

# The Ultimate Blueprint For Reaching Out To Online Entrepreneurs

Leverage Your Favorite Online Experts

Hello and thanks for picking up my eBook!

My name is John Shea, I have been involved with online marketing for a little over a year now and this will be my first product.

I wanted to create a simple yet valuable guide that will help people avoid mistakes and save time in their online endeavors. I'm not going to go into this long story about myself, however what I will tell you is I have been on a constant mission the past year to create a life of freedom for myself and what I'm about to share with you is the stepping stone for what could potentially open lots of doors for creating a life of freedom for you.

In this guide I will be sharing several stories that involve my past and how it's helped me today.

I suffered with and sometimes still do have a hard time with what I call "*Shiny Object Syndrome*". This is basically buying new products and training courses hoping some tactic or guide will teach me a way to make easy money.

The bottom line is I've learned that the absolute best thing you can do is **find something you like, take action and then stick to it**. It is very easy to get distracted by all of the new products

coming out each day, my honest opinion is to find something you enjoy and then start working on it and keep at it.

I created this guide as a way to show people what is possible with long term effort if you take the time to consistently try some of the tactics I will be sharing with you. I'm going to share several stories in this guide because I find that people can relate best when it comes to telling stories.

**\*Note:** I do include a few affiliate links in this guide for some of the content mentioned, it's entirely up to you if you use any of my links but it would be greatly appreciated.

*So let's get to it shall we?*

## **How I Got the Idea To Start Reaching Out To Entrepreneurs**

In December of 2012 I was listening to a free webinar on my lunch break at work, I remember my boss coming into the break room to tell me she was not happy I took an early lunch break because I had a late shift that day. I went on to briefly explain how I had something come up at noon time I needed to do. That just so happened to be attending a webinar Derek Halpern of [Social Triggers](#) was holding. Derek is one of my favorite online entrepreneurs and someone I also highly recommend following online.

While listening to Derek talk on this webinar I started to get ideas about what it was I really wanted to do online. I had been

struggling and failing in an MLM/Recruitment style online marketing system.

I wanted to get away from recruitment or anything to do with network marketing based systems. I wanted to do something I could tackle long term and not be bored with or feel shady about. I thought a lot about how I really enjoy picking people's brains about interesting topics.

I tend to be the type of person, when I'm in the work place and a higher up such as the CFO or CEO comes into the kitchen or passes me in a hallway I feel obligated to strike up conversation. I usually try to get to know them as well as learn from them. I don't "suck up" to them but I actually talk to them as if they were any other employee, learn about what's going on in their lives, and what's happening in the company allowing them to get to know me.

Doing this on a regular basis has allowed me to become more comfortable just asking people for help or creating good connections in work and in life. Have you ever noticed people tend to get jobs at companies through a connection or a friendship? Well in the world of online marketing the opportunities are endless.

While listening to Derek's webinar and thinking a lot about this I came up with the idea to simply **start my own interview show**. I could reach out and learn from some of the most

successful people online all while building great connections with them.

I started under my original blog name <http://www.john-shea.net> but soon realized after speaking with other fellow interview show hosts I should really create a branded name and ditch the hyphen in my domain, this is when I started my current show <http://www.voicesofmarketing.com>

This guide is essentially going to give you some great examples of how I have used interviews to leverage some great joint ventures and how the connections I have built have opened up a lot of opportunities for me. Keep in mind none of the examples **require** that you host an interview show but it will be one of the best ways to help you build great connections with others.

I'm going to use this section of this guide to talk about what is involved in hosting an interview show and then provide to you some examples and ways I have leveraged some of the connections I have built.

## **Starting Your Own Interview Show**

So first off, you **do not** need to start your own interview show to leverage online experts but this will absolutely be one of the most powerful ways to start learning from the experts.

I'm not going to lay out a massive tutorial here on starting an interview show because there are already some great resources out there on this topic. I will provide some basics and great "getting started" resources based on what I have learned since I started [Voices Of Marketing](#).

