FAQ MARKETING LOGIC

KEVIN FAHEY

Interview Transcript

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Kevin Fahey Interview

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Kevin Fahey Interview Transcript

The following is the original interview transcription, preserving its original conversational wording.

Editor: Hello and welcome. Joining us today is an online marketer who is arguably one of the most prolific publishers of information in the world today. Kevin Fahey is originally from Kildare in Ireland, but these days he lives in Mallorca, the largest, and arguably most famous, of the Balearic Islands just off the coast of Spain. I guess, you could say Kevin genuinely does live the internet marketer lifestyle, working from a laptop on a beach. Kevin Fahey, welcome to the show.

Kevin Fahey: Cheers.

Editor: Well, as I mentioned in the introduction, you've made a big name for yourself in information marketing. So maybe I can ask you to start by telling us a little bit more about your background.

Kevin Fahey: So basically I moved to Majorca when I was 18 years old and I started working in bars and disco bars for around five years. To make a long story short, I realised that working in the tourist industry was probably not the best way to go to have a secure life in order to afford nice things in your life. We actually only had work and we only had income for six months of the year. We used to make good money in six months, but what I always noticed is come January or February the following year, when we'd been, you can say, out of work for three months, the money begins to run out. So you always seem to struggle in the winter. And at that time I actually had a girlfriend and I wanted to start to settle down a little bit in that sense.

So I've always been looking for ways to make extra money, ways to start businesses and stuff like that. So I turned to internet marketing and you could say for the first six months, I really, really struggled. My girlfriend at the time and our friends were saying, "Why is Kevin

spending 12 to 16 hours a day sitting in front of the computer and he might only make $50 a week?" I think a lot of people can relate to that as well. So if you've been in that situation or you're in that situation, this story might help you a little bit.

Six months later, my online business was generating around $2,000 per month. Actually, during that summer, I took up another job and I was paid around $1,800 a month. I happened to quit that job in September. It worked out very good for the business owner and it worked out very good for me. During those months I used to work in the bar from PM until around AM in the morning. I would go home then at AM in the morning, I would work on the computer until maybe six o'clock in the morning. I would go to sleep. I'd wake up around noon, work two or three hours on the computer and head back to my normal job. And that was a requirement in order to get my online business generating more than my nine to five job. And it's what allowed me to quit my job.

So with that, I've always felt so much freedom in my life. It actually gives me goosebumps thinking about it. And the next month, October, the business was generating $3,000. The next month, $4,000, $5,00. In January, the next year, it's up to $10,000. And I think in March the following year, it was up to around $16,000. And that was 13 years ago basically, in 2007 when I started. Since then, my business has increased at a steady rate every single month. I know a lot of marketers come out there and they make a million dollars in their first year or they come along and have a hundred thousand dollars a month. Some of them continue to grow and grow and grow. Some of them disappear or just get lost in their business or go off and do something else, whatever it may be.

But I'm very happy with our business consistency, that it's just steadily increasing and increasing. Our highest month basically was around $63,000. And for the past 10 years, probably the first five years was between $15,000 to $25,000 per month. The past few years we were between $30,000 and $50,000 per month. So it's just a massive, massive change.

So let's get back to when I was mentioning the girlfriend and her friends were saying, "What's Kevin doing by the computer?" Well, if you move forward, 12 months later, you could see the lifestyle changes, the income, everything like that. All those negative things would have went away and there would have been no more nagging. There would've been a lot more smiling in that sense. So that's how I got into internet marketing.

For the first three years, I spent a lot of time building my email list, which I highly recommended everyone do. Back then we used solo ads as a traffic source. It does not work as good now, but every single month I was investing between $5,000 and $10,000 into traffic. As I said, I was making good numbers, but sometimes the profit margin at that time would have been only around 30%, which was very, very happy. I was happy in that sense because I was building my business every single day. I ended up building a list of over 261,000 subscribers. And that was at my very, very peak. I used to buy solo ads, but I also used to sell solo ads as an income stream as well.

Now, what I like to say it happened in that case, you could say the ass fell out of the industry. You could say five years later, around 2013/2014, there was hundreds of people selling solo ads. There was hundreds of people buying solo ads and the people that were subscribed to these email lists were getting 200, 300, 400 emails every single day from all of these marketers. Our click through rate was less than 1% and the numbers were actually not working out as well as they used to. I could come along and spend $5,000 on traffic, and I might have half of the subscribers already. Sales would not be as high as they used to be.

So that was a massive change in the business for me. A lot of people left the industry, a lot of people went on to e-comm. A lot of people went on to other things. What I focused on then was, I got into rather than just buying and selling email addresses. I thought, there has to be more to this industry. There has to be value if you want to actually grow. My mentality is I want to be around in 20, 30, 40

years time doing the exact same thing, selling information marketing products, and your reputation is important.

