

Jason: Hey everyone, this is Jason Katzenback with JohnCow.com and last week I made a little post that hopefully got some of you thinking. You know over the last few months since we took over JohnCow.com we've really been trying to change the mind set of how a lot of you are trying to make money online, and a lot of times you guys just fall into ruts of "I see this working for them so that's what I'm going to do." And you don't really think for yourself and a lot of times, you'll say "Oh I know people are making money in this market so I'm going to do it" and you really have no interest in the market, no passion and it really comes down to things like: thinking for yourself and being passionate for your market.

Well last week I got an e-mail from a reader of JohnCow.com and he said "You gotta check out this guy." So I went to his blog and I have heard of him before but I never really honestly looked at it because I've never really paid attention much into the investor's market.

Looking at his blog, all of a sudden all of these lights started coming in on the different things he was doing. He made this post that really stuck out to me and the gentleman that I have is Mr. Timothy Sykes

Jason: Well Tim thank you first of all for being willing to do this interview with us.

Timothy: No problem, thanks for having me.

Jason: I've got a few questions, the readers; well actually most of the questions came from me. Things that I really wanted to get across to those that are really wanting to get started making money. I just think

that this is such a cool story. First of all Tim, could you tell us a little bit about your background.

Timothy: Yeah, I've had kind of a wild ride. I took my \$12,000 bar mitzvah ride...gift money, turned it into \$2million dollars before the age of 22. Then I got too cocky slashed undisciplined and lost a third of it. Starred in a T.V. show Wall Street Warriors and now written a book 'American Hedge fund', became a blogger in order to promote the book. All inside of a decade.

Jason: Cool. Like you just said you've made a fortune and lost a fortune and your coming back strong again, is that correct?

Timothy: Yeah, I wouldn't say I've lost a fortune, I lost a third of it. It was pretty bad, but you know I can still go out to Nobu, good sushi restaurant that I like.

Jason: Excellent, Excellent. We're actually going to get into that more in a bit. When did you first start a blog?

Timothy: Started it in October 2007, but really got my blogging plan together in November 2007 so it's been just about 9 months.

Jason: Okay and when you first got your blog, what was your monetization focus of your blog? How we're you trying to make money on it?

Timothy: You know really I started just to promote my book, it's self published, it's all print on demand at Amazon, reject the major

publisher Wylie that offered me \$35,000 advance for it. I rejected book stores because the margins weren't there. The blog was really just to sell books. That was it. I didn't really have a plan, and then I kind of came up with these other plans along the way.

Jason: I love that you're talking about plans, because that's something that I keep jamming down people's throats. I think about making plans. What would you say when you first started was the biggest mistake for your blog?

Timothy: So many, how to narrow it down. Pretty much just the fact that I came in with, a set of goals. The goals weren't bad, but I came in with a set of assumptions of what would work. Me posting about this stuff, me posting about that stuff. Actively trading stock, I thought that would get my name out there, would do it. Actively traded stock wasn't my niche. So I got away what I really know about in order to go for more attention and that was a mistake that I gradually got away from.

Jason: Now one of the things that you made a post on your blog was you were referencing Mr. John Chow and tell us a little bit about the background of that post and why you made it.

Timothy: Yeah, you know John Chow. I wanted to make money with my blog too once I realized that the books weren't going to make me a ton of money. I wanted other products, so I actually created a DVD called 'Penny Stocking' and I also want to do ad sales and I was looking at John Chow and I was looking at the posts of how he was making \$30,000 a month with his ad's. So I went the Ad route and

that for some reason, weather it's my niche or my personality considering that I, you know, am too open. I'll say 'This product sucks' or 'That product sucks', not the best personality to be promoting products so my Ad sales have completely bombed.

Jason: Interesting. You know it really looks to me, that one of the things that's coming across here is, I think a lot of people make this mistake too, is. For example, with John Chow or weather you're even looking at John Cow, your looking for one person and you immediately assume 'That's how I'm going to do it'. You know I run contests pretty successfully on John Cow and I've gone to people's sites and they are trying to do the exact same type of contest on a site that has nothing to do with making money online and it's failing miserably. I think a lot of it comes down too, it's great that you test and track different things, but you really got to try to find your own hidden niche. Do you agree with that?