I like interviews because they tend to fit the mold of the "Be Everywhere" strategy Pat Flynn of [Smart Passive Income](#) talks about. You can be in videos, podcasts and on a blog all while conducting interviews.

With most interview shows it makes sense to create a Podcast for people to go and download your content on say [iTunes](#) (Apple) and [Stitcher](#) (Android).

I highly recommend checking out Pat Flynn's free resource on starting a Podcast over at <http://www.podcastingtutorial.com>

Pat's course will take you through all of the steps for setting up a Podcast, it will take some time to go through but very well worth it.

I also suggest using a site called [Auphonic](#) with an account linked to either [Libsyn](#) (paid audio hosting) or [Archive.org](#) (free audio hosting).

[Auphonic](#) allows you to easily add an intro, outro and upload music to your favorite media hosting provider all while improving the audio upload for a Podcast completely for free.

You can literally run your own interview show almost entirely free minus some start-up costs if you use the following services:

### **Web Hosting:**

*-Domain Names:* I use GoDaddy because you can find good deals on domain names with coupons. Search Google for 'GoDaddy 99 cent domain' and if you are feeling generous you can use my referral code 'WOWvoices'. Another option would be to use NameCheap.

*-Web Hosting:* I use a company called [Host My Dot](#) to host my websites because it's very inexpensive (only \$1.25 per month) and has easy Wordpress 1 click Installs.

*-Wordpress:* You can find many free themes to start a blog, I use a [Studiopress](#) theme called [Eleven40](#) on [Voices Of Marketing](#).

### **Media Hosting:**

*-[Archive.org](#)* for free media hosting or [Libsyn](#) for paid.

*-[Auphonic.com](#)* for optimization and easy uploading

-[Google Hangouts](#) for easy recording and uploading of video content to [YouTube](#) - See this interview [here](#) with Ronnie Bincer as we discuss Google Hangouts to use as a powerful video recording tool.

**\*Important Note:** Make sure you use the “Hangouts on Air” feature when recording, otherwise the video will not be uploaded to YouTube after a recording.

-[Skype](#) Everyone reading this should hopefully know what Skype is, there is an app called [Ecam recorder](#) for Mac or you can use [Vodburner](#) for PC. **\*Note:** I personally use a PC and have had trouble with Vodburner so I just use Google Hangouts because it’s fast and super simple.

-[Wonder All My Share](#) to rip my videos off YouTube and re-upload them to a [specific account for Voices Of Marketing](#) where I keep all of my interviews organized.

This is not required but it’s an awesome tool and it’s also what I use to turn my YouTube videos into mp3’s for my Podcast episodes. It’s only \$30. I also use this because Google Hangout videos do not show a view counter for the public and I think showing a view count can encourage people to listen or watch a video.

-E-mail list building - I use [GetResponse](#) which is only \$15 a month but other options could be [Aweber](#) or even [MailChimp](#).



MailChimp is free but they do not favor internet marketers so I would be cautious with this one and what content you promote in a newsletter.

This is all a very basic outline of how I run my show.

My recommendation if you are truly serious about starting an interview show would be to take a look at [David Siteman Garland's](#) course [Create Awesome Interviews](#).

For more information on hosting your own interview show you can check out several interviews I did with other people who run interview shows:

[Learning About Hosting An Interview Show With Andrew Warner Of Mixergy](#)

[The Benefits Of Hosting An Interview Show With Mike Thomas](#)

[The Benefits Of Podcasting With Meron Bareket](#)

[Talking About Hangouts On Air With Ronnie Bincer](#)

[Becoming A Lifestyle Entrepreneur With Navid Moazzez](#)

All of these interviews discuss a lot of topics and information on hosting interview shows so if this is something you are interested in I highly recommend checking them out.

## Sending Simple E-mails

I am going to show you the exact format I use when sending e-mails to land guests on my show.

