

Nicole Dean's Online Success Talk Radio

# Scott Tousignant

**Fat Loss Quickie,  
Inspiration to Many  
& Online Success Story**



## **Episode # 11: Transcripts**

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

## About Nicole Dean



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](#))

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**Nicole Dean:** Hi. This is Nicole Dean. Welcome to the Online Business Success Cast here at [NicoleontheNet.com](http://NicoleontheNet.com).

Here we showcase successful online business people and talk to them about their trials and tribulations during the years building their business up to success. More importantly, building their lifestyle to the success model of their choice.

This week I am here with one of my new favorite people that I'm just now getting to know. I have to tell you, I like this guy quite a bit already. He's incredibly thoughtful, giving, and smart. You're going to like him too. I already know it. And, I can tell that there's a lot of money to be made with this new person that I'm about to introduce you to.



The man that's on the show this week is Scott Tousignant from FatLossQuickie.com. A quickie as in Q-U-I-C-K-I-E, is that right, Scott?

**Scott Tousignant:** That's correct Nicole.

**Nicole Dean:** Alright. Welcome to the show. I can't wait to pick your brain today.

**Scott Tousignant:** I'm really excited to be here. It's a great honor and privilege. I'm super pumped for today's call.

**Nicole Dean:** Me too. Likewise, I'm sure. Alright, Scott, how did we first run into each other? Was it through Bob? I know Bob the Teacher Jenkins has mentioned you a few times. But, you're also on [Lynn Terry's Elite Group](#) too, right?

**Scott Tousignant:** Yes. It's probably through Lynn that we met. It's hard to tell. It's a combination of both, I'm sure. I don't know exactly which one went on. Bob the Teacher is a great friend of mine, has been for the past 3 years. He's my daily accountability buddy.

Lynn Terry, she's just one of my favorite people to follow and a good friend. I love [her elite community](#) there. It was through there and probably even Tracy getting a little nudge in there too.

**Nicole Dean:** My Tracy. Tracy is my personal executive assistant. We're working on a title for her, but she basically does everything but the dishes. She helps me to keep the podcast running and to stay sane in the process. She's awesome, I love her. Shout out to Tracy. Woohoo! Tracy Roberts ROCKS!

We've been kind of crossing paths a little bit for awhile and I keep seeing your name. Then I saw you on Twitter. You got on my radar, and I'm like, "I need to know this person." So, I'm really excited about having you as a part of my group of positive people that I try to surround myself with. We'll start here today.

**Scott Tousignant:** Fantastic. It really is pretty amazing that when you put out the right kind of energy, the amazing people that you connect with. They've got very similar friends and mutual friends out there, and they're all incredible, giving, wonderful people who enjoy life and have similar values and interests, which is very exciting.

**Nicole Dean:** Exactly, I'm very picky about whom I spend my time with. I figure if I want to be surrounded by stinkers all day, then I'll just get a job. But, I have my own business; I get to pick who I spend my day with.

I choose to surround myself with people that are really trying to make a difference and are trying to make the Internet, and more importantly the world, a better place, and are providing value, quality, and building people up rather than tearing them down, and being genuine. Welcome to my inner circle, Scott Tousignant.

**Scott Tousignant:** Awesome.

**Nicole Dean:** Enough of the warm fuzzies. Let's get down to work. Tell me about yourself. Who is Scott Tousignant of [Fat Loss Quickie](#)?

**Scott Tousignant:** I like that. Who is Scott Tousignant of Fat Loss Quickie? That's actually a question that I proposed to my Fat Loss Quickie members recently. *"Define who you are. I want to know. Who are you?"* Because so many people walk around and they don't really know who they are or they've lost sight of the person that they truly are.

Wow, myself, Scott Tousignant, I think I summed it up. I'm Scott Tousignant, the energetic, fun loving, easy going fitness guy who....I forget. I just love life. I'm a whole bunch of things all into one.

But, it's really important to define who you are as a person and not lose sight of the values and what you're all about. You can if you're in a day to day job or around people who are not the best influences on you, you can lose sight of who you are.

Enough of that. It's a great question to ask. I recommend everyone define who you are. It's a powerful little question. *"Who am I?"* I've been a personal trainer for over a decade now. It's been one of the most rewarding careers in more ways than one. I absolutely love it.

Currently, I'm only training two people. They're a couple, and they're 89 years old. I've been training them for the past 9 years. When I made the shift to go completely online with my

business, most of my clients at the time I had been training for at least 7 years. They're family to me, and I still talk to a lot of them.

But, this couple, there was no way I could say, "I'm done. I can't train you guys anymore." I only do it once a week, but, I go to their condo. They are incredible. The lifestyle they're living right now - they're my role models. They came to me when they were 80, very frail, shuffle stepping, not very strong, very unsure of themselves.

Now they're going on trips all the time, they're climbing to the top of temples in Japan, they're hiking up mountains. They're doing stuff that 20 and 30 olds dream of doing. I have them working out just as hard as 20 and 30 year olds. They've got no restrictions. They're fun. Training them is not a job. It's a lot of fun and very rewarding for me.

So, that's the only bit of offline stuff that I still do is training them. Online I've got the [\*\*Fat Loss Quickie Experience\*\*](#), that's a program geared totally toward work at home moms and dads, and increasing their productivity, energy, and focus through home office fitness.

I work side by side with my wife here at home. We've got a program More Love Less Fat, where we just work with couples and help them transform their bodies and relationships. It's a lot of fun working side by side with Angie.

I've got several other fitness related products and one program where I teach people how I've made a living online using social media, and how I've been able to achieve success. That's been rewarding as well. Actually, I just had a house guest leave here, one of my students spent a few days with me here in my home. He flew from Seattle just to hang out with us here. I taught him a few things and it was a really cool experience as well.

My main focus has just been in the fitness arena and just kind of transforming what I've known offline and learned over the years and bringing it into the online business. Shall I get into how I started the online stuff?

**Nicole Dean:** First, let's go back to a few things you said. I apologize for the background noise, the cleaning ladies just showed up and the vacuum is running.

**Scott Tousignant:** That's all right. You're probably going to hear my kids running and screaming here.

**Nicole Dean:** It's funny. My podcast last week, I was doing a different interview and in the middle of the interview my dog threw up on the carpet.

I swear it's always something. People are always like, "Your show isn't very professional. You should really edit those pieces out and stuff." I'm like, "If I do that, I'm never going to have another show again, because it's just on the fly."

**Scott Tousignant:** Yeah. But, then you attract the people who are like that. I like to keep it real with my videos and audios. I hardly do an ounce of editing. This is me, this is the real life, you get what you came here for. I don't try to be something that I'm not. I don't pretend that everything's perfect, because it's not. Why set a perfect stage for people when it's just not achievable?

**Nicole Dean:** Right. Then when they don't achieve it, they always feel like they're not doing well enough. The fact is: Life is life. Life happens. The dog throws up on the carpet and you can't schedule that into your day. "I'm sorry puppy. You can only throw up on the carpet on Tuesdays at 3:00, because I'm not interviewing then." It doesn't work like that.

I love what you are doing. When you're talking about working with your couple in their 80's, that brought tears to my eyes. My mom actually has a website that she started called [RemarkableWrinklies.com](http://RemarkableWrinklies.com).

**Scott Tousignant:** Remarkable Wrinklies, I love that.

**Nicole Dean:** Me too. I wonder if my phone battery is dying right now. That would be typical after how long it took us to get on. Either that or I'm getting another call. Let me quick check to make sure.

