

# James Jones Interviews Dennis Becker about his 5 Bucks a Day Strategy

You can learn more about Dennis'  
*5 Bucks a Day Strategy* by clicking [HERE!](#)

Exclusive Interview by James Jones of KickButtTeas.com

## How did you get started in Internet Marketing?

**Dennis:** That's a good question, and I think I have to give the long answer for people to appreciate what I went through to get from where I was to where I am.

I always had a love of computers, since I got out of college, and that was back in the late 60's. I started as a computer programmer, eventually became a software consultant, burned out after doing that for about 8 years, and went into retail.

That was in the late 80's, when I decided I wanted to stop traveling and start my own little baseball card shop, so it was a definite career change. This was before the Internet, but I did have a PC that was hooked up to a bulletin board system for sports card dealers, and we could buy and sell wholesale. I had to pay a few hundred dollars a month to use that bulletin board system.

I ran that card shop for about 15 years but towards the end, I knew that the industry was dying. First I added some income by selling on eBay starting in 1998. And then I put together a web site where I started selling hobby supplies to collectors, and we built up a pretty decent e-commerce business, but it was, and is, low profit and hard work. I still do run that site, though, it helps pay the rent. And I still sell on eBay every day of the week.

The more I used the Internet, the more I tried to find the secret that all the so-called gurus said was out there. They said they could send out an email and in 24 hours have \$10,000 in their bank account. That's what I wanted, even half of that would be pretty cool, you know.

As time went by, I tried everything, bought 1000's of dollars worth of eBooks, was on every mailing list you could imagine, and was paying to belong to a dozen membership sites. They all had testimonials and success stories.

But for me, it just wasn't working. I was making some money and I did know all the necessary skills, I knew how to put together a web site. I knew about AdWords and AdSense and writing articles. I thought I knew enough about search engine optimization to get by. I knew about email marketing, I build a couple email lists and started an eZine. I trolled all the main internet marketing forums and read all that.

And I had some business success behind me, so I knew I wasn't stupid. But still... I guess at that point you could call me an Internet Marketer, but the income wasn't even probably covering my fees to belong to the membership sites. It was very, very frustrating, I'll tell you.

By mid 2005 I had the feeling that something was terribly wrong, and I wasn't sure it was with me. I was really getting scared. I had dreamed that Internet Marketing could be the answer to my income difficulties. Could it be that internet marketing success was just a hoax?

I wondered. I thought I knew enough. I knew I worked hard enough. But I wasn't getting anywhere, and the real thing that was freaking me out was I had a lot of bills, I had closed down my card shop because the business had declined, and I didn't know what to do to replace that income.

I had long since decided I needed to earn \$200 a day to get over the hump. I was doing everything I could to reach that goal, but it just wasn't happening.

So to answer your question, that was how I started. It really wasn't a pretty picture, you know?

## **So Dennis, what exactly is the 5 Bucks a Day Strategy?**

**Dennis:** First of all, as you said, it's a strategy.

It's not a stand-alone method of producing income.

It's hard to describe to someone because it's more of a mental approach to maximizing the skills that you already have.

You know, I think I put this in my recent revision of the eBook, which should be released next week, that I read an interesting bit of trivia that will illustrate the strategy. It actually came from MyYahoo page which I use to read the latest news, sports and weather. I'm sure a lot of your listeners use MyYahoo, so they probably saw this. Anyway, they have a column called Ask Yahoo, and there is an interesting question they answer every day.

The other day, the question was how much food does an average American consume during their lifetime. Obviously there's a lot of variables, but the answer they reported was approximately 60,000 pounds, which the report said was the equivalent of 6 elephants.

I immediately thought of the old riddle: How do you eat an elephant? Answer: one bite at a time.

First of all, though, if you were looking at an elephant and someone told you that you had 20 years to eat it, and they would give you a million dollars, do you think you could believe that you could do that? No way!

If they told you that there were a million bitefuls, and that meant 20,000 bitefuls a year, which is about 137 a day, then how hard would it be to believe that you could do it? Now we're getting somewhere.

Same way with my [5 buck a day strategy](#). If you sat down and told your spouse that you would be quitting your job in a year, and you plan to earn \$100,000 a year after that, just

by sitting at home at your computer in your shorts and t-shirt, do you think she or he would sort of freak out? Especially if you weren't already proving some success.

But if you told her (or him) that you think you can do something that makes you \$5 a day, and you can do that project in a week, what then? Yawn, sure, who couldn't? Wake me up when you're done earning the 5 dollars and we'll celebrate at McDonald's.

The 5 buck a day strategy asks people to make certain adjustments to their thoughts and habits, and by doing so, if someone can figure out how to make a simple 5 bucks a day from a 1-week project, that's the key. If they can do it this week, they can do it again next week, and the week after.

