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Success Interview:

Eric Eraly

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For Yanik Silver's Underground
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Yanik Silver: Hey everyone. Yanik Silver here with another Underground Secret Society interview. And with me I'm pleased to have one of our newest Millionaire Mastermind members, Eric Eraly from the Netherlands to come talk to us about kind of on the flip side of things.

We've talked previously about taking products in English, translating them or licensing them and selling them in international marketplaces. But we're going to hear from the flipside, which is what works from the US side of things and what doesn't work if you're selling in international marketplaces.

So Eric has been involved in a couple of different products in a couple of interesting niches from stop smoking. And then also in the fitness marketplace, and Eric, can you give everyone just maybe a quick little background on yourself and how you got started here with online marketing?

Eric Eraly: Ok. Hello, Yanik. My internet background basically goes back I think quite a while.

I would say about in total, maybe like 10-11 years that I started studying some ebooks and courses that I found on the internet, where I read all the great stories about how much money you could make on the internet and stuff like that.

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And so, that's where I started learning and reading a lot of material, and that has basically took me 2-3 years after that before I launched my first internet business or website, which was my stop smoking website that I launched in Belgium and in Holland.

And so that's about, I would say, 6-7 years ago that I started. And then from there, I continued studying and improving the skills and the knowledge that I had because it's everyday you have to keep up to date and studying the new things in order to stay up to date with all the changes because it goes very fast on the internet.

Yanik: Right.

Eric: And so that's a very brief summary of my background. If you want that I go into more detail...

Yanik: Yeah, let's talk about – we'll start with the Stop Smoking side of things, and this really was, from what I understand, it was a live workshop that started really from a method that you developed that literally one day you decided, I'm sick of this and I'm going to stop.

And then you just one day you just stopped, and that was it. And people wanted to know how you did it.

Eric: Yeah, exactly. Well, yeah, so I've been a chain smoker, myself, for over 22 years. I started smoking when I was 11 years old, unfortunately.

And so, I think like many smokers from time to time, you have those questions going through your mind that – oh wouldn't it be better to quit smoking because it's not good for your health? And all the classic stuff that all smokers – all the thoughts they have.

And then one day I basically quit, and it was so easy and I was so amazed about how easy it was. And then, yeah it's a long story, but to tell it short, a couple of days later, I was involved in a nearly-death car accident where I broke some vertebrae in my neck, and so I had a long recovery period in the hospital.

While I was lying in the hospital looking at the ceiling because I was completely immobilized by the surgery and by the doctors that I couldn't move my head.

But I had a lot of time to think. So, that's when I got the idea that I said, "Once I get out of the hospital, I will write a book on the thought pattern and the methodology that I followed myself to stop smoking in a very easy way." And so that's how I got the idea, but then I thought, "I'm not an author. I cannot

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write a book.”

So it took a while to write a book. Then the book was written, and it was even published by a classic publishing house, so to speak, here in Belgium and Holland.

But then very shortly I noticed that publishers – they can publish a book, but they have not a clue on how to sell a book. So I thought that if I only leave it to the responsibility of the publisher, it would take a long time before anybody would read my book.

And that’s how I got the idea to first sell my ebook on the internet as well as an ebook as the hard copy version.

And then later on as you mentioned, I also started doing live seminars in which basically I help people to stop smoking in one single day. So they come in in the morning. They smoke all day long, and in the evening they go home as free, happy non-smokers.

Yanik: Yeah, to me, I think there’s a couple parts that are really intriguing about the story.

And so many of us, if we look at our backgrounds and our histories and our just where we come from, there’s always some sort of product in there that we need to be smart enough to be able to catch.

And when you stop – you know, when you had yourself quit smoking, was it friends that asked you how did you do it? Or did you just know that other people would want to do it too?

Eric: Well, I think I knew that of course I had a lot of friends with me because I still remember very good the moment where I smoked my last cigarette because at that period of time I was working as a medicine consultant, so I was travelling all around Europe and the world to help companies to improve their productivity.

