



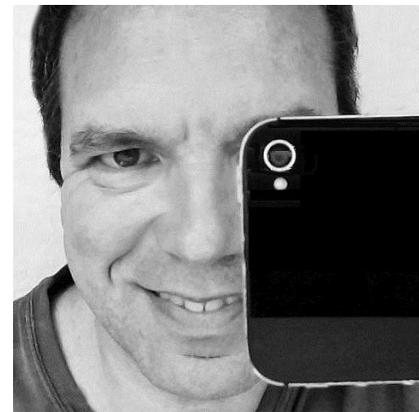
Want More Great Interviews Like This?

Visit Entrepreneurs-Journey.com for articles, downloadable podcasts, videos and more to help you start an internet business...

www.entrepreneurs-journey.com

Why This Successful Photographer, TV Producer & Director Switched To Teaching Video Online (And How He Made \$200K+ In Sales Within Two Years)

Hello, this is Yaro and welcome to a wonderful interview with Jules who is the man behind the [Video Hero Products Suite](#) including products to help you with your creation of video using your iPhone, as well as editing using the software program [ScreenFlow](#).



Jules has gone on to sell over \$200,000 worth of these training products in the couple of years that he'd actually been an internet marketer.

Before that Jules was actually involved with television as a director and producer, and before that, he was a photographer.

So, he's actually had a twenty-year career before recently becoming an Internet marketer.

In this interview, you'll hear about his early days but then, we quickly transition into how he became an Internet Marketer and why he decided to switch away from those previous jobs and start selling products online.



You're also going to hear the transition period so, what he did initially, his first experiments with the blog with a video show he was doing on the Internet and how these things, while not super successful financially helped him as the launch pads for his very first product and his very first email newsletter which really were what got him going in finding money enough to live off and replace his working salary income.

Have a listen to this interview and you'll get all that detail and I know you'll love it.

If you do love it and you'd love to hear more interviews like this on a regular basis, I'd like to invite you to join my EJ Insider Interviews club. All details about the program are available at www.ejinsider.com/interviews.

It's a club for people who like to be inspired and also like to hear the behind the scenes techniques and tools that people use, just like you're going to hear with Jules in this interview.

What I've done is I produced two new interviews every single month. I also have an action plan that goes with those interviews that highlights the leverage points, what I think gives these people the exponential results.

These are people who are really successful. They are million-dollar bloggers like Alborz Fallah and Mitch Wilson, email marketers like Terry Dean and Jeff Walker who make millions of dollars primarily just through email marketing.

You'll hear from some multiple business entrepreneurs like Eben Pagan, and Rich Schefren who have some amazing stories with the multi-million dollar businesses as well as countless other interviews that I have done with very successful online entrepreneurs.

There's also my back catalog of all the podcasts I've ever done, as well as all the interviews I have ever done for products, all inside these interviews club. So, if you like the inspiration, you like the regular coaching you get from listening to interviews like these on a regular daily basis then,



definitely check out the EJ Insider club. That's www.ejinsider.com/interviews or everything about it.

Anyway, that's enough about my club. I hope you join it. For now, please enjoy this interview with Jules. Here it is.

YARO: Hello, this is Yaro Starak and welcome to an Entrepreneur's Journey interview. Today on the line, I have a special guest who has come to my attention through my friend Gideon Shalwick, who you might know is a video marketing expert, and my guest today, his name is Jules and he's also in the world of video.

He's got a few different products around Video Hero angle using Screenflow and using iPhone to create a video and edit video. We'll talk a little bit more about that later in the call but, Jules actually had an entire background in, I don't know, Film and Television TV. So, we're going to find out a little bit about that first and then, how he became an information marketer and making a living from selling his own training products.

So, Jules, thank you for joining me.

JULES: Yes, thanks very much, Yaro. It's a real honor to be on your podcast. I've listened to it many times in the past so, it's fantastic.

YARO: Awesome. Let's get people excited first. I know you've had these two different lives here. How much better is your life with the current version of the Internet marketing? I don't know if you're willing to talk about numbers but, you're obviously making a living now selling your own training products now, right? So, you sold what?

JULES: Yes, in terms of life, I suppose during my TV years and now, life is very, very different. I'm basically, yes, I'm earning what I earned in television. TV pays pretty well. I worked my way up over years to become a director. A TV director would get about \$2000 a week as a salary. Well, we'll talk about that in a minute but, you wouldn't be working every week, every year, that was one thing.



So, yes. I have worn out this business here but, the real difference for me is my time right now and I've got so much more flexibility about how I live in terms of, I got two young kids. I see a lot more of them. I have a lot more time to actually do other things in my life and I am able to schedule meetings and now, I'm doing them at the weekends, and things like that which I didn't back in my TV days.

YARO: I know it's safe to say you've sold multiple six figures of your training products as well. That's pretty awesome. But, let's do the journey here since this is called Entrepreneur's Journey.

How did you get into TV? Is that like a childhood dream and you went straight out of highschool or University into that career?

JULES: Well, I got into TV for the back door, really. I was always obsessed with media since I was a kid. Photography was for me, I just love photography.

So, as a kid, I would set up a darkroom. This was back in the days of chemicals and photographic paper before digital. I would set up a dark room in the toilet in my house and not let anybody in whilst I was developing these photographs. So, photography wasn't very popular with my parents but, photography was my passion really and I got into TV through photography.

I trained in photography, a little bit film but, mostly still photography, ended up becoming an assistant to an advertising photographer. Then, I dropped that and decided I actually wanted to become more of a photojournalist so, I started doing news photography, ended up in former Yugoslavia, believe it or not, during the crises there, shooting photos... That sort of led me in the backdoor of television because what happened in television many years ago was it started to become more and more multi-skills.

They were looking for people who had the ability to tell a story but, also to film the show themselves. So, as I started to develop more video skills and I had story telling skills, I managed to slip in the backdoor really and start career in TV.



Once I saw people making TV shows, that really fascinated me and I sort of really wanted to dig it out and work with a bigger team and basically see how far it could get.

YARO: Can you time stamp this? You were how old and what was the particular decade we're in here?

JULES: Oh yes. Well, I would say, starting in TV, '98 I started in TV. I was a late starter in TV, probably in late 20s or 30s there. I was pretty late for TV. A lot of people start TV a lot younger.

Prior to that, I had been working, I guess about, for my early 20s to my early 30s, I was working in photography. Not only in Yugoslavia. I worked for some news agencies here in the UK where I'm based.

So, it would be about 9 years of photography and then, I got into about ten years of TV and I kept on having to... And, again I was sort of moving with the times as well as collecting media change. It was no longer about dark rooms. It became digital.

And then, nowadays, photographers shoot videos as well. They have to. That's part of their role is to capture videos. So, I was sort of moving along with the times in a sense.

YARO: Okay wow, I didn't realize you had to like start in TV. It gives me hope. I can have a TV career still, Jules.