**Scott Tousignant:** Sure.

**Nicole Dean:** I have no idea. Okay. Well, we'll see what happens.

**Scott Tousignant:** Yeah, sure.

**Nicole Dean:** Goodness gracious. I'm going to bed. That's it. Okay. So, my mom has a website called RemarkableWrinklies.com where she's trying to showcase people that are 50 and up who are doing remarkable things, that aren't going, "My life is over. I'm just going to do what I've always done and not have the inspiration to go out and have new dreams and achieve those dreams." You know what I mean?

**Scott Tousignant:** Yes.

**Nicole Dean:** I would definitely love to hear more about the couple that you're mentoring, because they inspired me as you were talking about them. I got teary eyed. I think that's phenomenal.

**Scott Tousignant:** It's exciting. They're living legacies. Everything is about quality of life. It's one thing to live until you're 89 years old. But, when I see what they're doing and the enjoyment that they're getting out of life, that's what I want. That's what I want when I'm 80, 89, 90. If I can enjoy life like they are with my spouse, holy smokes. The memories that they're sharing with each other right now are absolutely phenomenal.



Actually, my house guest that was here, he's 69 years old. He's coming out with a program called Extreme Geezer Fitness.

**Nicole Dean:** I love that.

**Scott Tousignant:** Yeah. We brainstormed that name. He's a funny, edgy kind of guy. We recorded and put his first YouTube video up yesterday. That was the fun thing about being hands on here at my home. We went out to the river front and recorded a video. He said something along the line of, "Most people," I'm going to screw up this quote, but, "Most people are dead by the time they're 70, but they wait 15 years before they get buried."

**Nicole Dean:** Exactly.

**Scott Tousignant:** There's so much. I have my parents, and Richard, who was here, and the couple who I train, showing me there's so much to life. My senior years I can't wait for. I'm loving life right now, but there's so much more to enjoy later on.

**Nicole Dean:** It helps so much if you're putting the building blocks in place now, so that when you get there it's not as hard to enjoy your life. We're all building the foundations now where we're trying to be healthy, get healthy, and wealthy.

Basically, that's what it boils down to. Getting that passive income whether its monetary wealth or just stability where you don't have all the bills. Whatever your wealth level and your definition of success is, it's a whole lot easier working on it now than when you try to start when you're 60.

It's a lot harder as far as your bones, your muscles and your bank account across the board. Which is why people in our circles really have to be putting those steps into place and building that foundation for the next 10 years. The next 20 years.

When I was at [NAMS](#) last weekend, they had us look at our 20 year goals. I normally had looked at my 1, 5, and 10 year goals, but I hadn't looked at my 20 year goals. That was very eye opening to me, as far as if I'm working towards those today, because if I'm not, then I'm just heading on a tangent.

**Scott Tousignant:** That's right.

**Nicole Dean:** It's very interesting to look that far out and to put things in place so that you can be an Extreme Geezer Fitness or a Remarkable Wrinklie. I'm totally taking you on a tangent here.

Tell me about your business and how it started?

**Scott Tousignant:** Well, during this time when I was training people as a personal trainer in my offline business, I purchased my very first eBook in the fitness area. It was some sort of diet book. I just kept reading this message. I was on the newsletter and I kept seeing at the end of every

single email they were talking about if you have a website or an ezine newsletter, click here to make money.

I kept seeing it week after week when I was getting these newsletters. I was thinking, "I've got a website that someone whipped together for my fitness business, maybe I can put an ad up there." My site was getting no traffic at all, but I tried that. I thought, "I've got to learn more about this. How did he mean I could make money just by having this newsletter and website?"

So, I subscribed to the affiliate newsletter and started learning a few little techniques. The first product I purchased was How to eMail Market. I learned about autoresponders and how to communicate in an email. Those were the initial first steps. Of course, everyone on my email list for the first year was my parents, my sister, and my aunt and uncles.

**Nicole Dean:** Everybody that had the same last name.

**Scott Tousignant:** Yeah. We all had the same last name basically. Not much was happening during that time. After about 18 months to 2 years, I finally created a few eBooks, audio programs, membership sites. I got a movie out as well. It just kind of all progressed over the years.

But, it all started by purchasing an eBook and being intrigued by the idea. "If I have a newsletter or a website I can get into affiliate marketing type stuff." That was my introduction to affiliate marketing. That's kind of how it all began.

I started putting the pieces together. It took a little while though. Just doing it after hours, after my long personal training hours, and after the kids were in bed, and just devouring information. Whether it was on email marketing, or website stuff, it all kind of blossomed from there.

**Nicole Dean:** Very cool. Email marketing and affiliate marketing are a great place for any beginner to start. It's something that they can build from there. You're building your assets without having to work yourself to death.

**Scott Tousignant:** Yeah. During those 18 months I realized I'm a really good writer. I can really connect with people. Even though it was family, there were a few strangers on the list. Not many. But, some of my friends and stuff. I'd always get people saying, "Wow. I feel like you're talking directly to me. I feel like this email was made for me."

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So, I really honed my skills during that time for creating powerful email content, which now has turned into blog posts and all that other kind of stuff. Even though I wasn't making any money during that time, I sure was honing my skills. Maybe it was better that I didn't have anyone else on the list as I was going through the learning stages of that stuff in the beginning. I sure had my share of screw ups for sure.

**Nicole Dean:** Join the club. If we want to get on your list, do we go to FatLossQuickie.com? Is that where your main sign up is?

**Scott Tousignant:** Yeah. FatLossQuickie.com if you want to get on the list there, I'll show you some great fun little home office exercises, some motivational strategies, you can join the 30 day home office fitness challenge. It's all free.

When you go to the Fat Loss Quickie main site, you'll take a little tour of my backyard, you'll see our home, and we've got little kids around here. Like we were talking about earlier, we keep it real. If I'm going to trip over toys, then I'm going to trip over toys. It's all fun. There's a little tour of our place and some great little tips and information.

**Nicole Dean:** Well, Scott, you've been amazing as far as understanding the road blocks that got in the way in order for us to get on this interview. It took us what 20 minutes for me to figure out how to record this call, because of phone issues and kid issues?

I was telling Scott that I have neighbor kids that are over all the time, plus my kids. So, I hung up the phone on the charger like 8 times in the last 24 hours. I'd leave my office to go do something and I'd find the phone sitting out. I'd hang it up to charge and then go back and work, go back out and find it sitting somewhere else. I'd hang it up to charge. So, when I went to get on this podcast this morning, I had no battery on my phone. So, we had to go around and around in circles for awhile.

Scott was kind enough to be understanding that it took us 20 minutes before I could even start recording. So, as far as someone that really does embrace the humanity and challenges of life, I have achieved that very much.

Alright, so, why did you choose this type of business, the type of business that you're in right now?

**Scott Tousignant:** Well, first of all, I chose the niche fitness and fat loss in general, because it's been my life. I've been athletic the majority of my life. I'm really into fitness. I went to school for just studying the body, 4 years at University. I have this education in not just how the body works, but the mental psychology aspects of it as well.

Helping people live the best quality of life possible, the best life that they deserve and in the body that they deserve is something that I'm incredibly passionate about. It's my true big passion in life. I knew I wanted to be in this niche.

I had heard about stuff like learning AdSense, and eBay, all these other cool little Internet money making things. But, I can't get into learning that kind of stuff. This is what I know best. It's what I can get fired up about and talk about in seconds.

I was over at my parent's house, I've got my [Flip video camera](#) with me all the time and I was visiting them 2 days ago. I had an idea and I pulled out the Flip camera and I could share my passion and whatever popped into my head at that moment and put it on video, put it on my blog, and generate comments.

I knew it would be easy for me to generate content, easy for me to connect with people. I really wanted to make sure I stayed in this niche of fitness. My main goal lies in my purpose in life, or one of my purposes in life. I'm bound and determined to reverse this obesity trend that we're experiencing right now.

