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## How Noer Attracted Over 20,000 Subscribers And 1,000 Paying Members Teaching Speed Reading Using The Blog To Newsletter To Selling A Training Product Formula -- All In Indonesian!

**YARO:** Hello, this is Yaro Starak. A short introduction, to tell you a little bit more about the guest you're about to hear from.

His name is Muhammad Noer or "Noer" as he prefers to be called who currently lives in Singapore but, is an Indonesian, originally from Sumatra.

He is a previous membership site Mastermind student of mine. He took one of my programs and really put in a lot of action.



I'm very impressed with how much he's achieved. He's basically executed the blogging to newsletter to training product formula, to a T in the Indonesian market, in the Indonesian language into two niches, Speed reading and teaching how to do presentations.



So, you're going to learn a lot in particular about how you can do this if English is not the language you create content and product in and also, if you don't sell to people from Western countries.

Noer is running his business in Asia. He's selling to Indonesians. He's creating content in Indonesian and he's doing a great job. He's got about, in total around a thousand paying customers who bought his products. He's got 10,000 people on one email list and 10,000 people on another email list and successful blogs in both those markets.

So, it's a really amazing case study of someone who's gone through the process, built these sites over time, gives away lots of free content to build his list and then, did these launches to sell his products.

So, you're going to learn a lot from him and I hope people who are listening to this, if you are a person who comes from a language or English is your second language, or comes from a country where English is your second language, or any place in the world where you're thinking that your bad technology or your lack of communication skills or all the typical things that stop you from succeeding, you can see it shouldn't get in the way because if Noer can do this in Indonesia, then I think anyone in the planet can do it in whatever language.

There's one really key thing here. He's doing it in Indonesian because it's also an advantage for him because not many people in his country are sophisticated at online Marketing.

So, when you hear him talk about how he gets his traffic, you'll hear he doesn't do that too complex a bunch of marketing, for a lack of a better way of putting it. He doesn't go out there and do lots of marketing. He just looks at his keywords, writes great content and he gets traffic from search engines like Google because of that, because the competition isn't sophisticated yet.

So, in an English speaking market, it's very crowded but, he's doing it in little niches in Indonesia and therefore doesn't need to do a whole lot beyond write great content with the right keywords to get traffic.



So, pay close attention to when he talks about that. I shall also warn you that Noer does have an accent. He's obviously comes from a country where English is not his first language and his accent is quite strong but, he will understand what he says. Just be prepared for it. It's coming to you right now.

One more thing before I wrap up this little intro, Noer is an example of someone who took my membership site Mastermind Program put into action and started making money.

The Membership site Mastermind Program is opening again. In fact, it's probably open at the time you're listening to this. So, if you want to follow in his footsteps, regardless where on this planet you come from, I'd love to see you inside the next brand new intake of Membership site Mastermind.

You can do that by going to [www.membershipsite.mastermind.com/signup](http://www.membershipsite.mastermind.com/signup). That's where you can find all the details about the program. Buy the course. Go through it. Execute on what I teach you. Do the lessons. Do the actions I give you in the lessons and you will be successful just like Noer has because it's a proven formula that works for anyone as you can tell no matter what background you come from, no matter what language you use, you can have results following the system.

Once again, it's [membershipsitemastermind.com/signup](http://membershipsitemastermind.com/signup) and I will forward to working with you, teaching you and helping you to grow your online teaching, blogging and newsletter business.

Okay, here comes the interview. Enjoy!

**YARO:** Hello, this is Yaro Starak and welcome to an Entrepreneurs' Journey Podcast interview. Today, I have a guest from a country that I have never had a guest from, or two countries in a lot of ways. His name is Noer and he's originally from Indonesia but, currently living in Singapore.

I've asked Noer to come on because he's launched a couple of membership sites in Indonesian. So, obviously, that's a little unusual. I don't know how many Indonesian people have membership sites. That would be



an interesting thing to look into but, Noer is here to explain how he got started in doing everything he's done, running online businesses and running these membership sites.

Of course, I do want to plug the fact that he was a previous member of my membership site, my Mastermind program. That's one of the main reasons I brought him on. I want to learn about what he applied, and what worked and what hasn't worked with launching his own membership site, especially from a country like Indonesia.

So, Noer, thank you for joining me.

**NOER:** Yes, thank you for inviting me to this interview, Yaro...

**YARO:** I'm glad you have the authentic accent to make it more realistic. So, Noer, I know you live in Singapore right now but, was I correct? I guessed there. Were you born and raised in Indonesia?

**NOER:** Yes, so I was born and raised in Indonesia. I was born in an island called Sumatra, in North Sumatra and then, I moved to Jakarta. I moved from one city to another and then, starting end of 2011, I moved to Singapore with my family and I'm working and living here in Singapore right now.

**YARO:** Okay, can you give me like... I got some, probably some preconceptions that aren't correct but, growing up in Sumatra, what's the Internet connection and what's the level of technology like there?