*My name is John Shea and I have an interview show at <http://www.voicesofmarketing.com>*

*I wanted to reach out about interviewing you on my show to discuss your product via Google+ Hangout.*

*Here is a recent interview with Pat Flynn which you can check out at:*

*<http://www.voicesofmarketing.com/interviews/learning-from-pat-flynn-of-smartpassiveincome/>*

*If you are up for it, let me know and we can schedule a time.*

*Thanks,*

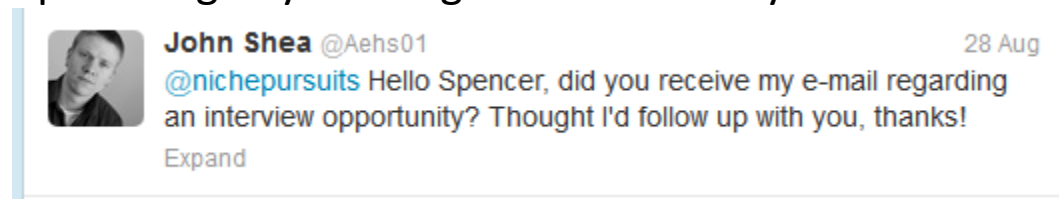
*John Shea*

*<http://www.voicesofmarketing.com>*

This e-mail is great because it's simple and straight to the point. I also provide some credibility by sending a prior interview with Pat Flynn of [Smart Passive Income](#) who is a very well-known and respected online entrepreneur.

I will also replace the word 'product' with a specific topic, brand or niche.

If I don't get a reply within 5-7 days I usually will send a follow up message by sending a Tweet directly to them on Twitter.



So I'm assuming by now you are probably interested in some of the methods and tactics huh? The rest of this guide is mostly a number of tactics and strategies all shared in the form of short stories.

## The Joint Venture Deal For 50/50 Profits

A few months ago I [stumbled across an interview](#) over on the Mike From Maine show that really interested me. A fellow named Vinny Bock had released a product on the Warrior Forum and Mike interviewed him about it. Vinny's course involved a form of Arbitrage.

I liked the idea of his product so I purchased it, went through the course and realized I could help him take his course to a whole other level. So reached out to Vinny personally through e-mail and we started discussing his course and what I could do for him. Vinny's course just so happen to be a vague html page, filled with zipped up content and text files scattered all over the place. His content was sound and the idea was great but the product could be improved.

Having experience with building Wordpress sites I offered to help Vinny create a membership site, we agreed to actually work together and split all profits of his product 50/50 so I could continue to help him with future products, maintain the site, get the product launched on Clickbank, provide support for members and even help him out on the side with his SEO business depending on how much work he was able to bring in.

This all started from a simple e-mail conversation where I offered him something of value to improve his product, now giving me the ability to earn extra side income utilizing skills Vinny did not have.

I understand Wordpress and website design and Vinny knows copywriting and product creation, giving us both the capability to help one another out by teaching each other skills and making money together while we work on this project.

Derek wrote a post about an ingenious e-mail marketing strategy: [sending e-mail](#). This is all I had to do to form this partnership and create a great opportunity to bring in some extra money while working with someone else I can also learn from.

# The Power of Referrals

Connecting with people you see on a regular basis can be very powerful when it comes to referrals for job opportunities, both in the online and offline world. I'm going to share two quick and easy examples of how this has worked for me.

## **Offline Example:**

When I was in going through my last year of college in 2005 I had fairly small classrooms with classmates I would talk to on a regular basis, I went through high school and college learning about IT and obviously it was fairly easy to make friends with smaller class sizes.

When I graduated I found myself working a job only making \$25,000 a year, I found myself thinking of the most logical thing I could think of to get out of my current crappy job situation. I started by reaching out to all of the people I graduated with, calling them on the phone or contacting them through Facebook or even MySpace at the time asking what it was they were doing ever since graduation.

I remember messaging someone on Instant Messenger having him reply to tell me he still worked at the movie theater where he had been for years, another guy was in his same job making maybe \$10-12 an hour, another guy switched his career completely and went back to school, but then I found someone who actually got a job in IT doing software support.