I'm trying to find the right phrasing for that. I don't know if reversing the obesity trend is the right thing. Like I said, I just want to see everybody living the life that they deserve in the body that they deserve.

I'm incredibly passionate about these things, but it was also a way for me, and why I really got online, was with my personal training business I could only train so many people and make so much money per hour. I was basically limited.

Getting online and being able to reach people all around the world, a huge chunk of my customers, followers, are in Australia and the UK. I never really dreamed of that before. It still blows my mind sometimes when I tell people.

This was a way of actually cloning myself as a personal trainer and being able to reach as many people as I possibly can all around the planet and impacting their lives in a very positive way.

But, the main reason why I'm doing this business is freedom. I do this because I want the freedom to spend the day with my kids whenever I want. To go on a fun little camping trip. If my daughter is tugging on my shorts and wants me to go for a bike ride with her, I can go do that. I just don't like limitations and this business has created the freedom that I've always wanted.

I know it was the reason I got into this business, and I have to always remind myself. So, if I get wrapped up in a project that I really want to complete, and it's taking away from the freedom that I'm really aiming for during that time and I find that my daughter is tugging on my shorts, and I can't go for a walk with her, then I have to take a step back and say, "Alright. What I'm doing right now is not in line with my big core values of freedom." So, I always have that at the top of my mind constantly.

**Nicole Dean:** Isn't that an interesting dichotomy that we all face? You work from home so you can spend more time with the kids, but you're at home business tends to become a passion and obsession that actually pulls you away from the kids.

**Scott Tousignant:** Yes. It happened to me.

**Nicole Dean:** It takes constant prioritization.

**Scott Tousignant:** It definitely happened to me in my first year online where I was really trying everything. I spent hours and hours devouring everything and trying to create products, locking myself in the basement trying to get it all done. During that time I gained weight. That's the only time in my life where I put on 35 to 40 pounds. It was like, "Oh man, my life is falling apart."

I lost sight of what I was going for. Even at the beginning of the year, this year, when I was sitting around the table getting ready to go on a cruise with a lot of my very successful Internet marketing friends, we all were sharing our goals with each other. They were all saying, "I want a million dollars. This is going to be the year where I break the million dollar mark per year."

I almost got wrapped up in that. Then when I started thinking, "I got to get home and get cracking. How am I going to generate a million dollars this year?" I broke it down to how much I have to make every month, every week, every day. How many of my own products did I have to sell, did I have to create new products?

I was like, "Whoa!" I had to take a step back and say, "Is that really what I want?"

**Nicole Dean:** I'm about ready to slap you right now. Can I give you a virtual phone slap?

**Scott Tousignant:** That was a breakthrough moment for me. It happened a week later or two weeks after the cruise. I was talking with Bob and we were sharing, I even got Bob wrapped up in this conversation. I was like, "You know what, Bob?" When I sat down and thought, because I sat down and wrote goals for myself and I had written down, "Want to make a million dollars."

I always think to myself, "What's the reason why? What's the reason I want to set this goal? What's it going to do for me?" I couldn't list a reason. I don't need to make a million dollars per year to live the life that I want and enjoy life with my family. It was a big eye opener for me. Now my life is all about balance, just really having balance in business, fitness, and life.

**Nicole Dean:** I agree. Amen. I'm only teasing you about slapping you, because I hear so many people that they haven't pictured what success is. I say the same thing over and over again, but I'm going to say it again, because maybe it will impact somebody differently.

But you and by you I'm not talking to you Scott because you and I are on the same page. But, something that I've learned over the years is that I have to have a very clear vision of what

success is, because otherwise I might just blow right past it and I have my head down working for it and never even realize that it's time to stop. Wait a second, look around and actually enjoy that.

For me, success isn't a million dollars a year either. For me, success is being able to make an impact on the people closest to me. That's the story of when I was able to tell my mom she could quit her job and work for me. My husband works for me too, so he works from home. I have my work at home moms that work for me, and I'm able to make an impact and a difference upon their lives.

My goal is not a million dollars a year. It just isn't. That's too much. That's too big. The things I'd have to do in order to get there are not worth it. Freedom to me is a freedom of where and when to work, but also when not to work. So, that's something that I battle with on, I would say, a daily basis.

I have to prioritize my day, know exactly what I want to get done. If I don't have my list of what I want to get done, I don't know when I'm done and I'll just keep working, because there's always something else I could do. Always.

So, I have to have that list of things that I need to accomplish for the day and when they're done, they're done. If something doesn't get done because my daughter wants to go school clothes shopping, then well, it will be there tomorrow waiting for me. It's not like we're flying the helicopter that has a heart in it for the heart transplant. Stuff can get put off.

**Scott Tousignant:** That's powerful. That's big, it's huge. Impacting other people's lives like that, when you really think about it. Often times when I think about it, the one time when sharing a story and yeah, I broke down in tears when I really realized, when you say it out loud to people that you have impacted and how you've changed their lives and how your life has changed. It's big. It makes me want to keep going.

**Nicole Dean:** It is big. The success dream is a lot of people look at success as just a dollar sign. To me, it's a dollar sign, but it's also your personal health. That's why it was so important for me to get you on the show, because all the money in the world means nothing if you've stressed yourself out so much that you have high blood pressure, your diseased, ulcers, and you've got diabetes from sitting and munching all the time and not going out on walks, and you're not able to enjoy that time because you put the money ahead of your own health and the health of the people that you love.

Also, I think it's about your overall legacy. Part of my drive for success, or my view for success, is the impact that I can have on others. The others include my family and my friends, but they also include my bigger legacy that I want to touch on.

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For me, one of my passions is [suicide prevention](#). So, any chance I get in front of a large audience like this, I try to make sure that people understand that it can be prevented and to watch for it, because I've had people that have been impacted tragically by finding someone that has committed suicide.

It's a dear friend, and they didn't see the signs, they didn't know the signs, and they weren't able to help that person. Not only that, but in order to get over the trauma of finding somebody that they loved dearly that had made that decision, and the guilt over that.

Looking at your whole legacy, and you've obviously got a good grasp on what that is, as far as keeping people healthier, allowing them to enjoy their years and not have them laying on their back in a hospital bed, but enjoy them hiking in Japan.

I'm just so happy. I'm thrilled to have you on the show. I'm talking over you, so go ahead and tell me your thoughts and then I'll lead to the next question.

**Scott Tousignant:** It's great. I think you wrapped it up beautifully for that question. Freedom is what it's really all about. I love it.

**Nicole Dean:** Thank you. What are the top three things that you've done to grow your online business?

**Scott Tousignant:** Top three. There's definitely a lot of things, but some of the biggies. One of the biggest things that happened and I think it's a great example, is I ran an affiliate contest. This one requires having your own product, but I had a product that wasn't selling the greatest. It wasn't getting much attention, maybe a sale a month if I was lucky at that. So, not much was happening with it. So, I decided I had to do something to really boost the attention of this.

I mean, we always see affiliate contests going on and big prizes and all that stuff. Usually it's the big dogs out there who end up winning the great prizes. I participated in a few affiliate contests myself, and I've won some and I've done really well. I remember what it was like in the beginning, and thinking to myself, "There's no way I'm ever going to win any of these prizes, because there's so many people promoting and I've only got a small tiny little list. What can I possibly do? I'm not going to win."

So, I wanted to make sure I created an affiliate contest where not only will the top people get a big prize, but anyone who makes at least two sales, because I didn't want people just buying the product themselves and refunding or something. I wanted to make sure you at least sold it to your mom or someone else. Sell it to someone other than yourself. I wanted to see two affiliate sales and your name would go into a draw.

This contest that I had I actually gave away two rooms on Mike Filsaime's Internet marketer's cruise last year.