**NOER:** Yes. In Singapore, technology is very, very good. Most people are connected very well. In fact, you can get a Wi-Fi signal almost everywhere, all across Singapore.

**YARO:** Yes, I know Singapore. What about Sumatra?

**NOER:** Yes, what about Sumatra? Okay, so in Indonesia, yes, the connection really depends on where you live. So, for example, in Java Island, the connection is good, in Jakarta, the capital city, but in a place like Sumatra, the connection will not be so good.



Even if you have a mobile phone, probably sometimes, you can only get the 2G, not the 3G one.

**YARO:** Right. I can imagine that makes it difficult to have an Internet business. You have to live in Jakarta.

**NOER:** Near Jakarta.

**YARO:** Okay, so now, just before we dive into membership sites, can you give us a little summary. We spoke about this just prior to the call. I know you have one membership site about speed reading which has about 600 paying members in it and you have another one about doing presentations which has, you said about 1400 paying members in that one. Is that correct?

**NOER:** Yes, that's correct, Yaro.

**YARO:** Okay, so speed reading and doing online presentations offline as well, I think looking at your websites.

Those are quite specific niches and well, let's do this properly. So, before you do all these online business, have you had any other business experience like running your own business?

**NOER:** Okay so, back to my University years, during that time, I have a small business so, I sell computers. Whenever my friend, my college friends need a computer, I will [make a computer]. I will buy the motherboard, the processor, etc.. the hard drive and I will combine it together into one system.

That's my old business prior to having this online business and actually, during the college, I wanted to become an entrepreneur and because I love speaking and learning, I also wanted to be a lecturer.

So, in the past, I'm thinking myself would be an entrepreneur and at the same time, a lecturer as well.



**YARO:** Okay, so you were thinking academic career.

**NOER:** Yes, right.

**YARO:** Which is not really entrepreneurial.

**NOER:** Yes, in combination of both. I want to devote myself in social community as a lecturer but, at the same time, I will support my family, my living by becoming an entrepreneur.

**YARO:** Okay, so after the computer business, what was next? Did you graduate from the University and get a job?

**NOER:** Yes. So, back to my University, I attended a Marketing Management study. I also took a minor in Human Resources and then, when I graduated, I was thinking about if I become a lecturer, I will get some professional expertise or professional experience so, I'll join a company which is a good company. This is a multi-national company in consumer goods Industry.

At that time, I'm a bit confused. Am I going to apply for a marketing job or a human resource job and finally, I decided to join the human resource job.

You know Yaro, my first job was, I was asked to run the online library for a company and I also managed their Knowledge Management System for a company.

**YARO:** Right, so that was a graduate job, like an entry-level job?

**NOER:** Yes, that's my first job.

**YARO:** Okay, where is that? Is that in Singapore or in Jakarta?

**NOER:** Back in Indonesia, in Jakarta.

**YARO:** Okay, all right. So, in your early 20s, and you were in Jakarta and you got your first job. Was the Internet a big part of your life at that stage?



**NOER:** Basically, it's not but before that, I joined an NGO called Junior Achievement International. Basically, these NGO teaching high school and University students about how to understand financial planning, and we are doing an online business stimulation.

To that time, there is no system. In the computer, there is no system like or a platform Wordpress or etc.. so, I need to create my own system using [Front Page](#) making their website for this NGO. That's my first experience in Internet.

**YARO:** What year was that, do you remember?

**NOER:** Sorry, Yaro?

**YARO:** Do you remember what year that was?

**NOER:** Ah okay, so that was back in around 2001.

**YARO:** 2001?

**NOER:** Yes, right.

**YARO:** Okay so, the Internet was just finishing off the .COM boom then. So, that was your first experience building a website, basically.

**NOER:** Yes, that's right.

**YARO:** When did you start to look at the Internet as something that you might have your own business or your own website rather than something that's part of your job?

**NOER:** So, okay, this is basically very interesting. So, I joined my daily job there as a manager in human resource and then, after five years, I realized that I stopped writing. So, in the past I love writing. I wrote so many articles for the University magazine and then, I just realized I missed those writing again. Then, I found your blog and some other blogs that kept me thinking that I should start my own blog.



That was back in 2009 and then, I decided to set up my own blog, my personal blog, talking about personal development so, that's where I started writing about some of my expertise in speed reading, for example, and also in effective presentation design.

**YARO:** Okay, what was the name of the URL of that blog?

**NOER:** That's personal blog. The URL is [muhammadnoer.com](http://muhammadnoer.com), using my own name.

**YARO:** Okay, I'll put that with the show notes for this one. Now, so you're specialization you said, they were speed reading and presentations. How did you get good at that?

**NOER:** Yes, so for speed reading, when I was in high school, I found a book explaining about speed reading but, that book was very concise so, just I think a few pages about speed reading. I tried to learn about that speed reading and I used it during my University year for four and a half years.

