

From Installing Satellites To Internet Marketing Consultant In 3.5 Weeks

**Kyle Tully Interviews
Consulting Tycoon Student
Rob Rawlings**

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Kyle: I've got Rob here on the line. Rob is one of my Consulting Tycoon members. I've had the good fortune of catching up and meeting him for the first time in person at the recent Fast Web Formula event and I was just blown away with some of the results he's been getting in his consulting business, so I wanted to grab him on the line and do a quick interview just so he can tell us what he's been up to and how it's been working. Welcome, Rob; great to have you on the call.

Rob: Hey, Kyle, how are you?

Kyle: I'm doing good, mate. I'm buzzing after the event. I've got a ton of good ideas to implement and have been really, really busy. How about you?

Rob: Absolutely—my heart rate hasn't dropped all since supper.

Kyle: I could see the fire in your eyes when we were chatting—all of these new ideas bouncing around in your head and how you could leverage those ideas into money.

Rob: That was just the speedy ideas and it was friction.

Kyle: Yes, awesome. Just for the guests and for me, I don't know a great deal about your background. What were you doing before you got into the consulting business?

Rob: I was an engineer/technician. I worked for a reputable satellite installation company, climbing on roofs. Summer in Queensland gets really, really hot so I just had to figure out in my own head: "There must be a better way to earn a living than this." I suppose it was last April that things started to change for me.

I went to an Internet seminar and I met one of your fellow friends, James Schramko. He kind of got my head working around the Internet, how it is the

future, how money can be made online and actually helping other people to make money online. That was really where I had the thought that Internet marketing wasn't really the avenue that I wanted to go. I liked consulting. I liked helping people and it started from there.

Kyle: Awesome. It's kind of a similar thought process to me, where I like the marketing side of things and I like helping people and all of that, but I didn't really have a niche that I was passionate about, so consulting just seemed to be a pretty good fit. What made you join Consulting Tycoon? What was the whole thought process that went behind that?

Rob: The whole thought process, I suppose, to me was I tried the affiliate marketing thing and it really wasn't happening for me. I started going down one of these rabbit holes where it was just getting darker and darker and I was getting a bit more anxious and a bit more desperate really. The desperation was starting to show.

So I pulled myself out of there, looked in a forum and found you. I read your script. I read your really long sales letter, and I've never read a long sales letter in my life. I get to the third line and I'm out of there. I'm one of those people who makes bounce rates really high websites.

But I found myself reading right to the very bottom of your website, so I really was enthralled by your copywriting. I naturally clicked through. I thought, "What the hey," and bought your product. It's just been a skyrocket since. It was probably born out of desperation for help.

Kyle: I hear a lot of people saying similar things. They start trying things, they're taking action—they're doing all the right things that everyone says they should be doing, but they're not really seeing the results. I know from my own experience, it took me a good couple of months, if not a couple of years, before I was making any significant money from affiliate marketing or my own products.

It really is a bit of a process to build that up. Consulting was a good outlet for me and a good leveraging point so I could get in there, start making some money and start investing in some of these other things, which maybe seem a little bit fancier on the surface but are a lot more work than a lot of people let you on to believe.

Rob: I think it was the correlation between offline business and online worlds. I felt like I was the link that could put the two together.

Kyle: Perfect.

Rob: It was coupled with the speed at which I could implement and take action.

Kyle: You were telling me about some of the results you were getting. I'll ask you about them a little bit later, but I was blown away. I see the new people coming through now, being able to leverage off of some of the information I've been able to give and the information guys like James have been able to give.

You are getting results in weeks what took us literally years to develop, so that's really exciting. I love seeing that. Let's take a step back though. What was the hardest part about actually getting started in the consulting business?

Rob: The hardest part, I suppose—starting off with a small [indiscernible 4:52]. I started to watch a video. I'll tell you a little story. When I first got into the forum when you changed over to the Nanacast, do you remember when you talked about the past when I might get a problem? Everything ran really smoothly.

So I started to watch the videos in your forum site with no real order. It was all desperation. It was a bundled mess in my head. Then I think I spoke to

you about it and said things aren't really gelling and they're not coming together. You set me straight on a few things, which is really awesome, when we had that conversation probably about four or five weeks ago. I was still studying a wealth of information at my disposal in your forum site there.

