Nijmeh:** Yeah.

**Nicole Dean:** Yeah, about that.

**Ronnie Nijmeh:** Absolutely. That's where a service like [Aweber](#), 1 Shopping Cart, and those other services out there really help. You can segment your list in so many different ways. That's getting more technical, but if you're just starting out, building a list is probably one of the best things you can do.

You can contact them. If you're not sure what products to develop, ask them. If you have a product or an affiliate, email it to them. You now have a customer base that you didn't have before. So, list building is absolutely key.

**Nicole Dean:** Absolutely. Ronnie, I have had such a good time talking to you. I really have.

**Ronnie Nijmeh:** You are awesome. It's always so much fun chatting with you. I'm actually losing my voice because I'm so energetic here.

**Nicole Dean:** Alright, guys. I want you to go and check out [PLR.me/easyplr](http://PLR.me/easyplr) because that's where you can get a low cost trial to check it out. You get so much stuff at PLR.me. There are wallpapers, affirmations, PDFs, and Ronnie's stuff is so pretty.

He doesn't talk about it too much on the sales page, but it's just pretty. All the fun stuff you have available, it's just neat. We talked about just being a little bit better than what's out there, but you've done a lot more than what other people are doing and really put together a unique service. Like you said, people are sticking around for a long time.

People that joined the first month and they're still there, because they love the quality. It's so easy to grab the content and use it on your websites and really blow people away. Whether you're a coach, an author, whether you've got a mom blog and you want to have some stress relief tips or some good weight loss information, or just having a positive area on your blog where you're sharing self improvement information.

If you're a life coach, if you're a business coach...anything. If you reach people and those people want to be better people, then you can get great content from [PLR.me](http://PLR.me). Ronnie has fantastic stuff. He does a great job over there.

Ronnie, thank you so much.

**Ronnie Nijmeh:** Thank you, Nicole. This was so much fun. I really appreciate it.

**Nicole Dean:** I know. Me too. You know what I'm going to say. Ronnie Nijmeh, you are a Rock Star!

**Ronnie Nijmeh:** Woohoo. Nicole, you are a Rock Star!

**Nicole Dean:** Thank you. This is Nicole Dean with the Online Business Success Cast here at [NicoleontheNet.com](http://NicoleontheNet.com). I thank you for listening. Listener, you are a Rock Star too!

**Don't miss a single episode of the show.**

Sign up to get blog updates from Nicole:

<http://nicoleonthenet.com/dont-miss-a-thing/>

If you haven't already...Don't Forget to Grab Your Own  
[Personal Development PLR for Free](#)

**Yes, you may share this document with a friend!**