I practiced it everyday every time and then, I get [masterate??]. During that time, it is very difficult to find a speed reading book in Indonesian language.

In fact, that was the only book that I found during that time so, I started learning about speed reading my own and then, I taught some of my friends about this technique, about this speed reading technique. Then, later on, when I started my blogging, my blog, I wrote articles about speed reading, how you can make your reading faster, how you can understand better, how you can comprehend your reading and etc. and then, it got high ranking in Google because not many good articles in that area during that time.

**YARO:** Okay. I could imagine, since you're doing all of these in Indonesian, maybe you can help me here because obviously, I know the English market and I know a lot of people are very familiar with going on the Internet looking for information and you know, they might buy eBooks or read blogs or even listen to podcasts and buy training programs and videos to learn how to do things.



Are the Indonesian people just as sort of familiar or do they do that on a regular basis as it's accepted to study online through the Internet like that from different people?

**NOER:** Yes, so basically this is uncommon for Indonesian people but, you know, Indonesia has a very big population. In fact, we are the, I think the fourth biggest country for Facebook users right now so, the opportunity is very huge.

So, when I started this blog, people read the blogs and then, I introduced the concept of online learning.

**YARO:** Okay, you're a little bit of a pioneer in Indonesia for this sort of thing, for this kind of teaching.

**NOER:** Yes, correct. You are correct, Yaro. I learned a lot from you how you run your own business, how you created the video, how you connect with your audience. Basically, I replicated all of those things.

**YARO:** Okay, I do want to mention, I haven't said this yet but, you are a speaker at [TedX Jakarta](#) and you spoke on speed reading, correct?

**NOER:** Yes, correct.

**YARO:** So, you must like, you are building a little bit of a personal brand back in the Indonesia. I'm assuming a lot of people know who you are.

**NOER:** Yes, that helps a lot. This is very interesting. That talk, that was back in 2011, yes. At that time, I just know about Ted and TedX so, I joined their association in Jakarta, in TedX Jakarta and then, after that, they offered for TedX community to come and join as a speaker.

So, I applied for it, yes and then, they had some sort of screening for speakers. I was one of the selected person to join the TedX...

**YARO:** You got to be a lecturer just like you always wanted to be.



**NOER:** *[Laughs]* Yes, because you know, most of the Ted speakers they are invited by the committee. You cannot apply for yourself.

**YARO:** Exactly. They have those rules.

Okay, going back now. You said that you study a lot of my materials and some other materials so, can you take us forward from the point where you had started your own blog on speed reading and doing presentations.

I'm assuming, you actually didn't mention how you got your skills in presentations. Was that just from doing your job?

**NOER:** Yes. In my job, especially on my first year as an employee, as a management trainee, we need to pass three times presentation. This presentation in front of your boss, in front of the top management, in your function so, that was the first time I learned a proper presentation technique including how to structure your thought and then, how to make a good opening, an impeccable opening, how to structure you content and finally, how to close it and to make sure that people will memorize, will understand and will buy in your call to action, your presentation.

**YARO:** All right, so basically had these two interests that you had personally developed and become good at, slide presentations and speed reading.

Now, when you started your blog, you said you did it because you wanted to get back into writing, did you ever see that though becoming a business?

**NOER:** Yes. So, during that time, my only concern is just to start writing again, yes. I decided to write at least one article per week and then, later on, when I get the traction from the audience, from the readers, I got a lot of feedback from them and most of them are good feedback so, I start thinking that I can build an online business based on my interests, based on my expertise. A lot of people are doing online business, are talking about Internet marketing but, I think, I will do something else, something different but, using the technique of Internet Marketing.



**YARO:** Yes, I like that. So, you're basically using what you're learning from Internet Marketers but applying it in the speed reading and presentation marketplaces.

How did you get your traffic? Was it coming just from Google?

**NOER:** My original traffic was from Google and later on, I learned about from you, from other bloggers as well. So, I created an eBook. I have an eBook called "Speed Reading for Beginners." I share it for free for my audience. That's where I get the subscribers.

At the moment, I have around I think, for my personal blog, I have around 10,000 subscribers and in total combined with my speed reading and presentation design blog, I have in total around 35,000 subscribers, most of them are Indonesian people living abroad.

**YARO:** Do you write a regular newsletter as well?

**NOER:** Yes. I write a regular newsletter and I also have my own team helping me in this area.

**YARO:** Ah, okay. You haven't mentioned other people yet. So, let's not talk about team just yet. Continue us forward. So, you start this blog, you're getting some traffic, people are giving you feedback and you're obviously seeing that this is something people want. What was the next step? How are you planning on making money from it?

**NOER:** During that time, I'm thinking what is my idea to get the money. I can sell an eBook but, I don't think that's the right idea. You have to sell an eBook and probably the price will be quite cheap for an eBook.