And so I was working on a project in Budapest at that point in time, so every Sunday evening I would fly from Brussels to Budapest, uh to Frankfort, and then from Frankfort to Budapest.

So in Frankfort, I had to wait like an hour and a half, and there I decided I will smoke my last cigarette in the airport of Frankfort. And so what I did was I called some of my friends, and I told them that I was going to smoke my last cigarette.

And everybody, instead of supporting me, they were all laughing with me.

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They would say, “Oh Eric, it’s impossible. You can’t stop smoking. I can smoking 10 times because you smoke 3 packs a day, and it’s impossible. No-body can stop smoking so easily.”

And so it’s basically because of nobody believed what I was going to do. And once I did it, they were really amazed that a person like me – I was really a chain smoker – that it was so easy to quit.

And it’s, I think, a combination of all the doubts and the fears that went through my head as well as the reaction of my friends and people around me that asked me how did you do it? How did you do it?

That I said, well the best thing that I can do is put it in a book so that it’s accessible for everybody to find out how basically how easy it is to smoke your last cigarette and never ever start again.

Yanik: Yeah, I think that’s pretty interesting. And then so, like you said, you were studying. Well, how did the idea for the ebook come up that you thought – ok well, other people obviously are making money with ebooks, and you know you can sell this.

What was the process of taking that idea and then turning it into the ebook that you started selling?

Eric: Well, also I think well, on one side, it was my knowledge that already gained on internet marketing, and I think it was really – I really studied internet marketing from the very beginning or what I would call the very beginning.

I would say like ‘95/’96 that I started studying the internet, so I think it’s quite early in the internet marketing world process. Probably in the United States it was a couple of years earlier.

Yanik: Yeah.

Eric: But here in Belgium, I still remember when I launched my website on Stop Smoking in Belgium and Holland, I was the only website that sold an eproduct on how to stop smoking, like an ebook.

I was the only person who sold an ebook and a live book on stop smoking. If today you look at the market here in Belgium and Holland, I have a lot of what I call copycats because basically if you look at their websites, they all look very familiar.

So that was really new here in Belgium.

And the other thing was that I really had the idea and the great wish that every-

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body – every smoker in the world – would like to know how to stop smoking in an easy way would have access to that information, would for a cost as low as possible.

And my publisher, he was not ready to publish the book with a 100% money-back guarantee. So, then I thought of my internet courses, when they always offer a 100% money-back guarantee.

So I said, if I put it in an ebook, then I can offer people also a money-back guarantee. If they don't like it, if it doesn't help them, they can have their money back, and no problem. Everybody is happy.

So it's a combination of those two ideas or thoughts that made me put my first steps on the internet and start the struggle of building a website and putting everything together in the hope that it would be seen by other people.

Yanik: This is '95?

Eric: No. '95 is when I started studying the internet. And then I launched my site in 2002.

Yanik: Ok.

Eric: So I studied a lot before I did anything, unfortunately.

Yanik: Yeah. I think it'd be interesting for people to check out the site. Obviously, unless we speak Dutch, it's going to be very difficult to figure out what is going on here.

But I just like checking it out because you can see some of the similarities, and it's – I'll spell it out, so we'll have a link inside the transcript. It's IkStop-MetRoken, so how do you say that in Dutch?

Eric: The exact URL, you mean? It's, well in Dutch you pronounce it, "Eek Stop Met Roe-can.com". Translated in English, it means "I Quit Smoking.com". And so you spell it <http://www.IkStopMetRoken.com>.

Yanik: Yeah, so what's interesting...

Eric: That's the Dutch version, huh?

Yanik: Yeah, cause I just think from your experience, what we're looking at here is a long form sales letter.

Eric: Yeah.