So, you're a photographer and it sounds like you're a photojournalist in a lot of ways. You definitely are in the kind of media in publishing world from the outset. And then, TV is more of the same.

You said you'd started with TV in around '98. That's, for me, that's when I started on the Internet. So, the Internet was happening obviously around you. Were you paying much attention to it? Did it sort of become part of what you were doing or was it very separate from your life in TV?



JULES: Well yes. One thing I sort of missed out there is that during my photography career, I kept on seeing this growth of the Internet and I was fascinated by particularly what it would do to photography and I did start looking into it and in fact, I made a kind of a huge decision.

At one point, I sort of got tired of the news side of it. It was constantly on the go. I had a few incidents where I got injured as a photographer. That was in the UK, not even in the war zone. That was in the UK which is another story.

But, yes, I realized that it was quite a bit hazard there so, I should have fell out of love with it and what I did is I made quite a big decision to actually go back to college as a mature student to do a Masters in Interactive Media.

Why I did that? I thought, you know, maybe this could be a start of some sort of change for me and it was literally a one-year course where I literally was learning about how to design CD-ROMs and a little bit about HTML but, mostly using a software called, **Director** which is a software that you can create like Interactive DVDs and learn to design those.

So, I did a year where I really immersed myself in the interactive world and that sort of help me get into the.... My break into TV came as a combination of the photography but, also because I ended up working in an interactive department within a TV company.

But, when I saw people making these TV shows, I thought, “You know what? I’d really like to do that.”

So, actually I sneaked into TV through those means.

YARO: Okay, so what exactly were you hired to do in the TV world first? What was your actual job?

JULES: Well, I was hired to build some websites that went along with some TV shows. Now, I wasn’t particularly qualified to do that, really. But, they sort of liked my ideas and this degree I did had a big reputation.



So, I got this job where I was using things like [Dreamweaver](#), photo editing tools, and literally doing mock ups. So, for example, say there's a TV show about gardening. Then, they would say, "Is there potentially a website in this? Could we create a website that goes along with the TV series and pitch that?" Because I was working for independent companies, could they pitch that as an add-on to the TV show.

So, I would mostly do mock-ups and ideas and things like that and then, it would sort of get passed on. So, that was roughly what I was doing.

YARO: So, at this point, I'm assuming, you haven't touched marketing in any shape or form really at all.

JULES: No. My only marketing is really when I was self-employed as a photographer, I wasn't particularly good at it but, I had to market myself because I was totally freelance so, in a way, anybody who runs their own business like that has to think a little bit about the marketing but, I wasn't, by any means, a specialist in marketing then.

YARO: Okay. So, take us through your career in TV or even give us a highlight reel. I'd love to hear any shows that maybe listeners and myself know about that you worked on.

JULES: Yes, well TV was fascinating for me. I started up really small. There was explosion of small digital channels, Sky, to rule out a few. So, I worked for this, quite a small channel that was doing the shows about the Internet, making shows about tech, about one of them was called "startup." It was literally interviewing startup entrepreneurs here in London.

As part of the team, we would do everything. We would shoot the camera. We would do the interview. I even was on camera at some point as well. That was my start but, I clawed my way up and it's quite a brutal, competitive business but, mine was to get up to the role of becoming producer, director. I ended up working on mainstream TV.

So, for example, shows you would have heard about would be *The Biggest Loser* which is obviously a huge franchise show that you get in Australia and across the world. That would be a big one.



Then, one of the funniest ones was *Pimp my Ride*. I've made two shows for MTV. One was *Pimp my Ride* and the other was *My Super Sweet 16* where as a middle-aged guy, I would have to get down with the kids and film these outrageous parties which was interesting in contrast.

YARO: Wow.

JULES: So, there. I mean if you've watched that show, basically, it's where 16-year-olds, where their parents put on the most amazing expensive birthday and the kid is very demanding. They expect to have everything.

One of the people I covered wanted winter style party with hut skis. So, I remember we were trying to find hut skis in island for this party. We had to book a band, a famous artist for the party, ice sculptures...

So, each party's got a thing. That would be the MTV experience which is all good.

YARO: Wow, I'm actually familiar with all those shows, I hate to say. I'm curious a little bit about what do you do as a producer director? I know many directors say it this way and point the camera this way and then work with the editor in post production to say how the film comes together. Is that kind of what you are doing?

As a producer, I am assuming that means you, got a lot of producers put money into the programs as well. They become like investors but, clearly, I'm not right here. What was your job?

JULES: Well, I was working for independent production companies, many of them, and basically, they would have executives and series producers and the owners... They would handle the kind of commissions and that side of it. So, they would get the funding from the channel. Their job was to deliver a great show.

So, a TV producer director incredibly multi-skilled world, from meeting contestants, helping to choose contestants even presenters sometimes,



scriptwriting, I was involved with writing the scripts for the show which has really helped me with copywriting later on.

So, handling the behind the scenes in the pre-production phase, where are we going to film? Going to scout locations, all that kind of thing. How is the show going to run? What elements going to work well? That kind of thing.

Then, on locations. Producer would basically be working with a team and looking after contestants sometimes, researchers, runners, then, also as a director, yes, absolutely, working either filming it yourself or often working with a crew. Once I worked with a crew of like seven camera people, seven camera shooting, three sound recordists, handling lots of issues that come up and as you say, directing the show.

So, what shot are we going to do now? Interviewing the contestants making sure the presenter got their lines right and then, you would take hold of all these materials. Say, you'd finished shooting, you'd go into the edit suite with sometimes, I would sit there with 200 hours of material and that was for a one-hour show.

So, my job, that would be a long sort of 60-minute show for something like the BBC. You'd sit there with 200 hours with a piece of A4 paper with the plan and a bit of the script and you'd have to sit there with an editor for about between six and eight weeks and come out with a magic at the end of it.

YARO: Wow, I have a newfound respect for all the TV shows I'm watching now. That sounds like an incredible amount of work. And, I'm surprised it's only 2000, is it pounds or dollars a week?

JULES: That would be dollars, yes. That would be a medium-grade producer director.

There would be some more famous ones who would be like, they would only shoot documentaries about elephants or something, more specialist ones and they'd probably get more.



And, obviously, as you go up in TV, senior producers, executives, the ones who really do well in TV are the owners of the production companies because they are managing multiple productions.

Then, ideally for those guys, they build up an independent company and then, somebody comes along and buys it.

So, there has been cases where... I used to work for Elizabeth Murdoch, she's got a company called *Shine*. That's an independent company. She was buying out other independent production companies at one stage. So, if you own the company then, yes great. If you grew it to a really good turn there but, you could potentially sell it for several million to somebody like that.

But, I wasn't up there. I was sort of on the prophase so to speak.

YARO: Were you aspiring to that perhaps at that time?

JULES: No, not really. I saw distresses. Distresses as a producer director are intense and the same above that. It's a very frenetic, crazy environment and I didn't think I was ready the right one to sort of continue climbing up into getting into those positions. It didn't feel like it was me.