**Nicole Dean:** Oh, wow.

**Scott Tousignant:** Yeah. I held the contest, it was in the middle of summer, and summer is a very slow time in the fitness niche. Everyone is on vacation; they're not even though they know they want to be improving their health it's usually not until September when they really start thinking about that again.

I'm like, "Okay. It's not the best time, but still I want to get this contest going." The person who made the most sales was going to win a room on that cruise, a 2,000 dollar value. Anyone who made two sales was going to go into a draw and they had a chance to win. So, this was great. It gave great incentive for even the smallest affiliates to do their best, have their best effort to try to put out two sales.

I ended up going live on video. I Ustream broadcasted where I pulled the names out of a hat. Sure enough, one of the people who won that prize made about four or five sales. They didn't make a lot of sales, but won a 2,000 dollar prize and got to go on a cruise with a whole bunch of other big Internet marketers and mingle with them.

That generated a lot of excitement with the affiliates. Got me boosted up in the Clickbank rankings so other affiliates noticed me afterwards. Some of these people who promoted, they got affiliates on their list who now recognized me as well. Plus during that 3 day affiliate contest it brought in 25,000 dollars which was really nice as well.

That really started catapulting me forward and getting me on the map of other super affiliates and big affiliates out there. That was a biggie for me.

**Nicole Dean:** That's a great investment into your business. As far as the money you spent on the cruise that was a great investment.

**Scott Tousignant:** You know what? I can remember the conversation clearly with my wife. I was doing well, that was over 24 months ago. When I first dreamed up that contest, it was probably last May. I remember sitting, Angie and I were at a diner in town, it was breakfast, I was like, "You know what? I've really got to get some attention of affiliates. I see all these contests going."

I had been on Mike Filsaime's cruise the year before, and I knew I was going again last year. I was like, "You know what? That would be a really cool prize to give." She's like, "Scott, do you realize you're going to be putting out 4,000 dollars?" I said, "You don't understand. If I do that, and I have that as a prize, it's going to generate interest and excitement about people promoting this."

I didn't make the initial decision and put it completely out to everybody until I contacted a few of my friends and said, "Listen. I know you haven't promoted my stuff yet." and these were people who I was already friendly with, I said, "If I had a prize of a cruise, would that excite you?"



They're like, "For sure!" Then I knew I was on to something at that point and I put it out there. That did really well for me.

**Nicole Dean:** Truly brilliant.

**Scott Tousignant:** It worked.

**Nicole Dean:** You think? ;)

**Scott Tousignant:** Yeah. The other thing that I've done that's really helped me grow my business online was create complementary products. Rather than try to create workouts similar to what other people are doing, or just create workouts and nutrition programs, one of my programs I did was all on motivation.

So, in the fitness arena I can approach other people who have workout programs and diet programs, and say, "Listen. I've got this really good product," and it is, but everyone says that. I've got a really great product. Sure, I do too.

But, it's a complementary product that will help people absorb your material better and stick with your program and get better results on your program than they're already getting. They're already getting amazing results on your program, I want to see you get even more testimonials for your program. Follow this motivational audio program and they'll do even better on your program.

So, creating a complementary program, when you're approaching people to joint venture or to try to get them to promote you, it's so much easier if you've got a product that can be complementary to them. That's been a big help to me to boost my business. It makes it easier for me to approach joint venture partners and affiliates.

The last thing is just blogging. I absolutely love it. Blogging has been huge for my business. But, what really triggered things was just documenting my journey while following either a nutrition program, or a workout program, and sharing my honest reviews with them.

Building trust with my followers and showing them images of me with the product and actually using it. Sharing good days; the good, the bad, everything about it. I found that documenting my journey while following certain products has really provided a great boost for my business.

**Nicole Dean:** Love it. Okay. Now we're getting to the tools and learning resources that you couldn't live without in your business. We'll start with three paid ones and then do three free ones. This always uncovers some tools that I didn't know about. So, this might be my favorite part. No pressure.

**Scott Tousignant:** There's lot of tools. There's going to be some I forget and leave out. But, the ones that I definitely couldn't live without in my business, I use [Blog i360](#). They're changing their brand to Quansite, I believe it is. I've been using this for about 2 years now.

It does everything. I am still to this day not very technical at all. I picked up a little bit of HTML, but for the most part I just copy and paste. I know a few codes. I have a notepad document where I can copy and paste whenever I need to insert an image or something like that.

Blog i360 is more than just a blog. It allows me to blog, but it allows me to create sales pages within it, one time offer pages. My entire business is within my Blog i360 site. Everything I do online is using that software. It makes it easy for me, because I'm not technical whatsoever, so some of their WYSIWYG editors are really good for me.

It's been very easy for me to use, and cuts back on a lot of my time as well, because all the auto social bookmarking stuff, and video uploading, a bunch of different things. I really love it. I absolutely could not live without it.

The other thing would be [Aweber](#). I need that list for sure. I wouldn't say that I'd be lost without my list, but it's an invaluable resource for me, no doubt about it. So, I love Aweber to get names and email addresses, to manage my followers, my customers. I absolutely love it.

The last paid resource would be [Lynn Terry's Elite Member's Forum](#). I would be lost without that. I love her, love the people within there. It's been great to bounce ideas, because it's a lot of, what's the word for it, I don't want to say my target market, but a lot of people in there are my target audience, but they're more than that. They're just the people that I love to hang around with the most.

I can bounce ideas off them or sales copy. Many of them have helped me hit emotional triggers that I may have missed. It's just great to bounce ideas off of and they've been a wonderful group to just brainstorm. Lynn is amazing at getting the brainstorming sessions going every Thursday as well.

I'd be lost without those three resources for sure, those paid resources.

**Nicole Dean:** I think there were like 30 of the Elite Members, at [NAMS](#) last weekend. They're a very good group. I really enjoyed the people there. Lynn just attracts people, she really does. So, I'd have to agree on that one too, and Aweber.

I've only used Blog i360 a few times, but I know it has a huge following. As far as the people that use it, they love it. So, great job on those.

Also, what are we using to record right now?

**Scott Tousignant:** Yes. I love [Instant Teleseminar](#). This is just a great webcast service. I love it, because, like I said, a lot of my followers are in Australia, the United Kingdom, and they're not going to dial in to a phone line to listen to a teleconference, but they listen to the webcast instead on their computer.

They can type in their questions, so ask me questions ahead of time or live. There's lots of great benefits to that. It provides me with an MP3 recording. It's a monthly membership, I forget how much it is, but it's been just awesome for me. I do a lot of teleseminars and a lot of calls.

Sometimes I just want to record my own voice as well, so I'll hop on here. They've got an upgraded level to it with End Connect, which is a great bridgeline. Right now I can see that I'm talking to you on here. If I wanted to lower the volume on your phone, I could lower the volume on you, or increase the volume if I find that my voice is way over yours type of thing. People can raise their hands and talk. It's just a really cool service and a reliable service for recording calls and the webcast at the same time.

**Nicole Dean:** It sounds very powerful.

**Scott Tousignant:** It is. I highly recommend it, Nicole. It's fantastic. It's [Instant Teleseminar](#).

**Nicole Dean:** I'll check that out. What about your free resources? What do you rely on as a free resource?

**Scott Tousignant:** One of them that Bob the Teacher turned me onto was [Free Mind](#). I know he's got a free version at Discover Free Mind, that's where you can kind of download Free Mind. But, if you just type Free Mind into Google, you should be able to find a free mind mapping software.

When he turned me on to this, before he turned me on to this, and actually Angie brought this up two days ago, I used to have Post It notes all over the place for to do lists, contacts, how I was going to promote a product. I was using Post It notes all over the place.

