



SPECIAL CONFIDENTIAL REPORT:
“How To Profitably Run Your Internet Business
From Almost Anywhere...Without Driving
Yourself Crazy”

By Yanik Silver

Note: This is NOT a free ebook

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Introduction

A quick introduction: I've achieved the ultimate Internet "fantasy" of making a lot of money from a bunch of simple (almost primitive) web sites that run themselves virtually on autopilot. I've taken plenty of 1 or 2 week vacations but never tried running the company from a remote location for 2 months.

This past summer my wife, Missy, and I decided to go on a work/vacation experiment. We moved 3,000 miles across the country from Maryland to Manhattan Beach, CA. For 2 months we rented a place about 4 blocks from the beach to see if you really could work from almost anywhere with your Internet business.

Of course, that's one of the biggest benefits so in this special I'm going to give you the real lowdown on how well it worked and how we did it.

I. Preparation Before the Trip

It took some preparation to get ready for our 2 month trip.

First, let me tell you about our general set-up so you have a background of our Internet business. About 80% of our business is selling digitally delivered ebooks, software, and information products. This is handled automatically 24/7 without either of us getting involved. I outsource my web design, servers and other web work so we don't have to worry about that. The other 20% of our business is selling physically delivered products like audiotapes, videotapes, manuals, etc. This is all handled by a fulfillment company in Texas.

Since it was only for a short period of time we needed to figure out how to get our mail to us, faxes, and other day-to-day business activities. We didn't want to have our mail forwarded because that might take some time to get into the system and there might be some mail we missed when we left CA.

So the first order was getting mail and information about packages to us. It turned out that my cousin needed a temporary place to stay until she found an apartment so we let her stay at our place. That worked out well so that she could forward mail to us and let us know about packages. If that didn't happen we would have had Missy's parents come over and ship the mail to us each week. Also, another possible way to do this is use: www.paperlesspobox.com – they will scan in all your mail and email it to you.

We had mail shipped out each week via Airborne Express. We left Sophia, my cousin, with explicit instructions and pre-written airbills.

Here's the instructions we left:

Instructions for mail and packages:

Our address in CA:
320 2x^h Street, Lower Unit
Manhattan Beach, CA 90xx6
(310) 545-xxxx

Mail:

1. You have pre-addressed airbills from Airborne Express. Please put everything into the boxes and mail to us once per week.
2. You need to fill in the airbill (sample at the bottom) by entering in the # of pkgs, weight, packaging type, type of service (second day) and sign the bottom.

3. You call 1-800-AIRBORNE and then follow prompts to schedule a pick up. Enter '0' and then tell the operator you want to pick-up from your location. Our account number is 16052xx80 in case they need it. Surefire Marketing, Inc.

Packages:

When packages arrive please check who the sender is and what is inside. Usually there will be a note inside. If not, simply write down the name of the person from the outside of the package and also the name of the product inside the box.

Email, fax or call us with this information.

Email: Melissa@surefiremarketing.com

Fax: 301-656-2471

Please do not send the packages.

Thank you!!

So each week we would get mail delivered and emails with who packages were from. Most times these packages were returns of videos or audiotapes that we physically shipped (actually not us but our fulfillment company) so we could credit those people.

Now with the mail and packages settled we turned to other necessities:

Fax: We did not have a dedicated fax machine in CA so we set-up an account with J2.com (www.j2.com) for their "fax-to-email" service. They assign you with a random fax number that takes incoming faxes and converts them into attachments you can view/print from your email. Works great. Then we had our regular fax number forwarded to our J2.com fax number so it would be seamless

Outgoing Fax: J2.com's software also lets you send faxes from almost any document (Word, etc.) over the Internet. It was pretty slick. The only draw back was if you had a piece of paper you couldn't fax it unless you scanned it in.

Phone/Voice Mail: We simply let the machine pick up all the phone calls. The message stated that we could help them sooner if they sent an email to support@surefiremarketing.com or if they left their email address. Remember you can dictate how and when you want customers to contact you. We did not forward the phone calls (though we could have) to our CA number. Missy would check voice mail messages 2x/day. Long distance calls were turned off from our home phone so we purchased several prepaid telephone calling cards to make calls.