YARO: Okay so, is it a case of getting extremely stressed which led you to look for alternative income streams? I'm thinking \$2000 living in London, \$2000 a week is not going to cover especially a family man, like a life. So, what led to the jump over to starting an information training business online?

JULES: Yes, that's a good one. Well, several things. Firstly, when I say 2K a week, I was a freelancer so, I would be jumping from the average TV contract would be about 12 weeks. TV companies, they hire you in and they try and get you out as quick as they can.

So, even sometimes before the show is totally finished, because they don't want you on the payroll so, I was jumping from one 12-week contract then, I would be looking for work for a few weeks, then I would be back in the contract.



I would never quite know where I was going to be in the next few weeks and how long the gap would be between.

So, my income wasn't stable but, there was also that kind of unknown factor about where was the next thing coming from.

The other thing is in TV, you can't say 'no.' You're not allowed to say, 'no.' So, somebody on a Friday night says, "You know what? That family that we're following in North of Scotland for this property show has had a burst water pipe. Can you go to film it?"

You'd be like, I heard kids at that stage. They're thinking, "Oh great, a weekend off, finally," and then, it would be like six o'clock.

"Oh, we'll put you on a flight and you'll be off to Scotland or wherever you might be."

That's the nature. When you get into TV, you have to follow the story. That's part of the deal really but, it's very hard to set your own time sched and arrange things. So, those were one of the reasons, really.

It was sort of feeling a little bit out of control with my own time. And, the other one was, I suppose covering business stories. I did some shows that were connected to business. They were business reality shows. I won't name them but, I was looking at some of the advice that was given. I was learning actually.

It's funny. When you're working in TV, you learn by filming because every topic that you cover, you learn something about it and I started getting interested in business through making some of these shows that had a relationship to business and I thought, I've got to start looking ahead now. I can't just live in this moment where, yes, great. I made \$2000 this way.

I had to start thinking, "Well, what about next year and the year after? What am I going to be doing?" It was then I thought, you know what? I don't own any assets here. I'm making these guys at the top quite wealthy. I'm



working way more hours than those guys but, I'm not really building my own assets.

So, what could I do that was really going to give me a little bit of stability going forward as I get older?

YARO: Okay so you asked that question. Where did you start looking?

JULES: Well, that's where you come in.

YARO: Good, I like this part of the story. Tell me more [*laughs*].

JULES: I thought you would.

Well, because I, like everybody, you start online and start looking and searching for terms and looking at different models of making money and I looked at a whole spectrum of things like I looked at affiliate marketing.

My first dollar, we could talk about that if you want, it was as an affiliate. But, I started looking at different means -- adsense, affiliate marketing, niche blogging, and I came across your site and I hit upon your podcast archive which is fantastic and I can remember literally, just sitting down... In fact, I was lying down, I think. It was not good... And listening to you back to back episodes for like hours of it and absorbing all these stories thinking, "My goodness! This is fantastic!" but, with a little bit of skepticism like, can it really work?

But, I was listening to all these points and I was sort of becoming an expert in this but, very theoretical. I hadn't done anything yet but, I felt like I was an expert and I downloaded your eBooks, your membership eBook and blogging one and I also looked at different other places as well and I built up this real sort of theoretical expertise in it and I thought, you know what? So many of what's been talked about here fits what I could do, that really, I should do something about it.

YARO: Okay so, when you say you got all these theoretical knowledge and then, you've obviously been exposed to a lot of ideas, like you said affiliate



marketing and niche blogging and adsense. They're all very different and trying every one at the same time is not going to work.

So, how did you narrow it down and figure out what was right for you?

JULES: Well, I pretty much tried everything [*laughs*].

YARO: [*Laughs*] At the same time?

JULES: Yes. Well, I did a few things at the same time. But, I got into the situation. I guess a lot of people get into, maybe your listeners, where you can't decide what to do. Everything seems like good and it's so hard to decide and you're so scared of choosing the wrong thing that you don't decide anything.

I knew it was a big moment for me. I felt it was quite big. I didn't want to make the wrong choices so, I got locked in that for a while but, I eventually thought, you know what? I've done nothing online. I've got to get something online otherwise, it's just a bit of a joke.

So, my very first thing I did was a very niche blog. This coincided with me noticing a video. I saw a video made by an American chappy marketer and he was... The video was called, "Filming Myself Going to the Dentist."

Basically, this guy, his name is Jim [Crow?].

YARO: Oh yes, I know Jim.

JULES: You've heard of him, yes.

YARO: Yes.

JULES: So, he basically had a flip cam. I've never heard of a flip camera but, he was using a flip camera, filming himself going to the dentist and I thought, "What's going on here? What's going on?"



What I realized was he was sharing how versatile this pocket camera was and also he had a link and affiliate link to Amazon for the camera. That was when I first started thinking about affiliate marketing.

So, my first ever online thing was a blog just about the flip camera. All I did was blog on and off for a couple of years just about flip-- anything to do with flip, whether it was other people's flip videos, whether it was the best flip accessories, anything keyworded around flip.

It kind of fitted for me because I could talk about video. I was in TV so, I loved that kind of thing. It was a cool tool that a lot of people could use. In the UK, it wasn't that well known.

YARO: Did you get rich?

JULES: Did I get rich? No. Actually, before I came into this interview, I checked my Amazon stats and so, here you go. Here's the stat for you. Between January and December, this is 2010 to 2012, I checked for a long period, just now. There was sales, Amazon sales of 36,000 pounds so, that's about \$50,000 of sales and, my actual profit was 2000 pounds. So, that's about \$3000.

YARO: Unfortunately, commissions on Amazon aren't so good on physical products are they?

JULES: Yes, that's two years just randomly. I just checked it. So, you can see that, yes, you can put out a lot of content. You can get quite high on the keywords and things but, in terms of actually how much I made just from pure affiliate, that wasn't great. That was my first thing but, I dropped that for a while, I have to say. I then went off on a little bit of a tangent. You want me to talk about that?

YARO: Well, it depends on what it's about. What's the tangent about?

JULES: Oh yes, definitely related, yes.

YARO: Keep going then, keep going.



JULES: Well, I think it happens to people because it's really in your face, so they're staring in your face what you should do, I kind of sabotaged it and went off on a tangent.

I started also seeing people who were making online video shows. There was a show called *Rocket Boom*. These were episodic shows sort of 10 to fifteen minutes a week and I thought, you know what? Maybe that's what I should be doing. I should be just making a show like I do in TV but, doing it online.

And so, I went off on a little bit of a tangent. I had young kids and I started looking at the parenting niche. I created a show which I put some money into it which was a show about parenting and a lot about mothers and babies which really, I didn't have a lot of experience about being a mother, of course.