Then, I am thinking about speed reading. I can teach speech reading offline, face to face, that will be much easier for me but, the challenge is, when I need to explain about speed reading, some of the lesson that I need to show people how it looks actually and I'm thinking online leaning, or online video will be very helpful in explaining this area. So, that's why I'm thinking about why I don't just create a good speed reading course using video.



I found your course, your membership site, Mastermind course. I learned a lot from it. I even learned how you created the video. I tried to make my own video using that concept and then, finally, I can make it.

**YARO:** When you say that, you... Did you come across my blog and then, you read my [Membership site Masterplan Free Report](#), is that what you did first and then, you joined my program?

**NOER:** Yes, that's correct. So, I read your report first and then, I got interested. So, I think that I should join your program so I can understand how a professional like you running this online course so, I can learn from that and making my own courses.

**YARO:** I'm assuming, because I'm trying to remember, I think I did this in 2009 when probably when you would have joined? Does that sound about right?

**NOER:** Yes, that's right, 2009.

**YARO:** When you say videos, I remember my videos were [Camtasia](#) recordings of [Powerpoint](#) slides and my little head talking next to it with the long hair, it was a while ago. It was difficult because Camtasia gave me a lot of hiccups with lag in the audio versus the video and it was quite a challenge to use video technology back then. It's not too long ago. It's become a long way since then.

Is that what you did? You basically had some slides and recorded your voice talking over the slides?

**NOER:** Yes. That's exactly what I'm doing but, difference is if you remember, your own video, you combined both your presentation and your own video talking at the same time, yes?

**YARO:** Yes.

**NOER:** In my video, I will record myself talking about the introduction first and then, I just record it the rest of the content, only the presentation. So,



there is no hiccup, just a video at the beginning, and then, the content and then, by the end, I show up again.

**YARO:** Right, so you're basically separated the talking head from the slides.

**NOER:** Yes, right.

**YARO:** Okay, and that's your first product that you sold?

**NOER:** Yes. That's your first product. Actually, I also learned a lot from your Become a Blogger. I didn't join that in depth course. I joined only the Membership site Mastermind but, I took the same approach that you did for your Become a Blogger program. For these courses, as marketing tools, I created ten short videos for my speed reading courses.

**YARO:** And, you gave away those for free?

**NOER:** Yes. So, I gave it for free. I uploaded the video on YouTube and I embedded the video on my blog and even I give people a download link so, they can download it to their own computer easily.

**YARO:** Was this part of like a launch? Did you, because by then, did you have an email list and then, you told people I'm giving away ten free videos and then, I'm going to be releasing a product. Was it that sort of process or something different?

**NOER:** So, when I first started my blog I was just using [Feedburner](#) but after I created my first eBook, the Speed Reading for Beginners, that was around six months after my first blog so, I started using email list, [Aweber](#) for that.

**YARO:** Aweber?

**NOER:** Yes, right Aweber.

**YARO:** Those ten free videos, were they promoting a product eventually?



**NOER:** No. They're just explain about the concept of the speed reading.

**YARO:** Okay, so you had a free book and ten free videos.

**NOER:** Sorry?

**YARO:** You had two things you're giving away for free.

**NOER:** Yes.

**YARO:** Okay, by then, I'm assuming a lot of people are sharing this information with each other and you're getting more people back to your newsletter. How big was your newsletter after this? Do you remember?

**NOER:** Yes, so when I first started my courses, that was around 2000 people.

**YARO:** That was just from writing your blog once a week, releasing a free eBook and releasing ten free videos which teaches the beginner information on speed reading.

**NOER:** Yes, right. When I first launched my product in July 2009, I have only around 2000 subscribers at that time.

**YARO:** Okay, so what's the product and tell me about it.

**NOER:** Yes, so my product is as I mentioned before, the speed reading course, so the ten free videos was the teasers for that. If people wanted to learn more, they can join my course.

The course is a complete speed reading. It consists of seven modules, each module will contain four videos around 30 minutes of videos. I also give the people transcript, presentation and then, also workbook so, they can learn and practice it during their free time. That's the content of the product.

The product I started, for example in module one, I'm talking about how to understand your reading habit and then, moving to the next one, how to



master the basics of speed reading, how to improve your comprehension and on the last module, module seven, I also teach people how to do a mind map.

Once you're finished reading, how you can capture, how you can memorize it in a simple, only one page note. Even you can make a summary of 100 pages book in one page of note.

**YARO:** Okay, interesting. How much did you charge for that?

**NOER:** I charge people \$50. Of course, I charge them in Indonesian Rupiah, around 500,000 rupiah. So, if I convert it into dollars, it is around \$50 USD.

**YARO:** Did you have a sales page to sell it or a sales video?

**NOER:** I created the sales page, as well. For my sales page, I basically, using your approach in your other product, I think the name is Blog Mastermind.