Just the other day Angie was saying, "Scott, I haven't had to pick up a Post It note in awhile. What's going on here?" I would always yell at her because she would throw something out that looked like garbage, a Post It note that didn't really make sense and had jumbled information, and I'd go, "Oh no! That was such important information." Now we don't have to worry about that anymore.

I use it to map out blog posts series, I use it to map out processes of products and how I'm going to sell them, the different membership levels. I use it for anything. My to-do list. I love Free Mind.

That's a free resource, just start mind mapping like crazy. I'll probably put a video up on my blog soon. I even use it to set my fitness goals and break it all down.

**Nicole Dean:** I got hooked on Free Mind recently too. Guys, I'll have links to all this stuff on the NicoleontheNet.com Success Cast, and if you go NicoleontheNet.com and click on [Essential Tools for Your Online Business](#), these are listed there too. So, as far as having to find all these tools that Scott's talking about, I've got you covered.

I love Free Mind too. I've recently become addicted to it.

**Scott Tousignant:** It is addicting. I pop it out for everything. Right now I've got the mind map running on here, and a few different windows. Even for the whole opt in process, like for the video when you go to Fat Loss Quickie, that whole video I did there, I mind mapped the video.

How I was going to start outside in my backyard, what I was going to say in the intro, three key topics that I was going to cover. Then when I walked in the house, some of the points and motivation tips I was going to give. I just mind mapped all that out.

I put in the process the autoresponder follow up, what they were going to get in the first email, the second, the third. It's all right there for you.

I love Free Mind. Mind mapping is a great practice to being to incorporate into your business for sure.

**Nicole Dean:** Definitely. What's number two?

**Scott Tousignant:** Google Keyword Tool. Just type in Google Keyword Tool in Google. Wow. I used to just guess. I used to think I knew what people really wanted in my niche. I would just type in keywords that I thought were good.

Then when I found out about Google Keyword Tool I started typing in those things and I found out not many people are using that same language that I'm using and thinking that they're looking for. Some of the things I found out. I would have never guessed that one of the most common terms when people are looking to get in shape and improve their health was, "lose belly fat." Because I have yet to hear anyone come up to me, even as a personal trainer over 10 years.

When they come to me and I ask them, "What are you doing here? What do you want to do?" I've never heard anyone say, "I want to lose belly fat." Yet, when they're going online, and typing in what they want to look for, tens of thousands, if not hundreds of thousands of people are typing, "lose belly fat." What the heck? I would never have known.

Even when I was here with one of my customers, Richard, the Extreme Geezer, we were typing in keywords of what we thought people in his target market would be searching for online and it just really surprises you at what they're looking for. So, the Google Keyword Tool is just absolutely powerful.

**Nicole Dean:** As someone with a little bit of belly fat, I can tell you that if I was face to face with someone I'd use different language than when I'm in the privacy of my own computer.

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**Scott Tousignant:** Right, exactly.

**Nicole Dean:** I'm not going to want to point to it, grab it, and go, "See this? That's kind of why I'm here." It would be, "I want to get into shape and lose a few pounds and get stronger." I'm not going to point to my bad spots and go, "There's this area, I really hate that. See how this, can we raise my butt two inches?"

**Scott Tousignant:** That's right.

**Nicole Dean:** There's that issue too.

**Scott Tousignant:** We don't think about it. Too many times we think our thoughts, just what we're thinking, is just what everyone else in the world is thinking. So, having a tool like the Google Keyword Tool can really help open your mind to what other people are looking for out there.

**Nicole Dean:** It cracks me up, because every time I post my podcast I get people IM'ing and emailing me going, "I can't believe you said that." Yes, world, I went there.

**Scott Tousignant:** You're too funny.

**Nicole Dean:** What's your number three free tool?

**Scott Tousignant:** Google Analytics. If you've got a website or a blog, it's wow. It's provided me with incredible information. It's helped me find out websites and really knowing who else is promoting and sending traffic back to my site. It helps me know what keywords people are typing in to land on my site, what the most popular blog posts are.

It's just good to know traffic as well. Whenever there's a traffic spike I can look at my blog and see maybe it was this post or things that I was doing that was causing spikes in traffic. It just provides me with just incredible amounts of information to help me improve upon my sites and have a good idea of what's making it successful or what I'm missing out on.

**Nicole Dean:** I find Google Analytics to be an incredible resource for finding JV partners.

**Scott Tousignant:** It is.

**Nicole Dean:** Somebody is linking to you for free, and you go to them and say, "Hey, I have an affiliate program and I'd be happy to give you some unique content." They're like, "Sold."

**Scott Tousignant:** Exactly. Then it encourages them to do it more, and they're very grateful. That's the thing. When you do something for them, you've won an affiliate over for the long term. They're like, "I'm actually sending people to your site for free and I can make money. No way?" So, it's helped me. That's happened several times because of Google Analytics. That's huge.

**Nicole Dean:** My goodness, we're almost already an hour in and we still have all these questions to go through. I can tell I like somebody when this happens. Alright.

**Scott Tousignant:** We can fire through them. I'll try to keep my topics on point here. But, yes, fun call.

**Nicole Dean:** I'm the culprit. So, who has been a mentor to you online? If you can't just pick one person you can name a couple. I won't penalize you, and you're not being graded on this.

**Scott Tousignant:** Okay. Mentoring has been absolutely huge for my success. I highly recommend to everyone out there to find a mentor who can guide you and give you those shortcuts to achieving success, or give you the blueprint and the map to find success. It really helps to find people who are, again, in line with your values and stuff.

But, I started off, my first mentors were Mike Filsaime, Tom Beal, Donna Fox, and Paulie Sable. They had a mentoring program called iFive Gold. I was with them, I think they had it for about 18 months, maybe almost 2 years. They did a tremendous job. I really learned a lot from them. They're powerful.

Then about a year after I started being mentored by them I realized the power of mentoring is just absolutely awesome. Deb and JP Micek, I hired them as mentors as well. They've been mentoring me for probably 2 and a half years now. I find they are really in align with my values.

The type of marketing that I like to do, a lot of the social media stuff, a lot of the business building stuff. I really like that they're into the relationship building component. All the good stuff. They've really guided me well thorough the past 2 and a half years.

I would definitely not be where I am today if it wasn't for any of the people I just listed here. They've been absolutely awesome.

**Nicole Dean:** I had the honor of meeting Mike Filsaime, and Coach Deb Micek two weekends ago, so we are running in the same circles.

If you can narrow it down to one, what is one mistake that you've learned from over the years that's helped your business?

**Scott Tousignant:** Okay. This one wasn't all that long ago that I realized this mistake. It's been a big learning lesson for me. I was trying to be everything to everyone in the fitness niche.

When I created products, and was writing sales copy, and was writing emails, I didn't want to exclude anybody. I wanted people who wanted to build muscle to buy my product, who wanted to lose fat, who wanted to improve their bone density. I didn't want to anyone to land on my site and say, "This product is not for me." But, in the process you end up really not getting a lot of people. No one really realizes that your product is for them.



Again, this is probably something I learned from Deb and JP. To really know myself, to know who my communication style is, who I love to communicate with the most, and really have a good understanding of your ideal customer and follower.

So, I really know, as I mentioned when I was talking with you before this call, work at home moms are the people who I was training when I had my personal training business, and I love to work with them. I just love to communicate with them, talk with them, build some great friendships with them. Online they've been the people who I connect with the most and who I really enjoy the most.

I don't enjoy communicating with guys. I do work with guys, sure, but guys who want to build muscle and all that stuff, because they just tend to think they know everything. A lot of guys, they don't want help a lot of times, or they don't want to ask for help. They're afraid or too macho or whatever. They're not my ideal people that I love to communicate with the most.