So, I went off on this sort of parenting niche for making the show and I soon realized that, you know what? Making a show is great and it's quite fun but, it's quite a drain on your time and your resources and it's really a long game to get a show like that known and get a lot of years.

I was thinking maybe I would get sponsorship and that really started... That went for a while where I was really worried. Was I doing the right thing? So, that was my little tangent.

YARO: Was that on YouTube?

JULES: That was on YouTube. I used to put it out to ten different video hosting sites. I had a site that's not live anymore where I put it there and I made contacts. I got a lot of free stuff sent to me like, my kids actually say, I wish I was doing that now, you know. They wish I was doing that now because we used to get like... toys and all sorts. That's what bloggers in the parenting niche get.

So, there's no shortage of that but, in terms of monetizing it, I just thought it could be a long way around and I had, at this stage, stopped working in TV, which is a crazy thing.



My wife got a job and I made this sort of break away from TV. This was at the time where I thought, “Wow, I’ve made this break from TV. My wife is bringing in some money but, I haven’t really got solid foundation of what I’m doing.”

YARO: Hey, it does sound like you were getting quite a bit of traction even though you didn’t make a lot of money from the Amazon sales on the flip blog. You did sell \$50,000 worth of product. That’s what most people don’t do. That’s traction and then, you’re getting people watching your show on YouTube and other video channels and they are sending you products. You obviously got an audience so, you must have at least practised a lot of what you’ve learned and built traffic.

All these things like SEO and keywords and producing consistent content for long enough to get a result, that’s some really good solid groundwork there. You must have felt like you’re closer to an outcome, right?

JULES: Absolutely right. I don’t really regret any of these things because they all led me to this point right now. For me, the best sale, the most important sale I have ever got was checking my Amazon account and seeing \$4 from somebody who had come to my site and clicked through my link and bought a camera because that really was my first dollar, and that’s so important because I realized, you know what? People do buy stuff because at that point, I was so skeptical about the people.

Could I make any money on the Internet? I knew people bought stuff but, could I actually make some money. So, that was important and you’re right. Playing with videos, seeing what works with video, how much time it can take because I had to really get out of the television mindset about how to make shows and simplify a lot.

So, experimenting with video, seeing the fact that you could really... Yes, you’re right. You can attract people to you using video and even brands, big brands, they’ll want to kind of support you or at least send you things if they see that you’re doing good work.



So, absolutely, the fact that I started to own a bit of my own content and that I was now the producer of the content, that to me, was very very interesting. So, you're right. It did lead me down the right path in a way.

YARO: But, you weren't making enough money. So, what happened next?

JULES: Okay well, key things I did was, which everyone teaches and I'm sure you do, is put an opt in box onto my website, very crucial on my flip site.

I had a free eBook, started building a list around the flip, that was important and started thinking about, well, you know what? Why don't I just do, why don't I drop the parenting thing? It's too slow. It's not growing fast enough. Why don't I do what people keep asking me about which is the video.

And, obviously, the video explosion was happening around that time. Other entrepreneurs were interested in video and I thought, "What am I doing? Why don't I just stick to my background and share that."

So, I put in an opt in box up. I created a list. I started thinking about my first product and then, I got hit by something really awful at that time, 2011 when Cisco decided to ax the flip camera altogether.

Somebody sent me an email, woke up one morning and they said, "You should check the news." And then, I checked the news and it was basically Flip Camera Axed.

YARO: Right, that must have been because of the iPhone, right?

JULES: Yes, the iPhone was rising and they decided to get out to that market and put it more into telecoms because that was the market. They bought out the flip brand and they were into telecom. So, they basically axed it.

So, my blog, I thought, well, how long is that going to last? But, despite all that, I thought, you know what? There's so much buzz around whether it's a flip, whether it was the Kodak which was Kodak Zi8, a very popular pocket camera, the iPhone was emerging. I thought, you know, forget



about that. I'm sure that there's enough interest. I felt sure there was enough interest judging by what I have seen people talking about on forums and things to make a product around pocket cameras.

So, I started creating my first product so, January 2011, I released my first product which was called [Pocket Video Power](#). And, Pocket Video Power was literally how to create incredible videos using the camera in your pocket and I covered all of those cameras that I've talked about -- Kodak, flip... I included flip so, I realized flip was going to be around even though it was not being made anymore. There's a lot of flips out there in the world and a lot of Kodaks.

So, I just centered it around how to literally boot start your business but, I also made a decision to aim it, to target it more having I suppose studied all these eBooks and things that I've got, not to make it just like for anybody.

I definitely decided to target business owners and entrepreneurs.

YARO: How did it go?

JULES: Well, it got interesting, yes. The first launch, you've got a small list and you tell your friends about it and you open the gates. I was dreaming about, I've read all these figures about what people had made on their first day.

And, I was thinking this is going to change my life forever and we're going to move houses or something. I was full of these huge dreams and I had like two sales on my first day.

YARO: How big was your list?

JULES: My list was about 500.

YARO: Okay, and you were selling a product that was priced how much?

JULES: I think when I first launched it, it was... Let me just think, \$97. It was \$97 at launch. I think I put it to \$149 at one stage but, \$97 at launch as far as I remember.



YARO: And, I'm assuming it was a video training product.

JULES: Yes, it was literally a video training product I made. I probably made it too big. I made that mistake. I made it five modules with about seven videos in each all housed inside that protected Wordpress site. I was using Optimized Press themes.

So, it was a video product using Paypal as well so, nothing really fancy. You pay for it. You get a log in sent to you and I just... I suppose I hit the point there where I thought like I'm going to make a real go of this. I am going to get this product out there. I'm going to get it on sale. I'm going to get that buy button there and as I do this, I'm never going to know whether this is going to work or not.

YARO: I'm assuming it was just you sitting down recording desktop recordings at that stage because being a video guy, you, I think the person listening to this must see you having a massive video studio at home since you're a director and a producer of television.

But, it's probably not quite that different from what you can use today with ScreenFlow for example, right?

JULES: Yes, I had very little equipment, in fact because when I was in TV, everything was given to me. All the kit was hired for us. Everything was put on show for us.

So, I had virgin equipment. In fact, I decided to shoot most of it on pocket cameras because it was a video course. One thing I did do that was already placed, I actually, I used something I learned in TV which was people like to see other people going through a process.

So, I think that a lot of info products are too self-centered around the creator. What I did was I went out and filmed real entrepreneurs in their houses with some of the issues that they had filming videos.

So, I went out into their environment so, I would find somebody and say, "Look, can I come to your place? Could I come and show you where I think



you should be filming your video, and could I see your videos and what's going wrong with them.”

So, much as a reality show would go out, you know, you'd watch these restaurant shows where the chef goes into the, you know, Gordon Ramsay, he goes into a restaurant and destroys it and says, you know, “You're rubbish.”

It wasn't that hard.

