

THE SYSTEM

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THE PROVEN SYSTEM FOR WRITING AND
PROFITING FROM 7-15 PAGE REPORTS

PROFITING FROM 7-15 PAGE REPORTS
THE PROVEN SYSTEM FOR WRITING AND

"Discover The Secrets Of Creating 7-15 Page Reports And Converting Them Into Products You Can Sell For \$37, \$97, \$297 Even \$997!"

Get my step-by-step system for writing and profiting from 7-15 page reports and learn how to turn your small reports into a six figures annual business you can run in your spare time...

GET ACCESS NOW!

“The one thing standing between you and your income goals is a system you stick-to and follow through with. Your primary aim right now should be to finish setting up a system that can earn you money for a long time to come!”

In fact, this system should be your main and only focus right now.

Unless you are making over 250k online right now, nothing else matters more than setting up this system and sticking to it.

You should put your entire heart, soul, energy, resources, time, effort, blood, sweat and tears into this system and nothing else! You should do everything in your power to ignore all the noise out there, ignore all the offers and advertisements pounding your mind on a daily basis and just focus (laser-focus) on setting up this one system.

Warning! You'll be tempted, almost daily, to distract yourself from this system. You'll be eager to break away from this system and try something else (even if it's just for a moment).

Make no mistake about it, your willingness to stick to this one system and refrain from paying attention to all the distractions out there, is your main goal. Distractions are public enemy number one and you must conquer all those useless distractions.

Because in this system what I'm going to reveal to you is proven, has been proven for years, and will continue to prove successful for years more to come.

It's true. **You see, you've been conditioned.**

You've been conditioned to look for the “new thing”... the latest and greatest, new thing.

If I were to put: © Copyright 2002 on this book, you'd discount it off and chalk it up as “out of date”. We are all conditioned to get the new version, the newest information, the most cutting-edge concepts and trends. We jump on Facebook when it's new, then Pinterest, then whatever comes next...

You see, we live in a microwave society and we want everything new and fast. We want it right now and we want the new thing. This has been conditioned into us for a long time.

Marketers know this well. They know that this is a 'moving parade' of a market and in order to keep earning more and more money, we have to keep offering you newer and newer products.

Marketers rack their brains trying to think of what new shiny object they can offer you. They know that most people in this market will buy stuff and not even read it, go through it and sometimes not even download the thing they bought.

It's a moving parade of "offers"... one offer after the next... one pitch after the next... constantly dazzling you with "magic buttons" and "tools" and even "blueprints" for earning money.

What you need to do is flip the table.

You see, sitting across from you, at the table, are marketers selling you stuff. You are sitting at one side of the table and a herd of marketers are walking by you offering up one offer after the next, asking you to buy.

What you need to do is get up out of your chair and walk around to the other side of the table and be one of the merchants selling your own offers to the herd of "customers" out there buying these offers.

Yes, become one of us!

Now, many out there will chastise what I'm saying. They will try and be politically correct and say the right things. They'll turn their nose up at what I'm saying and try to be righteous. *Whatever.*

Pay them no attention.

Instead, set up your own money-printing-press and start earning big money FAST. Join the ranks of those who have gone from earning nothing online and wasting their time and money, to being one of us, who earn a full-time living online.

Stop being the customer and start being the "seller". Stop chasing some magic scheme or hidden loophole and start being the one offering magic schemes and hidden loopholes.

Stop being the newbie who thinks he/she needs all the answers, all the techniques, all the secrets and the one who must "pay the price" first, before being worthy of a full time income online.

Yes, many people (newbies) think they must pay some kind of price first before they earn any money. They think they have to "put in their time" first, before they are worthy of

earning big bucks. They think they have to learn, learn and master everything before they are worthy of earning big money. **UTTER, UTTER BULLSHIT!!!!**

All you need to do is set up a system, like the one I'm about to show you and work the system. Stick to the system and stop being like a hamster in a wheel chasing round and round and getting nowhere fast.

All you need is this system and you can earn money out of thin air, much like printing your own money. How powerful is that?

So, welcome! **Welcome to the rest of your life.**

Dig in and pay close attention to what I say here. I know what I'm talking about. I've generated millions online and I've helped thousands of people earn big money online from home too.

I'm not here to be your best friend or your favorite guru either. I am here to tell you the truth and show you a system that works like a charm.

It's up to you to follow it.

And, most never follow it. Yep, most just continue chasing magic buttons like some crack addict always chasing the next fix. I can't do a thing about their crack addiction to magic buttons. I cannot fix what does not want to be fixed. I cannot make a horse drink water.

And at this point in my career, I realize now more than ever, most just want a **“hit of hope!”**

Fine. Enjoy this hit of hope, but realize if you actually DO IT and work this system, you can actually achieve that “hope”.

It can become a reality. Seriously

Want to REALLY succeed and earn a full time income?

Then, you must do the following:

- ✓ Master this system and stick to it
- ✓ Work this system and learn it like the back of your hand
- ✓ Refrain from talking yourself out of it
- ✓ Refrain from continuing to search for those magic buttons
- ✓ Refrain from distracting yourself
- ✓ Ignore all the noise out there. How can you think with all that noise out there (otherwise known as offers)
- ✓ Have faith (without faith that little voice will indeed talk you out of everything worthy)
- ✓ Buy all my stuff, always :-)

The “Print Your Own Money” System

Uncensored!

Warning! I truly mean **uncensored**.

Again... I'm not here to be your BFF or your favorite guru, who gets mentioned on the forum threads about “who everyone's favorite guru is”.

Whatever!

All that matters in business is cash-flow and your customers (and your employees). If you want cash-flow (and customers) then this is the best system you'll ever find.

I don't care what glamorous or glitzy “offer” that gets pitched to you is either, this is the best system you'll find. You know why? Because every business or “system” out there requires the same types of steps and procedures to succeed.

You might think, *“Ah, this offline consulting gig looks great! I bet I can make money easily like this”*... but the truth is it must be treated like a business (a system) or it will fail for you.

You might think, *“Ah, this Amazon product gizmo looks awesome and easy. I bet I can make 6k per month with this easily”*... but the truth is it must be treated like a business, and not some scheme or magic button, for it to succeed, or it will fail.

The fact of the matter is, unless you treat it like a business and stick to the system, it will not work. I don't care how easy and push-button the offer is. You have to stick to it and run it like a business.

So, the next time you are looking at a great offer and contemplating rather to buy it or not, remember this...

“If you want to earn big money in business, you need to work the system and stick to it, then master it and run the entire thing like a real business.”

...Or it will fail.

So, just a warning... I'm not going to hold back and if that gets me a new crop of haters and criticism, **I don't care.**

If you are one who respects the truth and appreciates the fact someone (ME) is giving you the 'dirty truth' and not blowing smoke up your ass, then great...

... **YOU are who this book is written for! YOU are my mission.**

Let's do this

Earning Your Own Money Out Of Thin Air!

This system is like printing money. It's like having your own printing press that spits out dollar bills. This system can even be looked at as printing FREE money out of thin air, legally.

I love this system. It has changed my life.

Let's say you went to Las Vegas to gamble. You had \$100 to spend on gambling.

You told yourself if you lose that \$100, you are done and will not gamble the rest of the weekend. Therefore, you have \$100 to spend on gambling.