Timothy: Yeah definitely. I had no idea. I just created a subscription website called Timalerts.com and I didn't know that people would want real time trading alerts. I thought I would teach them how to do it themselves so they wouldn't need to rely on me, but people themselves are fat and lazy and they rely on me so that program has worked out. The only way I got to this program though was by trying all of these other programs like Adsales that didn't work out. As I say frequently, we're looking at the first or second inning of this whole internet blogging bomb and you really just have to try everything out and see what works with your niche, whatever your speciality is, I really think that if you have knowledge in whatever area, business wise, or gossip, or entertainment. Whatever your niche is, if you focus

on that and your willing to work hard you can rise to the top. You know most people again are fat and lazy so they aren't going to work that hard. They like the four hour work day.

Jason: You're absolutely right and a lot of the times people will see, they want to think the best of others. The truth is, that's one of the things with the internet. It just makes things way too simple and we've got, it amazes me at times, you don't even think about it. It's the whole Home Depot. You wanna offer a full range of things like Home Depot but if you just want the tool, here we'll give you the tool. But if you want us to do absolutely everything, here, we'll give you absolutely everything. And people will pay for it. So many people would rather 'you do all the work, and let me have the results'. That's great. I'm glad to hear it's working for ya.

Timothy: Yeah, I mean it's a gradual realization too. It took me; literally, I just released this subscription website two months ago. So it took me 7 months to come to this conclusion.

Jason: Now you have a name for yourself in the investor's circle and you know this has been able to help you grow your blog. But there is definitely an obvious moment that something changed. You know regardless of the fact that you do have a name for yourself. That wasn't what made your blog successful. You know you would have been successful seven months ago with it. So what is it that changed? And how can others that may not be in the investor's market take from this and learn from it?

Timothy: Yeah, I mean in the beginning there was a lot of confusion on why I decided to go this route. Trading, managing a hedge fund is a lot more lucrative theoretically, but you know I found the opportunity. It took me awhile, but what it comes down to, specifically for me is that I'm on this website called Covestor, which tracks all your trades and investments. It's a social networking website for investors. Overtop I've gradually proven my work. I'm #1 performance wise and I'm #1 popularity wise. That website kind of validates everything that I say. There's a lot of people in financing talking about stuff, there's a lot of people in make money online talking about stuff, but, if you prove your work. Like if you say 'I made \$50,000 this month on my blog' then people are going to look at you. If you made \$50,000 trading stock, people are going to look at you. So you really need to, cut through the B.S. because there's so many just one long stale page sheet that pollute the internet and you know, those might work on senior citizens and senile people, people that can't really weird. Their kind of like cheesy infomercials if you will. Those work but they don't really have long term success because they aren't real. If you can prove that you're real and you're better than other sites that aren't then you have something of value.

Jason: You know that hits the nail right on the head with the social proof kind of things. On our blog right now, where my wife, she finally decided that she wanted to get into this market a bit. Three years ago she was diagnosed with Arthritis at the young age of 30 and she's become really passionate about it. Just because, first of all, that she has it, she's passionate about it, people are listening. But also because she's getting a presence in forums and everything, talking to people about it and giving them real solid advice. I'm trying to give an

example right now of something the exact opposite of investors but the same idea; you know it's that social proof thing where it's a lot easier to do those kind of things, when you have a passion for the market. Obviously you've had a long time passion for investing correct?

Timothy: Correct. I've been doing this for 10 years, I'm not just some new, and there are a lot of investors with websites saying 'Oh I'm just starting, watch me learn from the beginning' that's fine you can learn from somebody whose just starting but they aren't really going to offer anything of value. I bring a decade of experience to this.

Jason: Take an example of a niche, like the dog training niche. Yeah, you know anybody could probably start a blog and they might be able to be successful with it. The point that I think is really important to listen too here. When you have a passion for a niche and, I mentioned in the blog post, if you have a passion of being able to help people in a certain niche, that goes so much farther, and I think, again Tim you're a perfect example of that. You're absolutely passionate about it and people are listening to you, you're proving yourself through social proof and it's really starting to reward you well. So excellent.

Timothy: Also, also what I want to bring up is it's not just me anymore. The beauty of blogging is that it's an open forum. So other's, if my stuff isn't working for them, then they can just rip on me and I'll be out of business in a few weeks because there's so many negative comments. But I have all of these people who have been using my stuff and making money, so they talk and now there's a dozen blogs that are kind of similar to mine and the strategy that I kind of detail in

my Penny Stocking DVD and now I have 8 of the top 20 people in Covestor who are following my strategy, so it grows exponentially, and that's the beauty of this whole kind of revolution.