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- Yanik:** And you have a video up top – a video clip.
- Eric:** Mmhmm.
- Yanik:** And then we have a – looks like an opt-in form. And then we have our long form sales letter.
- Eric:** Exactly.
- Yanik:** And, so what uh... if you were going to make some distinctions, I guess, between – because right now this is only ... it's only in Dutch. So it's in the Netherlands and Belgium, and it's a very small marketplace.
- What would you think are the biggest differences between those markets or maybe Europeans in general and the US marketplace? What's working on the internet?
- Eric:** Um, differences, well I think the biggest difference still is, and I notice it everyday because I travel a little bit all around the world. The major difference between what I would say that the United States and Europe, regarding the internet, is that in the US you are at least I would say 4 or 5 years ahead.
- And by that I mean as well in the number of websites and competitors and stuff like that, but also in what I would call the habit of people to go online with, well probably, there aren't a lot of people that go online to buy something.
- But it's still in Belgium and Europe, for example, even last week to give you an example, they still warn in the evening news, the still warn here in Belgium, people to be very careful when you buy something online because there is so much fraud online and blah blah blah.
- So they really try to keep people, what I would call, a little bit unknown or timid because the internet is really, I mean, it's the future. It's not the future. It's today. It's in the present.
- In Belgium and Holland, people are still very skeptical. "Oh do you buy something online? Do you use your credit card?" So credit cards is still not very, well it's used of course, but still compared to the US, you cannot compare. It's still a very, very big difference.
- Yanik:** Ok, so that's one of the distinctions. And then what have you done to try and make sure that people feel safe – that your customers feel safe using their credit cards? Or what is the payment method that you take?
- Eric:** Well, I take of course I take credit cards, but then we have PayPal. PayPal is

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well-accepted and well-known in Belgium and Holland. And if I look at my percentage of sales, I have to, let me think. I think that about 35% of all sales are paid by PayPal.

Yanik: Ok.

Eric: So PayPal is big. And then what we have here in Belgium and Holland, much more than in the US because I don't know that personally – I haven't seen that in the US, is that people pay by their own home banking.

So you have companies like Ogonade. (???) They are the market leader here in Belgium, and I even think in Europe on accepting online payments, but you can pay from your own private banking system directly to the website where you go without using your credit cards.

So you really pay from your account to the account of the product that you want to buy. So that is the second most used.

Then the third most used is what I would call the classic wire. So you really tell people, "This is the account number. Wire the money to this account number, and in the message put the product name and then we will email you the product or we will send it to you if it's a physical product."

So people still prefer to really do a classical wire payment. And then the last one is the credit card itself.

Yanik: So I think that right there, what you just covered is really critical information for someone that wants to start doing business in Europe because if we think – ok well we're just going to offer up regular credit cards because that's the way most people...

You know, I would say looking at our stats, maybe we get 15% PayPal, and this is just off the top of my head, about 82% credit card, and then maybe the last part is check, possibly. It might even be a tiny bit smaller.

But you know, we don't do wires unless for very big dollar amounts in the US. I don't know, for some reason, it's just not a typical way of commerce except for large transactions for the most part. And I think Europeans are more comfortable with that.

Like you mentioned in a home banking account, there's not much... there's some people that have done the HCH kind of thing, but it's not really a big thing.

And so just knowing that is a big step in the right direction because you'd be losing sales immediately.

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What about – obviously this is written in Dutch like we talked about, and you and I had a separate conversation about taking products written in English or sites in English, and you thought that wasn't a very good idea.

Eric: No, because well I say no... the market is always right of course. But well what I feel, and also what I see from the reaction of clients, first of all still I would say a majority of people do not speak English in Belgium and Holland.

I would say that in Holland you have much more people who speak English than in Belgium because Belgium is a very funny culture. We have 3 official languages, and Dutch is one of them.

And so the Dutch part of Belgium, there I would say that a lot of people speak English, but still it will be a minority of your visitors. And that's also what I forgot to mention about what can be interesting for other people who want to come to the European market is that I would guess that in Belgium and Holland, only about maximum I would say only about 30-40% of the population has a credit card.

So in the US everybody has at least 2 or 3 credit cards. And Belgium, not even 50% of the people have a Mastercard or a Visa card. They have their bank card – the normal bank card.

And so that's one of the reasons why even if they would love to pay with a credit card, they cannot because they simply don't have the cards.