The first hour, you are down to \$30 left. You have already spent \$70 and lost it all. Depressed at your loss, you decide to go to lunch and relax from the gambling tables for a little while.

While at lunch, you overhear two guys talking about how they won a ton of money on the Craps table. One guy said he just kept betting on the “do not pass line” and kept winning.

You decide to give that a try next. So, you finish up your slice of pizza and dash over to the Craps Table. You slap down \$10 on the “do not pass line”.

Bingo! You win. Now, you have \$40.

You keep working the table and build up to \$170!! You have now profited \$70. You started out with \$100 but now have a total of \$170 (\$70 more than what you started with).

So, you decide to take out the \$100 and put it in the back of your wallet. You are not going to touch the \$100 you started with and you're just going to use the \$70 you won, to continue gambling with.

You are playing with “house money” now.

You are playing with the casino's money, not yours. You stashed your initial \$100 away and will not touch it no matter what. You are playing with other people's money.

Now, this may seem like common sense to you. It may seem like something even an 8th grader would figure out. However, there's a major-major business lesson in this story.

Let me put it another way, with another story, but with real estate instead of gambling, or online marketing. Because, with gambling, the odds are not in your favor. With the system I'm going to show you, the odds are GREATLY in your favor.

In fact, I believe the odds are so greatly in my favor, I can pretty much guarantee you I can earn money doing this system no matter what. I've even performed this system in front of people and earned income right before their eyes. Yes, I gave away the niche and everything I was doing and made profits right in front of them!

I bet your favorite guru has never done that in front of you huh? I walked the talk and produced profits out of thin air right in front of 100+ people, in some crazy niche I wasn't even interested in.

I've done it many times before too. So, yeah, I'm so confident in this system, I would guarantee people I can turn profits easily. **The odds are greatly in your favor if you work this system.**

So, real estate... I'm no real estate pro, but here's an example for illustration purposes.

You buy an apartment for \$50k and get it financed through the bank. The bank wanted 10% down, so you put \$5,000 down to secure the loan.

You rent out the apartment and someone pays you rent monthly for living there. This renter pays for your mortgage, taxes and maintenance through the rent amount he/she pays you monthly. Plus, you earn \$100 per month profit.

So, let's say your monthly mortgage payment is \$400 and you rent this apartment out for \$600. The extra \$200 covers taxes and maintenance and leaves \$100 to you as profit.

Now, that \$100 per month or \$2,400 per year is house money. In fact, you don't even have to pay taxes on that \$2,400. It's tax free (see your CPA for that though).

Now, you sell that apartment for \$70,000 and therefore earned \$20,000 on the sale. That would require you paying capital gains tax I believe, but you can take that \$20,000 you just earned and put it into a new investment and then it's tax free (check with CPA).

Let's say you take that \$20k you just earned and put it down on 4 more apartment units. Now, you are earning \$1500 per month in profit and those tenants are paying for your mortgage payment, taxes and maintenance.

Either way, this is yet another example of **using house money**.

My friend, this is how the rich get rich and richer.

In fact, I can even take it further than that... the rich just do things differently.

Here's a hypothetical of a system a rich business person could do:

The rich person uses OPM (other people's money) to finance a real estate deal. That real estate deal produces a monthly income for the rich person (cash flow). This is tax free income.

This person then takes the revenue/profits (cash flow) from the real estate deal and invests it into a new investment (gold, silver, real estate, etc).

Then, he/she takes the return on investment (capital gains) and reinvests it into a tax deferred pension plan or life insurance plan.

He then takes out loans versus the death benefit from the life insurance plan (or take the gain in gold or silver and invests that into the life insurance plan)... and that loan is tax free.

All of that was on other people's money too. He started with investments from other people, who wanted to fund the real estate deal and earn profits.

Now, I'm no CPA or Tax Attorney (nor have I ever played one on television) and these are just illustrations for talking points, but still, this is how the rich get richer. The rich have people who give them money (customers, or investors, etc).

The non-rich give their money to rich people.

Playing with “house money” is more than just a saying, it's a system for getting rich or making lots of money. **And, it works online like a charm!**

How To Use House Money Online!

Value: The people who have been able to succeed and continue to succeed, even when markets change and regulations put most out of business, are the people who have the ability to provide great value.

Customers exchange their hard-earned money for value, period.

People, your customers, will give you money in exchange for you giving them value.

Do not ever forget this.

They seek value and your job is to provide it to them. If you can acquire one skill, it should be the skill of providing value to people.

The other skill would be “sales”. But, more on that later.

For now, understand that you must get good at providing value. People buy products they WANT, not what they need. Sure, they might think they need something, but likely they merely want it.

You do not need to sell products people need. Most products or services people need are commodities and are regulated. People need food and water. They need shelter and medical. People do not want to spend a lot on needs. In fact, many believe those needs should be provided free by governments.

Food stamps for food, free health care, free shelter and housing and free clothes and shoes are just some of the products and services the governments provide.

What most people spend their money on are “wants”.

Anyone can live in a \$400 per month apartment, but people buy \$500,000 houses. Do they need that nicer house?

Do they need leather seats in their two cars? Do they need 15 pairs of shoes or 85 different shirts to wear? Do they need a wireless keyboard for their computer or ipads?

Online, do people need an information product on how to persuade people... how to lose weight... how to get more dates... how to drive traffic... how to earn six figures... how to grow beautiful roses... or how to improve their golf game?

These are “want” products, not “need” products, and these are the types of products most people spend most of their money on. They see these “wants” as needs sometimes, but they are not needs.

In this program you're going to learn how to **tap into these wants** and create buying frenzies. You'll discover how to persuade people to spend big money on your products.

Therefore, to understand value is to understand that people have perceptions of value.

I could sell you this blueprint for \$27 or I can sell it to you for \$2,700+

After all, **this is a blueprint that could help you to earn a million dollars.** Surely that's worth more than \$2700, right?

Where most people in this market lose touch with value is by operating in a hasty manner. They want to toss up low quality stuff and hope people buy from them again and again!

If you can acquire the ability to create great value, then you can earn a fortune in direct response marketing, period. ***And, value is perception.***

In fact, you should master this skill. It can make you wealthy for the rest of your life. You should indeed master the skill of **“how to create value”**.

Forget about money for a second and just focus on value. How can you provide value to people? What would you love to teach people?

What topic or method would you even teach people for free, if money were no object?

Forget about money for a moment and just concentrate on providing value... on helping people solve a problem or get something they “WANT”.

In mastering the skill of providing value, realize that you can easily develop this skill. Information is abundant and all around you. One step inside a book store proves this.

Because you see, all you have to do is grab one of those books in that bookstore and learn what is being taught. You can then teach what you learned to others... for a fee!

For example, you could buy a book on “How To Find Mr. Right”, read the book, take notes and learn the insights being taught in the book. You can then buy another book on “How To Get Your Man To Commit”, take notes and learn the insights taught in that book too.

Now, you can take your notes and craft an outline of a report. You can then either write the report yourself or outsource it to a professional ghostwriter.

Presto! You not only have a book of your own to sell now, but you learned the insights. Those insights are now yours to teach for the rest of your life.

And, you decide to do just that... teach the secrets to dating. You become a dating coach. You have a site, a membership site, a blog, press releases, articles, Facebook posts, and even conduct live online webinar presentations.