YARO: You're talking-- there, Jules. You got the accent. “Your video is crap!” [*laughs*]

JULES: Yes, and they end up in tears, and you know. But, I'm not that kind of character but I did go in sort of a more gentle way, go and see what people were up to. I featured the faces of entrepreneurs in my course so that they would then mention it to other people.

So, the video was a little harder for me. I didn't just at my desk, I had to go out and shoot stuff but, in terms of editing, I was using really basic version of final cut, [Final Cut Express](#) which was probably about \$200 at that time and that was one of the softwares I used. I used pocket cameras to shoot some of it so, Kodak and things because I thought, you know what, if I'm telling people they can achieve the right results. I better use those cameras myself otherwise, if I was shooting on professional cameras, it would be weird.

So, I shot with low-cost equipment and very kind of experimental. I tried to inject a bit of creativity from TV into it and that really worked because, once I start getting more people inside, a lot of feedback I got was, “Your course is a little bit different. It feels like you put a lot of work into it. I feel entertained by your course.”

A lot of TV, in England, in TV, they call it “factual entertainment” so, a lot of the reality shows, the business shows there, the Gordon Ramsay, they would call that “factual entertainment” so, when you watch that show, you do learn some business points about what they're doing wrong with their



marketing at their restaurant, for example but, it's sort of wrapped in a more entertaining way.

I've tried to use that.

YARO: Yes, that's a great point. I love two things you're talking about here, the way that you go out and make your target audience participate in the creation of the product because that's so clever on so many levels. You've got proof. You're, like you said, not making about you, making about someone who is normal like the person who would potentially be thinking about buying a product so, they can put themselves in that person's place. They learn from it obviously as well and demonstrating your craft right there with using the pocket cameras.

That's different. Not many people actually create products that way. So, I think that's... Actually, you're the first person I think I've heard of doing that where you're making about a customer or a member as opposed to about yourself. And, being on video, you can do that really well.

And then, like you said, making it factual entertainment or, almost like a training course that's also a documentary which is get enough really done. A lot of these comes from your background which I think is fantastic. But, now you teach it. That's a lot of what I think your training products right now is about.

But, before we talk about that, you made two sales from your 500-people list. That's pretty depressing on some levels. So, how did you progress forward?

JULES: Oh well, that was day one. Day two was another one. Day three was three. Day four was a couple and, it sort of was a trick really. It wasn't what I was expecting because I had read a lot about these big launches where a lot of traffic comes and you get a lot of conversions on the first day, and then, on the second day maybe it drops off a little bit and then,...

Oh, I made a big mistake by the way. I didn't have any, it was launched without any deadline. There was no prices going up deadline or it's going off the market. It was literally like here it is. Check it out. There was no limit-



YARO: No scarcity.

JULES: No scarcity is the word I'm looking for. I can't remember the word. I should know that word by now. I'm an expert at it.

I am an expert to that word now. Yes, there was no scarcity, right? So, that was a big mistake.

So, it was a trickle and then, it sort of grew and I started looking for affiliates pretty fast and that helped.

One thing I've done here is particularly, well, with this course and I learnt it, as well is literally go well and market your product. Go and find people who are interested in your product and who are potential affiliates.

Well, I didn't do and I do, sort of what people do, I didn't sit back thinking, you know what? If I just keep blogging, apart from the fact my blog was about to be destroyed because the flip was disappearing, I didn't think like, "If I just keep blogging and it will come to me, it will come to me," I thought, "Okay, I've got something cool. Let me go out and find people to promote it. Let me get banners made."

So, I started doing that and that did help increase the sales.

YARO: Awesome. Okay so, this is all going back to your flip blog which is what you used to build the 500-person list then, you decide to create this first product because you think it's what people will be interested in.

You do a launch process which isn't quite what you call textbook. You forgot to scarcity element but, nevertheless, you still had sales coming through and obviously, it's a good sign that there's possible growth potential.

You start going and asking affiliates promote for you. I'm assuming these products are not the ones you have on the market still but, when all was said and done, how much did you sell of that product? Do you remember how many copies you sold?



JULES: Yes, I checked it this morning. I knew you'd ask me that.

YARO: Oh, good.

JULES: It's on the market but, it's not really selling. Some people who've got a Kodak perhaps but, to be honest, it's there but, it's not really an active product.

My sales figure from that was \$19,000.

YARO: Okay so from when did you start the blog and how many years were you working on it?

JULES: Well, I think I started my blog in 2008 but, I dropped it for about a year between 2009 and 2010, I sort of dropped it. Picked it up a bit in 2010. So, really, I was a very sporadic blogger and my posts were like two paragraphs and a video once a fortnight.

So, very light blogger but, you know, I'm amazed. You know what I'm saying? That's my first sold paid product and total revenue of \$19,000 or thereabouts.

YARO: Yes. That's amazing. That's very encouraging. So, I'm assuming, you just said, this is working, let's multiply it. Is that next?

JULES: You're right. Multiply and having more products, not expanding that side of it. I literally thought because a lot of it was centered on the flip camera inside of it, I thought, you know what? People are starting to hate the flip. I'm getting hate mails because they saw me as the flip guy and they kind of associated me with the brand.

They were so upset so, I thought, do you know what? Why don't I start something fresh, what I've learned from is great. I've learned from this. It's fantastic. Let me put that into practice into something else.

And, you mentioned it early. I noticed the iPhone was just becoming huge in the marketplace because when I bought my first iPhone and it had so



much more flexibility as a video camera compared to these automated cameras like the flip. It had the audio socket and all that kind of thing.

I thought, why don't I just almost narrow down my niche and go even narrower and a lot of people, they try and grow bigger. I've seen a lot of people who put out products, and they think right, they think video and they think, okay, video marketing. That's hard. Let's do video marketing 101. They go really broad.

What I was thinking, you know what, one way to get things to take off is to actually create things that other people don't have.

So, I let the people in the market. I spent a lot of time looking at other people and what were they doing in the video and video marketing niches. What kind of products did they have?

And, I thought, if ever I'm going to be able to get like really good affiliates or good relationships, there's no point in me creating what they already had.

If I did a course, in general about like video blogging or you've got like Gideon doing that, if I did a course about YouTube, you've got other people doing that. I thought, what could I do that would sort of fill the gap and to me, it just kept coming back to me, iPhone.

I already had some iPhone content in my previous course. Why don't I just do a training course only for people that have got iPhones that obviously, iPods would fit in to that as well.

I came up with the idea of iPhone Video Hero.

YARO: Okay so, were you thinking start from scratch basically like brand new blog, build a brand new list, create a whole new product? Because that's a whole lot of work especially after having done so much work already in all these different ways.

JULES: Absolutely no. I thought I'm not going to start an iPhone blog. I'm not going to go the blogging route, to be honest with you.



YARO: Okay, you find it a bit okay.

JULES: I know, I'm sure. Well, you know, I already had a little bit of a list of people and they were people who were moving on to the iPhone route. I thought to myself, how can I create a product and get it known and I said, "Look, why don't I treat an info product as a real-world product."