Jason: Absolutely and so many people, a lot of times customers come in and they think that they need to get into the make money online niche, it's just so not true. This is a perfect example, your main blog, in my eyes to a few things you'll see being implemented on John Cow and it's just little things, that 'doh' I can't believe I didn't even think of that. It's a great blog, so go check it out and you guys I'm sure there will be little things no matter what niche your in that will open your eyes and think 'man what a great idea that is' and what I like about it is that your really covering all basics. You've got the blog, you've also got a forum, affiliate systems, so ah, it's a pretty neat blog so definitely go check it out.

Timothy: Oh and just wait, you know this, your readers, your listeners, you're the first ones to hear this. We're launching four new website sin the next two months; we'll have a website specifically for beginners, specifically for veterans. A lot of these people, they don't want to mix, you know veteran traders have enough, their bidders, their stock traders and they don't care about newbies. Where as newbies they want all information that's basic. They don't want veteran traders talking in lingo they don't understand. That's something for the future.

Jason: What a beautiful thought too. Just for anybody, any type of blog you have, if you've got a niche that's starting to catch on, I mean what a great way to be able to diversify it to be able to grow it more by targeting more specifically more parts of that niche. That's

fantastic; I'm excited to be able to watch that. I'm assuming your going to be sharing that shortly?

Timothy: Oh definitely, it's all going to come in out in September and October. We're also going to be trying a new social web app, which is kind of like Twitter which is specifically for stock trading. It could be cool too. After your in any niche for awhile, you start to see problems that you want to solve and you think you can make money through solving those problems.

Jason: Absolutely that's the biggest thing in customer research. Find out the biggest thing that people are complaining about and provide a solution for them and you'll make money. Fantastic.

Timothy: Exactly. We're so in the beginning stages of this, people have to really understand that, even if you don't make money. I mean I made \$45,000 last month off my blog, but, you know that's up from \$25 up from \$16 two months earlier. The first few months I was barely making anything, about \$4000 worth of books trying to justify my time spent on this thing. But it's all about learning and the quicker you get into this, the more time you devote, the more you learn and eventually you'll find your profit angels.

Jason: Absolutely and once you find those things you just, one of the things too that I find important. A lot of the time people will find certain strategies that their just moving forward with and their not even realizing what's working and what's not. It's so important that you find what's working, and even get rid of what's not and just focus all of your efforts on what's working and grow it that way. Fantastic.

Timothy: It's very similar to stock trading. You let your winners run and you cut your losses quickly. It's exact! I've had programs that have failed. I tried Tim bucks, this program where, you know rewards we'd give iPods and Shuffles to people who complimented a lot. People don't care, they just want honest advice, they don't want these stupid shuffles, everyone already has a freaking shuffle already. So we're dumping Tim bucks because we're cutting our losses and moving onto stuff that does work, like mainly the subscription, Tim Alerts.

Jason: Excellent. And this proves to you, I'm sure there are others using that service you mentioned that is working very well for them. Yours it didn't, but you tracked it, you realized it was working, it wasn't, you cut it and you moved on. Excellent advice.

Timothy: Yeah and it wasn't even that much of a loss. We sold it for some other site for the exact amount of money we spent coding it. So, it wasted time, but it was a good lesson learned and we didn't lose any money.

Jason: You know, actually, that brings up a good point. There was a comment on the blog, mentioned the money you've lost. It's funny because, I almost went bankrupt three times, before I became successful online and was able to grow a seven figure a year business. But before that I was scraping by, I would earn some money and lose money, earn some money and lose money. What advice do you have for people about that mindset? You've lost money, you've made money. What advice do you have for those that are afraid to risk money to lose money to make it? You know no matter what

endeavour.

Timothy: People are so obsessed with being perfect and making money straight from the get-go. I think it's actually good that if you loose money because you learn. I had my first loss after making too much money in college too quickly, I never had any losses, I was just cocky, just arrogant, ah just disgusting kid. I lost quite a bit of money and that kind of made me more conservative, wiser and much more trusting in business which is huge in business. So don't be afraid of failure, I always hear this comment where Edison failed 10,000 times before he created the light bulb, and just think about that. Failing at something, it's probably an exaggeration, but let's say he just failed 1000 times. We get so disturbed even if we fail like three or four times, like 'ah, we're done'. Just think about how much failure there is in the world. But then you can also be more successful.