Internet Connection: This is of major importance. We use a cable modem at home and got spoiled by the speed and our network connectivity between my computer and Missy's. That's why before the trip we worked hard with the rental agency to get the landlord to agree to let us have a cable modem installed from the local company (Adelphia). As a back-up and a go-anywhere local connection we use a 56k dial-up from ATT Worldwid (www.att.com)

Email: Email is key. We use Eudora (www.qualcomm.com) for our email client. In order to send email we simply change the SMTP settings in Eudora (same for Outlook) to whatever ISP (Internet Service Provider) we are using. For instance, ATT's mailhost is (mailhost.worldnet.att.net). Leave your POP settings the same since you'll be downloading off your same server from home (we never cancelled our home cable connection) so we could always download email off that server – just not send it. Your SMTP setting is how you are able to send email and your POP settings is how you receive incoming emails.

Equipment: We use a laptop for everything – this makes your work totally portable. I have an Inspiron 8200 (1.13 GHz) from Dell and Missy has a Inspiron 4200. Also, we brought out wireless network connection so we could share the Internet (cable modem once we got it). This is a LinkSys router (www.linksys.com)

Banking: Used online Banking so we can transfer funds between different accounts like our affiliate account and our operating account. Deposits are made automatically into our account every day from sales done online. However, for checks that come in the mail we would overnight back a completed deposit slip along with the endorsed checks for Missy's parents to deposit.

Checks: We use Quickbooks for our accounting software and for check writing so we needed to buy a printer in California instead of lugging ours out there to print checks. If you did a little research you could find an easy way to pay your bills online to save you this hassle. Also, we send out about 150-200 checks every month to pay our affiliates. We outsourced that to Rebate By Check (www.rebatebycheck.com)

Order fulfillment: As I mentioned most of our products are downloadable so that was on autopilot and the others that are not were handled by a fulfillment company.

Office supplies: Shipped files out, office supplies and books (mostly copywriting resources) via UPS to arrive at the house a day after we came in. For bulky stuff like white paper – I went to Staples when I got there to buy office supplies.

Misc. Admin: Checked voice mail 2x/day. For chargebacks that came in we had to scan them in using our newly bought printer/scanner combination so that we could fax them using J2.com's outgoing fax software. Purchased an accordion type folder to keep track of all receipts from the trip (cash and credit card) plus all bills to be paid, bills paid, etc.

II. Day-by-Day Journal

This section is an actual inside glimpse of what Missy and I did each day of our trip.

* * *

Thursday, May 30th

- Had to buy printer at Staples along with other misc office supplies. Temporary file folders, mouse pads, paper, etc.
- UPS came with folders of projects I was working on.
- Launched email campaign remotely. Using web-based system (<http://autoresponder.yanikrecommends.com>)
- Calling Adelphia to get cable modem installed
- Taking turns connecting via phone line and can't use cell phone like originally thought. Have to unplug computer modem to use house phone with our calling card. Calling card isn't the great bargain we thought it was.

Friday, May 31st:

- Coordinated tape duplication with our fulfillment house. Wanted to use 120 minute tapes because conference company had used them.
- Worked on Instant marketing toolbox month#4 (www.instantmarketingtoolbox.com) – this is due in a few days. Realized I needed my collection of clip art from home. Find something online.
- Can't scan a sample I want included in the monthly product – need to use a screen capture or go to Kinkos to scan.

Saturday, June 1st:

- Did spreadsheet with numbers for last promotion for Web Copy Secrets (www.webcopysecrets.com)

Sunday, June 2nd

- Tried to set-up printer but didn't have a USB cable. Brought parallel cable from home and a USB cable for digital camera – but neither one works. Have to go out again.
- Worked on newsletter for IMT month#4. (www.instantmarketingtoolbox.com)
Went to Google and searched for “royalty free clip art” so that I could add the images to it. (www.google.com)

Monday, June 3rd:

- Received an order for a set of Lab videos. Missy simply faxed it over to our fulfillment company using Jfax's J2Send software.