I suppose the hardest part of getting started was actually having this fear in my head saying, "Oh, you're not quite ready yet. You don't want to make yourself look like a fool in front of everybody so just learn a bit more, learn a bit more, learn a bit more." That was the hardest part—having the balls to get up and go. I can give you a brief story of how this happened for me.

Kyle: I'd love to hear it.

Rob: Once upon a time...I go out walking in the bush really early in the morning because I live up in Queensland and it's hot so you have to go out around 5:00 in the morning. There's nowhere else to be in the Great Aussie Bush in the morning. Anyway, I was walking across this scrub and I came across this creek. I simply jumped over it.

It was probably 1.8 meters wide, probably half a meter deep so I jumped across it with no hesitation. But my girlfriend (yes, sorry, girls, I'm taken) stopped and she hesitated. I said, "What are you doing?" She said, "Well, I can't jump across there. It's too big, it's too deep." I said, "don't think about it. Step back and jump." With that, she did it.

At that moment it just hit me like a slap—it's like you've just got to take faith knowing that you can jump across to the other side. Maybe you don't see the other side, but you know that it is there, so when you jump it will present itself to you. This is like, "Wow, hello, Rob!" I raced home, had a shower and just got into it. From that moment on, Kyle, it was just hold on to your hats, because I'm going.

Kyle: I remember you posted some of that little story on your blog that you've got in our forum. That obviously connected with a lot of people because you got quite a lot of comments on that. People were not just encouraging you, but also were being encouraged themselves and seeing a physical manifestation of one of those mental attitudes that people tell you you should have, like "just do it," "just take action." When you actually see it in the real world, it becomes a little bit more clear and more real to you, I suppose.

Rob: Yes, I think so. If you can relate to someone who's on the same page, the same level as yourself and they see that someone is taking action and making money, it's not just a load of paperwork and video that means nothing, it's actually real, it helps a lot of people out. That's part of what I do—I like to help people out.

Kyle: Cool, and what products and services are you offering to your clients to help them out?

Rob: Because I got myself into Internet marketing, I got stuck with that whole side and decided to help local business owners to get online, which was my main goal and why I came through to you. So my main service is online consulting at the moment, how to help small local businesses get a presence online to start competing with the bigger boys.

The way I do this was your great idea of the big, bright, yellow envelope. It really takes people by surprise. I've actually developed that a bit further for myself now, where I'll do e-mail marketing campaigns. I'll personally ring a company up, say who I am, say I've got a fantastic bit of information I want to show, and then I'll do some small research on their website and on their competitors' websites.

I'll actually record the screen and put that into a file, e-mail it to the client and they're always blown away by this. That's the product I want to develop and help clients with that because then they say, "I want this myself." That kind of

naturally occurred. I'm still really developing my own product, but that's on its way. It's going to be based around that.

Kyle: I love to see my students taking what I've taught, making it their own and adapting it to their own personality, lifestyle and the way they want to work. You're not in a big city by any means, are you? You're in quite a small little town up there in Queensland, is that right?

Rob: Yes, there are only 60,000 of us here.

Kyle: And you're working just with local businesses?

Rob: Absolutely, just local businesses and I'm finding every week I'm getting more and more phone calls.

Kyle: Excellent. That's really cool. You can definitely make this work in a small town. You don't have to be in Sydney with four million people or whatever crazy number we've got down here.

Rob: Absolutely not.

Kyle: I talked before of how you're having some good success and you dropped a little hint there. Do you mind telling us a bit about the success you've had over the last five or six weeks now?

Rob: Sure. Where can I start? With my first client, I suppose. As always, after this big epiphany I had about taking action, I did a 20-envelope sendout that particular week and waited for a response. Nothing happened. A friend phoned me up and said, "Do you want to go fishing?" I was like, "Well, I'm not doing much. What the heck?"

So I went out fishing and sure enough, when I was away fishing for those couple of hours, the phone rang and I missed a few calls, which turned out to

be really good in the end because it made me look really busy. It was a client who was so desperate for a website because she's in a really highly competitive niche.