I've stopped trying to be everything to everybody, and that's one of the things that really brought the Fat Loss Quickie program out there and geared towards work at home moms, and work at home dads. The work at home dads, they've got a lot of the same values as me as well, they're home with the kids and they're doing their business for a lot of the same reasons too.

So, I'm no longer everything to everybody. I'm completely focused on helping work at home moms and dads, and helping couples together with my wife Angie.

**Nicole Dean:** The other thing is most of us have computer butt, as I so lovingly call it. So, with the work at home moms and work at home dads, you can usually make a huge impact in like a month. Whereas, if you take on a muscle bound macho guy, it's like, "Well, you're already buff. Let's get buffer."

With us it's like holy transformation, because we often times need it. All you have to do to realize that is go to any internet marketing conference.

**Scott Tousignant:** That's so true.

**Nicole Dean:** You should do that. Are you coming to [NAMS](#) in January?

**Scott Tousignant:** That's the plan now. I go to and really enjoy live events.

**Nicole Dean:** You should so do a demonstration. Schedule a demonstration for exercises that we can do, the 10 to 15 minute exercises. That would be so cool.

**Scott Tousignant:** I usually do it.

**Nicole Dean:** I'm speaking at the next NAMS.

**Scott Tousignant:** Okay.

**Nicole Dean:** Do you know David Perdue yet?

**Scott Tousignant:** No.

**Nicole Dean:** Lynn and I, we'll see if we can arrange a little something for you there.

**Scott Tousignant:** Very cool. I love doing that. I love grabbing people during conferences and bringing them down to the workout room or just going for walks with them, and just energizing them. It helps make that live event a so much better experience, because you're energized.

Typically, when people are at live events they can run themselves to the ground with late nights, and they're probably not eating the best foods, and all that stuff. So, a good, short, exercise session can really boost people's moods and spirits and help them actually absorb more material while they're at the conference.

**Nicole Dean:** The oxygen and the blood, yeah. You hear me coughing, you know why that is? Because I scheduled back to back conferences. I slept like a log the last two nights and I barely got up in time for this interview at 11:00 today. So, they do, they're physically and emotionally draining. At the same time energizing. But, I do think that would be something really cool to offer.

I forget that I'm recording, and I'm like, "Oh, you know who we should talk to." I get on the phone with my guests and I'm like, "Oh, you know what we should do?" and start brainstorming. Ask the questions, no wonder we can go forever.

Alright. Can you tell our listeners one time when you've fallen down and had to get back up? Because people start to look at those that are successful and think that we were lucky to get here; which is one of my biggest pet peeves. Yeah, I'm lucky.

**Scott Tousignant:** Yeah, exactly.

**Nicole Dean:** I am highly fortunate, but I've also worked my butt off. So, talk about one time when you've fallen down and had to lift yourself up and dust off your britches and keep going.

**Scott Tousignant:** It really hit home with me, Nicole, when you were talking about one of your purposes and destinies and [suicide prevention](#). That's been something that's touched my life in the sense that I've lost people to suicide. Like you said, most of the time, you don't realize that the person is suffering and going through bad times until it's too late.

I myself, as positive and optimistic and happy go lucky guy that I've been my entire life, I went through a bout of depression. It was a really tough time and no one knew it. I was having those thoughts. I was ready to end it all, which would be incredibly unfortunate because there is so much to live for. I definitely know that now.

But, what brought me to that point was that I actually used to own a health club. That was a goal of mine. A dream of mine since I was the age of 14 was to open up a gym. I remember working out in my parent's basement with my buddy and we'd have pictures of Arnold Schwarzenegger and all these other things on the wall. I told them at the age of 14 that I'm going to own a health club.

Sure enough I realized that goal when I was 24 years old. I opened up my own health club, and it was not what I expected at all. Did not turn out the way I thought it would. I was working 16 hours days and coming home and still thinking about business and doing business.

I really couldn't spend any time with my kids at that time. When I just started the business my son was about to be born and then my daughter was born a couple years later while I was running the business as well. So, I really missed out on a lot of things in life. That was really starting to get to me after awhile.

I had it for 4 years, the business. It really started to get to me and was depressing me. I didn't even want to see the gym anymore, touch a weight, or anything like that. I put a lot of faith and money into an advertising and marketing firm and ended up losing my shirt, and ended up having to claim bankruptcy.

Ironically, that was the best decision I ever made in life was to do that. I was depressed up to that point. The moment where I decided to let go of that baby of mine, the gym, which was a lifelong goal and dream of mine, and claim bankruptcy, this huge weight was lifted off my shoulders.

I just felt like, this is behind me, I can start fresh now. I knew from that moment on that things were only going to get better. I was seeking help as well, therapy during that time. But, claiming bankruptcy was almost a thing that was just instant relief. It was like my depression was cured and I was ready to move on, because I became optimistic again and began to go after what I really wanted, things that were going to make me happy. That was a real tough time.

**Nicole Dean:** It sounds to me like you felt trapped and helpless. You know when you feel like you're not in control, and you feel like you're letting everybody down around you, and that you have no out, and you're disappointing everyone? I'm sure working 16 hour days and missing watching the kids grow up and having Angie have to run everything herself, you felt like they'd just all be better off without you.

I've been there too. We could do a whole other talk about depression, because it's something that I've struggled with as well. I think a lot of highly sensitive, caring people. You have to have a big heart in order to feel great pain. You obviously have a big heart and you care very deeply. Having that big heart also gives you big hurts.

I find that people like us do struggle with that. I'm very thankful that I'm here today, because I really shouldn't be. I didn't want to be alive. Suicide touches so many people in so many different ways. I've seen it from every side.

There just needs to be more prevention out there, because when somebody says something and asks for help, often times it's done in a way that they're not quite sure they should be asking. Or they're putting on such a great act of being happy all the time, and, "aren't I wonderful and energetic," that people just don't see through that and see the pain behind it.

Thank you so much for sharing that, because people need to know that smart, caring, wonderful people where other people look at them and think they have everything can really be suffering. You can't brush it off thinking, "They'll get over it."

Sometimes all that person needs is a promise that they'll be there the next day and they can get through the cloud and they get through the gloom and doom. They can get through everything if they can just put it off long enough for whatever it is to pass, or make a change, or whatever it is.

Thank you so much. I really appreciate your sharing that so honestly.

**Scott Tousignant:** My pleasure. It's a big thing. It's a big part of my existence and it's made me who I am today. So, yeah, I'm really glad I pulled through it all for sure.

**Nicole Dean:** Me too. Otherwise I'd miss out on this hour with you.

**Scott Tousignant:** I know.

**Nicole Dean:** And all our future plans together.

**Scott Tousignant:** Exactly.

**Nicole Dean:** Wipe my little tears out of my eyes and we'll go on to the next question. They're going to start calling me Barbara Walters if I keep making people cry and making myself cry. I made myself cry.

Next question. Was there a tipping point that got you to success? Let's focus on your business now since you've shared how the bankruptcy helped you to get to a different place in your life otherwise unless that puts you on the spot. Does that put you on the spot?

**Scott Tousignant:** No.

**Nicole Dean:** Okay.

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**Scott Tousignant:** This is great. There's been a few different tipping points, I'd say, along the journey. The first initial tipping point, because in the beginning when you're struggling online there's skeptics all around you saying, "You aren't going to make anything. This online thing is a gimmick." You have no proof to show except saying, "I know other people are making the money online."

It was very tough. That first 18 months online I had only made 20 dollars. I had made one affiliate sale in that first 18 months. So, I couldn't say, "This is absolutely awesome. It's great," because it wasn't at that time.

The thing that really helped take me to a certain level, that first level of success, was going to a live event, much like you were just talking about. Just amazing people are at these live events. Just connecting with people who are going through a similar experience as you and are very like minded and going after similar goals and dreams.