**YARO:** Yes, Blog Mastermind, the first one, yes.

**NOER:** I used your approach explaining about your story and then, why you need to master the skills. What is the reason? What will be the benefit you will get and then, explaining the features of the product itself and then, yes, by the end, I will provide a form for people to sign up for the program.

**YARO:** Did you write that yourself, the sales page?

**NOER:** Yes.

**YARO:** In Indonesian?

**NOER:** In Indonesian.

**YARO:** So, you were also a bit of an Indonesian copywriter.



**NOER:** [*Laughs*] Yes. So, it took me I think for one day. I wrote it on a Microsoft Word on everything. I'm just focusing on the content and then, I make a proper layout for it.

**YARO:** Okay, very good. All right, so we have a blog, a free video, a free eBook a newsletter of 2000 people, a product with seven video modules and a sales page to sell it.

When it came to actually selling it, did you do a launch or did you just sort of send one email out and say, "Buy this product."

**NOER:** Yes. Actually, for the first launching, if I remember, I sent I think round four to five emails. So, every three days, I will send an email to my subscribers telling about this upcoming product and on the last email, on the fifth email, I opened a registration.

**YARO:** Was there a time limited offer, some kind of scarcity?

**NOER:** Yes, there was scarcity. So, I made an offer only for, I think three weeks for that.

**YARO:** What was the scarcity, is it a cheaper price or a special bonus or...?

**NOER:** The scarcity, the first one is the timing itself. So, after three weeks, I will close the registration and then, the second one, of course, because this is my first product, I gave people lower price during that time.

**YARO:** Now, those seven modules, did you build them all in advance or did you actually just build it while you were teaching?

**NOER:** That's very interesting, when I first launched this product, only two modules available. So, meaning that I can only record eight videos for those two modules. The rest of the modules, I created during the program itself.



**YARO:** I'm very glad to hear you do that. That's one of the most important lessons I think inside Membership Site Mastermind. You don't have to create your whole product before you sell it. I'm pleased to hear that.

Okay, so you send these five emails to 2000 people and you get how many people buying that first time?

**NOER:** On my first launch, I got around 100 people, paid member for this program.

**YARO:** Okay, were you happy?

**NOER:** Yes, I'm happy because first things first, I don't think that Indonesian people will buy online for this because you know, even they need to pay using their own bank account, a bank transfer. There is no Paypal. There is no credit card charge for that so, they need to manually transfer their money into my bank account and my assistant will check the payment and then, will update their name into the database of the membership program.

**YARO:** Right, that's something a lot of people listening to this, if you're in a country like, I think a lot of African countries have this problem where they just don't allow Paypal, goes to show that you can still have a membership site or a product. You just have to find ways around it and you've done that.

So, one thing I haven't asked here is the technology you used to deliver all these. So, I'm assuming it's Wordpress for your blog. You say it was Aweber for your email newsletter, YouTube for your videos... Membership site, what do you use to protect the membership content?

**NOER:** Initially, I started using [Moodle](#) but then, I got stuck using that system and then, I found a system called [WishList Member](#), a Wordpress plugin so, I use that for my first membership site.

**YARO:** Do you still use it today?



**NOER:** No. And then, after I think one year or two years, I switched to [Digital Access Pass](#) because I think the second one is more robust and also I can do a lot more using this new system.

**YARO:** Okay. So, when you had this first success and you had a hundred members, are you sort of thinking this is great. Now, I want to get more members? What was your plan going forward?

**NOER:** My plan was going forward, after that, of course, I want to make it better. So, I tried to get feedback from my first members. What was their feedback regarding this and then, I improved some of the content especially in the workbook area and then, I also want to make it offline because you know, sometimes, it is much easier for people to come and join in a two-days' training for this kind of training for speed reading.

**YARO:** Right, so you did an offline course.

**NOER:** Yes, but not yet for the moment but, I'm planning for that.

**YARO:** Okay, when I introduced you, we mentioned that you have, it sounds like 600 paying members in the speed reading course. So, have you continue to grow your membership and in the same sort of question, have you had a lot of problems with people cancelling which was something I experienced with my first launch was people leaving early.

Have you dealt with things like that?

**NOER:** Okay. So, yes. I also give people the 30 days money back guarantee for that course. I didn't get that kind of experience. Of course, I do have some people leaving at the program but, I think in my experience for 600 people, only one or two of them got their money back.

**YARO:** Okay, so it's not actually... It's like a one-time fee you charge people. It's not \$50 a month.

**NOER:** Not \$50 a month. Yes, you're right. That's a one-time charge.

**YARO:** Okay.



**NOER:** Initially, I make it a three-time charge when I first started this program because as you know, I only have two modules available. The rest is still waiting for the production. So, during that time, I charge people three times but, after that completed, I give people an option for one charge or three times charge.

**YARO:** Okay.

**NOER:** But later on, I decided, just one charge will be better for me.

**YARO:** And, I find the same thing. More people seem to take the one-time for me but, it depends on what you're charging.