- For the IMT I had to find a place I could fax over my example going into this month's toolbox. It was \$2.00 for a 1 page fax (ouch). I faxed it over so that I could use the TIFF file created from Jfax.com
- Working on the headlines for new ebook branding project I needed some more examples so I went online and looked at a few competitive websites.

Tuesday, June 4th

- Cable modem installed today. Went a little smoother than expected (kinda). Had to call LinkSys (www.linksys.com) technical support to finally get our wireless connection working here. Ahh....what a joy to be on high-speed again and leave the phone freed up.
- Sent Bettina (my webmaster) a fax of the IMT month #4 – it was 6 faxes of the MS Words and 2 of them failed. I got the confirmations of failure but I have no idea which file it was to re-send to her.
- Sent out over 25,000 emails to our opt-in lists for Web Copy Secrets (www.webcopysecrets.com) . Awaiting results – so far doesn't look promising and I have no idea why. It doesn't follow the numbers we had before.

Wednesday, June 5th

- Sent out remainder of email list for Web Copy Secrets promotion
- Worked on new PowerPoint presentation for Vegas seminar. Took a lot longer than expected.
- Talked to Scott Kaufman (www.yougandsuccessful.com) about getting together and also featuring me in his upcoming book. He lives in Marina Del Ray so we'll get together shortly.

Thursday, June 6th

- Mail came via Airborne Express.
- Missy needs to figure out how to do chargebacks because we don't have access to an outgoing fax for paper (just computer files)
- Decided to return our original printer and buy a new printer with a built-in scanner.

Friday, June 7th

- Used scanner to scan in chargeback forms and then added them to our MS Word template for chargebacks. So then we could fax using our J2Send software.
- Realized I didn't bring the coupons for 941 tax deposits. Have to call my cousin to send me the forms from the house.
- Airborned her the actual check so I won't get a penalty for late deposit of 941s

Saturday, June 8th

- Printed out bills and refunds that were sitting in our email box for the next pay period

Sunday, June 9th

- Added the Web Copy Secrets (www.webcopysecrets.com) email teaser to several of our autoresponder queues so that it will automatically promote the program

Monday, June 10th

- Radio Interview this morning at 6:30 am PST. It's tough doing drive time radio from the West Coast because of the time difference
- Sent out 2nd notice of Web Copy Secrets promotion
- Finally got some serious writing done on new project. Worked from 7:00 am – 9:00 am until Missy woke up.

Tuesday, June 11th

- Uploading checks for affiliates to be paid. First time doing this away from home.
- Received IRS notice for possible missed 941 payment. Scanned document and faxed over to my accountant. Who faxed it back so I can fill it in here and send it off.

Wednesday, June 12th

- Created speech for Internet seminar this weekend. Worked on PowerPoint and licensed 2 cartoons from a website.
- Found out that this cartoonist is making money online (new case study)
- Went to Kinkos to make copies of all our order forms for the seminar

Thursday, June 13th

- Checked email in the morning and made a screenshot of typical day's email orders for my presentation
- Drove into Vegas (5 hour drive)
- Hooked up the high-speed Internet access at the Venetian. Had to create a new email account so that I could use their outgoing servers.

Friday, June 14th

- Run Instant Marketing Toolbox #4 passwords from a remote location. We have a special script I had created that takes information from our billing service (www.paysystems.com) integrates it with our affiliate software (<http://affiliateprogram.yanikrecommends.com>) and sends out the monthly password.
- Change PowerPoint presentation from 2 different half presentations to one, 1 hour presentation

Saturday, June 15th

- Called hotel AV for a wireless presentation clicker (had to rent it for \$50/day)

- Completely changed my PowerPoint this morning based on what others were not giving people at the seminar. I didn't want to just deliver fluff with no content like most of the other people so I doubled the content in the presentation.

Sunday, June 16th

- Emailed Drew Kaplan and Melvin Powers to try and meet for lunch
- Got stranded for 2 ½ extra hours driving home from Vegas because of a highway closure due to raging wild fires.