Jason: Absolutely.

Timothy: I sound like a motivational speaker, it's ridiculous.

Jason: Just try not to make the same mistake again. One of the people I refer to a lot is Coronel sanders, you know people don't realize that he went to 1000 different restaurants to sell them his special recipe and they rejected him every time. It was, well actually it was 999 and they say it was his 1000 restaurant, I don't know if I said that right, but it took his 1000 try before somebody said 'yeah, I'll buy the recipe from you.' The rest is history, some people are lucky and they just fall into the right place at the right time and everything goes great for them. I think we want that to be us and the chances are, you know it

won't be, you'll probably have 1 or 2 failures before you strike it, but it's those failures that you move from and move forward from.

Timothy: They make you, I wouldn't be able this successful blogger without my losses. I would still be batting 1000; I would be offering advice saying 'don't bet against me, I've never been wrong.' It's like trying to pitch a no hitter. It starts getting to your brain, you start acting different, and it's just bad. Losses are the key. It's tough luck and obviously you don't want to loose everything, which is why we went back to the same lesson of cutting your losses quickly.

Jason: Learn, don't be bull-headed, dig you're heals in. Learn to let go. Excellent, now what advice do you have for someone who right now wants to get started on online blogging?

Timothy: You know, really whatever niche you're in, just find every single blog, every single successful and non successful site in that niche and see what's working and what's not working. Implement the stuff that you think you'd be good at and just start learning. That's what I did, I had no idea about finance blogging before I started. I was a stock trader, I wrote this book, I researched websites that have rankings of all the different site sin any one niche. I use this website called Instant Bulk and it lists the top 160 top finance and stock blogs. I just wrote down a whole list of stuff that I liked stuff that I didn't like and just started implementing it. It's completely home made and I've obviously, my site has gone through four or five total re-designs because we have to see what works and what doesn't. The re-designs are costly, yes, but I actually brought on a business partner. That's another beautiful thing about blogging, you meet so many people. I've

met literally hundreds of people that I now, work with in some capacity. I have some subscribers, you know 702 subscribers in two months, but, you just meet all these people. They just like the work your doing because your working daily. You're pumping out daily evidence that have some kind of value. So they contact you and want to work with you. The way I found my guy Pallion who designed my website and are designing all of my other websites, he read my book and he liked my blog and he contacted me so we started working together. I've heard this story time and again from people who just meet blogging, since it's so open, you really can't afford to be fake. It's not like these sketchy, I'm so disgusted with these sketchy one page sales sheets where they have like a little pop-up, Ah, I hate that and unfortunately that's where a lot of the industry is right now.

Jason: Yeah it is, because of its proven track record of it's effectiveness, the one thing too is that times are changing. What worked a couple of years ago doesn't mean it's still going to work today. I agree with you, how many e-mails I still just delete because right away, it's the same story over and over again and you haven't even given me a reason to trust in you, but why in the world would I buy from you?

Timothy: What I find, sorry to interrupt.

Jason: That's okay.

Timothy: What I find especially funny is on my page on Facebook when somebody befriends you, I'm not sure if it's this way in other businesses but 'I see you're a business man and I'm a business man

too so let's connect and do business together'. It's such a scammy, spam message. Its like "what the hell man? How many friends do you have that you can't send a personal message?" I've got like 4000 friends now on Facebook, I would never send a message like that. I always talk to people individually, and yes it's time consuming, but it's so much better. I immediately distrust someone when they send me some BS statement like that.

Jason: Absolutely. Well even little things like everyday, I'm sure you must get pounded with your blog, but some of the automated comments people leave. It's like 'you know if you would just stop for a minute and just leave a comment you would get approved and your efforts would be rewarded'. Everyone wants the quick buck, they don't want the work and that's something that I know, we'll have people, weather it's in Portal Feeder or anything we have to help people and they'll say 'no this is too much work.' Well you're never going to make it if you're saying it's too much work, because you know it is too much work, it's a hell of a lot of work.

Timothy: It's a lot more work then I ever anticipated, but if you love what you do then it's not work, it's like, being on vacation 24/7 because you love it.

Jason: Absolutely, and the great thing, for example, I go away on vacations all the time, I just take my laptop with me, I have people that work for me and your just able to do it. It's not that you take the time off and you can't do anything. It's that you can move with your job and there's a lot of freedom's that, that work pays off for.