His simple referral landed me a full time job boosting me \$15,000 in salary over my current salary position at the time. If I had never taken the time to build connections with the people I went to college with I never would have landed that job.

### **Online Example:**

I had reached out to an online blogger and online coach for an interview opportunity, [we did an amazing interview](#). She then e-mailed me and shared the interview with all of her fans throughout her Facebook, this is fairly common when you do an interview with someone but here was what really caught my attention.

Not only did she do all of these things but she kept me in mind because of the interview we did, nearly a week after our interview she sent me an e-mail with a job posting she found over on the [ProBlogger job board](#).

The job description fit perfectly for a skill I was qualified for, I managed to get an interview and land a part time gig with this company for a position. This was awesome in my opinion because I never would have been over on this job board looking for work, it's just not a typical place I'd find myself looking for ways to utilize my skills so a simple referral got me a chance at a new opportunity, all because of a relationship I built from doing an interview.

## **Long Term Connections Should Never Be Disregarded**

This may not be familiar for some of you but there was a point about 8 years ago when MySpace was actually really popular, I wanted to share another example of a recent connection I built that is leading to another great potential partnership.

I had a Myspace profile back in college and used a lot of keywords in my profile like 'Networking, IT, Computers, Software, Hardware' etc. A fellow named James who ran a web hosting company across the street from my college reached out and asked me if I wanted to see what a real web hosting company was like, if I wanted to stop by and check it out. At the time I was already graduated and was no longer living in the area, I kept in touch with James throughout the past 8 years over Facebook chatting every once in a while about business.

In 2013 I looked into investing some profits into a web hosting company and what better person to ask, I reached out to James on Facebook. I found out he was still building his business and had literally created a real brand for himself, we ended up meeting up. He took me for a ride in his Audi S5 over to his datacenters where he rents out server space for colocation services (Think high end servers and bandwidth, not cheap). I got to tour the data center free while we talked about IT and networking topics most of the afternoon.

I brought up the topic of SEO and ranking to help him bring in more business for his company, that very same night I then

provided James detailed screenshots and some reports on his current keyword rankings and some examples of where he can improve and how I can help him based on skills I have learned in the past year.

He agreed to discuss the capability of me being able to take a percentage of the profits from any new business I can bring him, along-side giving me access monitor his website traffic with Google Analytics for his web hosting company [Axcelx](#).

This is just another example of a long term connection that I knew would present something in the future as James is the type of person I would want to learn from and work with, he is the kind of person living a life of success and creating freedom for his family.

## **Leveraging Blog Comments**

I wanted to share another example of how actively leaving comments on experts blogs can help you really stand out.

I thought this would be an interesting share, over the past several months I've followed a tactic I'm going to share with you that has allowed me to stand out and get noticed by one of my favorite online marketing experts - Derek Halpern. Derek runs a blog called [SocialTriggers.com](#), I briefly mentioned him earlier in this eBook but wanted to elaborate more in this example.



Derek's blog is all about psychology and online marketing strategies. He shares tons of useful and valuable evergreen content on his blog all for free. His blog has over 100,000 e-mail subscribers and has an extremely active community. [You can sign up here.](#)

There was a point when I started online marketing I was struggling by following people who were marketing in unethical ways. Ever hear the phrase "You are most like your top 5 friends?" Well I was hanging around the wrong kind. When I realized there are lots of bloggers just like Derek I started to follow a different crowd of people, people just like Derek. I unsubscribed from many mailing lists in favor of people like Derek.

*So how have I started to stand out?*

-Every time I see Derek share content on Facebook I generally almost always share and like his posts.

-I comment on his blog and subscribe to his RSS feed - I will generally be one of the first 10 comments since most people probably see his new posts via an e-mail subscription which he won't send out till shortly after publishing a blog post.