When you say three times, is that once a month for three months?

**NOER:** Yes, right. Once a month.

**YARO:** Tell more about the other business, the presentation business. Did you do that after the speed reading one?

**NOER:** Yes.

I did that after. As I mentioned to you earlier, I started my blog in personal development. So, I wrote about speed reading. I wrote about effective presentation design and later on, I'm thinking that presentation has a huge people. So, this niche has a lot of people that need to understand about how to do presentation properly, especially if you are in the business, you want to know how to make a good slide, a simple slide but has a good contrast, can express your message clearly.

And then, I decided to create a slide. I make it very simple. I just focus on three things. The first one is articles. So, basically, this is articles about presentation. It can be about public speaking, about how to deliver a presentation itself. The second one is about slides. I give people examples how to make a good slide, a nice slide but also an effective slide and then, the last one, I give people video. This video, I use video from Ted so, I



showcase the best speakers and then, I explore what makes them great speakers.

**YARO:** Was that all free?

**NOER:** Yes. All of that are free. Basically, the concept of this presentation is this is a life blog so, every week, I will post a new article or a new video or a new slide design and then, I will have also a product, a premium product inside that blog.

**YARO:** Is it the same product you sell every time?

**NOER:** Right now, I have two products in the presentation design. The first product, it is called "Presentasi Mamukaw," in Indonesian language or, "Inspiring a slide, or inspiring presentation."

So basically, I made a good presentation based on articles on my blog into a presentation. I converted articles into presentation. It consists of 12 presentations, a complete presentation talking about personal development, how to manage your time, how to structure your thinking and etc. but, using a good design concept in presentation. That's my first product.

The second product is about presentation for business so, how you can use diagram, how can you use a table, how you can use graphics and maybe chart, pie chart, bar chart and when you should use a specific type of chart in your presentation for business purposes.

**YARO:** Given that you had this experience with the speed reading business and the products there that you sold, did you do the same formula with this one, have the newsletter and then, create these products but, not finish them before you sell them and use the same membership software? Was it all sort of copy and paste just in a different market?

**NOER:** In some area, I did copy the same thing using my previous experience. So, for example, in terms of the system itself, I'm using Digital Access Pass now for my membership site in the presentation area but, in terms of the product, it is a bit different.



If in my previous product was speed reading, it is a full course, consists of a lot of videos, in total it has 28 videos but, in this presentation, my first product was 12 presentation in Powerpoint format. So, basically, this is how people can learn from my slide and then, they can create the same for them.

**YARO:** Okay, and how much did you charge for these products?

**NOER:** Yes. So, the charge is \$30 USD.

**YARO:** How many people have bought so far?

**NOER:** For that, in total it's around 400 people.

**YARO:** Okay. These products are all still available or did you keep opening and closing them?

**NOER:** This product available all year, all the time.

**YARO:** Okay.

**NOER:** People can buy it anytime and in specific time, of course, I will make a good offer for them, I will offer a discount for them for a specific time.

**YARO:** You have an email and a newsletter that you send out to them.

**NOER:** Yes, right. And, based on my previous experience, actually, this presentation is growing much faster. In fact, I got up to 10,000 subscribers only in one year, my first.

**YARO:** Okay, that's good. So, it sounds to me Noer that you're pretty much using the standard formula, building a blog and a newsletter and giving away some great content and then, creating products and selling them with some scarcity and then, some launch techniques using good software to do it all.



It's all working really well but, I know people listening to this are probably thinking that's all good but, you got 10,000 people subscribing to your list in Indonesia.

We mentioned traffic a little bit in the beginning but, it's not you just simple just publishing an article in your blog and magically, thousands of people show up, is it?

Are you doing anything to grow your traffic? How are people finding you?

**NOER:** Let me tell you about this, the presentation design website. The URL is [presentasi.net](http://presentasi.net). "Presentasi" means presentation in Indonesian language. First of all, I learned about who is the market leader in that area. I searched all blog or articles about presentation, why make them show up on the first page on Google. I learned about their articles, what is their strengths, what is their witnesses and then, I dig deeper using a keyword... what is the name? A keyword analysis in Google so, what kinds of keywords people are searching for.

Based on that information, I created structured articles. So, for example, people will search for samples of good slides, I will make the kind of articles. People will look for how to make a good slide design. Then, I will make those kind of articles.

Then, I make a good one. I make proper articles. Usually, my article is around 2000 words, typically and I also highlighted some of the best presentation on [Slide Share](http://SlideShare) into my presentation blog.

**YARO:** And all of that you just said, you do that in Indonesian, right? So, Indonesian keywords.

**NOER:** Yes, correct. Only for Indonesian keywords.

**YARO:** Right, and you use the [Google Keyword Tool](http://Google Keyword Tool), no other tool?

**NOER:** No other tool. Only Google Keyword Tool, yes. And then, of course, I also created an eBook for that presentation. So, this also helped me growing my subscriber.