So I switched my business model to providing more value and more quality all the way through and actually creating products that solve solutions. One of our first products was where we set up funnels for people and we give them 20 one time offers. Back then it was a massive, massive, success. There was no page builders like ClickFunnels or Optimised Press or Thrive Themes. Everything was done in HTML. That's how we worked. And we're able to provide that solution for people.

So from there, I have continued to launch products. I've continued to launch membership sites. I've ran numerous coaching programmes. We just continued to more or less the same thing from that initial switch.

Editor: So you've definitely been busy then. Now you live in Majorca. I have to ask, do you spend most of your spare time sipping cocktails by the sea?

Kevin Fahey: It's changed a lot over the years. 10, 12 years ago, we used to get home at six o'clock in the morning. As we got older, we used to get home around three o'clock in the morning, and now I've got a four year old daughter and a one-year-old daughter so things have completely changed. We're usually in bed by midnight, but on a normal day, sometimes I have a lot of work to do. I have eight hours work to do, and I have no problem putting in the hours. And other days I might only have 20 minutes or an hours work to do. I'm not really a person to lie on the couch all day or watch TV or play games on the computer or anything like that. I like to be as productive as possible.

When my friends are available, we'd probably head out for a round of golf, try and do that every few weeks. The same, get out in the boat, do a little bit of fishing. I've gone into gardening as a hobby, which is really, really cool. That kind of gets me away from the office. First

thing in the morning, during the day, just go out to do some flowering, do some stuff like that.

I bought a house four years ago and believe it or not, it's just consistent reforms and improvements. So I like to do a lot of DIY myself and paint and like that we're in lockdown now, so a lot of things have changed. Before that, we'd definitely eat out probably four or five days a week. My wife is not working now, so drop the kids off in school, chill out at home, head out for lunch, not be in a rush. And then just pick the kids up from school, come home, play with the kids.

I like to be productive. I'll give an example. Some days I might get up at six o'clock in the morning and I'd have all my work done by half eight, drop the kids off in school and I've got the whole day free. And that evening, eight or nine o'clock at night, the kids are in bed, I'll probably jump back on the computer and I can do other things as well.

With living in Majorca obviously you have a lot of choices. Do we spend all day by the beach sipping cocktails? Unfortunately not. We might've did a lot of it in the early years, but it's something that we got sick of and now it's more of a family life to be honest.

Editor: Ah, yes, family life does definitely get in the way, but how can you ever get bored of sipping cocktails by the sea? So Kevin, how did you get started?

Kevin Fahey: I got started looking for another income stream really. And from there, now at this stage, there's not really any other job in the world that could replace my current income. I think that's the easiest way of putting it, obviously in Spain, the average wage would be around €1,800 per month. That would probably be a good wage. A qualified chef or someone like that might get to €2,000, €2,500. So it's a little bit different than other countries. And that's something I'm very, very grateful for. There was no going back from when I got started, I seen the income potential, I'm not afraid of work. So from there it just worked out really well for me.

Editor: So what would you say is your favourite thing about internet marketing? Is it the creating of the product? Is it pitching them or is it the lifestyle that it affords you?

Kevin Fahey: It would actually be a mix of different things. I love creating products. I love communicating with my email list. I love interacting on Facebook. I love doing live training webinars because of the interaction. I love to see it help people and the impact it can have on people's life. So it's just a massive, massive amount of different things. I really believe if you don't enjoy doing something, you're not going to be successful at it. There are a lot of parts of this business which are not enjoyable and I think it's so important to have a team in place. I'll give a quick example.

Yesterday was Monday morning. The first thing I did between eight o'clock and half eight in the morning was I talked to my content writer. I talked to my copywriter and I talked to my graphic designer. Those are three pain staking jobs. I also talked to my main VA who manages our support desk and does all the data entry. So I talked to four people and I gave them four pain staking jobs. Basically create content, create a sales page, create graphics, and republish all these pages that I wanted to do. That would have taken me probably three or four weeks to complete. The data entry would have took two days, the graphic design would have taken at least a week. And the writing of sales copy would have taken me two weeks. I would not have enjoyed any of it. I wouldn't have been happy. I would not have been earning. I would not have been productive to actually make money.

So I think it's important that you learn how to outsource. And for me yesterday, I had a big smile on my face because I could see exactly how my business is set up. That we can just delegate all of these tasks. And I spent four or five hours yesterday in the garden because of that, rather than having to do all this work.

So learn how to outsource and make the business enjoyable for you.

Editor: Well, obviously a lot of what you do is based on helping other people to achieve their goals. So I guess that must be quite fulfilling?