This is also a tactic you can use to drive traffic. By leaving a comment quickly on a popular blog you are almost guaranteed

to see referral traffic. I have received over 300 visitors from a niche site blog called [nichepursuits.com](http://nichepursuits.com) by doing this.

-I make sure my comments are relevant and not spam, they add to the conversation.

So by doing this, I managed to be one of the first commenters on a blog post Derek wrote about:

“How To Ask Great Questions”. You can [check it out here](#).

I left a comment sharing a story about how my friends didn't believe in my online marketing ventures. I captured a Screenshot on the next page....

{ 54 comments... read them below or [add one](#) }

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**John Shea**



Hey Derek,

Here is a recent scenario I was in, I'd like to know how you might handle it.

I brought my laptop to a friend's place to nerd out for a bit and play some computer games for an afternoon, while waiting around for something in game I started reading social triggers and watching one of your videos. My friends got "annoyed" because they think anything to do with online marketing is dumb and a waste of time, I immediately got a response "You gotta stop this obsession with all this online stuff".

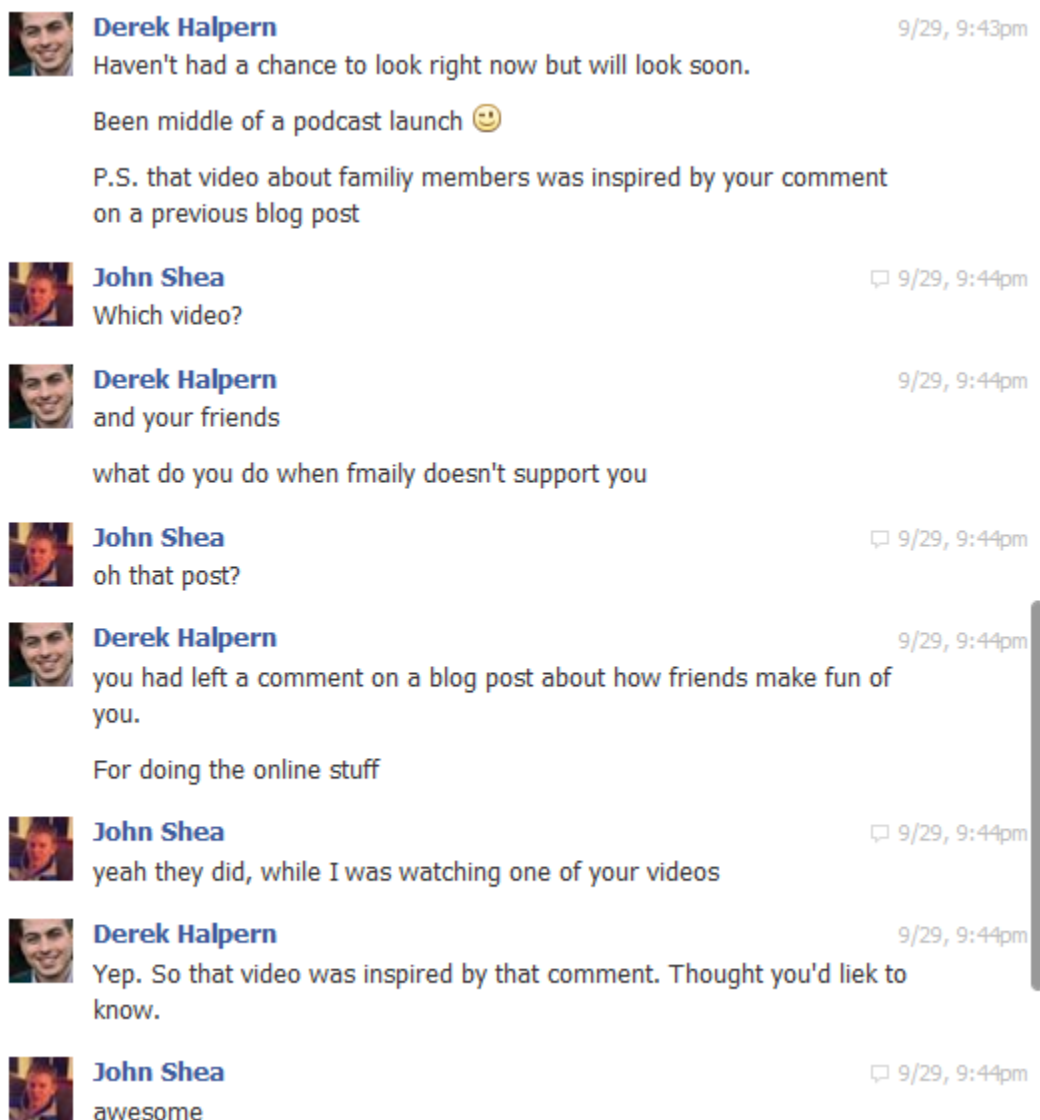
As of recently I've had a few friends express how much disbelief they have in my online marketing and blogging efforts, so much so one of my best friends is hardly talking to me at all because I tend to talk about topics I'm excited about. Would you start working to find new friends and people who believe in what you're doing or work to re-ignite friendships of those you've known for 10+ years despite their negative attitude towards marketing and blogging online? Have you had to deal with this and how would you handle it?