Very quickly, you have mastered those insights like the back of your hand. You know them well. You can teach this stuff in your sleep. At any given moment, you can quickly rattle off secrets to dating to anyone interested.

People start paying you for coaching and you repeat these secrets over and over again, to hundreds of people over the years. You're now a guru... an expert... and making money is a breeze.

In fact, as long as there are human beings on this planet, they will have relationship challenges and you can help them.

To think, it all started by walking into a bookstore and buying 2 books on relationships and learning the insights taught. Who would have thought that those notes you took would turn out to be a million dollar business?

If you look closely, you'll see that you are providing value. This is something people need... *err...* want!

What can you get good at? What knowledge can you acquire that solves a problem or helps people? What are you interested in? Well, I know you are interested in making money online!

You could easily learn and then master how to get traffic with Facebook and then teach people that! You can easily learn how to create effective squeeze pages and teach people that! You can learn how to create SEO friendly blogs and teach people that!

The list is endless.

But that's not what most people do. They buy a Private Label Rights product and toss it up online and drive some traffic to it, all in one single day... then wonder where the money is hiding at.

They buy a gizmo software program that promises riches overnight and then play with that broken software for a month before they finally give up and move on to the next pie-in-the-sky.

They never... and I repeat... NEVER focus on getting any kind of skills or knowledge to teach. They are all in a hurry. They need to make money right now because the house is going to get foreclosed on. There are bills to be paid and there's no time to be waiting around to master some skill or piece of knowledge.

Speed is what people want and that's what all of society wants. It's the microwave society and instant gratification world... the ADD world... we live in and when it comes to making money online, most people are no different.

They want that quick “hit of hope”.

Instead of being one of those people, who wants instant gratification, be the one who sells it. Yes, be the one who sells “instant gratification” and not the one who is trapped by it.

Do not be the one who is blinded by the instant gratification illusion. Instead, sell it. Be the one who provides instant gratification methods and products.

Want to lose weight? Take this pill. You'll be able to see results within 48 hours or less! *Want to be happier, listen to these subliminal audios and feel better instantly!* *Want to make money online from home? Get this secret software and you could earn money as fast as tonight!*

I'm not saying to be immoral or unethical. That piece of software could make you money as fast as tonight, if you know what you are doing. That pill can get you great results fast too, if you exercise and stop eating pizza every night.

Again, what do people exchange their money for? They exchange it for value.

Value is a perceived thing. Value is what people want, not what they need, even though they may feel like they “need” it, they merely “want” it. Sell “wants”.

What if you bought a product from me and when you logged inside the members area you saw one audio file and that's it. Let's say the price of this product was \$297 of your hard earned money. Do you feel like you got your money's worth?

What if the audio file showed the audio to be 4 hours long? Feel better now? Maybe that's still a bit expensive for only 4 hours of audio?

What if, on the other hand, you logged in and saw 16 audio files, each with descriptions and 22 PDF's? Wouldn't that be more valuable for your \$297 hard earned money?

What if those 16 audio files totaled 4 hours (total)?? What if those 22 PDF's were transcripts of the 16 audios, plus a few more filled with affiliate links and resources?

Remember value is a perception.

However, if all 16 audios were terrible, you'd feel upset. You'd feel like the \$297 you spent was wasted and that the entire thing was a sham.

Therefore, value is what it is... valuable. And, providing value is a matter of providing quality. It's too bad most in this business will never once provide a valuable product to any market.

They will spend 4 years of their lives trying to make money online from home, but never once spend any kind of quality time in mastering one topic or lesson and teaching something of value.

They will constantly look for the path of least resistance. I mean, if you cannot create a valuable product, then by all means, take the path of least resistance and buy some \$2.50 PLR product and sell that right?

(PLR products have their place, but more on that later).

All in all, value is key. Instead of wasting four years of your life looking for the quick fix, invest two weeks of your life mastering one topic or lesson you can teach.

Invest two weeks of your life mastering a technique for losing weight... or for lowering blood pressure... or for quitting smoking... or for improving your golf putting game... or for picking up dates... or for writing sales copy... or for writing press releases... or for mastering Twitter... or on how to get child custody... or on how to manage your taxes... or how to invest in gold coins... etc.

Pick one thing and master it. You are one skill away from six figures and that skill is "providing value". Forget money and ask yourself, what would you love to teach so much, you'd do it for free!

Then, get busy learning!

Then, get busy teaching!

To think, Steve Jobs made billions by providing slick, sleek and innovative products millions of people really-really wanted! They did not need those products. They surely do not need the latest version of those products... yet people stand in line overnight to get the first one's off the shelf.

I'm convinced, if Steve Jobs would have created the Icar, we'd be seeing most American citizens driving around with the same kind of car. The highways and streets would be filled with these Icars.

Because, he was a master at providing "value". There's so much brilliance behind what he's innovated it's not even funny. It's mind boggling. Think about Pixar and the ipod. Think about the media and how the media gave him free advertising on his launches!

Value is perception.

Do You Like Me, Check Yes Or No.

If value is perception, then understand branding is perception too. Understand that it's all about presentation. Understand that it's all about perception and presentation.

To get people to like you is half the battle to getting rich in marketing. People love Apple products. They buy all kinds of gizmos and accessories and products from Apple. They really-really like Apple. Apple is branded.

The same with Frank Kern, a popular Internet Marketer. People really-really like him. He can make money just on his brand. Yes, value is perception.

Does Frank know his stuff? Of course, he's very smart and he did a tremendous job of branding himself and getting people to like him. Some will buy everything he ever sells as a result.

Some will not even read the sales page, they'll just buy it. Being liked is one of the most powerful forms of value there is. But, you don't have to be Frank Kern to tap into this. You can get your list to like you... or your company brand... to increase value... err... perceived value.

By telling you at the beginning of this report that I have generated millions of dollars increases value. Does it give me an edge over you because I've generated this much money? You are damn right it does.

But, do you need to have generated millions in order to get people to like you?

No way!

In fact, you might even be better at getting more people to like you than I am. I mean, I've been known to actually make people mad. So, you probably have an advantage over me already ;-)

How can you get people to like you more? Well, you can give them free stuff (goodwill). You can do nice things for them. You can tell them the truth and be 'straight-to-the-point' instead of jacking people around.

However, one of the best ways to get people to like you is to **entertain them**.

Yes, that's the most liked people... the entertainers. Can you make them laugh?

Can you make them cry? Can you create empathy? Are you a good speaker? Are you interesting, goofy? Are you hardcore like Donald Trump? Are you controversial? Are you offensive like Gary Halbert was?

Can you add this branding and "on-purpose" entertainment to your products, list, emails, presentations and everything you do? You should try, because it increases value.

Value is perception.

\$250,000 Per Year.

Listen, if you want to make six figures or up to around 250k per year, then this section and this entire blueprint is for you! It is. And, here's what you need to focus on to achieve this income:

SALES!

After years of coaching people in this market, and after 10+ years of paying attention to struggling marketers, I can tell you with great certainty that most of the people in this market focus on everything else but sales.

They dabble in everything. Dabble here... dabble there... and always looking at this business from a distance. They are not so serious that they are serious. They are merely dabbling along, taking a taste test in business.

Do not dabble.