That's a big thing, if you can find a highly competitive niche and help somebody, because that's their pain. They just want to stand out. I saw that straight away, her pain, that she was fighting against other competitors within her area. She was a five-figure client and that was after three and a half weeks of taking your course. I've replaced my income.

Kyle: That's awesome, man. Congratulations.

Rob: Thanks, buddy. I was stoked. I nearly crashed the car when I got the phone call. It was unbelievable. But since then, it's been roughly one client a week. I've actually found—I don't know if it's because of the recession or what—that people are generally a bit harder to help because they don't really know themselves.

The money is tighter, they want to advertise but they can't really afford it, so I've found with the ones who have the websites, it's just to tune their websites slightly, but offer them maintenance packages, which no one really does in this area anyway.

The maintenance packages are a slightly lower price line, but it's on a residual and that's really where all businesses need to be—on residual income. I love the fact that I go to bed at night with my head on the pillow and my bank account is going “click, click, click.”

Kyle: Exactly. You've got that magic, overnight income that everyone talks about.

Rob: Absolutely. It sounds like there's another house up for rent at your place.

Kyle: That provides immense value to the business as well because SEO and traffic generation is an ongoing process. You don't just build a website and make millions of dollars; you build a website, then you invest time, money and resources in driving traffic. So as much as it's great for you to have residual and have that security there coming in each month, it's also perfect for your clients because they need that service to get more clients to their website.

Rob: Yes. It's good for the client and it's also good for me because it gives me a great rapport with the client, the client's friends and therefore, you start getting referrals in with happy clients, and that's your business.

Kyle: Perfect. I love referrals. They're a huge part of my business as well and I think if you're ethical in the way you run your business and you do provide a good service, then those kinds of things are going to naturally happen and you do set yourself up right from the start.

One question I love asking people who are now having success is what advice would you give to someone who is brand new and either just thinking about getting started with this, or they've just invested in a package and are now figuring out what they should do?

Rob: My advice for someone brand new is I think self-belief must rank pretty high up there. Believe in yourself. I would say to have dogged determination and tenacity. Like you said, you saw fire in my eyes. I have a saying: the person that is willing to put more effort in for the next five years will receive more than anyone else for the rest of their life.

That's a saying I take to the heart. I'm prepared to put more effort in than anybody else is for the next five years and that will then give me my reward for the rest of my life.

Kyle: That's awesome. I love that.

Rob: The next has to be structure and organization to the day. Time management is another huge, huge thing for me—being disciplined, sticking to the task and employing integrity in the moment of choice.

Kyle: Very cool

Rob: That simply means: What's important to you at that specific time of day? Do you stick to your time-management plan? If somebody phones you up and says, "Hey, do you want to go fishing?" and you analyze, "Do I want to go fishing or do I want to sit here in the office and have a job?" You structure your day around things you want to do.

That's why I'm doing this, Kyle, because I want to have fun in my life, not just go from working outside on somebody's roof to coming into an office and sitting behind a desk for eight to ten hours a day. I'm doing this so I can have fun and freedom.

Kyle: That's what it's all about. You can make all the money in the world, but if you don't enjoy your life and you're not having fun, then what's the point?

Rob: Exactly.

Kyle: Cool. Well, that's great advice. Thanks for that. You know me. I'm huge on time management and focusing on what needs to get done. I think every unsuccessful person I've met in the consulting business has been unsuccessful for on main reason and that's that they haven't put the time into actually getting out there and making their business happen.

They haven't had a structured way of doing that. They've approached things haphazardly and have given it a half-assed shot here or there. I've spoken to you a couple of times and we've PM'd each other quite a bit and I know that

you put the work in up front and you're obviously seeing the rewards for that now.

Rob: Yes. That's another bit of advice I'd give anybody who's starting out—patience is a virtue because it is going to happen. If you keep going, keep going and keep going, there's only one road you're going to go down, and that's success.

Kyle: Awesome. All right, Rob, thanks heaps for this interview. It was great for me. I learned a little bit about you I didn't know and I can see more clearly now why you've had such quick success. I wish you all the best and I'm sure I'll see you around the forum. You're going to have more questions I'm sure.

Rob: Absolutely. Thanks, Kyle.

Kyle: Thanks, mate. ♦

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