So here I am doing few things, I was the very first person to comment and I'm giving Derek a great idea to create content about. The type of scenario I described in my comment can also apply to a general audience which is generally what Derek does with his blog.

*So what happened?*

Within a couple months Derek wrote a new blog post called “What You Should Do When Your Friends and Family Don’t Support You” you can [check it out here](#).

Now at the time I did not realize Derek wrote this post inspired by my comment but later told me over a Facebook conversation that my comment inspired that post. I took a screenshot of part of our conversion to show you below:



How awesome is this? Not only am I getting noticed for reading Derek's blog, and leaving comments but he is writing content based on my question and comment.

This now opens up the opportunity for me to reach out and ask Derek if he would like to do an interview. At the time of writing this guide Derek informed me he was currently involved in some other projects but would be getting back to me shortly.

## **People Start To Take Notice**

As I approached my 30th episode for my own interview show I actually had someone e-mail me personally and ask if I would like to be interviewed. Obviously it took a lot of consistent effort and time to get to this point but as you progress with any task and become good at something people will want to learn from you. In my case this person wanted to learn about how I do my interviews and how they have been beneficial for me.

You can [check out the interview here](#), I was excited so I actually published this one as my 30<sup>th</sup> episode.

I even recently had someone comment on one of my interviews and ask me if I was interested in joining a private group for Podcasters on Facebook:



**Rick Noblett** · 2 hours ago  
John-

Great job! Andrew is such a pro, and you mixed nicely in there with him. He provided some awesome insight that should be a help to bloggers and podcasters of all levels.

I would love to see you come over in my private Facebook group for podcasters. I think you can provide some good insight and receive some as well. There are some heavy hitters involved in the early stages of the game, and it's growing daily. We try to make listening to, rating and reviewing other shows a priority.

If you are interested, check me out over at my blog [www.RickNoblett.com](http://www.RickNoblett.com) , you can link up with me on FB from there.

Keep up the hard work... Together we can rise above the noise!

Cheers- Rick

^ | v Reply Share ›

## Don't Be Afraid To Charge

When I interviewed Andrew Warner he recommended that I setup two pages on my blog. One offering sponsorship and another offering services.

(You can check them out by looking at the 'Hire Me' and 'Sponsorship' links over on [Voices Of Marketing](#))

Andrew happens to be the god father of interviews so I took his advice and made both of these pages. I filled my services page with as many tasks as possible for skills I have been learning on my own the past few years.

Maybe you are good at article writing, SEO, YouTube videos etc.

Find something to offer and don't be afraid to offer services you are good at.

Here is a screenshot of an e-mail I received since setting up these pages.