Kevin Fahey: It's really, really satisfying in this business. I've been online for 13 years and you can just think about this. I started when I was 22, there's people that started when they were 16, 17, 18. There's people that started when they were 30 and there were struggling in their job. And now 10 years later, I look at their lifestyle. They've got married, they've got kids, they've bought a house, and being able to witness and experience that. Some people went along and bought Lamborghinis, whatever it may be. But to be able to witness that and know that you are part of that journey, that you helped that person at some stage, maybe if it was getting them off the ground or maybe it was taking their business to the next level, that is extremely satisfying. That is one of the best parts of this business because you know you're actually helping people and it pushes you forward more and more as well.

Editor: Yeah, I can imagine it does. So how much luck would you say plays a part in what you do, Kevin?

Kevin Fahey: Honestly, I think you rely on luck... You're going to be left disappointed a lot of time. I know a lot of people will say, "Okay, I just need a little bit of luck to make this work." Where my mentality would be, "I need to work as hard as possible to make this work. If it doesn't work, I need to approach it from a different angle." It's not going to help you relying on luck, that's my easiest way of putting it. We have been hit with roadblocks. You're always going to have hiccups in your business. You're always going to have bad luck.

For example, it's just unfortunate things that might happen that could have been predicted, that could have been avoided. Maybe it was inexperience, but you're always going to have bad luck. Let's put it that way. So when you have bad luck, what do you do? Do you say, "Okay, roll up, go home and quit?" Or do you adjust it? Do you go back, attack it from a different angle and actually overcome that

problem? So that's the way I would approach things. If anyone else can achieve it and do it, you can too.

Editor: Yep. Good advice right there. How hard though, do you have to push yourself Kevin?

Kevin Fahey: I would say, I push myself pretty hard in most cases when it comes to work in my life. For example, I don't speak Spanish, which I'm actually ashamed of. So I could push myself really, really hard and learn Spanish, but I'm not dedicated, I'm not motivated enough for that. But when I'd comes along to I've got 30 emails that must be written for a follow-up email series and some people might say, "Well, okay, I can space this out over three or four days, I can write six emails a day and get it done." Where I would be like, "Okay, well I'm just going to get up at six o'clock in the morning and I'm not going to leave the computer for six hours or eight hours or 10 hours until those emails are written." And I've just pushed myself like that. It's absolutely no problem. When there's work to be done, just do the work. It's absolutely no problem. And I think you have to be like that in all ways.

Why? Because it's just a requirement. No one's going to hand you your first million dollars. Nobody's going to build the funnels for you. Nobody is going to do the research for you. So you've got to push yourself if you want to make things work. I think that's important.

Editor: Yep. Totally get that. So what helps you to stay focused?

Kevin Fahey: What helps me stay focused the most is something that's really, really simple. I use a daily planner. It's basically a Google document with the date at the very top. And I make a plan of everything that I have to do throughout the week. From there, I'll break down everything I have to do throughout the day. For example, today I've got around five different things on my to-do list. They were planned out the night before, I know exactly what has to be done today. I know what has to be done tomorrow. And that just keeps me focused every single day. I've got the sheet opened at all times. I can just look, "Okay, that's done. Let's move to the next.

That's done." Once I get to the bottom of the list, I'm saying, "Okay, I'm finished for the day." So that helps me always.

I suppose one of the other things financially, which helps me stay focused, and I think this is important as well. We're financially comfortable. And I think when I've worked with students in the past who joined our coaching programme for example, that were financially comfortable so there was no motivation for them to get the work done, to push themselves because they were very very comfortable in that position. And I think that's a very, very dangerous thing.

So what keeps me focused is now I'm working on buying investment properties, that's the easiest way of putting it. Once I have one investment property, I'll say, "Okay, well it's time to buy another one." So I've something to focus on, I've something to earn more money and to invest it and put it towards something. If I wasn't focused, and I've seen this happen, this happened to me in my business around six or seven years ago, maybe more. I can't remember exactly. But we were not focused in our business. We did not have a plan. And I watched my bank account go from maybe around $50,000 in savings, down to around $5,000 in the space of a few months. And it was a massive, massive wake up call for me then, that I must always have a business plan moving forward to the next level. Someone said, "If you're not moving forward, you're going backwards. There's no such thing as standing still." And it's very, very true.

Editor: Yep. You've always got to keep on pushing forward. So who are your heroes? Who do you look up to?

Kevin Fahey: My heroes? I wouldn't say I have a massive amount of heroes. I'm not big on celebrities. Like, "Oh, I idolise this person and I must buy all their stuff," or anything like that. I'm like that with football teams and I'm like that with anyone. My hero, when I really think about it, would probably be my father. He taught me everything about business. We come from a family business background, we

come from hard work and ethics. So he would be my hero in that sense.

Editor: Yep. I'd say your Dad certainly qualifies as a hero, especially if he's listening right now, otherwise you're going to be in trouble. Kevin, how has the industry changed since you first started?