Monday, June 17th

- Continued to hone the copy for the PDF Ebook site
- Paid royalty checks to Jim and Jeff
- Worked on BETA site for PDF Ebook site

Tuesday, June 18th

- Phone in interview with Scott Aughtman on getting others to create products for you

Wednesday, June 19th

- Did an email interview for the upcoming Australia seminar
- Contacted Melvin Powers, mail order master, (www.mpowers.com) to get together tomorrow
- Emailed out endorsed publicity mailing for Mike Van Norden

Thursday, June 20th

- Had lunch with Melvin Powers. He showed me around his 15,000 sq ft warehouse and gave me some more insight into the “real” book business
- Had interview with Ted Ciuba for his radio show scheduled. I ended up getting lost coming home from Melvin's office and then got stuck on the worst traffic ever on the 405. Instead of about 45 minutes – it took me 2 ½ hours to get home. I had to call in to Ted's interview using my cell phone while driving home and then switched to a land-line phone just before the battery died.

Friday, June 21st

- Phone meeting with John Assaraf and Bart Baggett to explore a new business venture. Set-up meeting for San Diego next week
- Set-up interview with Bill Harrison for Monday morning for Instant Marketing Toolbox month #5 (www.instantmarketingtoolbox.com)
- Bought rights to the “PDF Creator” to add another product to growing line. (www.surefiremarketing.com/pdf)

Saturday, June 22nd

- Worked on the new headline for the PDF Ebook site sales letter.
- Researched some market possibilities the business venture with John and Bart.

Sunday, June 23rd

- Worked on questions for interview with Bill Harrison
- Followed up with Allan Gardyne (www.associateprograms.com) after seeing him and his wife, Joanna, in Vegas

Monday, June 24th

- Talked with Derek Gehl from Internet Marketing Challenge about an issue in their license agreement about minimum pricing that I just learned would leave us liable. Had that amended so I could buy the rights to a new product.
- Continued to make edits to sales letter for the PDF Ebook site new angle based on feedback from colleagues.

Tuesday, June 25th

- New issue – our fax number is not working correctly. We can't figure out why it's giving a busy signal. Need to investigate when Sophia (my cousin) comes home.
- Finished up final rough draft for PDF Ebook site sales letter

Wednesday, June 26th

- Returned our car today because the rental car place wouldn't do a longer rental than 28 days.
- Sent over HTML files for new PDFCreator site (www.surefiremarketing.com/pdf) to Bettina to put up
- Lunch with Scott Kaufman and Jen from (www.youngandsuccessful.com) to discuss getting featuring in one of their stories.

Thursday, June 27th

- Followed up with Melvin powers about possibly selling his products on our site
- Created Instant Marketing Toolbox newsletter #5 (www.instantmarketingtoolbox.com)
- Interesting scare today – we had a cable guy come to the house and say he was going to turn off the cable because of delinquent payment – which also meant our cable modem would be turned off. We paid the balance and then after some checking and cross-checking the company called and said they had the wrong address.

Friday, June 28th

- Drove to San Diego for a 10:00 am all-day meeting with John Assaraf and Bart Baggett to discuss forming a joint venture to market new products online.

- Mitch Myerson called from Guerilla marketing (www.gmarketingcoach.com) to set up a time to interview me for an upcoming Guerilla marketing book series on e-commerce that I'll be featured in.

Saturday, June 29th

- Checked email on a dial-up connection from San Diego before we went to Sea World for the day

Sunday, June 30th

- Breakfast with Ken Kerr, licensing expert.
- Drive home and called Jonathan Mizel (www.cyberwave.com) to work out a mailing for the Web Copy Secrets product so we can establish metrics for the affiliates.

Monday, July 1st

- Increased Jonathan Mizel's affiliate commission before the Tuesday mailing
- Called to schedule radio interview with New Orleans station
- Cut paychecks for Missy and I.

Tuesday, July 2nd

- Sent over files to my tech contact in the UK to set-up the beta version of the PDF Ebook branding software for my affiliates

Wednesday, July 3rd

- Interview with Mitch Myerson for new Guerilla Marketing book about online successes

Thursday, July 4th

- Off
- Enjoyed walking down the beach and seeing all the people in their red, white and blue roller-skating down the "strand".

Friday, July 5th

- Mailed 941s to Sophia to process
- Created a blueprint schematic for PDF Ebook branding software

Saturday, July 6th

- Phoned my tech guy in the UK (9 hour time difference) to resolve administrative issues and get the site moving along quicker.