Yanik: Yeah, so that's interesting. Do you know how those stats compare across other European countries?

Eric: No, I don't know. But I would say it's really something, what I think that's really unique in the United States, is that credit cards are so well-introduced into the market.

I have no idea what the exact percentage is in the US, but in the United States, you can pay with your credit cards at McDonald's and in small shops, you can pay with a credit card.

Whereas, in Belgium and Holland I have to say it's changing. It is evolving in a good direction, but we are still so many years behind. But I have no idea.

But I would guess I lived for 4 years in Germany, I would say that Germany is even worse regarding credit cards.

And then France – in France you have the Carte Bleu, so when you want to do business in France, you must accept Carte Bleu. And Carte Bleu is basically

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also is the classical bank card that then is combined with like a home banking function.

But that is a must if you want to do business in France in my opinion because that will be at least 60% of all payments will go through Carte Bleu. Because at the moment I'm stepping up one of my businesses in France also, and so I needed absolutely a service that provided the Carte Bleu.

And then other countries like Spain and Italy I would Spain credit cards even less. Italy I have absolutely no idea.

Then central Europe, like Poland and those countries, I also would expect that credit cards are still less because they, let's say, still have a quite recent Western history of now, let's say, 20-25 years, so they still have a backlog towards the Western European countries in many things, so I think also in credit cards still are a little bit behind in the use of credit cards on a regular basis.

And then many of the Scandinavian countries – I really have no idea how that would be.

And of course the UK is comparable with United States.

Yanik: Yeah, that's great insight. So as we're looking at your site like I've pointed out a couple things – the video, the opt-in, the long form sales letter. So all of those continue to work and perform across different cultures.

Eric: Mmhmm. Exactly.

Yanik: Have you seen any small changes that you had to make to make those sort of things work better or fit the culture?

Eric: Um, well what I did with my Stop Smoking website is, but I think it's not unique, well maybe it's a little bit unique for Belgium because Belgium is for a lot of big companies, by the way, it's often a test market.

I don't know exactly the reason, but as far as I can remember, it is because Belgians are quiet, critical buyers or something like that. And so many big international companies, when they want to launch a new product, sometimes they test it out in Belgium to see how the public reacts to it.

And so what I paid a lot of attention on my Stop Smoking website is credibility.

So I had the luck and the opportunity to be interviewed by many radio stations, newspapers, television, stuff like that. And so I refer a lot to those interviews and to those broadcasts and stuff like that to build up the credibility and the

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trust of people because I think that is one of the main things even today anywhere in the world to overcome is that you must win the trust and the credibility of your public.

They really must feel when they go to your website, they really must feel you are indeed the right party for them that can help them solve their problem or whatever the product is that you're offering.

So and maybe more in Belgium even than in Holland. I notice that also Dutch buyers buy easier than Belgian buyers. It's absolutely a fact.

Yanik: Interesting. Yeah, I think the proof is a big deal.

You know, when you mentioned earlier we were talking about you thought that the US was about 4 or 5 years ahead of some of the European countries with internet usage and internet buying and just the comfort level, and what that brings up is a pretty tremendous opportunity for anyone that's seeing what's selling well or what has sold well already in the last couple of years and where you have relatively low competition.

I mean, now you said you have a lot competition in the Stop Smoking world, and you've moved on to an even bigger marketplace, which is the fitness products that you created with someone else, I believe.

Eric: Yep.

Yanik: It's just – I think it opens up this really interesting opportunity where people can say, ok well I know fitness and here's what's been working in fitness products in the US online 3 years ago, 4 years ago, and I can just take this to certain European countries. And I think they could do incredibly well if they understand some of the distinctions.

Do you want to talk about the fitness product a little bit?

Eric: Yes. So the fitness product is basically – well, we made it together. It's with a friend of mine who is a personal coach, and she asked me some advice because I was already present on the internet and stuff like that. And she had absolutely no experience in that.