**YARO:** So, really it's all Google traffic coming to you and you are just very strategic that you find the titles of the articles people are just looking for at the moment and you write articles for them.

Now, I'm probably correct in saying that you face less competition in Indonesia, at least as not as many people who are good at doing keywords and they don't do the level of detail that people in English obviously do.

You have a great opportunity to sort of capture the market before it gets too good at this sort of thing. Is that right?

**NOER:** Yes. That's very true, Yaro. In fact, we have many have an expertise in presentation, for example, but they are not good online. So, they can be a good presenter but, when people cannot find them online, and then, they will find me. And then, I will be perceived as an expert in that area.

**YARO:** Yes, well, you obviously are pretty good at it but, you're also doing on the Internet which is interesting.

Okay, so that sort of completes the picture. You're creating content that people are searching for. You look at the keywords. You look at who other people are ranking for and trying to beat them and because you're getting in a language that's not too sophisticated yet, you can capture a lot of traffic and build a list quickly and then, because you got this great site and this great list and you give away free resources, you can then sell your premium products to them and you've got a fantastic business.

I should mention you do all of these on the side, don't you? Because you still maintain your job, right?

**NOER:** Yes, correct, Yaro. So, I only do this during my spare time so, that means, after my office hour, yes, 8PM onwards for the weekday and then, Saturdays and Sundays, sometimes I do it to do my online business as well.



**YARO:** And then, you said you get help. Who do you work with now? You outsource?

**NOER:** Yes. For my presentation website, I have a team, a small team. Right now, they are quite a lot of people. I have one website manager. Basically, he's handling all the things for me in terms of managing the writers. I also have writers. I have three writers supporting me. Instead of I myself doing my own writing for all articles, now, I give a schedule for the rest of the writers.

I have three writers and then, I also have two designers. These are the people who helps me design a good presentation and then, I also have two translator.

Right now, I'm starting my English version of the presentation. It is called [bestpresentation.net](http://bestpresentation.net). I translate it, all of my content in Indonesia into English.

**YARO:** Where did you find these people? Are they all Indonesians?

**NOER:** They are all Indonesian. I found them using my own blog. So, when I got this big number of subscribers around 10,000 subscribers after one year of this presentation design blog and then, I invited my blog readers in joining me, in supporting me part-time as a writer, as a designer or translator and then, they can apply.

I have my website manager. He is screening all these people and I got, I think, around 100 applicants during that time.

**YARO:** Wow, and were you paying? These are paid positions?

**NOER:** Yes, these are paid positions. So, for example, for the writers, I will pay them based on the articles they created and post it online. The same with the translator for each translated articles, I will pay them and then, also for the designer, for a complete presentation, I will pay them as well.



**YARO:** Amazing. You've built a really great online business and you're doing it in Indonesian which is what you're doing in Singapore now but, in Indonesian. That's great. It's exciting story.

Now, this is a little bit of a self-indulgent question, Noer but, I do want to ask, when you went through my membership site, Mastermind Program and also my Free Report, the Membership Site Masterplan, were there any key things you remember that you really found out that gave you this sense of "Aha!" or "Wow, that was really helpful," and it helped you a lot down the line. Anything that stood out in your mind?

**NOER:** Yes, okay. So, I think the most important thing is what I learned from your course, Yaro, from the Membership Site Mastermind is how to keep your products simple. So, how to make people easily understood what is your offering and what is the benefit they will get from that product.

I use it very much for all of my products, how to make it simple. That's the first one and then, of course, the second one, I also learn about how to build the traffic into your membership site. So, I know that membership site itself is not a tool to get subscribers but, you need other tools like your blog, your regular content to keep people coming to your blog and then, you re-direct them to your membership site.

**YARO:** And, you certainly did that. You just went and built some great blogs and gave away some great eBooks and some great videos and resources like presentations. It's worked really well. You're a good case study, Noer. Congratulations! You've done a great job.

**NOER:** Thanks a lot, Yaro.

**YARO:** What's coming up next for you?

**NOER:** What's coming up next? Right now, actually I got so many invitations from people in Indonesia, from a company in Indonesia to deliver a presentation training offline so, right now, I'm preparing that with one of my writers. He's preparing the content, the concept and we'll launch it maybe in the next few months. So, we will make an offline training for Indonesian audience in Indonesia.



**YARO:** That's when you get to be a lecturer, right?

**NOER:** Yes, right. My passion is in teaching. I love teaching people online, yes but, I also love teaching people offline, meet them face to face, talking in front of big audience. That's one of my passion.

**YARO:** Okay, well I have to say Noer, I think your great inspiration is in particular for people living in countries where English is not the language. That, by far is the most motivating thing here. It goes to show that there's a massive opportunity to go into niches where it's not English, where the markets are not too sophisticated and you can just use a proven system and do a good job at it as you have done and it works. And, you can make a living so, fantastic.