Timothy: Man, I'm going to Japan in two days for a nice little vacation. I plan my vacations around internet cafes and hotels with internet access, I'll work for two hours a day, just for some balance, I love my work, but that doesn't mean that you should ignore the rest of your life. You do need balance, for me I've had issues where I've burned out because I have no off switch. I've learned to realize it; you have to say 'alright, why am I working so hard?' It's nice to build a brand, it's nice to help people, and provide a good service, also you need some time off.

Jason: Absolutely.

Timothy: Vacations are very good.

Jason: Especially for people wanting to start out, because I think a lot of them are working full time jobs, one of the things, just take a day off. On a Sunday, go do something that you like to do to get your mind away from this. The last thing you want to do is ruin your health or your marriage to start this. That's great advice.

Timothy: Yeah.

Jason: Now you have mentioned this a few times, I wanted to bring it back up. Planning and setting goals. What's your view point on that for getting to where you are now?

Timothy: Ah man it's just, non stop goals. I have this whole, I kind of have this pad I bring around with me all the time with ideas, but I have too many ideas to implement to have the time to do anything. So

you really have to pick and choose, review all of your ideas, see which ones are most effective, which ones you can actually make money off of that will be worth your time. Just set your goals, you know? Stock trading is very different, different sets of goals, kind of like research gambling. Every time you say, I want to make \$2000 a month stock trading, and that's when you get in trouble because you start to force trade. But when your building a blog, you can set goals, this month I want to get 50,000 unique visitors, what do I have to do to get there? Then you take; create all these steps, if you are near the end of the month and you haven't met your goal, then you know you go without sleep to reach your goal because it's important to reach your goal.

Jason: Excellent advice. For people, that's something I know a lot of people, I've done a poll on John Cow and a lot of people admit it's good to do but they just don't do it. Was there a moment for you when you realized that you needed to be doing the goals and once you started you noticed a significant change?

Timothy: Um, I mean it's really, no. In a word, since I come from a stock trading background I didn't set goals in the beginning. Now that I'm planning all these new sites, I have specific goals, specific plans on becoming more organized but it's not in my nature to be organized.

Jason: So it was very hard for you to implement?

Timothy: Yeah, I was just rapid fire trying whatever. I'm sure it curbed my growth for quite awhile when I was just disorganized. I'd like to prevent others from making that same kind of mistake You have to treat this like a business. Even though your sitting on your couch, I sit

on my couch in my underwear all day, which is nice but it's still a business. If you think of it as a business, this is how a business to run. It also helps to have business experience, if blogging is your first thing out of school or in school, I think school's completely irrelevant, specifically for stock trading. I don't know if there are any blogging classes. Are there? Are there blogging classes?

Jason: In school? I don't know. (Lightly laughs)

Timothy: That would be a cool class to go to. Maybe you should start that up, John Cow University.

Jason: There's definitely some online courses for training.

Timothy: That would be good.

Jason: With your site and you said that you're wanting to grow. Obviously investing is a hot niche, now what about, this was a question that came up. What advice do you have for someone who is passionate about a niche that just doesn't seem to be hot. Would you give them any advice?

Timothy: First of all, finance is not a hot niche for blogging. I'm number 3 finance blogger right now and I don't take any pride in that. Yeah it's obviously going to be tougher if your niche is like "Training to be a cable repair man", I wouldn't expect that to be a hot niche. If you really want to be a cable repair man and that's your dream and your passion, then you know, go for it. You can single handily make a niche. What's that video, ask a ninja, there weren't really any 'ask'

somebody humours videos, he created that niche.

Jason: That's a good point.

Timothy: There's ways to create niches, it's obviously tougher but maybe sometimes tougher is better because it makes you work harder and learn more and ultimately you're better off.

Jason: I think an important point too is you know, there's no one niche that's the best niche. That's one of the things I find, people are like "Oh what keyword tool, how do you find?" it really comes down to implementing. No keyword tool can predict the future, give you some general guidelines 'based on historical data, this looks like it will be okay'. It totally comes down to what you're saying, just do it. Just try stuff, see what works, what doesn't and just go from there. I think some people would be greatly surprised, for example Multilevel marketing, I have a good friend Dean Caporella who started getting into Multi Level Marketing and people are saying 'oh that's a scam now' and he's loving it, he's making good money from it because he just tried it. It's a perfect example, just try different things, you never know what's going to work. Don't listen to other's that say 'oh no that won't work'. If your passionate and you want to get into it and try it, go for it.