And also she wanted to have some input because I'm also an NLP trainer, so she wanted to have some mental input because the product that she created was more like not just a diet book, but more like a mental diet plan, where you help people to change their habits – their eating habits, but also their life habits.

And just become healthier, and in the process so that you don't have to diet anymore because nobody can maintain to follow a diet. And that's the reason

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why most diets fail. So that's about the product.

Then the market for that, I think yeah there's still ... there's a lot of competition already in that market. If you type in the classical words in the Dutch market, you have like 2 or 3 pages of Google Ads that show up.

So there is already quite some competition, but compared to the US, I think it's still much, much less than in the United States. Also because of course in the United States, you're talking about 230-240 million people.

And if you look at the Dutch market, that we're talking about now, so that's Belgium, Flanders in Belgium and Holland, you're talking maximum about, let's say, 20 million people. So it's a big difference in numbers.

If I look at the countries around me here in Belgium, like France and Germany, I think what I learned from my Google Adwords company that I work with, that is also that click price is in France and Germany already higher than in Belgium and Holland.

But still compared to the US we are still, like, what they told me, like 25% lower cost per click than in the US for example. And then of course it will vary on the market, of course.

Yanik: So, I love when we talked about the other fitness site, I really loved the design of it because it was just fresh and very colorful and exciting. What's that domain name for people?

Eric: That is a long name. It is *spoken in Dutch*.com. It's www.WegDekilos.com.

Yanik: Ok, and what does that translate to?

Eric: Uh, it means, get rid of the extra kilos that you have on your body, basically. Get rid of the kilos. And the product –

Yanik: I'm sorry. Spell that one more time, Eric. I didn't get it.

Eric: So it's www.WegDekilos.com

Yanik: Ok. Alright, great. So when you check out this site, this has a very interesting – a different feel to it than then Stop Smoking site. It's colorful. You have the apple there, the scale. You know, the bright colors, the picture of the woman there with the before and after. But then at the same time, you've got a little bit of the sales letter. And then when you go and you click on one of the links, which I guess is Get Started...

Eric: Yeah, exactly. And then you come to the opt-in page. And then it's some adap-

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tation of that I had to do because of the Google slap that they don't like or allow opt-in pages anymore as a landing page. So that's why I put the first page of the sales letter in front of the opt-in page. And with the very funny result, the conversion rate even went up.

Yanik: Yeah, that's interesting. Yes, I just love seeing it in different languages. Like what you have going on, and it's a lot of the same format that we have. The opt-in box on the right-hand side with the graphic. And so you've changed this one around a little bit to make sure that it fits in with the marketplace here for fitness and targeted to women probably.

Eric: Yeah, the main target is women here.

Yanik: So it's interesting. If you were looking, you know, maybe in a crystal ball or because there's probably a lot of opportunity in Europe, what would you tell someone who has a product or knows of a product that's working really well right now in the US? What would you have them do?

Eric: I would take it – the first place to take it, that I would do, is Germany because Germany is such a big – I don't know the exact population, but I would guess in Germany you have at least, I don't know, 40-50 million Germans.

Because you have Germany. You have Swiss. You have Austria. So you have quite some countries that speak German. And I also have that idea with my Stop Smoking website and stuff like that. The only big issue to overcome is the language.

But I think in Europe the most interesting countries are like Germany, France, Italy, Spain because they are big and they have money. I mean, they're well-developed countries.

And then of course the UK, but UK I combine that on the internet together with the US and Australia because I think it's one big market.

Yanik: Yeah.

Eric: And then another interesting niche I think, but I don't know it at all, is of course Scandinavia. You have Denmark, Sweden, Norway, Finland, but there again you have smaller countries with different languages, so the big issue is there the language.

But if you want to keep it simple and immediately reach a big market, then I would say that France and Germany are the first markets to go after because you reach immediately at least in both countries or in both languages, you can easily reach 50-60, maybe 70 million people.

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Yanik: With Netherlands, with Belgium, is there something...

Eric: Oh, of course.

Yanik: Well, obviously you're doing very well in those countries.