Dabbling will result in failure. There's no way you can treat this business as a hobby or side product thing and bust out six figures. You are not going to stumble upon six figures. You are not going to accidentally quit your day job and earn a quarter of a million online.

Do not dabble.

Go all in.

You have to put your heart and soul into this and then some. You have to be very serious. Dabbling is going to cause you to be reactive... instead of proactive. You'll be at the mercy of other people and it's like you are on a rapid river where the river takes you where it wants to take you, including smack into a rock!

You want control and you want to go all in. Be on fire and go for your dreams. Do not dabble along, faintly doing anything. You'll continue to fail. It's either all in or do not play the game.

Leave excuses behind. Of course you are new, stop using it as an excuse though. Plow forward with your whole heart and soul.

Now you can see why most fail, it's because they dabble. They are trying lots of different things instead of getting good at one thing. They are going a mile wide and an inch deep instead of a mile deep and an inch wide!

Get into the guts of this business. Master it like the back of your hand. Do not dabble. Go all in.

And, go all in with SALES.

Your main focus should be on sales. Until you reach 250k per year online, all your focus should mostly be on sales. Go ahead and create your product line, but then spend the rest of your time on sales.

Maybe take two weeks to create your product line and then spend the rest of the 50 weeks this next 12 months on SALES only. Put your heart and soul into sales. Spend all your time on sales. Forget about spending half your "computer time" on learning and spend 90% of your time on sales.

Until you are making 250k per year, nothing else matters. You do not need the latest and greatest marketing scheme or launch. You need to focus on sales and only sales.

10% of your time can be on everything else... including customer service... making your products better or updating them... on learning... on technical tricks... on Facebook and Twitter... etc.

90% of your time should be on sales and only sales. Do this and you'll make six figures. Ignore all the latest and greatest things. If something is so tremendous and a must-have, you'll hear about it.

By the way, most stuff is never going to be so tremendous or groundbreaking, or revolutionary that you must have it. Most everything out there is going to be a distraction from selling. Just sell and ignore everything else.

Most newbies and intermediate marketers spend a great deal of time checking out offers, buying offers, going through products, watching videos, reading reports, interacting, being entertained, etc.

NOT YOU... spend all your time on selling. Ignore everything else. This is the fastest way to six figures. Nothing is more important than focusing on sales.

Get your product line done and not perfect. Provide value and then focus on sales, that's it. Just sales. Nothing else.

Will your customer service be the best in the market? No, it will not and nor should it be. You can focus on providing the very best customer service when you get over 250k per year. Until then, you'll not even have enough customers to even worry about customer service.

Hire some outsourcer from a different country if you want, to handle your customer service, if you want, but by all means, focus on sales. I'm not saying provide terrible customer service or to not honor refunds, etc, but by all means, focus on sales.

I'm not saying create a terrible, crappy product either, but by all means focus 90% of your time on sales! By being the owner of your business, nothing is more important than sales. You are the primary sales person.

If you feel like you are not good at sales, then get over it. You need to become good at sales and you need to do that now. If you are afraid of sales, then get over it. At the least, partner with someone who is great at sales. Sales is priority one. It must be focused on and concentrated on. It's your primary aim.

Listen, nothing else matters and if you spend any time on something other than sales, it's likely you are wasting your time. **To get to 250k per year online, or even 80k per year, you must put everything you have into sales, period.**

How To Sell

The reason most fail is because they are not focused on sales at all. I mean, less than 10% of their time is spent on sales. It should be the other way around and 90% of your time should be on sales.

Listen, there's just no way around this. Either you, or a partner, better be focused on sales or it will not happen for you.

I've seen plenty of newbies run special offers or figure out a way to earn money from forums, and it was because they created an offer and focused on sales.

Now, those guys spend 90% of their time crafting the copywriting for these special offers... recruiting affiliates to promote their forum launches... and crafting their emails to promote this forum launch.

90% of their time is put into the contest for the Warrior Special Offer... the sales page... the recruiting of affiliates... the back end offers... the sales funnel... the backend offer (sales offers)... and so on.

10% of their time is spent on the product, or customer service, or whatever else. See? They are focused on sales. That is their primary aim.

They do a launch and make thousands of dollars and then do the next launch... then the next launch... and at the end of 12 months, some of them average a launch a month!

Listen, there's no way these guys are that smart and that good that they have 12 different "latest and greatest" products since sliced bread. Even though, every one of these offers seems like a "need" or a must have, they are all based on perception and value.

This is why you see people go from newbies to six figure earners virtually overnight. **They focused on sales, sales, sales!**

Even outside this group, every other six figure marketer alive did the same thing.

Every six figure marketer focused on sales to get there. They pound out offer after offer, but they are focused on sales.

The reason they do offer after offer is because the market wants the new thing, the latest thing... and so they meet the need... err... want.

Focus on sales.

Secret: When I first started online, I actually sold stuff before I ever even had a product to give them. Yes, I'd create a sales page and put a PayPal buy button on the sales page and drive traffic to it, before I even had an ebook or product or anything.

People would buy and I'd have a page saying "coming soon".

I'd sell the thing first before I would create it. I wanted to see if I could sell it first. Why should I create a product if the thing is not going to sell well?

I'm not telling you to do this. I didn't know any better then. Sure, I gave people lots of refunds because there was no product, but I also came up with yet another quick way to satisfy them.

I'd go to article directories and copy and past articles, including the resource box, into a document. I'd save it as a PDF and then give them that after they bought. Problem solved. I could then sell first and make better later.

I was focused on sales!

By the way, I had many people thank me for those "article" products. They'd thank me for the resources and links. Some even said they found much more value in my product than many books they've purchased on the subject at book stores.

The reason is people like to buy. They want to spend their money on what they "want". I merely sell them what they want. They love that buying emotion. It feels good to buy. This is why my wife buys tons of shoes and handbags. She said it feels good to buy that stuff.

Focus on sales until you are over 250k per year.

Copywriting & Conversions

You should be focused on your conversions. Until you are over 250k per year, this counts as focused on sales. You should tweak, test and track your conversions.

Constantly focus on increasing conversions. Test, tweak and track your headlines in your copy. Keep crafting new ones and try to beat the old ones.

There's just not enough time to be focused on all that other stuff because it takes so much time and energy to focus on sales. Most people in this market create one headline in like 5 minutes and call it a year. They never tweak it, never go back to it and never track and test it. They just toss it up there, done.

That's not focused on sales. That's tossing something up there, good luck with that.

You need to constantly focus on increasing your conversions.

Do you have testimonials? If not, get some! That's focused on sales. You are attempting to increase your conversions (sales). Get your tracking software installed and track your stuff. Split test your offers to find the ones that convert best.

You can have headline A and headline B. Split test the traffic 50/50, where 50% of the traffic goes to headline A and the other 50% of traffic goes to headline B. Which converts best (A or B)? If (A) converts better than (B), then create headline C and test headline C against headline (A) to see if headline C can beat headline (A).

This is called beating the control.

You want to use tracking software. There's a lot of tracking software out there.. hyper tracker... visual optimizer... Google Analytics... all kinds of software... pick one and roll with it. None are perfect.

This is focusing on sales.

Take your copy and get opinions. Get other people's opinions on your copy. Hire copywriters. This is what you need to do to focus on sales. Constantly keep focusing on your copy.