And if they keep reinforcing those habits and thoughts, after 52 weeks of projects that produce just \$5 a day each, you now have an income of \$260 a day.

Which is \$94,900 a year and growing.

That's where I was in October 2005. I had a goal of making \$200 a day. I think my subconscious wouldn't believe that I could do it. And I had some bad habits to break, and good habits to start up, that needed to happen before things changed.

Like eating that elephant. First I would have to believe that I could do it. Then I would have to motivate myself that what I had to go through was worth it (the million dollar reward when it was finished). Then I would have to get out the knife and fork and just eat my 137 bitefuls a day, day after day, until it became obvious that it would eventually get done. It would get easier every day. And at that point it would become such a part of my life that I would just do it without thinking.

Yuck, what a terrible example, huh? Don't offer me a million dollars to do that please!

Maybe the slogan, a journey of a thousand miles begins with a single step would be a better example.

## **What do you need in order to implement the 5 Bucks a Day strategy?**

**Dennis:** You need basic marketing skills and a plan to turn those skills into money.

The [5 buck a day strategy](#) doesn't ask you to spend any additional money. Do what you're doing already. Just take a slightly different approach to doing it.

I originally thought that the strategy was for internet marketers, because that was my focus, but now I realize it's also applicable to off line marketing as well, like real estate, auto dealers, network marketers, commissioned sales people, you name it. The internet is not essential to the strategy.

But I think you need to be a marketer. There are occupations where the strategy is just not translatable.

Remember, though, that lots of people are marketers without realizing it. When I ran my card shop, for example, I didn't really think of it as marketing. I waited for people to walk in and buy something. I didn't try to convince them to buy something that they didn't come in for.

But I did market behind the scenes. I decided if I wanted to sell a certain type of item, and if I did I would get more sales. For example, I sold beanie babies for a while when they were hot. Certainly when I opened the shop, I never visualized selling that kind of item, but when I sensed an opportunity, I grabbed it.

Successful merchants are always looking for an edge, be it in service, selection, how things are arranged on the shelves, pricing, that kind of thing.

If I would have developed my 5 buck a day strategy back then, I could probably have made a killing. If I would have spent more time on doing small things every week to improve my store, or adding new product lines, or finding suppliers with better prices, or keeping the store cleaner, or training employees better, or doing some kind of promotion, instead of sitting behind the counter waiting for people to come in, I could have been really successful. But that opportunity is past, at least for my baseball card shop.

All those things I mentioned could have been done in short amounts of time and had a definite impact on my income. Every store owner in America could benefit from that kind of thinking.

Likewise independent contractors, plumbers, electricians, a lot of people that you don't think about are marketers in the end. And they can benefit from the strategy to a certain extent.

## **Dennis, in your opinion what is the biggest reason most Internet Marketers fail?**

**Dennis:** I don't know the exact numbers, but I suspect that at least 80% of those who attempt to become Internet Marketers fail to earn at least \$100 a month. Probably less than 5% make as much as they could by taking a 2nd job somewhere.

But the top 2% to 5% can do very well after they figure it out.

Why do 95% fail? My opinion is lack of focus to a large degree. Some of those 95%, I'm not sure how many, just don't want to pay their dues. Everybody wants the get-rich-quick, instant success. I've heard claims of it happening occasionally, but it sure didn't happen for me.

I was one of the ones that seemed destined to be in the 95% failure group. What happened is I just wouldn't quit.

I talk in the eBook about the ah-ha moment, that was the instant in time that I realized that I had the knowledge and skills to be just as successful as the guys at the top 5%, so darn it, I decided to stop buying every new ebook and course on the market and just focus on developing one or two of those skills that I already had.

That's when it turned around for me.

I don't want your listeners to get discouraged by hearing me say that 95% will fail, because think about this. Most of the ones destined to failure won't bother to listen to this recording anyway. They'll be drinking a beer and watching the television, or taking a nap, or surfing the chat rooms wondering why they can't make money with their computer.

Not that there's anything wrong with relaxing, but the people listening to this recording, those that are spending time, I want to encourage them that if they don't give up, like I didn't give up, they can make it. And I hope it doesn't take them the 3 years it took me to come to their ah-ha moment in time.

I like to think that the 5 bucks a day strategy will help them reach their potential.

## **Can a person make a living with the 5 bucks a day strategy or is this more of just a part time thing?**

**Dennis:** First of all, I have to issue the standard disclaimer. I can't promise any specific income to anyone. It all depends on what you know already, how hard you work, lots of variables.

But that being said, I would say that I'm making a very nice living now, a year after I developed my strategy. And the income was there before I wrote the book, so let's discount that.