Sunday, July 7th

- Sent over review passwords for PDF Ebook branding software to influential marketing experts for their opinion and their testimonial
- Emailed revised agreement to my tech guy for our company to run the entire site

- Sent over submission to Chris Sharp in Australia for a new Internet marketing CD-rom

Monday, July 8th

- Noticed we had not been paid by PaySystems (www.paysystems.com) for over 3 months. Called into their settlement department and found out we have a hold on our account for no apparent reason. They handle our recurring payment processing for Instant Marketing Toolbox.
- Finished Q2 taxes and sent in to Maryland
- Sent over Instant Marketing Toolbox issue #5 for Bettina to do (she was back from vacation)
- Completed my introduction for Mitch Myerson of Guerilla Marketing for my interview for the new upcoming book

Tuesday, July 9th

- Follow-up conference call with Bart and John about new project. Provided updates and new duties.
- Created bonus ebook for PDF Ebook branding software site that any affiliates could use to increase their number of downloads

Wednesday, July 10th

- Set up dinner plans with Drew Kaplan, the founder of DAK (www.dak2000.com)
- Created teaser for the new “System II” seminar
- Crafted a couple new headline ideas for Ken to use on the seminar promotion web site.

Thursday, July 11th

- Launched “System II” seminar to about 40,000 emails – waiting for terrific response :)
- Spoke to Ibill.com (www.ibill.com) about a customized version of their payment system to work with the PDF Ebook branding software web site

Friday, July 12th

- Called around to several credit repair service businesses to try and find joint venture partners willing to give us a recurring commission.
- Spoke to one very good prospect to do work with
- Had lunch with Robert Kotler, MD. One of my “More Patients” members from when I used to sell the manual for cosmetic surgeons.

Saturday, July 13th

- Instant messaged with PaySystems to try and get settlement issue resolved. They are still working on it

Sunday, July 14th

- Maryland sales tax sent out

Monday, July 15th

- Spoke to the head of settlements at Paysystems who assured me our \$16,500+ would finally be settled in our account
- Affiliate checks processed and uploaded for payment
- Transferred money from our operating account to the affiliate account for payment

Tuesday, July 16th

- Emailed best customers about upcoming seminar – so far no sign-ups (ugh!)
- Send out email introducing new affiliate cloaking software to our affiliates (www.33daystoonlineprofits.com/acl.html)
- Emailed Ibill's list of recommended vendors for help on the new PDF Ebook branding software site
- Pay commissions to my co-authors and people I have joint venture agreements with.

Wednesday, July 17th

- PaySystems shows my deposit being processed (that's a nice extra chunk of change)
- Trying to get out the passwords for IMT month 5 but we are having several problems. First the script wasn't sending out the mail and then the file I was downloading from PaySystems was not giving me the full information. Ugh!
- Email out to "Get Fit While You Sit" list about new spirituality in business ebook. (www.getfitwhileyousit.com)

Thursday, July 18th

- Rewrote a whole new sales letter for the seminar in Cincinnati. Up until 4:00 am working on it.
- Email out to "Get Fit While You Sit" list about new spirituality in business ebook.
- Had a 2 hour phone conference with Lori Prokop about creating a high-priced protégé-like program.

Friday, July 19th

- 1000 more emails out for Spirituality ebook
- Talked to Jonathan Mizel and he demanded I rewrite my letter for WebCopySecrets.com since it's such a great product but he didn't think the sales letter did it justice.

Saturday, July 20th

- Did a file back-up of all the new files I've worked on since I came to California. That way I could have everything before my trip in case anything happened. (We are headed up the coast for 10 days to San Francisco)
- Finally got the passwords out for IMT #5

Monterey, CA

Sunday, July 21st

- Having a problem with Missy's computer connecting on the dial-up. Strange. It finally worked on the 4th attempt.
- Final edit of seminar sales letter

Monday, July 22nd

- Finished email teaser for System II seminar
- Having a problem with Missy's computer with the dial-up ATT connection. For some reason the password wasn't being verified. After sitting on hold for a ½ hour and wasting part of the morning we gave up and she used my computer and her webmail account.
- Arrived in Carmel and Missy's computer worked fine.