**From:** [redacted] [mailto:[redacted]@gmail.com]  
**Sent:** Wednesday, October 09, 2013 7:57 AM  
**To:** [workwithjohnshea@gmail.com](mailto:workwithjohnshea@gmail.com)  
**Subject:** Need to Hire you

Hello John,

I'm [\[redacted\]](#) of [Entrepreneur Chatter](#). I wanted to start a podcast, but I need some help. I wanted to know what are your rates?

Things I want to learn

1. How to record a podcast and put on itunes
2. I do interview someone through skype
3. How to set up a wordpress blog

I look forward top hearing from you.

This is great because I can charge hundreds for these services, if I had never created those pages I never would have received any e-mails like this one.

## The Facebook Fan Page Joint Venture

I wrote a very detailed post on my blog about this you can first [check out here](#).

I will sum this up here in another example but I encourage you to check out the above blog post as I get into most of the specifics there. I run [another website](#) where I promote a sub-genre of metal music.

I reached out to someone who managed a Facebook fan page, we teamed up and he agreed to actually post content from my site to his 15,000+ Facebook fans through his page. I added the fan page to my site and in exchange he would send me traffic, giving us both ways to help each other and grow while providing content to the community who enjoys this type of music.

I even asked the owner of the page to just simply “ask” his fans if anyone was interested in posting content on my site. Since they are passionate about music, I got over 20 people to [apply over on this page](#) and 3-4 people consistently still add new music videos to my site. The benefit to this is I also have them adding my OWN affiliate links to Amazon in the posts for me. I don't even have to do a lot of the work!



## Creating Testimonials

Another powerful way to get noticed by experts is to create testimonials. When Pat Flynn released his book [Let Go](#) he had a ton of ratings and reviews over on Amazon.com

On the next page I added a photo of me and my fellow entrepreneur Meron Bareket leaving a video review and Testimonial for Pat Flynn's book. There are about 240 reviews at the time of writing this and only about 5 or 6 people actually left video testimonials, among those people were me and Meron.

By leaving a video review I stood out to Pat.

After doing this Pat personally reached back out and thanked me on Twitter and started following me. See the screenshots on the next couple pages.

# Leaving a Review & Testimonial Video for Pat Flynn

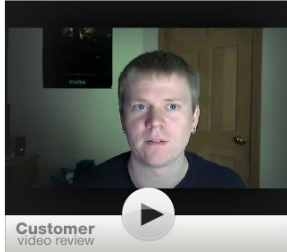
★★★★★ **Pat Flynn Offers So Much Value**, May 18, 2013

By [Forty Below](#) (Groton, MA) - [See all my reviews](#)

[Edit review](#) [Delete review](#)

Amazon Verified Purchase ([What's this?](#))

This review is from: **Let Go by Pat Flynn (Kindle Edition)**



Length: 2:55 Mins

Hey guys, it's John Shea from John-shea.net. I decided to make a short 3 minute testimonial video for Pat Flynn. His book is a great eye opener for learning about how he got started online. I think it's awesome he did bonus video content where you get to hear from his family about his journey. I highly recommend checking out Pat's Podcast, it has some of the best free content about online marketing I have come across online. All in All this is a great short read and worth the price.

Why no voting buttons? We don't let customers vote on their own reviews, so the voting buttons appear only when you look at reviews submitted by others.

[Permalink](#)

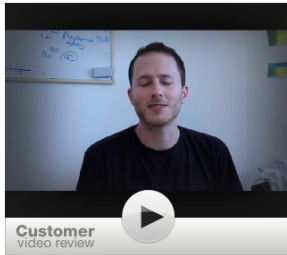
[Comment](#)

1 of 2 people found the following review helpful

★★★★★ **Your life will never be the same**, April 25, 2013

By [Meron Bareket](#) - [See all my reviews](#)

This review is from: **Let Go by Pat Flynn (Kindle Edition)**



Length: 2:34 Mins

This is Meron Bareket from the Inspiring Innovation Podcast (iPodcast dot com). Pat Flynn's story has changed my life via his blog and podcast. From a depressed corporate zombie, I was inspired to take action and change my life for the better.