Branding!

We talked a bit about this already, but the more likeable you are the more you'll sell. When you focus on branding yourself, or your company, to the market, you are focused on sales.

This is why marketers do interviews... why they speak at seminars... why they integrate their products with others, provide bonuses to others, do tele-seminars, webinars, write bestselling books, come out on TV, get published in magazines, do radio interviews, run commercials, shoot videos, give free content, etc.

You can brand yourself to your list, to the market and to your peers. This is focused on sales.

Traffic!

This is certainly focused on sales, when you focus on traffic. Most people dabble with traffic and that's not going to work. C'mon, this is business and requires you get in the guts of what you are doing here.

Most people are not good at traffic because they've never focused on it at all. Again, they are focused on everything else BUT sales. How can they get good at traffic if they never even focus on it at all. Throwing up an ad campaign on MSN Adcenter and spending \$20 is dabbling and that's why it does not work.

If it were that easy, everyone and their grandmother would be Internet marketers and successful. There's a barrier or entry and that barrier is steep enough that it prevents most people from succeeding.

That's the good news for you!

If you do not dabble, and get into the guts of what you are doing, focused 90% on sales, how could you fail? Generating traffic is no different.

It must be focused on. And, if you are focused 90% of your time, energy, resources, blood, sweat and tears into sales, you'll drive plenty of traffic.

There's paid traffic and there's free traffic. Most free traffic methods are for the herd. Those free methods are for people who want the easy route. They are that "magic button" and those products teaching free traffic are tapping into the "wants" of the market.

Of course the market does not want to pay for traffic. Obviously, the market wants to get traffic for free. Heck, the market even wants all the secret information for free too, but they are missing the boat.

All the free information in the world will never make someone rich. You have to put skin in the game or you'll never succeed. There is no free lunch my friend.

Focusing on traffic is also focusing on sales. We'll talk more about traffic later on, but for now, understand how important it is to focus on this. Also, if your stuff does not convert well, then traffic is a waste of time, money and energy. Traffic and conversions go hand and hand. Both must be focused on. If you can convert, then traffic is easier.

However, generating traffic is hard enough that it must be focused on constantly. How can anyone succeed at this business by only focusing 10% (if that) on traffic?

See? This is why most fail. Until you are over 250k per year, then 90% of your time should be put into sales, period.

More on Traffic later...

Up-sells/Down-sells and Back-end Offers!

We're going to talk about this again later but this is paramount to earning 250k online. Remember, people buy what they want... not what they need... and these up-sells are providing people what they want.

Listen, they want to buy more stuff.

They want to buy. It's your duty as a sales person to add on sales. If I were to sell you a pair of shoes, you better believe I'm going to recommend you buy some socks to go with those new shoes!

If you are standing at the check-out register buying those shoes and you have your credit card out and hand it to me, I'm going to recommend you add socks to your order!

The chances of you saying yes are sky high. In fact, it is likely I already sold you the socks when you said you wanted to buy the shoes, back at the shoe bench.

Therefore, at the register, I'm going to offer shoe cleaner or a hat to match your shoes, or a belt or a hamburger or something! I'm a sales person and I sell. It's my duty. It's your duty. People buy based on wants, not needs. This is why people will buy an iPad and be grinning from ear to ear on the way home, but yet complain and pitch a fit about paying their electric bill.

Value is perception my friend.

Have you ever heard of a buying frenzy?

Well, that's what we are talking about here. When someone buys your front end product they are experiencing an emotion. That emotion is an elated, excited, fix.

They are in a frenzy. Their minds are high. They are wildly open to suggestion at that point. Again, do not kill the messenger here and do not judge, **it's your duty to provide them with what they want.**

Yes, customers complain about up-sells but that's because they don't like being sold!

Customers like to buy! Here's a lesson from Blair Warren, (a master persuasion expert):

“People are resistant to sales attempts”.

He's saying what I'm saying here. People do not like to be sold and they are defensive to sales attempts put on them. However, Blair goes on to say:

“People are not resistant to sales attempts they do not detect”

Sales is key. Focus on sales. Become a master at sales. Your bank will thank you forever! Still, no matter what, focus 90% of your time on sales. Focus on crafting those up-sells and down-sells.

If you buy my front end offer for \$35, it's likely I'm going to provide you with another opportunity to buy. Why not, we already established that it feels good to buy? It's my duty to make you feel good.

Dr. Feel Good here... :-)

So, you buy my gizmo for \$35 on the front end. You are feeling good and thrilled to be buying it. Then, right after you committed to buying it, I give you the opportunity to save money and get my two for one deal!

How could you resist? You already feel good. After you buy the upgrade, I tell you...

“Psst... I have a very special and private offer that's not for everyone, but might be for you. You've got to check this out because it's a life changer!”

How could you resist?

Listen, these up-sells alone can take you to 250k per year. If you are focused on sales, you'll be providing up-sells and down-sells. If you are totally against them right now, that is fine. I understand how you feel. Others have felt that way too. But what they found was once they are focused on sales, their customers practically demand they create more offers and sell them to them.

You'll see.

Auto Responder Emails!

If you are focused 90% of your time on sales, you will not have time to do all that other stuff you've been tinkering with. There's just not enough time to mess with time wasters.

Focusing on crafting “smart” auto responder emails is a form of sales. This is focusing on sales too. If you are constantly focused on crafting emails that get people to like you, trust you and know you, that's time well spent.

If you give them free tips, free videos, free audios, free PDF's, free courses, free presentations, then they'll open your emails and buy from you over and over again.

250k per year will be a slam dunk if you are focused on sales like I'm driving home here. And, there's a reason i'm driving it home. It's paramount, critical and crucial to do so.

After you make it to that mark, the 250k per year mark, then you can focus on the other things, like top-shelf customer service, managing employees, an office, or whatever else you want to focus on.

If you currently make 90k per year online and want to take it to the next level, then start focusing on sales more. Start now. You'll see a difference immediately. Next month will be your best month ever! If you make 175k per year online, then stop focusing on all those other time wasters and put more time into sales!

Stop answering so many emails, stop doing things that take up all your time and focus on sales. Do this, sit down and think about how much time you spend on certain tasks each week. Total them up.

For example:

Email Time: You spend 4 hours per day on checking, reading and responding to emails. Stop that. I don't even have 4 hours worth of emails each day that is more important than sales and I make millions.

Stop being at everyone's beck and call and limit your email time. In fact, work on sales two hours before you ever check your email for the day. That's an instant increase in income if you do that.

You'll also see that most of those emails can wait a day or two and are not critical. 4 hours per day is 20 hours per week or more. Imagine that much time put into creating a new up-sell and on a new traffic platform!

Meetings & Communication with others: I bet if you're making any money online, you are spending a good amount of time meeting with technical people, chatting with IM friends, posting on Facebook or forums, emailing people, skype chats and so on...

Limit your chatty time and focus more on sales.

Now, I'm going to say something that is a bit confusing, so hand with me here... I believe some people at this level spend way too much time at events.

I'm not saying to not go to seminars and masterminds, but I am saying that some people are wasting a great deal of time messing with too many events.

For example, I know a guy who goes to about 10 events per year... if not more than that. The last time I talked to him, he was working on something brand new. I've known this guy for six years. He still does not make much money from what I can tell.