Carmel, CA

Tuesday, July 23rd

- Sent out about 30,000 emails about the upcoming System II seminar with the new revised sales letter

Wednesday, July 24th

- Conference call with Bart and John while driving up the coast to discuss progress on our project.
- Came to San Francisco and I'm now enjoying high speed access in our hotel (even though it was \$45 for 7 day access).
- Surprised that I could just hook up the LinkSys wireless router and Missy's computer automatically worked. That was great so we can now both work at the same time.
- Finished some of the tasks I was waiting for high speed access to complete – like sending out some big files and downloading some big files.
- Of course the hotel was clueless again about SMTP settings to mail out using Eudora (or Outlook) client. Finally after being transferred from the business center, to engineering, to somewhere else – they directed me to the company's web site that supplies the high-speed access for the hotel.

San Francisco, CA

Thursday, July 25th

- Conference call with Dan Kennedy (www.surefiremarketing.com/copy) this morning to create an audiotape for his Gold+ members

- Created spreadsheet for new credit repair project before moving forward to see what the highest possible visitor cost we could sustain
- Mailed promotion System II to Instant sales letters customers list

San Francisco, CA

Friday, July 26th

- Updated copywriting interview I did with Mike Wirth so that I could give it to Paige Maddox to include in their new private site for Search Engine updates (www.searchengineed.com/yanik)
- Conference call with Bart and John to go over new spreadsheet

San Francisco, CA

Saturday, July 27th

- Figured out easy way to start testing product price points on the Web using the “Fisherman’s Wharf Fruit” concept. I bought fruit from a great looking fresh fruit stand and there were no prices posted anywhere except when you brought your fruit to the counter (and committed to buying it). I paid about \$3.50 for 2 figs. Outrageous but they were absolutely delicious. Therefore by not posting your price on your site – you can test different price points just on your order form by tracking order form conversion.

Napa Valley, CA

Sunday, July 28th

- Leaving our high speed connection and going back to dial-up in Napa Valley :(
- This hotel charges \$1.00 per local call for the first 5 minutes and .10 per minute after that. Ugh. Whatever happened to free local calls? I guess too many people using their laptops.

Napa Valley, CA

Monday, July 29th

- Talked with the principle from the credit repair service we will be recommending as our back-end for the credit repair site. He agreed to double our commissions after John negotiated with him.
- Worked on bullet points from Bud’s credit repair book that we’ll be turning into a manual. I started going through each point I highlighted and turned that into a headline.

Tuesday, July 30th

- On our way back home. It’ll be nice to sleep in our own bed again and actually be at my desk. Phew what a trip!
- Need to re-configure our home network and do some major unpacking – I’m sure I’ll have about 400 emails to sort through.

III. After Trip Thoughts, Tips & Resources

I want to take this section and give out a couple hints and tips I picked up from this 2 month trip.

1. Find out about high-speed access at hotels. If possible that's where you want to stay.
2. When you do find a hotel with high-speed you'll need to change your SMTP. Sometimes that means setting up a whole new account (or personality) in your email client like I had to do in Vegas.
3. If the hotel does not have high-speed check into what their rates are for local phone calls and also what the local dialing cities are. It's not always the area code.

Comments from Missy:

1. Before leaving have plans in place for mail pick-up, banking, and shipping things out.
2. Find out where Fed-ex, UPS, Airborne boxes are in your area. Bring all labels and any packaging for shipping.
3. Forward phone, fax or voicemail as needed.
4. Make sure you have free long distance and roaming on your cell phone. A pre-paid calling card may be most cost-effective.
5. Be sure to pay attention to difference in time zones if you are going to a new one. Plan your day accordingly so you can get back to people before they leave for the day and before business closes.
6. Have folders and files to keep receipts organized for your records.



Website resources

Here are few resources that might help you if you decide to take your business on the road:

www.gotomypc.com – lets you access your own PC from anywhere

www.rebatebycheck.com – sends out checks for you

www.paperlesspobox.com – lets you receive all your snail mail as emails

www.j2.com – desktop faxing over the Internet and receiving incoming faxes sent to your email

www.boingo.com – wireless Internet access in many different locations.