So, of you were, say you invented a new iPhone case as an example, right? What would you do to get that known quickly? Would you start a blog about iPhone cases and hope to build an audience or would you get your iPhone case in front of the noses of people with influence.

And, isn't that going to be a quicker way for me. Now, I think blogging is so powerful in getting free traffic from blogging absolutely but, you got to realize, when I started working in TV, I was looking for a quick break here.

So, I came back to what I just said, I thought, "Well if I can just get a good exposure for my product and literally piggy back on other people's traffic and standing in the world of Internet and also help them if they want to monetize their blogs and their podcasts, why can't I just go on a mission and get my product know and sort of make it famous in the marketplace then, with that not have then, in order for me to have lots of people pointing back to my site?"

YARO: So, basically, you're relying on joint venture, affiliate traffic to launch everything but, on the back of a quality product, based on all the skills you've acquired to that point.

I'm assuming if you'd go and say, "Hey Gideon, I want you to promote this for me. I'll pay you 50% commissions." Gideon is not just going to go and say yes because you asked. You're going to have to convince him somehow which everyone will need convincing of.

So, that's obviously where blogging can be helpful because you could say, "Go check out my existing work." I'm assuming you just said, "Here's my great product. Check it out. And, if you think it would be valuable to your audience, do [--?]." Is that kind of how it happened?



JULES: Yes, that kind of thing. It would be, you know one thing is doing things like interviews and guest posting or podcasting. Once you get somebody who gives you some exposure then, you can use that when you approach somebody else much in my days on TV. I was trying to get a job. I would say, “Okay, I’ve just worked with so and so,” and I drop a name in there. “I’ve had my share of pay here and now, I would love to work with you.”

So, when you get one break and you get into a podcast, you get a bit of an exposure then, you can literally say to somebody, “Go and checkout what I did for this person here,” and “go and see my interview here,” or you can say, “Here’s an ad where they talk about my product.”

You can basically build up a little resume of where you have been mentioned, and that gives the person you’re approaching gives you so much credibility because they know these names of people that you’ve associated with or who have talked about your product.

So, I suppose once you get the first, then it makes it easier.

YARO: Who was your first? Personal question, who was your first?
[Laughs]

JULES: Yes, my first? Well, I’ll tell you one big break. I think it’s just like in the real media. When you get on TV. Let’s say you got International TV with your product, that would be great, wouldn’t it?

YARO: Oprah.

JULES: To me, yes, if you go on Oprah, I think you’re on Oprah but, I can’t... One of the big breaks for me was getting on to David Siteman Garland. You know him. You’ve been on there, as well.

[The Rise to the Top](#). That is the online equivalent of getting into International TV in the online world as... If you see what I mean.



So, getting a break unto that, getting exposure, David interviewed me about the product. He's got it in his resources as one of his recommended resources. It's still there.

So, getting that exposure, that just suddenly increases people's knowledge about you. It basically puts his authority on your product in a sense that he's recommending it, get a testimonial, and obviously, he wouldn't get this if it wasn't a good product, I got to say that. If it wasn't that good product that appeal, I wouldn't have gotten that.

Part of it was actually me realizing who is it that is using an iPhone. Who's audience are likely to use my phone, or who themselves uses an iPhone and talks about that passion of iPhone.

So, I was thinking, "Who would be a great target for the product and his audience would get great value out of it." So, yes. Absolutely, you get known. It sort of trickles out on the Internet and people start to know you and you get a bit of word of mouth going and I do think that there is a kind of tipping point that you can get when more and more people start thinking, "Oh, I've heard of that before. I know that. I've head of that."

They start typing in.

YARO: Okay so... There are so many things I want to talk about here but, I'm running out time with you, Jules. So, you have arranged your products now. Let's just fast forward to the present so, we can make sure we're up to date.

You created this product. David Siteman Garland promoted it which led to other people promoting it. The product itself helps you to open the door which then helped you to open more doors. I'd call that a success ladder so, you can climb the success ladder that way.

And then, you've obviously... I'd love to know the numbers like you sold how much of the iPhone training product, and what is the name of that product just for people who are interested?



JULES: It's called iPhone Video Hero and total sales, now this is gross sales, okay. It doesn't include affiliate sales and everything. Gross sales, \$220,000.

YARO: Since?

JULES: I launched it November 2011.

YARO: Okay so, a couple of years. That's pretty good. That's \$100,000 a year on average. So, great result and that's 100% better than the \$19,000 you did... 1000% better, ten times better than your results with the first information product you created. So, \$2 million is next, right? That's the natural conclusion [*laughs*].

JULES: That would be nice wouldn't it? Yes, that's been great. It's a great figure. What I like about it the most though is its daily sales. It's a slow thing. It's not all built around affiliate launches. Now, it's daily sales.

My affiliates make videos. I do occasionally blog. I've got a new blog. I do do a lot of work on Facebook. I use a bit of Facebook ads. I do all kinds of things but, what's great for me is its daily sales, not just a big hit and then, nothing.

So, that has sort of expanded and you mentioned other products in end of July this year. So, we're 2013. I released [Screenflow Hero](#) which is a product about obviously editing videos on your Mac and just jumping ahead and jumping between those two, I decided of this year in May... Actually, I took a long time to get around to this. I had to do a bit of continuity into my iPhone product. So, I realized that I've got a lot of people really excited about the iPhone product and I wasn't really offering them enough.

I was offering people only some consulting like Skype consulting but, I wasn't really offering anything else. So, I introduced a VIP section which was a monthly recurring continuity to get more content. That was back in May and then, end of July, I got a new product called Screenflow Hero which is doing pretty well. It's sort of getting daily sales already.



So, I suppose all this journey of launching affiliates, I've had opt in for like free eBooks on my site and giveaways. That sort of built my list up so, income instantly becomes easier when you...

Now, if I would launch a product then, I've got a bigger list to see.

YARO: Right, looks like the fly wheel approach from good to great. Everything is feeding on itself so, you get more customers on one product, leads to more customers, another which leads to more opt ins and so on and so forth.

I'd love to break down some of the more technical aspects of this because there's a few things you do which I... which anyone else do like we already talked about how you created your product but, also you have, really like the one I've taken a look at where you give me access to has only got like a couple of videos.

You're not talking huge courses here and you're charging \$97 for it. So, that seems very strategic in a lot of ways. A, it means you don't have to go and spend hours and months creating a training course but, you also are charging \$97. It's not like a \$500 or \$1000 product but, it's not a \$15 book either. So, you can do pretty well for \$100 product.

How have you managed to come up with this formula for such small products and correct me if I'm wrong, it probably doesn't take you quite as long to create these products hence, you really see yourself potentially expanding into more products quite rapidly.