Is there something to be said, because those are smaller countries, obviously? And like you mentioned, the German-speaking countries are much bigger.

Is there something that gives you an advantage if you go to a smaller, less – I don't know – maybe less competitive country first?

Eric: I think in competition, it's comparable. Like I say, Belgium and Holland or the Dutch language, that's another market.

But it's market-wise, it's much smaller than the French market or the German market. And I think that competition-wise on the internet because that's something I also asked to some people who really work international with Google AdSense and stuff like that, well the company that basically runs my Google Ads.

And they say that like, the competition, if you would compare the Dutch competition versus the German competition, that it's similar. So the [unintelligible] compared to the US is similar.

In Western Europe all together and maybe there are some variances.

For example, I can imagine that Spain and Italy are probably a little bit more behind than Belgium and France and Germany on the internet because they are southern countries, and they have a different culture.

And the internet and television are less important because people spend the evenings outside talking together, having fun together outside. So it's a different culture.

And maybe because of the cultural difference, that they're less interested in everything that goes on on the internet.

But if you would compare Holland, Germany, Belgium, France, those countries, I think the level of competition is about similar. Of course Germany is going to be bigger because you have more – the population is bigger, but standards-wise I think it's the same.

Yanik: Yeah, and that's interesting. We've talked to some people that are doing very well licensing products in the US and licensing them to Germany and licensing them to different countries where they have a representative who knows the

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language, who knows the culture...

Eric: Yeah, yeah.

Yanik: I'm curious from you. What have you tried or seen that's worked very well in the US, but hasn't worked for you or hasn't worked in Europe when you've seen it?

Eric: Uh, let me think. Oh yes, one thing, but I cannot say it's not working. I have to say that I'm still – what is the correct English word? Reluctant to use it.

And it is – how do you call it in English? When people, when they come to your page, and then they want to leave your page, then today when you go to a website in the US, you have all the pop-ups that come up. “Oh please don't cancel.”

So I haven't used it myself on my website for the simple reason that first of all, you see it very little still in Belgium and Holland. So not a lot of internet marketers are using it.

And the reason why I think they're not using it yet is because we are not ready for it yet. I think people would see it as very aggressive. And there still is a big difference, even in the offline world.

There is still a big difference if you go, for example, shopping in a supermarket in the US versus in Belgium and Holland. It's a complete different way of shopping.

People here in Belgium and Holland would find a lot of the things that I find already normal because I travel a lot, but a lot of people would find those things too aggressive on them, and it would really – you would get a negative effect, I think.

So that's something that comes to my mind first. Something that I would say – I guess it will work, eh? And it will certainly work as time goes by, but at the moment I don't use it yet.

Maybe it's a mistake. It's very possible that I should test it, and I'm planning to test it. However, I'm still very reluctant to do it because I'm afraid that people really would find it too aggressive to approach.

Yanik: Yeah, well plus it's – I think for you because it has your name associated with it, it's not just a nameless company that's selling this.

Eric: Exactly.

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- Yanik:** I think you're probably right, and there's a decision beyond just doesn't make return on investment sense or does it increase just a little bit. If enough visitors get really annoyed and pissed off about it, does that make it...?
- Eric:** Yeah, and also the other thing that I think, but now I'm doing some guesswork, so talking about my own online experience.
- I used to buy some very high ticket courses on the internet and stuff like that. I'm now a person who learns also, well high ticket product – what I call a high ticket product. It was a course of about 2,000 Euros, so comparable to about \$2,400 USD.
- And he launched it, I think, through a rather big list, and he didn't sell too many. Well he sold like 40 copies of it, but so nothing compared to when you do a big launch like that in the United States or in the English-speaking world.
- Yanik:** Yeah.
- Eric:** The percentages are much higher – the conversion percentage for those products are much higher in the US.
- And the main reason for that, I think, is because we, in Belgium and Holland, we are not used to buy on credit.
- When we buy something, we must have really the money in our pockets versus in the US, again it's a different culture. People are used to using a credit card, and they will easily spend their money with their credit cards.
- Yanik:** Yeah, which they may or may not have.
- Eric:** Exactly.
- Yanik:** Interesting. Ok. I know you're in the process right now of going the opposite direction where many people take a US product, launch it in Europe. You're going to take your successful Stop Smoking product and then release it back into the US.
- Eric:** Yes.
- Yanik:** I guess, is there... well one thing is we have some interesting subscribers here. And if you're looking for help in any of that, let us know and we'll pass along your contact info to them.
- Eric:** I appreciate that.
- Yanik:** But I'm curious about – without revealing too much that's confidential because