If he spent those 10 weeks per year on sales, he'd have a different tune. Plus, if you do go to those events and make less than 250k, then focus on sales at that event. Do not focus on learning from the guru speakers, especially if they are selling from stage. Instead, be in the lobby or at the bar and focus on sales.

Or, instead of spending \$1,500 traveling to that event, spend that 1,500 on traffic or a copywriter! *See what I mean?*

And, you do not have to answer every skype call, every phone call and every email that comes your way. The more you start making the more everyone will try and steal your time away from sales. Keep on focusing on sales.

Unless one of those friends are emailing you or skyping you to promote your stuff, limit those conversations.

Learning time: A lot of marketers spend way too much time learning. I bet 90% of the marketers in this market know more about social media, or technical WordPress plugins, or keyword software, or SEO software, or video player scripts than I know.

Heck, I bet about 50% of this market knows more about Internet Marketing than I do.

Or, so it would appear that way. They know every free tool, every resource, every hosting platform, every new social media trick in the book and so on... while I still focus on sales and managing my companies.

The money is in sales and value, not in knowing all those plugins or resources. Can you sell your stuff, that is the question that matters! If you are spending 2 hours per day learning, then you are learning too much. Your focus should be on sales and if you're going to learn anything, spend that time learning sales!

Learn copywriting and conversions. Learn how to sell, buy the sales books out there on how to sell. Study sales letters. Study sales. Learn how to recruit affiliates and get them to promote for you. Spend time learning traffic.

Product Creation: This is a good thing to spend your time on because you are creating something to sell! But, do not spend ALL your time on trying to create the world's best product. I know people who have been working on creating their product for months and months. That's a big fat waste of time right there.

They should be focused on selling! Get the product done, give yourself two weeks and then sell the thing! **I've created products that have done a over 100k in revenue and I spent less than a week on the product creation!** (if that long!)

Sure, it's the righteous thing to do... create liquid gold products that people will rave about and say great things about you... but guess what? It's a lie. People will still make fun of you and criticize you no matter what you do. Nothing is perfect. It's impossible to create a perfect product. And, the more time you spend on creating that product, that's less time you can spend on selling that product.

Let me put it this way...

You are running out of time.

Life is short and life is precious. Life is fragile and you are running out of time. You are not getting younger. The Earth is revolving and days are ticking past us fast.

You can spend an eternity on your best-selling product only to find out later that people did not like it or hated it, or you can find out this week!

You have the rest of your life to go in there and make your product better and better, but for now, that thing needs to sell. If you want to quit your day job and earn six figures, you better focus on sales... not product creation.

Secret: A well known marketer once created an ongoing product. It was a continuity product that brought in over a million dollars per year. Customers loved this product and loved the content. They could not wait until the next dose of content was released by this marketer. They consumed the content with a frenzy and loved this guy to death.

Well, I have inside information that he did not even produce the content himself. Nope, all that content people paid for and strived to get was not even by him.

Yet, it did over 1 million per year!

Hey, **value is perception** my friend.

One last thing on product creation...

Most never finish that product anyway.

There are billions of dollars worth of income sitting on the hard drives of millions of people's computers because they never finish their ideas and sell them.

- Do not be those people.
- Sell your stuff.
- Get it done and sell it.
- Spend the mass majority of your time on sales.

Total Time Spent Each Week: 33 hours

I'd say that many people spend around 33 hours of each week on their computers in this business... if not more than that. I'm talking about part timers too who have day jobs.

Most spend an incredible amount of time in this business and on their computers. Yet, these same people earn nothing. They are busy being busy doing everything except for sales.

This is why at the end of the week, they are exhausted, yet earned nothing. They have nothing to show for all those countless hours in front of their computers slaving away.

If what I'm saying is true and most people spend less than 10% of their time on sales, and that the average spend 33 hours per week working on their computers in this business, then that means:

29.7 Hours per week is spent on everything else but sales.

Or, that means that they are spending about 100 hours per month on all kinds of things except for sales. Or, that means they are spending about 1,247 hours per year on everything but sales.

FLIP THAT AROUND

Instead, spend 1,247 hours per year ON SALES. **How could you fail?**

Guess what, after you've made it past 250k, guess what you should do then? You should then get others to spend their time on sales for you.

Imagine 5 people who spend 1,247 hours per year on sales for your offers/products/business!

That's now 6,237 hours per year spent on sales of your offers/products/business.

Now you can see how 50 million dollars online happens. My friend, what I just revealed to you is an insight for getting rich. Do not discount off what I just said above.

But that's another book... the million dollar book, right? :-)

Dear Six Figures

Like any good salesperson, who is focused on sales, sell something you believe in!

For example, this program you are going through here... I totally believe in it and you better believe I would sell the crap out of this program with all my might.

It's my duty.

In fact, I feel so strongly about this blueprint, I'm confident enough to say that people who miss out on it are making a big mistake. I feel people who do not buy this blueprint are insane or big dummies, if they are serious about marketing.

I'm that confident in selling this blueprint. And, that's how you want to feel about what you are selling. In other words, create value and believe in what you are selling.

This is why, I believe, so many people fail at selling PLR stuff.

They know it's crap and therefore do not sell it aggressively or confidently.

However, also understand that plenty of marketers sell crap products all the time, even though they know the product is crap and garbage, yet it still sells like crazy. Why is this?

Well, it goes to show how important sales is. I mean, they are laser focused on sales and not their crappy products. But, since they are so focused on sales and because sales is so critical, they succeed despite their crappy products.

They are just doing too good of a job tapping into the wants of the marketplace and selling the snot out of their products, to fail. They are too good at recruiting affiliates and driving traffic to fail. This shows the importance of selling right here.

This shows the incredible desire people have to buy, buy and buy again and again too. They discount off the bad reviews or the hype. They buy anyway because they want that fix... that hit of hope.

If you are serious about making six figures online, then you should now understand that money is going to come from sales.

What's interesting, and you might even be thinking this yourself, is that many people tell me things like, "I am ambitious to succeed but I have morals and will not sacrifice my integrity or morals for money"

Well, heck, what do you say to that? I met someone who said money is evil. Is he right? I remember one person telling me what I do is unethical? Really? Tell the families who have both of their parents at home full time and do not have to work a day job that what they do is unethical.

What is unethical? Sales? Getting rich? Making money? Marketing? Selling at the back of the room? Pitching from stage? Up-sales? High ticket coaching programs? Call centers? Copywriting? Persuasion? Launches?

I guess everyone is entitled to their own opinion, but here's my take... as long as you provide more value than what the price tag is asking for, then sell the crap out of your stuff!

I'll leave the judgment and righteousness up to each person to judge on their own. And, I'll also add, "forgive them for they do not know"

However, this blueprint is not about that. I'm not here to be your best friend or counselor or preacher on what's right or wrong, ethical or not. You be the judge.

I'm here to tell you that "Free Enterprise" is what I'm about and in this world, that means you've got to sell your stuff if you want people to buy from you. That means you must provide value or you'll be out of business fast. That means you must have integrity and be a stand up guy or gal or you'll fail quickly.

And if you want to earn six figures online, you better focus on sales.

Never Ready.