JULES: Yes, I've seen and discovered that you've got to give people a result. That's what they want with your product. They want result and the more that I spent online, I realized how busy entrepreneurs, business owners are and I was hit with so many products and so much information and so, I really did think that it's not about the quantity. It's about, "Can I get them the result? Can I get them confident shooting great videos? Can I save them a lot of time in terms of looking for the best equipment? Can I give them some sort of directing tips to make their videos better?"



And, I just thought that doesn't need to be hours and hours of content to achieve that and plus, they would love it more. They buy the product and actually have time to sit down and go through it and actually use it and get a result and I've been learning that all the way along.

It's easy to go off in your own tangent and think what you think people need. You think you want to share everything, ready to try and get in their shoes. So, with my iPhone product, it's a bigger product but, it's not huge product. It's definitely smaller than my first one but, it does get you a result.

With the Screenflow product, it was based around a couple of 25-minute videos. I started adding a little bit more in now. I launched it leaner than it is than it was in the beginning. I added a few more videos and since. But, it took me about two and a half weeks to make it real in terms of researching and setting the whole site up and everything.

The reason is, my hook on it at the early stage was could I teach somebody to edit in an hour? I was thinking, what an entrepreneur wants, when they buy any bit of software, they don't want to sit there feeling lost and thinking, "Oh my goodness! It's going to take me weeks to learn this. And, I'm so busy running my own business and doing all the other things that goes into a business." I wanted to give them a result quickly. So, I thought, "Could I teach somebody the basics in an hour?"

So, the first two videos were just under an hour and I think, if you'd actually go through those, you actually will be able to edit a video after an hour.

Since then, I've started, because the questions I've got, I started adding in little extras and then, people were asking me, "How hard did you make your sales video? We really love it. We really love your sales video," that's why I bought it and I added another video in about how I created my sales video.

But, I launched that very lean, very quickly and I wanted to literally get it out there in the market quickly. And, in fact, I tested it on my iPhone people first. I had a smaller version inside of my iPhone course, and I tested it just to get confident with people liking it. Do they really want that?



Again, I was sort of dancing myself which is silly but, I was doing that then, I thought right, I'm going to get this out as a separate product and see how it goes.

And, you know this is going really well.

YARO: Just to reiterate too, I'd love to know the components of delivery of everything here. So, you mentioned previously you had [Wordpress](#) as the content management system, [OptimizePress](#) as the theme and the membership protection mechanism on top of Wordpress, [Paypal](#) to take payments. I'm assuming [AWeber](#) to do email newsletters since I got an email from you from Aweber and... What else do we need in here?

You create the sales page yourself. You have no copywriter and you do the sales video yourself as well. Do you have a tech person helping you with a lot of stuff, or are you still a one-man show? Can you kind of breakdown the structure behind all these?

JULES: Yes. The structure being that that is probably one of the easiest parts toward this is actually getting the thing out there and I used to do everything myself and literally Optimize Press, one, now I'm using Optimize Press, two, so that's a Wordpress theme. It's, I think it's \$97 for the first license you get. I think you need one or three sites... I can't quite remember.

But, you know, that's not a huge money there. Then, yes, AWeber because that was an affordable solution there for me. I started off using Paypal. I later put my products inside of [ClickBank](#) which I know some people don't like the idea of ClickBank. For me, ClickBank is an affiliate marketplace. It also has its own cart and it can pay so, they take money from pretty much everywhere in the world.

So, I started using ClickBank. I do have a Paypal option as well. The plugin I'm using is [Digital Access Pass](#) which is very similar to Wishlist. It has got its own affiliates system inside of it so, when you buy it, you get an affiliate system.



So, if you want to just do your own affiliate program, you can use that plugin to protect the content and do your own affiliate program.

In terms of tech, I don't have anybody on staff. I've got a tech guy in Pakistan. If I get any big trouble, he comes and sorts me out in that respect. I've got somebody more recently started helping me integrate with funnels, the upsell funnels and flows inside of ClickBank. That's on a freelance basis.

So, really whenever I've needed something, I've gone out and hired somebody specifically for that but, you know I think, the tech side isn't a huge deal. But, one thing that might be useful, one of my products, what I do which is maybe a little bit different is I set up the site first before I would create the product and what I do is I like to see a shell at the site and fill in almost like just a content type of site where I literally put the dummy sales page up with any old YouTube video on them but, with a bit of text really.

I get it all working so, I structure different modules for the different video types inside of it, all with dummy content. I even go as far as getting it working with either Paypal or whatever and the AWeber, the opt in and everything. I get it all working.

All that's missing is the actual content and that kind is interesting while doing it but, the task seems so much easier because really, you know, if you can make ten videos, five videos, twenty, whatever your course is going to be, if you can sit down and apply yourself and fill in the content, you've got yourself like a working, hopefully money-making site as opposed to sort of making videos, putting them in your hard drive, worrying about it, and then, thinking, "I know I've done that. I know I've got to create this whole infrastructure."

YARO: That's a really interesting expression of inevitably thinking there, Jules. As you were saying there going, you're creating the conditions so, you can't help but create your products. It's like making it inevitable that it will come to existence because you build the show first so that, you just need to fill the gaps and pay by numbers sort of things.



So yes, interesting. We're doing it. I'm assuming very exciting too. There's something motivational about saying, "Here's my product and I'm going to sell this. This is very cool."

I think that's pretty much it, Jules. I am curious nowadays, is it still your plan to pretty much just go from joint venture partner to joint venture partner or affiliate to affiliate for traffic generation because that's really the missing gap for most people. That's why they start a blog That's why they start a YouTube channel. That's why they start a podcast, and either way of getting an audience so that they can actually do these promotions and sell their products.

You've gone down the path of borrowing audience from other people by doing these commission of affiliate based promotions which is fantastic and definitely one of the quickest ways, if you convince people to promote for you.

So, obviously it works and you probably have an abundance of people you can keep talking to and potentially getting to promote. Is that the plan for the future?

JULES: Well, yes. I guess it is. I mean, I don't really base it too much around this one I've launched. It's more about I've got a list of 1000 affiliates right now and email lists. Not all are active but, it's a lot of people who have mentioned my product in the past.

So, it's sitting there in their blog, as opposed it's sitting there on their sidebar as a banner. It's not just one person. It's not waiting for the next big affiliate launch, so to speak.

There are probably hundreds of sites pointing to me which in a way is good because if something happens to one site which I hope it doesn't, then obviously, I don't use all of my traffic.

YARO: How did you get them all? That's a lot of affiliates, 1000 people.

JULES: Partly ClickBank, if you're in there, there are people hunting on ClickBank for good products to promote if you start getting a bit of gravity



on ClickBank which is how they analyze, how are your products doing? You start to attract people. I have an opt in in my blog so, people opt in to that.

YARO: I figured that [*laughs*].

JULES: Yes. So, there's always an opt in.

YARO: And a blog.

JULES: Yes, exactly. An opt on my... Actually, all I meant to say is my sales page and on my blog as well. So, affiliates can go that route but, I totally agree with you. There is something missing here. I think next year is a year when I'm really going to go out more and do more content out there for myself and do something credible using video of course, something a little bit different, as well, I hope to do so.