Today, my sole purpose is sharing the message of people like Pat with the world, in order to make sure that people that are in the same place that I was in, can get inspired and change their paths. For this cause I've even interviewed Pat on the show, and even though we talked for almost an hour - we didn't cover 60% of the stuff that's in this book.

This is the raw, real, behind the scenes of the amazing success story that is Pat Flynn. I warn you - your life won't be the same after you finish this book. The story of an architect losing his job and left with void faces one of the deepest fears any human-being and especially entrepreneurs. Pat's amazing story of finding a new way to not only make a living that allows him to spend time with his family, but also serve humanity (tens of thousands, maybe more - of readers, listeners & viewers) and inspire others, shows the path for anyone who wishes to find his own way.

It's hard work, yes. Pat's the last person that will tell you it's easy. But after you read this book, you will forever know that it's possible. Let go of your fears and be awesome!

Thanks Pat!

## Pat Flynn Thanking Me (He also followed me on Twitter)



**John Shea,**  
Your Tweet got a reply!



**John Shea** @Aehs01

18 May

@PatFlynn Quick Testimonial Video I did today [youtube.com/watch?v=\\_jewqZ...](https://www.youtube.com/watch?v=_jewqZ...) Also put it on Amazon reviews for Let Go!



**Pat Flynn**

@PatFlynn

@Aehs01 Thank you so much for the review as video John!!

02:14 PM - 18 May 13

← Reply to @PatFlynn

↻ Retweet

★ Favorite

## Free Help and Motivational Support

Have you ever noticed a lot of experts charge for coaching services or charge hundreds per hour for their services?

I've found since I started doing interviews, I have managed to reach out and have conversations with people who would normally charge a lot of money for their time.

Just to give you another leverage example, I [interviewed Pat Flynn](#) of [Smart Passive Income](#) who has one of the top business podcasts on iTunes. He gets millions of downloads every month and has a huge raving community over on his blog.

Most people would probably pay Pat just to sit down and ask him questions for an hour. The same rule applies for most 6 figure entrepreneurs.

I [interviewed Shane Melaugh](#) who is a product creator and runs the blog [IMImpact.com](#). After our interview he actually stayed on the video call with me and continued to chat with me about internet marketing for another 45 minutes. This was absolutely killer in my opinion because he generally is a very busy person and has invaluable experience. We spent almost 2 hours between the interview itself and casual conversation.

I had several e-mail conversations with Mike Thomas of [Mike From Maine](#) when I first started my show as he was an inspiration for me.

I eventually approached him to start a Mastermind group to meet up on Skype, it turned into basically 5-6 weeks of us meeting up for an hour each week to discuss goals and tactics.

Mike normally charges hundreds of dollars an hour for coaching services! These are just a few examples of how powerful reaching out to interview others can be. All I had to do was ask!

## **Resource Articles That Are A Must Read**

-[How To Get The Attention Of Your Favorite Expert](#) by Selena Soo

-[Write E-mail: Click Send](#) By Derek Halpern

The article by Selena is a really great read and elaborates even further on some of the information I have shared with you in this eBook. I highly recommend reading that post.

Derek's post will help you understand such a basic concept I feel so many online marketers today don't take advantage of, people are so prone to automation these days they forget how powerful a simple e-mail can be.

## Conclusion

Hopefully the examples in my guide will help you better understand how to leverage and reach out to experts. People ask me “How do you get such high end people on your show?”

The funny thing is all I did was ask them using the simple e-mail I showed you earlier in this eBook. Don't be afraid to ask others for help.

Most of these projects and relationships I have built took time and effort but with consistency anything is possible.

You can use any of these examples to help you start creating better business relationships, forming joint venture partnerships, joining private communities, and even reaching out to expert entrepreneurs online.

-John Shea

[Facebook](#) | [Twitter](#)

<http://www.voicesofmarketing.com>