You'll never be fully ready in this business, or any business. The best thing to do is go for it now. Get ready later, right now, sell. Many people think they must pay the price first... do their time first... learn everything under the sun first... then they'll be worthy of selling their own stuff.

That's wrong and a recipe for failure. You're never ready my friend. You have to just do it. You have to throw yourself out there and learn to swim after you are already in

the water. You have to take a leap of faith and dive in. Trust in yourself and dive in. Have faith in yourself and dive in. Just roll. Just sell. Now.

You can become great later, be good enough now and start selling now. That product will never be a masterpiece, so sell it now. Get it out there now. Stop waiting for the perfect time, sell it now.

You are running out of time.

Even bad movies make millions of dollars at the box office, so sell now. Your dreams are running out of time my friend. What are you waiting for?

Get good on the job. Learn as you go. Figure it out as you go. Test and test again. Fail fast and rock on right now. This is how we get rich.

We just do it.

Model.

One of the fastest ways to get to six figures is to model what is already selling well. Just dive in and do the same things. Sell similar products as others. Sell what is already selling.

Most beginners think, "It's already been done"... or "there's already a lot of similar products like this out there"... or "there's too much competition"

Baloney!

How many search engines are there? How many TV channels are there? Heck, how many reality TV shows are there, or singing competition shows? How many pawn shop shows or reality police shows? How many Alaska shows are there now? There's like Ice Pilots, Ice Truckers, Ice Swimmers, Ice Police, Ice Hunting, Ice Survival, Ice Birds, Ice Bears, Ice everything...

Get in there and compete. Get in there and sell. Sell what is already selling. Do not try to invent something, model others. Sell what they are selling.

Just add your own USP (unique selling proposition). Add in your own angle. This is key. If you see products on Facebook are selling like crazy, then sell Facebook but with a unique twist.

For example, Facebook For Lawyers or Facebook For Doctors... Facebook for moms... etc.

Sell “Dating for 50 somethings” ... sell what sells but with your own twist. But, get busy selling something!

Laser Beam 3000 Focus!

It's not good enough to merely focus. You must really-really focus. There's a difference. There's a big difference.

You can merely create a squeeze page and toss it up online in the next five minutes, or you can really-really focus on your squeeze page and make it as great as you can!

See the difference?

Well, most just toss it up online, if at all. Most out there just quickly run through the motions and hope for the best. That is how they run their entire business. That's not a business and if your food, shelter and survival depended on that squeeze page, you'd put more focus into it.

Every piece of the pie in this business requires intense focus on each piece. When you create a squeeze page, it better be good or you'll waste your time and money and energy.

If you have a front-end offer, your own sales page, it better be good or you'll waste time, energy and money. It will fail.

Let me show you something...

Here's what I'd like you to create:

- ✓ A squeeze page that gives something valuable away for free.
- ✓ A front end offer that sells a product on the low end price wise.
- ✓ An upsell that is more expensive than the front end offer above.
- ✓ Another up-sell that is really expensive for the market.
- ✓ Create auto responder emails that both pitch offers and gives tips away.
- ✓ Create an affiliate program so you can recruit affiliates to promote for you and earn commissions.
- ✓ Get this entire sales funnel set up and functional

Now that this funnel is finished, how much do you think this funnel can earn you?

How much money can you earn from a funnel like this?

The answer is millions.

Now, what's the difference between this sales funnel earning you \$4.56 cents and 4 million dollars? **The difference is how good are you at each step!?!**

How good are you at traffic and conversions? How much traffic do you drive to this funnel and how good are the conversions on each offer in the funnel?

If you merely toss your stuff up and online in minutes, with very little focus and attention, then it might make you ten bucks, total! If you constantly focus on “sales” then it could grow to earn you millions.

Do not dabble in this business, for you will fail miserably. Go all in or do not play the game. Your squeeze page better be good. In fact, all your sales pieces better be good or forget about it.

Let me tell you something... I've had people pay me \$10,000 for consulting and when I ask them to send me their squeeze page to review, they send me a squeeze page that does not even make sense, has big time mistakes, is not formatted right, and the opt in form does not even work!

They get an F.

Do not get an F. **Get an “A+”**

Do not dabble my friend. Each piece needs your hyper, laser, all-in, focus.

All You Have To Do.

Let me ask you some questions...

Can you get an A+ on your squeeze page? I mean, if you put your heart and soul into crafting a great squeeze page, can you do that? If I gave you a month, could you craft the best squeeze page you can possibly craft? Can you put your entire heart, soul, blood, sweat and tears into that squeeze page and nothing else for a month?

If you took a month to do it, you'd be further ahead than 97% of this market will ever be, even those who will be at this for the next 3 years!

Can you do that? Then, you are understanding the key to success in this business. Most will never put that kind of effort into any one thing, ever! They will quit long before.

Therefore, can you put your heart and soul into crafting the best squeeze page you can?

Next, after that is done, can you put your heart and soul into crafting the very best front end offer you can? This is the offer the subscribers see right after they opt in (more on all this later).

The front end offer is a product that is for sale. It's your own offer for sale. My question is can you put your heart and soul into crafting the sales page for that offer and make it compelling?

What if I gave you two months to complete this task? If you took the entire two months but ended up crafting a compelling sales page, you'd be further ahead than 99% of this market will ever be.

If you do the same thing, and put that kind of focus into your up-sells and back-end offers and emails, you'd be amongst the elite in this market. If you did all of that, you'd leave everyone in the dust! While everyone else is busy chasing shiny objects and are lost in the illusion of magic buttons out there, you would have created a vehicle for earning six figures or more! I'm not freaking joking.

Our surveys have proven that **over 75%** of the market has never created a squeeze page and do not know how. The chances are you do not know how and have never created one yourself. If you have, then you are further ahead of most and you should be making six figures.

Get busy selling.

Also, FYI, most of those surveys also asked how long have you been in this business, and most have been in it 2 years or more. What in the world have they been doing for the past two years to not have created a squeeze page yet?

Well, the answer is they've been reacting, learning, answering emails, buying product after product, chasing magic buttons, playing on Facebook and wasting a ton of time dabbling.

Do not be that person. **Go all in or do not play the game.**

All you have to do is get an A+ at the following things and six figures should be a slam dunk for you:

- Squeeze page
- Front end offer
- Up-sells
- Auto Responder emails
- Affiliate program
- Traffic
- Ongoing work on conversions

That's six figures my friend. Ignore that little voice in the back of your head telling you there's some magic button or easier way. That voice lies. That voice does not know what I know and that voice has not earned 50 million dollars online like we have.

The magic buttons and schemes and loop holes and quick fixes everyone sells you are not the answer. There are no free lunches. Get busy selling and do not dabble in this business.

Marketing = sales

Focus 90% of your time on sales.

Above are 7 bullet points. Can you do your very best and put your heart and soul into each bullet point? Can you get an A+ at each of the above? Then, you can earn six figures very quickly.

Look at any successful online marketer and examine what they are doing. How are they selling their stuff? Do they have squeeze pages? Do they have cheap front end offers? Do they have up-sells? Do they have back-end offers and sell you multiple products?

If marketer Bob sends you an email promoting some free presentation by marketer Sue, and you have to register for that free presentation, then what that is is a squeeze page!

You will now be on Sue's list.