And yes, you're absolutely right. I think I could definitely multiply what I'm doing if I was more focused on content. What I've tended to do which we didn't even talk about, is I've made videos. I've put a lot of attention to videos on my sales page, on my sales video, I work on it.

Also, I've done affiliate promotions for other people's products this year and I've come in the top ten leader board of other people's promotions. That's because I developed a very niche list of video loving entrepreneurs and I have made videos for those promotions.

So, I've gone out and made videos which promote other people's products. So, that's how I put my energy in terms of content but, I totally agree with you. I need to re-read your eBooks and go through your blog again and crank in my blog a lot more than I've done so far.

YARO: I wasn't trying to guilt your feelings for that. I was actually curious from, because you're having great results. I think the potential that you've obviously got is with your video skills to really leave, like what you've said before. You're getting known as the flip guy. So, you want to get known now I'm assuming as something else.



And, every time you're getting an affiliate promoting you, you're getting that stamp of credibility but, I think at some point, you've obviously loved the broad consensus when someone searches for your name. It's not just affiliate sites that show up.

It's also your own stuff that shows up whether it's a YouTube channel or like lots of your content out there, or even there's one big hit viral video you produce, I'm sure you're capable of doing that so, that could do wonders for your traffic and your credibility even more so.

But anyway, we're at the hour mark here, Jules so, we got to wrap it up. What are your websites for people who are interested, especially if they are video loving entrepreneurs because they are going to love your products.

So, what are they?

JULES: Sure. Well, my hub sites where my blog is there awaiting me is VideoHero.com, very simple to many and that would link you off to my product. So, if you go to VideoHero.com, there's also some freebies there as well, little eBooks have been very good for me. There are free eBooks to get some tips and things like that.

So, VideoHero.com would be my hub site. My actual product site is at iPhoneVideoHero.com and also, I have a ScreenflowHero.com. That's my Screenflow product. And then, I have my VIPs membership site which people normally funnel through the products and become a VIP where I have some live webinars. I have a Facebook group and that sort of, that's my funnel really for the products and people decided if they like what they see and they want to get a bit more strategy, they come through and join the VIP section.

But, if you were to go to VideoHero.com, you can get everywhere from there.

YARO: I guess, the whole point of checking out your stuff is you want to create videos with iPhones and edit with ScreenFlow. That's basically what you teach.



JULES: Yes, I mean I've got some people who do both so, they shoot on iPhone then, they want to go and edit in Screenflow. I've got a lot of people joining up to ScreenFlow, who using all kinds of cameras, DSLRs or whatever, they just want to crack editing and they want to make good videos, videos that jump off the page that's entertaining, engaging so that, their sales pages, their opt in videos sort of stand out in the marketplace.

And I think that's where they kind of come to me because they see my videos on those pages and think, "Wow, if only I could do one like that, well, I'll show you how to do one just like that so, you can go away and make your own."

YARO: I'll definitely recommend people check out the videos you've got to sell these products because they are good examples of what you teach and they are not that complicated in the sense we're not talking movies but, we're definitely getting some cool effects and you're doing it all on ScreenFlow. I've used ScreenFlow. I can do it. So, I'm pretty confident most people can as well.

So awesome, Jules. Thank you for telling me the whole story there. There's obviously brackets of your life we've gone through from photographer to producer director in TV and then, becoming an Internet Marketer and then, finding your home in this space where you're at now with that sort of Video Hero branding and I'm sure there's a lot more coming up in the years ahead.

So, anything else you wanted as last minute, add before I wrap it up?

JULES: Well, no. Just thanks so much for having me on because isn't it amazing how I listen to your podcast a few years ago, got really inspired by you and by your guest and her guest story and one of them was James Schramko's interview. James ended up promoting my product. Now, I'm here on your podcast.

So, it's just fantastic. If you're sitting at home right now listening. This is all kind of theory to you and ideas. We'll really just go for it. Make a decision, create something, get it out there, get a buy button it, experiment. Never give up. Just keep going with it. It's incredible how it can sort of change



your outlook about the way you can live and about money and potential of what you could earn so, I just recommend everybody to just prep some with it and get something out there.

YARO: I love the phrase “Get a buy button on it.” I think we need to get a t-shirt made of that, Jules. That’s a great phrase.

Thank you and thank you everyone for listening this far. It’s been a long interview and I’m glad you’re still here with us. And, I hope you’re feeling motivated after what Jules has just said and he was just like you sitting on his bed, or wherever you were lying down, Jules. I’m not sure, listening to all these interviews and now, you’re one of the people having a six-figure sales selling a series of products, and that’s amazing.

Okay, thanks Jules! Thanks everyone for listening in. My name is Yaro Starak. You know where to find more interview like this. You can Google my name which is Yaro and just hit the Podcast tab once you land at my blog which is called Entrepreneurs’ Journey.

Or, you can find me on iTunes. Please do subscribe there and leave a review. If you like this episode.

Thanks again for listening. My name is Yaro and I’ll talk to you on a future episode. Bye!

Woah! That was an epic interview with Jules there. I hope you enjoyed it. Before I let you go, just a quick reminder, I’d love to see you inside my EJ Insider’s program.

You can go to www.ejinsider.com/interviews and see all the interviews you’ll receive as well as details about everything inside the program. If you love the interview with Jules and you want to listen to something that will inspire you and give you real, tactical and technical and strategic advice, like you’ve just heard from Jules in this interview then, you need to be inside the club.

Repeat exposure to these ideas to inspiring people like this is like having a Mastermind group or a personal coach that you can tap into anytime you’re



traveling. Take it in the car when you're driving, walking, riding a bike whatever you like, all these interviews are available to you anytime and they will definitely give you that boost you need to keep working on your own Internet business.

So, to check it all out, find out how much it cost, what you can receive, go to www.ejinsider.com/interviews and as I said, I'd love to see you in the program with the hundreds of people who've already joined before.

My name is Yaro Starak and I'll talk to you again on a future interview very soon. Bye!

Relevant Links Mentioned in this Interview

- [Dreamweaver](#)
- [Pocket Video Power](#)
- [Screenflow Hero](#)
- [Wordpress](#)
- [OptimizePress](#)
- [Paypal](#)
- [AWeber](#)
- [ClickBank](#)
- [The Rise to the Top](#)
- [Digital Access Pass](#)
- [Final Cut Express](#)
- [Pocket Video Power](#)
- [VideoHero.com](#)
- [iPhoneVideoHero.com](#)
- [ScreenflowHero.com](#)

Where to Find Jules Online

- [Google+](#)
- [Facebook](#)
- [LinkedIn](#)



Want More Great Interviews Like This?

Visit Entrepreneurs-Journey.com for articles, downloadable podcasts, videos and more to help you start an internet business...

www.entrepreneurs-journey.com