The website addresses, can you just go over the three ones, your personal blog, the slide blog and the speed reading blog.

**NOER:** Yes, my personal blog is Muhammadnoer.com. My presentation blog, presentasi.net, that's my presentation blog in Indonesian language. And, the speed reading is [Membacacepat.com](http://Membacacepat.com), "Membaca Cepat" means speed reading.

**YARO:** Okay, I'm definitely going to put those addresses because that last one is a mouthful for English speakers [*laughs*]. I'll put the other two with that as well. The Presentasi, I've got that on my address too. I think it might have been spelled slightly differently. So, anyway, we'll put that all into the show notes along with the podcast so, people can check out your work but, your personal blog is probably the first place to go to and that's easy to look at.

So, Noer, thank you for joining me in this call. Anything else you want to add before I wrap it up?

**NOER:** Yes, so Yaro. Thanks a lot for this opportunity. Right now, actually I'm starting my English version of the presentation website so, it is called bestpresentation.net.



**YARO:** Okay.

**NOER:** This will be my next business as well.

**YARO:** Okay, so people who...

**NOER:** Thank you for having me here, Yaro. It is nice to be able to share this experience to you and all to your audience.

**YARO:** Thank you. You're welcome. And, that will be a website on doing slides but, in English like slide design. So, if you're doing presentations at work to create products, you can basically find advice on slide design and good slides, basically.

**NOER:** Yes.

**YARO:** Okay, cool. I might check that out myself. I have to get some more slides done. So, thank you, Noer and thank you being a great case study for Membership Site Mastermind and actually taking action. I love the fact that you've gone out there and done so much. It's not a quick job to create videos and create free eBooks and write a newsletter and do all these articles.

It sounds like you did, not to mention a sales page, you wrote your own sales page, too. So, all that work does take a lot of effort and I'm glad that you got rewarded for it. So, congratulations. Good luck in the future and thank you for joining me on the call tonight.

**NOER:** Yes, thank you so much, Yaro. You're welcome.

**YARO:** Thank you.

For those listening in, if you guys want to grab more great podcast interviews like this with successful online entrepreneurs, please head to my blog, you can Google my name, YARO, that's Yaro and you'll find it that way or just head to [entrepreneurs-journey.com](http://entrepreneurs-journey.com) and hit the podcast tab. Also on iTunes, it would be great if you could give me a 5-star review. I



would really appreciate it. So, just hit the reviews tab in iTunes and leave that review. I'd really appreciate.

Thanks everyone for listening and I'll talk to you again on a future podcast interview. Bye!

There you have it. I hope you enjoyed that interview with Noer as much as I enjoyed doing it. Despite the heavy accent, I really enjoyed some of the things Noer was doing, and in particular how, on some level, simple it was, he was really just executing the proven formula which has worked over and over again.

It's worked for me. It's worked for lots of other people. Because he does it in Indonesia, it's almost like he's doing it ten years ago for Westerners, back when the Internet was sort of just forming these processes and there just wasn't as much competitions. So, I really hope that you'd take that away and look at the potential to do what already works in the English market, in other non-English speaking languages and also in any country that doesn't have a strong base of quality Internet Marketing. You have a real opportunity to apply these systems and become a leader so, get out there and do it.

Before I wrap it up, I just want to invite you again to be like Noer and take my membership site Mastermind training program. So, if you want to release your membership site, a subscription program, a training course, or any really information based product and follow the system I teach which include using a blog and an email newsletter in tandem to build your audience, to build your newsletter, to get that connection and engagement with people so they come to like and trust you, so they are ready to buy because they want more from you, and of course, also learning the entire launch process for releasing that product, doing things like Noer did, creating only the first one or two modules and selling it before you create the entire course.

That way, you can get paid as you create your training product, creating a sales page, just following a formula that's worked for lots of you before I go over that subject and just how to do the whole process of releasing the



emails and the scarcity, all of that is covered like Noer talked about in the interview. It's inside the Membership Site Mastermind Program.

So, if you're interested in joining, definitely go to [www.membershipsite-mastermind.com/signup](http://www.membershipsite-mastermind.com/signup). That's where you'll find all the details about my program.

We've already had over a thousand people take the training materials over the last few years. It's a proven system. I know you'll love it and of course, you got my money back guarantee if you're not 100% satisfied then, I don't want you to give me your money.

So, one last time, it's [www.membershipsite-mastermind.com/signup](http://www.membershipsite-mastermind.com/signup). I look forward to seeing you on the inside of that program.

My name is Yaro Starak. Thank you for listening to this podcast and I'll talk to you very soon. Bye!

## Relevant Links Mentioned in this Interview

- [Front Page](#)
- [TedX Jakarta](#)
- [Membership site Masterplan Free Report](#)
- [Camtasia](#)
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- [Aweber](#)
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- [Presentasi.net](http://Presentasi.net)

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