The live event, meeting those people was great, but also seeing other successful people, the people who have achieved success. That first event, that's where I met Mike Filsaime for the first time and heard how he had been through bankruptcy as well.

Then Steven Pierce got on stage and he was asking people, "Who here has a high school education? Raise your hand. Who here hasn't graduated from high school?" Almost no one raises their hand. "How many people have a University Degree?" All these different things. "How many people have been bankrupt?" I actually got to raise my hand. I was one of the only people in the room, other than Mike and a few other people raising their hand. Then he's like, "Who's been shot?" It was like, "this guy's overcome some pretty serious obstacles. What's going on here?"

**Nicole Dean:** I love Steven's story. When he starts, "So, yeah, then I was shot and I had to give up the pharmaceutical business."

**Scott Tousignant:** Yeah, exactly.

**Nicole Dean:** His story is amazing. I need to have him on the show someday soon.

**Scott Tousignant:** He's awesome. I mean, to be there and to see him for the first time during that live event, I've had the opportunity to go to his mansion in Texas and hang out with him there. To think of how things have come along to that point. Wow, it's pretty awesome.

Hearing his story and Mike's story and how they were bankrupt as well, I immediately began to think, "Wow. I've been bankrupt. Maybe this is my in to the success club here." It helped me put things into perspective and then bankruptcy wasn't so bad.

So, going to live events was a big turning point. Hiring the mentors. Actually, after that first live event to of mentors and everyone else I said publicly, "I'm going to create my first eBook and generate X amount of dollars online in the next 90 days."

That's when I created my first few eBooks and they generated some sales. In the beginning they generated a few thousand dollars. I was like, "Wow. I went from 20 dollars in 18 months to several thousand dollars from my eBooks. This is really going to start to working."

But, the thing that really took it to the next level, and where I really started experiencing the success, was when I started blogging, and more importantly adding video on my blog, and keeping it real, like we've keeping it real on this conversation. I had my products out there and they were selling a little bit here and there, but the moment that I pulled out the video camera and started filming Angie doing one of our workouts, and my kids ran in the picture, were jumping on us, and the cat ran in the picture and was meowing his head off, and I kept the film running, and Angie was still doing her quick home workout.

I recorded the video and put it up on my blog. All of a sudden, I got flooded with emails from other women who were like, "Wow. If Angie can do it with those kids around and the cat meowing, I can do this too." It wasn't like, "I was really skeptical of your program. I've got kids as well and I know they never let me get in a workout. That's been one of my excuses for not working out, my kids never give me a free moment. Here you guys are at home and the kids are running around and you're still able to do it. Why can't I?"

So, it was live video and keeping it real that all of a sudden things really started picking up, because now I could relate to my customer. Now I wasn't so much selling a product. They saw that we were real people. I wasn't someone hiding behind a computer. I know there are diet and fitness books out there written by people who are not healthy at all, so no wonder people are skeptical out there. This erased a lot of skepticism.

**Nicole Dean:** It's called ghostwriters.

**Scott Tousignant:** Yes.

**Nicole Dean:** Exactly. A lot of those are written by overweight Internet marketers. So, to have you out there with your experience and then being upfront and in front of the camera, that's huge as far as credibility. Then being on podcasts like this and talking about your ups and downs, I feel like I've known you forever already and we've only just started chatting today.

All right. You're tipping points were live events, mentors, and blogging, and more importantly including video and being real on the videos. I'm sorry, I interrupted you. Did you have anything else on that?

**Scott Tousignant:** No. That's good. Those are the main tipping points for me for sure.

**Nicole Dean:** I want to go back to the whole bankruptcy thing. You went bankrupt because of the business, right? Mostly?

**Scott Tousignant:** Yes. Poor business choices at the time.



**Nicole Dean:** That's not where I'm going with that. Where I'm going is people that play it safe can't go bankrupt in business, because they don't start businesses. So, you already had the mindset of a risk taker and more importantly someone who is willing to invest in your future.

If you're going to fail, fail quickly and fail well, so that you can get that out of the way. But, if you never try anything differently then you'll never fail, because you'll always be in your safe little bubble. To me, it doesn't surprise me that in a room of successful entrepreneurs there were bankruptcies, because you have to put yourself out there, and take risks, and take out those big business loans if you're going to start a business. Otherwise, you're just working for somebody for the next 40 years and you're nice and safe and you don't have that big business loan. You know what I mean?

**Scott Tousignant:** That's right.

**Nicole Dean:** I think it's a cause and effect thing there, in that you already had the entrepreneurial bug and you were willing to take chances and fail big, and fail fast, and fail hard and get that out of the way and learn from it. Then you said the magic words, "What's next?"

**Scott Tousignant:** Yes. Right away.

**Nicole Dean:** That's where the power is.

**Scott Tousignant:** It really is. Yes. To realize that that's not the end of the world, that's just the end of a chapter and what can I learn from this experience? How can I use what I learned to help me succeed in the next venture that I'm about to embark on?

I know I'm capable of greatness. I knew I was ready for success. When someone asked me who I am, I wasn't going to be Scott Tousignant, the guy who opened a business, went bankrupt, and didn't do anything after that. I knew Scott Tousignant, the guy who's going to make a big impact in this world.

**Nicole Dean:** Right. To your clients and the people that are seeing results from your products, you aren't capable of greatness, you already are greatness. You already are making a difference. I am very inspired by you. I'm so glad you came on the show.

Okay. We've got two questions left, and then unfortunately our time is up. The next question is what advice would you give to your own mother, sister, best friend, brother, anyone, to help them succeed online? Somebody that you care about and love and want to see succeed. What advice would you give them to succeed online?

**Scott Tousignant:** I'd probably ask them a series of questions first. I'd be asking them what they're most passionate about in life. What are your hobbies? What do you absolutely love talking about? What do you use?

Whatever your passion is, whether it's little remote control cars or something like that, you love spending the weekend playing with your remote control cars. If that's a passion of yours, find are their affiliate products that are products that you actually use? So, those things that you're using on a daily basis that you're enjoying the most in life, what products are those? Are there affiliate programs tied with those products?

Maybe it's a clothing line. Maybe you just absolutely love clothes. Like me, it's fitness. I absolutely love fitness. If I'm going to be reading a book, following a workout program, following a nutrition program, why not share it with everyone else?

That's the advice I would give to my mom, my sister, my best friend is find what you're passionate about. What products are you using in that passion already? Is there an affiliate program tied to those products? Can you make money promoting it?

I would take it a step further and say create a free report about how you can get the best usage out of those products that you're using and build a list by giving away that free report. Talk about it on your blog. Try to contact the product owner and interview them.

Offer a consumption bonus. If they buy through your affiliate link, is there some sort of bonus that you can provide them to help them make the absolute most out of that product. So that it's like a little complimentary freebie for them. I know almost anything that people will get it, open it up, use it, and go, "Something is just missing here. I wish I had a little dummies guide to it."

Find where other people who use these products are hanging out. It can be offline, it can be in forums and communities. Find where they're hanging out, interact with them and be resourceful to them. Most importantly, just be true to yourself and your values in the process.

I think when you're following your passion, there's lots of other methods out there to earn money, but I think when you're right in line with your passion and talking about the things that you love most in life that really tickle your fancy and get a twinkle in your eye, people see that. They feel your energy, they feel your passion for it. You're getting your message out there in a way that is true to yourself and true to your values, even if you don't make a million dollars. If you make a nice comfortable living, you feel good about yourself in the process.

My advice to them is just don't lose sight of yourself and your values during the journey as well.