Kevin Fahey: The industry has changed massively in the past 13 years, the fundamentals of marketing are still the exact same. I can't stress that enough. It's the exact same thing. It's have a free lead generation page, have up sells, have down sells, have membership sites. Not much has changed in that sense, but to me it's a lot easier now than it was 13 or 14 years ago. For example, there's now page builder templates like Optimise Press, Click Funnels, et cetera, that you can come along and you can set up an opt-in page and a landing page in 15 minutes with no experience.

So there's no real technical issues like there was before. When it comes to traffic generation, okay, traffic has become more expensive and I can see traffic becoming more expensive in the future again, but it is also a lot more available. When we started off, we used to buy advertising from the e-zines and banner ads and stuff like that. It was a lot of un-targeted advertising. There was no such thing as retargeting or remarketing or anything like that. So now it's easier to attract your audience. It's easier to get your offer in front of the audience, but it might be a little bit more expensive.

Next, if you go back 13 years ago, there was a lot less people selling information marketing products. As I said, 13 years ago, I knew absolutely nothing about this business. Even 12 years ago, 11 years ago, I knew very little about this business, but we were still able to generate thousands of dollars every single month. When I look back at some of the sales pages and some of videos, I'm like, "Whoa, did that actually sell? Did I actually produce that? It's really bad?" You know, the format and all that stuff. But it was so easy to make sales. Now, the customers are a lot smarter. There is a lot more competition. So in order for you to stand out and make this business

successful for you, you have to put in your a-game every time, have everything looking good, have the best of quality, have the best design, have the best graphics, et cetera. And I think that's one of the biggest changes in the industry.

Editor: You're right. And I think one of the key things there Kevin, is that you've always now got to be on your A- game. That's absolutely vital. What advice would you give to someone who's just starting out?

Kevin Fahey: I would probably say to find someone that you admire, someone that is successful and someone that you would like to follow. I won't use me as an example, I'll pick someone who does SEO. So you see someone who does SEO, you see exactly what their business model is. You look at their offers, you look at their emails, you look at their connections and you try and apply a lot of things someone successful is doing in their business to your own business. This is something I do all the time. People would call it funnel hacking. I think that's a term that's become popular over the past years. I've been funnel hacking for the last 12 or 13 years.

At the very, very beginning I used to actually buy a lot of internet marketing products on ClickBank, just so I could see the upsell page, so I can see the down sell page. So I could see all the follow up emails, the thank you emails, absolutely everything. And I used to model that and learn from that in my own business model. So I was like, "Okay, these guys are doing millions of dollars every year. Well, let's get inside their funnels. Let's get inside their email list, let's see exactly what they're doing."

And to this day, I'm doing something very, very similar. I'm going to refer back to ClickBank again actually, because I did a promotion on ClickBank maybe six months ago, and I looked at their checkout page. I looked at the follow up emails. I looked at the order bumps, the discount coupon codes, everything that just made this offer look really, really sexy. And it just converted really, really well. It's done millions of dollars on ClickBank.

So again, I came along and I'm setting up offers on ClickBank. Now, I was applying the exact same things that I learned. The checkout banners, the discount coupon codes, the order bumps, everything like that.

So I think if you're just starting out, stop looking for shiny objects, find someone you respect, find a business model that you like, and that someone is doing in that particular business model and try and replicate it as much as possible in your own business.

Editor: Great stuff. And some really good advice there, but what's next for you, Kevin? Is there something that you're working on at the moment?

Kevin Fahey: As I mentioned at the start, our business has been consistently growing at a steady rate for 13 years and we've pretty much been doing the same thing over and over again every single year. So I'm not going to be making any massive changes. If it's not broke, don't try and fix it. I think that's the easiest way of putting it. There is things that I know that I could add to my business to make up to another $50,000 every month, if not more. And it would be more towards high ticket coaching programmes and reseller coaching programmes and more live training webinars. And that's something I could easily add at any time.

But at the moment, I'm just happy the way business is running. It's not stressful. A lot of it is outsourced. It's steadily growing. We've got members that we need to keep happy every single month. So that's my number one priority. And if there was something to come along, as I said, I know in the next two or three years, I could get back into some high ticket coaching programmes and stuff like that. But at the moment, I'm just happy the way things are.

Editor: Fair enough. And how can anybody listening find out more about you, Kevin? Where do we need to go?

Kevin Fahey: If you want to find out more about me, you can go to kevinfahey.net.

And there's a link to a few of our sites, you're more than free to check out.

Editor: That's great, Kevin, and thank you so much for your time today. I've really enjoyed chatting with you.

Kevin Fahey: Absolute pleasure to be on this interview. I enjoyed it very much. I hope you guys got a lot of content from it and then just reach out if you need anything. Cheers.

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