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you haven't done it yet – but what's the thinking for that? Because now you're going to be entering a marketplace that's probably even more competitive than Holland and Belgium.

Eric: Oh yeah, absolutely. It's day and night difference. And also with the Stop Smoking market with this in my opinion, I think one of the worst markets to be in because basically it's the one sale that's one thing. Or you help them, and then they're free; they don't need you anymore.

Yanik: Yeah.

Eric: Or if you cannot help them, then you lose your credibility and their trust, and they're gone also.

So that's one thing that I think it's not the best market to be in on the internet. But exactly there is so much competition in the US, and more and more also from the pharmaceutical companies.

And that is basically the type of product that I really attack in my book and in my seminars because it's really not helping people to stop smoking.

There is not one single pill or product in the world that has a higher success ratio than 5% no matter what they yell and what they put on their advertisements.

But companies like Pfizer, they have huge budgets, and so the price per click in the United States but also today even in Belgium and Holland for Stop Smoking product, it's rising and rising because of all the pharmaceutical companies that have discovered the internet and just give Google a lot of money and just put some Google Ads in it.

Yanik: Right.

Eric: So my approach will be – yeah I will look for networks, try to work with people. And then use the new technologies, like I will now be shooting a lot of videos that we will put on YouTube and then other video channels and really try to build up some trust through a lot of informational videos.

Then by that drive traffic to the opt-in page, build a list, and then work from there. It will be the same, but the beginning will be very tough, I think, yeah.

Yanik: And if you're looking for any particular help, you know, let us know, and we'll put you in touch with any subscriber who's interested. Is there anything that you're looking for right now on the US side?

Eric: Ok, I certainly will do that and call for help when I'm ready to launch. But at

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the moment, we're still finalizing the videos and the sales letter. But I have a lot of really good hope because it's really my passion, like I say, I even would do it basically for free.

But I even tried that – to give my book away for free, and it does not work because people don't believe that what's in it is worth their time of reading it. So unfortunately that is even not working.

But I really like that people can discover how easy it is to stop smoking, and I really hope that my Stop Smoking Workshop is giving them all the tools that they need to achieve this.

Yanik: Excellent. Let's talk about one more thing with distinctions between some of the marketing in Europe and America. Customer support – how? Is it typically via email? Is there a lot of phone support? What's the breakdown?

Eric: That's a good question. Well, I only do customer support by email, so with my Stop Smoking –

Yanik: For both products?

Eric: I'm sorry – yes.

Yanik: For both of them?

Eric: Yes, for both of them. And in the beginning with Stop Smoking, I had like also a phone customer support number ready, but I hardly, I mean, in a month time, if I would receive 15 phone calls in a month, it would be a lot.

Yanik: Ok.

Eric: And then of course I would outsource it to a call center. But I think email is absolutely very important. Phone it's much less. And then I think it's also maybe a distinction between Europe and the US – I think about it while you were asking your question.

It's regarding teleseminars because it's something which is very popular, very big in the English-speaking world, and I think it's a great, absolutely, a great way to build your list and to promote your product or whatever you want to do online.

However, and again, it's my little experience in Belgium, as far as I know, and also Holland, people don't hang on the phone for a teleseminar. They will go to a webinar. They will sit in front of their computer with some ears plugged in much more than really physically on the phone.

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Yanik: Interesting. Ok. That's an interesting distinction. What about things like affiliates or joint venture partners? Where does that fit in?