**Get Healthy AND Wealthy with Scott's Program**  
**[Join the Computer Butt Challenge Today](#)**

**Nicole Dean:** I love that. Very well said. The last question is if you had to rebuild your business from scratch with no list, no contacts as far as buddies, nothing, how would you rebuild it tomorrow if you had less than 100 dollars to do it?

**Scott Tousignant:** If I had to do it from start with that little money and I wanted to generate money as quickly as possible, if I could take time to build it I would try to build relationships with others, some of the gurus in whatever niche it was.

Contact them and not talk about products or anything, just tell them, "I love your product. I'm using it. I think it's great. I'm on your newsletter. I love your stuff." I'd be commenting on their blogs and just offering any kind of input. Just getting in their sight.

I want to generate money quickly. If I'm starting off and I've only got 100 dollars to do this, I want to use that 100 dollars and multiply it as fast as I could. So, the first thing I would do for me, would be to invest that, I believe [Blog i360](#) is a free trial for 14 days, or a 1 dollar trial for 14 days, and then it's 67 dollars a month.

That's the first thing I would do right now. If you wiped everything clean from me, I'd be going to that website and signing up for that first month. So, that's 67 dollars after the first 14 days. I'd get myself on there, then I'd go to [Aweber](#). If I only had 100 dollars, I wouldn't be paying for the full year, I'd do the monthly one, which would be 19 dollars or something like that, and start building a list.

I'd put an opt-in form on that Blog i360 site, create a free report or audio that I could give them in exchange for their name and email address. I would write at least one blog post per day. I would probably set it up in a way of a fun challenge, much like I'm doing at the Fat Loss Quickie blog where right now I'm doing the 30 day home office challenge.

If I had to make money quickly, I'd probably base it around; say I didn't have any products right now, no list, no nothing. I'd probably base it on an affiliate product. I'd try to find a product that I could consume and would give me good results in the next 30 days.

I have an example of one. It's one that I've successfully promoted. If you're in the muscle building or fitness niche, Muscle Explosion is one of the programs that I've had great success promoting in the past. That's a 28 days to maximum muscle gain, or something like that.

What I did, and this is exactly what I've done in the past, I documented my journey through that 28 days. I said, "Let's see if I can prove these guys wrong. They claim that you can put on 6 pounds of muscle in 28 days. I don't think it's possible. Let's see if it can happen. I encourage you to follow along in this journey with me. I'll actually give you a prize if you get better results than I do following this program the next 30 days."

Since I've invested 67 dollars already with [Blog i360](#), 19 dollars with [Aweber](#), it doesn't leave me with much money. But, I would tell them, the prize is going to be that I'll pay for your copy of Muscle Explosion, which I think is only 27 dollars.

But, they bought it through my affiliate link, so really I'm getting some of that money back, 50 percent or 75 percent commission, whatever it is. So, really what I'm paying them would maybe be 10 bucks, which would bring me to 100 dollars. But, it gives them incentive. "If I can get better results than Scott on this program he's going to pay for my copy of Muscle Explosion." It gives them some incentive to buy through my affiliate link and follow the program with me.

Now, of course, I'd have to get eyeballs on that blog. So, I'd use things like Twitter, Facebook, and go into other forums and communities, just interacting where those customers would be. I'd comment on other blogs, leaving valuable comments.

This is a thing that I see on so many blog posts Great article, great content, that Lynn or yourself, or anyone puts out there, and someone writes a comment, "Great post, love it," with a link to their blog or website underneath. Well, that's not going to catch the attention of anybody. No one is probably going to click on your link anyways.

I like to subscribe, I probably look at other muscle sites out there, subscribe to their blog feeds. As soon as they do a blog post, I would want to be the first person to comment on that blog. I wouldn't just be saying, "Great blog post," I would give some sort of relevant comment, positive feedback and get people to realize, "Hey, Scott knows what he's talking about when it comes to muscle building." Instead of just having a link to my main site, I'd have a link to one of the blog posts while I'm documenting my journey there, so they're going to click to that 30 day challenge.

I would also do a Q & A call. I got this product, they would see me on video with the product in the background that I've actually got it in my hands, and I'd say, "I'm going to do a Q & A call. You can ask me anything about the product. Find out if it's the right thing for you."

I would contact the product creator, even though at this point I have contacts, I don't know them, I would approach them and say, "I'm going to be documenting my journey for the next 30 days on your program and doing every thing I can to get eyeballs on these blog posts. Could you do me the favor of allowing me to interview you so I can get you exposed to whoever comes across this site and answer question?" I think most product owners are pretty eager to get on the phone and do an interview.

I'd probably also offer a consumption bonus as well to help people if they buy through my link, I will give you the tips of what I've learned by going through my experiences. What you can do to make even better use of this product.

Just upload video content on YouTube and on my blog. Maybe even offer to be a guest blogger on other high traffic blogs out there in my niche as well.

That's a lot, right? That's what I would do with 100 dollars.

**Nicole Dean:** Holy smokes, that was good. Yowza. Guys, you just got a whole business model right there. We should pull that part out and sell it. Gosh. Whew.

**Scott Tousignant:** That would be fun in the process as well. I think it's a fun little business model, fun little way to get started. Sure I could probably turn that Q & A call into a free report as well. There's so many different things you can do with all that.

That's how I'd get rolling and start generating some money so that I could do other things with it as well. Just invest it in other ways to build my business from there.

**Nicole Dean:** That was absolutely beautiful. I'm glad you got the questions before hand, because you obviously put some thought into it. Am I on your mind map? Am I on [Free Mind](#)?

**Scott Tousignant:** You better believe it.

**Nicole Dean:** Oh my gosh, is that funny. Well, we're at the end. Was there anything else you wanted to say before I wrap up, Mister Scott Tousignant from FatLossQuickie.com?

**Scott Tousignant:** Just whatever you're doing, enjoy it. Enjoy the journey. Have fun. Just really answer that question, "Who am I?" Get in tune with your core values. If you are a work at home mom or dad who had the intention of working at home because of the freedom, just make sure you're doing it.

Keep that balance in your life, because when you are living in balance it's amazing. Even though you may not be working as much, you will realize that your business improves when you take that time to spend with your kids. Your business improves when you take that time to improve your health.

Try to keep your life in as much balance as you possibly can. Organized chaos as some people call it. I believe balance is achievable and something you should go for.

**Nicole Dean:** I think that your niche, helping homepreneurs as you are to be healthier, because so often when people get started they do work that 12 hours on their bottoms and 16 hours on their bottoms. If they still have a day job on the computer and then they're coming home and sitting on their butts, that is just obviously not the road to health and wealth.

**Scott Tousignant:** Right.

**Nicole Dean:** You talk directly to homepreneurs at FatLossQuickie.com, and anyone who's starting to experience computer butt needs to go to FatLossQuickie.com. We all need to be healthier. I've started an accountability group with some friends, and we're all listing our business

goals for the day for passive income, as well as our health goals for the day and they're on the same thread.

We'll definitely have to walk through your program so that we can have the best results possible. It's obvious that you are an expert. You are making a huge difference in the lives of people. You have your act together. You've got your goals and your priorities in the right place. You're working to make the internet a better place, as well as make the world a better place.

So, Scott Tousignant, you know what? You are a Rock Star. I am so thankful to have you on the show. Listener, you are a Rock Star too!

Again, this is Nicole Dean with NicoleontheNet.com and I am with Scott Tousignant from [Fat Loss Quickie](#).

If you have any questions about any of the resources that were mentioned in the call today, or any of the links mentioned in the call, simply go to NicoleontheNet.com, click on the [Online Business Success Cast](#) and find this interview. I've got it all laid out there for you, so you can experience the most success possible with the tips that Scott has shared today.

Thanks so much for listening. Catch our next show at [NicoleontheNet.com](#). Bye.

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