If you have tips or ways you've successfully "hit the road" with your online business – I'd love to know about it and perhaps share in an updated version of this special report.

Email it to: yanik@surefiremarketing.com

Happy Trails!



IV. BONUS: Pics of our Trip

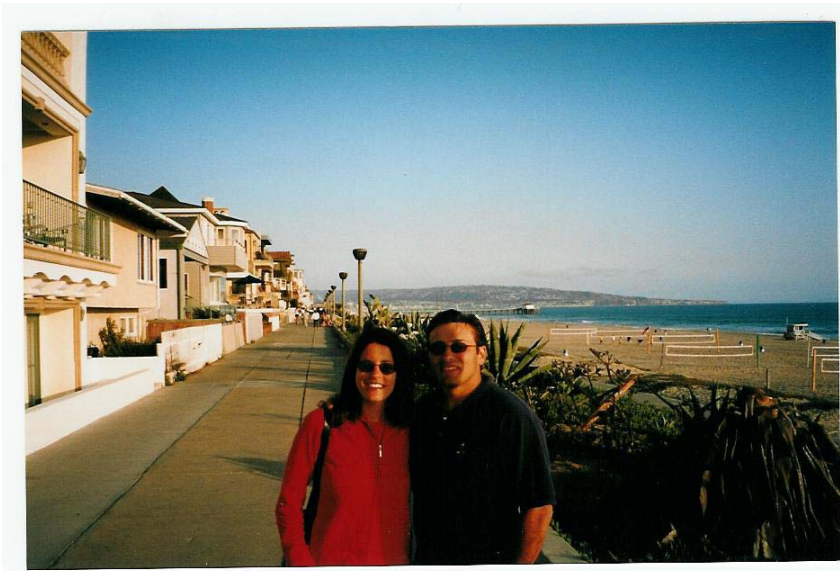
Here are a couple highlights from our California experience...



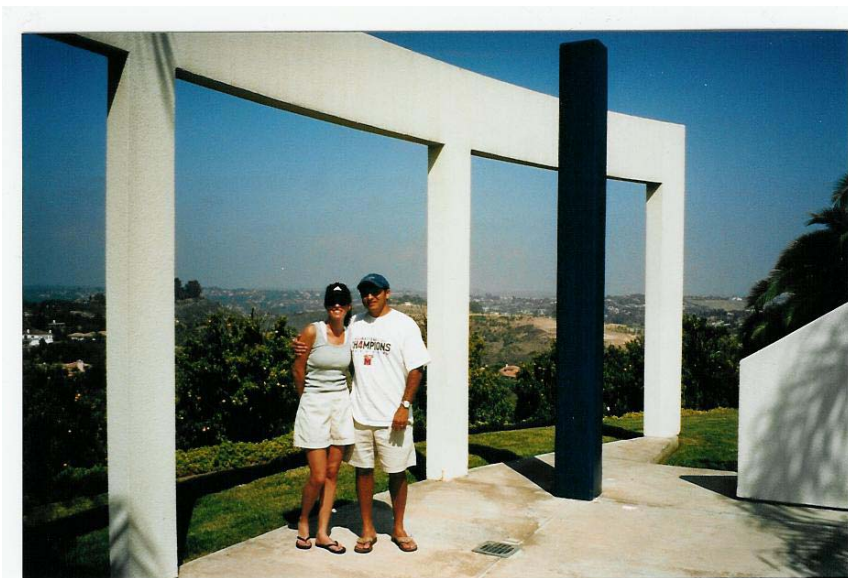
Yanik at the Hermosa Open Beach Volleyball tournament wishing he was playing with big boys :)



Missy sitting in front of our “dream house” on the Strand in Manhattan Beach



Missy and Yanik on our favorite place – “the strand”



Missy and Yanik visiting John Assaraf’s home in Rancho Santa Fe for a brainstorming session



Missy and Yanik at the world famous Bellagio fountains during our roadtrip to Vegas for the Internet Marketing Super Conference



Yanik presenting at the Internet Marketing Super Conference in Vegas