Eric: It's still much smaller than in the US, and that's one of the things that I'm hoping that is changing in the near future.

If I look at the Dutch market, I only know... Well, there are of course, there is affiliate marketing, but not in a way like it is in the United States.

So and certainly if I compare for example like Clickbank or Commission Junction, those types of websites, there is one website like that in Holland, which is a great website. It is for people who are interested in that. The name is www.PayPro.nl.

And they are basically – I would call them – they are like the Dutch version of Clickbank, but that is the only one that I know where they really have like an affiliate system, where they really pay like 50-75% commission to the affiliate when they sell their product.

And of course you have other affiliate channels in Belgium and Holland, but that is much more for the big companies who are just branding their products with their banners.

And then you would receive, for example, \$0.05 per click, or something like that. So it's affiliate marketing but much more on banner ads versus actual cost per action or cost per leads.

Yanik: Ok, got it. And what about you individually approaching sites to promote your products? Is that difficult or is that very well-received right now?

Eric: That is improving. That is absolutely improving. For example, if I did that 5 or 6 years ago, then it was completely – people fell off their chair, so to speak, when you mentioned or tried to explain what you were doing.

But that is something that is much more – people are getting used to it much more. Of course you have the big commercial websites also here in Belgium and Holland, like newspapers and stuff like that.

But that are not websites to go because their prices are ridiculous for their banner and stuff like that. But if you go to other websites that have a lot of traffic, for example, somebody who started his own blog that has become a success. They're really open to discuss co-operations like that, yes.

Yanik: Ok, interesting. You know, something else that you just mentioned when you talked about that other site that's a little bit similar to Clickbank is a .nl domain name. And with your sites, if I'm not mistaken, they're all .coms.

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Eric: Well, I have all of them, so I have them in .com, .be, .nl because you notice a slight difference in conversions. So if you address somebody in Holland, it's best that the website ends with .nl. If you address somebody in Belgium, it's best that it's .be. .fr for France. Germany I'm not sure even. .de I think.

Yanik: .de – yeah.

Eric: .de or .du. So yes, people prefer their own extension per nationality versus the .com version. I have all of them, so.

Yanik: So when you're advertising in the Netherlands, you're always advertising the .nl version.

Eric: Exactly.

Yanik: Ok. Yeah. I think that's a great, important distinction too. Ok, perfect. Any last thoughts on this discussion or anything else?

Eric: Oh, to all your listeners? I would encourage them and welcome them to the European market with all the great products and great ideas that they have because I think it's yeah – like any market, the European market is open for everybody. The opportunity is there for everybody.

So yeah, absolutely everybody is welcome, and I think it would benefit everybody because the more competition there is, the more people you have to work with to promote each other's product.

And it will only increase the level – or it will decrease the fear that people have to buy online, for example, in Belgium and Holland because it's not common yet.

When I tell people, oh I bought this book and I bought that. And I bought my flight tickets. It's improving, and people are buying stuff on the internet, but compared to the US, I think it's still limited.

And so the more people that come with great products to Europe and also deliver what they promise, it can only help the internet to grow, and so everybody will benefit from it.

Yanik: Excellent. And you and I didn't talk about this, but are you open to people with products here in the US that are doing well for you to license them and sell in Belgium or Netherlands?

Eric: Yes, if it is in my market, and I can help them with it. Yes I'm absolutely open to discuss opportunities like that. Absolutely.

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Yanik: Ok, Eric, perfect. And I know you're on LinkedIn, so if people are on LinkedIn, they can probably connect with you there.

Eric: Yeah.

Yanik: Or through one of your sites. Perfect. Well this has been insightful. It's been really interesting too to cover some of this stuff, and I appreciate you spending some time with us here.

Eric: My pleasure. My pleasure.

Yanik: Alright. Thanks, Eric, and I'll see you in a couple of weeks.

Eric: Ok. See you in a couple of weeks, Yanik! Have fun. Bye bye.

Yanik: Ok, talk to you soon. Bye bye.

Eric: Bye bye.