Let me just say this. I truly believe that anyone with some basic marketing skills of some type, and a plan to turn those skills into income, can easily make \$5 a day within a week by doing something specific. Most weeks. Some weeks you'll fail. Some weeks you'll make more than \$5 a day from your weekly project. It should all average out nicely.

So, if you can force yourself to do some things to figure out how to make just 5 extra dollars a day by doing something next week, don't you think you could do that the following week? And the week after that? Just 5 lousy dollars?

Once you get a few weeks under your belt of implementing the strategy, two things will have happened.

1. you'll have some success, which will give you confidence
2. you'll have developed some habits that are becoming ingrained into your very soul.

Can it be a part time strategy? Sure. If you don't have the time to do a small project a week, do one a month. Add 5 bucks a day to your income every month instead of every week, and you'll have given your annual income a nice shot in the arm.

I like to tell people that by increasing their income [just \\$5 a day](#), they've increased their annual income by \$1825.00. Many people don't get that much of a raise every year in their job, for working their tail off an entire year! 5 buck a day people get that raise every week!

## What has been your biggest success with the 5 Bucks a Day strategy?

**Dennis:** I mention a project in the [eBook](#) (you'll have to read it to get some specifics) that was actually a lucky break for me. I did some things last November that yielded me **\$38,000** profit by the middle of January.

Unfortunately it was a seasonal thing, so the money dried up. But still, that was nice for about 8 weeks time and less than a week's worth of actual work.

What it did do, though, more than anything, was show me that I was on the right track. Internally I realized that I had the skill to do this. All I had to do was more of it. So I kept piling on projects, week after week, adding more and more income to my portfolio, week after week.

Actually that first project isn't my biggest success. I've had projects work out better, much better, since then. But I do document the first one in the eBook, which might be worth the price of admission in itself.

My weekly goal is always to make 5 bucks a day of new income. Some weeks I had projects that did that beautifully. Some weeks didn't do so well. But others were spectacular. I had one project that took me less than a week to complete that is earning me over \$300 a day now. And it has been for several months. That's my best one so far, and if I told you the niche you wouldn't believe it.

## Now that you've written 5 bucks a day, what's next?

**Dennis:** James, in the beginning, when I was considering writing the [eBook](#), I was very passionate about the subject. I thought for several months whether or not I should write about my strategy, or whether I should just keep it to myself. I planned to start back in July, then decided not to, then finally wrote it in October.

While I was going back and forth, I decided what I really wanted to do was do more than write a book. I wanted to build a community that my readers could benefit from, far above and beyond what I wrote, or even what I knew. I'm just an average guy with average skills, I've been fortunate to spend time in forums and absorb knowledge from some truly brilliant marketers.

Since I finished the first version of the ebook, I've quietly been working on a members area, that will be free to all purchasers. In that area will be all sorts of free goodies, which I'll keep adding to on a regular basis. No extra charge for anything.

Most of the freebies will not be the ordinary stuff that you get as bonuses when you purchase something. You know the stuff, [buy my ebook for \\$17](#) and I'll give you \$1700 worth of bonuses. And who reads that stuff anyway?

My members area will be themed to provide things that will help people put together 5 buck a day projects. Reports, Business ideas. Software. You name it, if it fits the theme, and I can either produce it myself or get resell rights from the person who has, I'll add it to the members area as I find it.

The members area will have a forum as the central hub. I'm trusting that as we sell more and more of the eBooks, people will have a reason to visit and contribute to the forum. I see you already made a post the other day giving a great idea that can be used to earn money. I would like to see hundreds of people contribute hundreds of ideas that we can all benefit from.

I have had a few people complain about the example I give in the eBook about my first big success. They complain that they can't do what I did for one reason or other. What they don't seem to understand is that my example was something I did, with my skill set, and no example will work for 100% of the people.

I didn't intend for everyone to copy my example. If they did that, there would be too much competition for that particular method, after all. I just wanted to primarily give some motivation and show people what can happen.

So, by building the community for people to share and relate to each other's common desire to earn a lousy 5 bucks a day, I hope that there will be so many business examples that everybody will be able to get enough good ideas to keep pumping out those 5 buck a day projects.

Just an update on that members area. This is December 2, 2006. I've let a select few people into it already; I plan on announcing it to every 5 buck a day owner within a week.

My goal, and I've been good at reaching my goals lately, is for the [5 bucks a day](#) members area to have so much value by the middle of 2007, if not sooner, that every internet marketer will want to be a part of it.

My plan is to keep the members area free for all purchasers of the eBook, but obviously at regular intervals, as my investment in putting new products in there increases, and the value increases, the price of the eBook will increase also.

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