Timothy: Yeah exactly. Never listen to the crowd, especially on the internet. Who is the crowd, these people aren't even real people. There could be one fat guy, sitting on his couch with like a thousand aliases and he's the entire message board and you have no idea. Ignore all that and just ignore wars, the internet and especially

blogging. People feel just free to express themselves so they are a lot meaner and cruller and you just have to learn to deal with that. Turn your nose up, because it's just childish.

Jason: Oh absolutely, I saw a post about that just the other day. Somebody reacted to something my wife did and it was just, it was absolutely ridiculous, and you want to be able to lash out but you can spend so much time wasting energy, trying to do those kinds of things trying to grow your business. So you keep mentioning something, moving forward and that's just great advice. Always just set your goals, look towards your goal and do everything you can to move forward towards it. Don't get distracted by nay-Sayers and all that other stuff that is so prevalent in places like forums, even on blogs. Excellent.

Timothy: Yeah I've learned that totally. I like lashing out, it's a good stress reliever, if you do it right, you know you make good points when you come back. It strengthens your case. It shows how ridiculous the nay-Sayers are. It's actually better, which is a surprise, which is what I've found. You could have a blog where you give advice, where you give information and you have all your fans saying 'oh thank you for the great advice.' That's boring. If you have like one or two hitters come in and they say all this crap that, you know, you can give proof. It stirs up the hornets nest and it can actually be good for traffic.

Jason: Oh absolutely. If you go to my blog, I mean I'm not shy to respond to comments and I think that's part to creating a community. You don't see, you need to stand up for yourself, but what I'm talking

about is getting distracted in places like forums and everything where it's a no-win situation. When you're arguing with someone on their own blog, basically you're already underhanded, because there's nothing you can do about it. On the other hand, I think it's very good, controversy it creates traffic, it creates buzz. People get interested and it also shows that you're not going to sit here and just take it. I think there's definitely a balance because I know I've been sucked into things that have just gotten worse and worse and drawn out. I do admit a blog is great therapy when it's your own blog. Because when someone says anything, you can say whatever you want to them.

Timothy: Exactly, yeah, I have nothing more to add to this.

(They both laugh)

Jason: Well I don't really have anything else to add, but just once again if you could let everyone know your main blog for them to check out.

Timothy: Yeah it's www.timothysykes.com and then also TimAlerts.com which is my real time trade alerts. Those are my two sites for right now, but stay tuned, four new ones in September/October.

Jason: Excellent. Any closing remarks. Any closing advice you have for anyone?

Timothy: I really just want to stress that we are so in the beginning of this, you could be the worse blogger in the world but if you take the

time to find what works and what doesn't, eventually you're going to hit something. No one losses or is horrible forever. It's all about improvement. I really think this is going to be an exciting niche and I look forward to seeing what happens in the next decade.

Jason: Excellent. Well I look forward to watching what happens, and again thank you so much Tim, I really appreciate it. Again this was short notice, I just called him over the week-end, I was gone all week-end after that. He was willing to do it right away. I appreciate it, I hope that you listening you were able to get things out of this. So often people are right away close minded to certain things, because 'oh this guy was already successful in his market' but that meant nothing. But as you heard 7 months ago his blog was doing nothing.

Timothy: I should actually clarify this, I was earning between \$1000 to \$2000 it got up to \$4000 within four months but the first three months it was literally nothing except for book sales which we're decent, because you know I had my whole TV show and stuff like that which was helping. Nobody took me seriously in the blogging or writing world.

Jason: It's funny you say that because blogging is a completely different animal. I know a lot of people, who have gone from one form of media to another and blogging, their relentless. People want, you have to be, and it's an open faced sandwich kind of thing.

Timothy: Yeah, blogging is much more aggressive. You can't just BS with some, you know some sugar coated statement and that's good. That makes you better.

Jason: Absolutely. Well I really appreciate this again, I want to say this one more time and if you guys want to check out www.timothysykes.com I will have a direct link for you guys with this recording, so we make sure 100% we're directing to the right blog. Do yourselves a favor, check out what he's doing, this guy's doing some things right and you can definitely learn from it no matter what niche you're in. I would advise you guys to sign up and see what he's offering. I'm sure you can learn a lot from him. Again Tim thank you so much, really appreciate it, really enjoyed this called and behalf of all the listeners at JohnCow.com, I'm signing off.