Sue is going to pitch you something. If you buy that something from Sue, Bob gets a commission. Then, Sue is going to attempt to sell you other products and services, ongoing.

Do what they do. Do what we do. Every successful marketer does this. If not, they are providing time for money and selling you copywriting or something like that... but marketers sell just as I'm describing here.

If marketer Bob sells you a product on how to make money and get traffic from article marketing, ask yourself how you found out about Bob's offer?

Most likely it was not from some article.

Likely, it came from you checking your emails and reading Bob's email pitching that article marketing course.

Bob might be telling you article marketing is great, **but he's selling you via emails.**

Look at the last 10 products you purchased and I bet at least 7 of them came from emails.

The other 3 likely came from word of mouth or social proof... someone mentioned how valuable the product was and you looked it up and bought it.

But, most sales come from emails or advertising, or both.

Do what we do. Watch what the big-time marketers do and get in the game. Do similar things. That's called modeling. There's what we do and what we sell, two different things most often.

If guru Jerry is selling you on guru Frank's product: "*how to make money with Amazon*" ... chances are Jerry has no products on Amazon himself and could care less.

He's promoting Franks' product to you for commissions.

Do not dabble and be sure and focus on sales.

- If you are already making money online, how can you drive more sales?
- Can you create a series of products and hit your list with them?
- Can you craft a high ticket coaching program and sell it?
- Can you do some integration with others and drive more buyers traffic?

If you are already making money then take my advice and start putting 90% of your focus on sales and start ignoring everything else. Sell more!

This can quadruple your income virtually overnight my friend. If you are already making six figures online, can you hire a sales person and get that person to call your best customers and offer a special, private, high ticket offer?

Can you add direct mail to your sales and mail your best customers a sales letter pitching a workshop or high ticket coaching program? Be willing to do what we do if you are wanting the income we make.

Ouch, I just heard a bunch of people sobbing when I mentioned "telemarketing".

Sorry about that. Let me say this, it's one of the best ways to sell anything. Get over the complainers out there who have no clue. You do not have to hardcore sell anyone anything. It can be done in a soft way and still work. Heck, you can simply talk to all the people who submit help tickets and softly up-sell them that way and make a fortune.

Again, do not dabble. **I'm not here to be your best friend, I'm here to tell you how to make a ton of money!**

Master Persuasion.

Copywriting, sales and persuasion are the subjects and abilities that most new marketers ignore, skim over, discount-off and pass on... especially if they have never been in the sales fields before with a job.

Time and time again this is proven to me when I interact or coach new marketers. Now, by new that does not mean new as in time. Most people I've talked to have been at this Internet Marketing game for years. By new, I mean income... they are still new to earning income online and the main reason is conversions.

They cannot convert. Their sales-copy is not compelling. They do not know what they are doing and they cannot craft a sales-letter that converts on their own... yet they either do not have the money to invest in a copywriter or they do not want to invest money in a copywriter.

This is a major problem and it keeps most people from succeeding online. I've seen the worst sales letters you can imagine. I'm not being harsh, I'm telling the truth here. If it's a duck, it's a duck.

Listen, if you cannot convert, kiss making money online good bye. I mean, everything depends on conversions. Traffic is easy if you can convert. If you cannot convert, traffic is impossible.

If you want to never work a day job ever again, then study copywriting, conversions and persuasion. Study sales. Remember earlier in this blueprint, I hammered home the importance of "sales" until you reach the 250k income level.

Copywriting is crucial... it's paramount... it's critical... it's the main key!

With copywriting, you have two choices:

1. You write the copy yourself
2. You get someone else to write the copy for you

Those are the two choices you have. A choice must be made and perused.

You have to make that choice in order to make money online from home with information marketing.

If You Do Not Have The Money To Invest... Or The Skills Required... You Should Be Willing To Put In Time And Effort!

Remember when we talked about how little time there is for most people? Well, most people don't have time... don't have money... and don't have the knowledge required to make a bunch of money.

The good news is these are all excuses.

If you don't have time, then you are not serious enough and this is just a side hobby. Sleep less, watch less TV, rearrange your priorities and get time-wasting activities either eliminated or covered for you.

If you don't have money, then you have "time and effort" on your side. It's got to be time and effort because money does not magically show up. First, you do something and then money comes.

Many think like employees though. They think they have to get paid first then they'll work. This is a lazy mindset. Give me a job, pay me well, then I'll work hard. (wrong)

It does not work like that in business. **You either come with an asset or you don't play the game.** Your asset could be product creation or technical services.

I remember one guy coming to me and asking if he could partner with me. I asked him what his strengths were and he said technical. He was a software engineer and PHP programmer. He went on and on about his strengths as a software guy. But, at the end of the email he said... *"But I don't want to do that anymore and that's why I'm coming to you. I want to create a passive income"*.

His one asset he had with me was his software creation abilities, but that's the one thing he would not do. And, to think, that's one of the big weakness I have, technical.

Opportunity lost.

What he should do instead is start where he is right now. His strength is technical, so use it as an asset to get more assets.

The Six Figure Equation!

Product + Traffic + Conversions = Six Figures!

When looking at the above equation, the question to ask is how good?

- **How good is your product?**
- **How good is your traffic?**
- **How good are your conversions?**

Some people think (on the intermediate or lower levels) that all they have to do is toss up some product and money will come. **NOT**

Some people think all they have to do is write a few articles and money will come. **NOT**

Some people think they can write their own sales-copy even though they are not professional copywriters. **NOT**

It's not that it gets done, it's how good is it?

Let's compare Advanced level marketers with Intermediate level marketers (or newbies).

Here's what intermediate level marketers do:

They create their product by buying a PLR and writing a 10 page report to go with the PLR. They throw in some bonuses such as some other resell rights software product they have sitting on their desk top. Presto! They have a product.

It's not very good, but at least they have a product.

Next, they need copywriting, and copywriters are expensive, so they write it themselves. Bad move. No wonder it does not convert. (BTW, some do this for years and wonder where the money is hiding).

Next, they don't even drive traffic to it because by this time, they are already looking at some other product idea or opportunity. But, if they somehow do send traffic to it, it's a trickle and not very targeted. They never ask more than 4 people to promote it as affiliates either.

That's how it sort of goes.

Here's what advanced level marketers do:

They start with the idea and craft out the angles to sell the product. They first look at the market and the customers out there and they get in their heads and they figure out what the problems are... what's hot... what's not hot... what the customers hate, love, buy and are gravitating towards.

They analyze the potential customers. Sometimes they survey them and flat ask them what they want. They craft the sales message first. They hire a copywriter or they lay out a sales video and they focus on the sales pitch.

They map out the launch sequence and the sales process (upsells and downsells and backend). They set up an affiliate program and they write up a JV page to get people to sign up as affiliates.

They set up a JV blog... they make phone calls to people they don't know and they recruit them to promote the launch. They send emails and submit help tickets to other marketers (or people in their niche) to sign up as affiliates.

They set up tracking.

They focus hard on the sales pitch. They split test headlines. They get all the sales stuff in place, and then they make sure everything is working and the payment processing is working.

They then create killer content (or they just create content, maybe not killer content).

Yep, many create the content last and a lot of people never create the content until after the product is even sold!

Like through webinars... maybe they are selling a six week webinar plan.

Here's the difference in a nutshell:

Advanced Marketers:

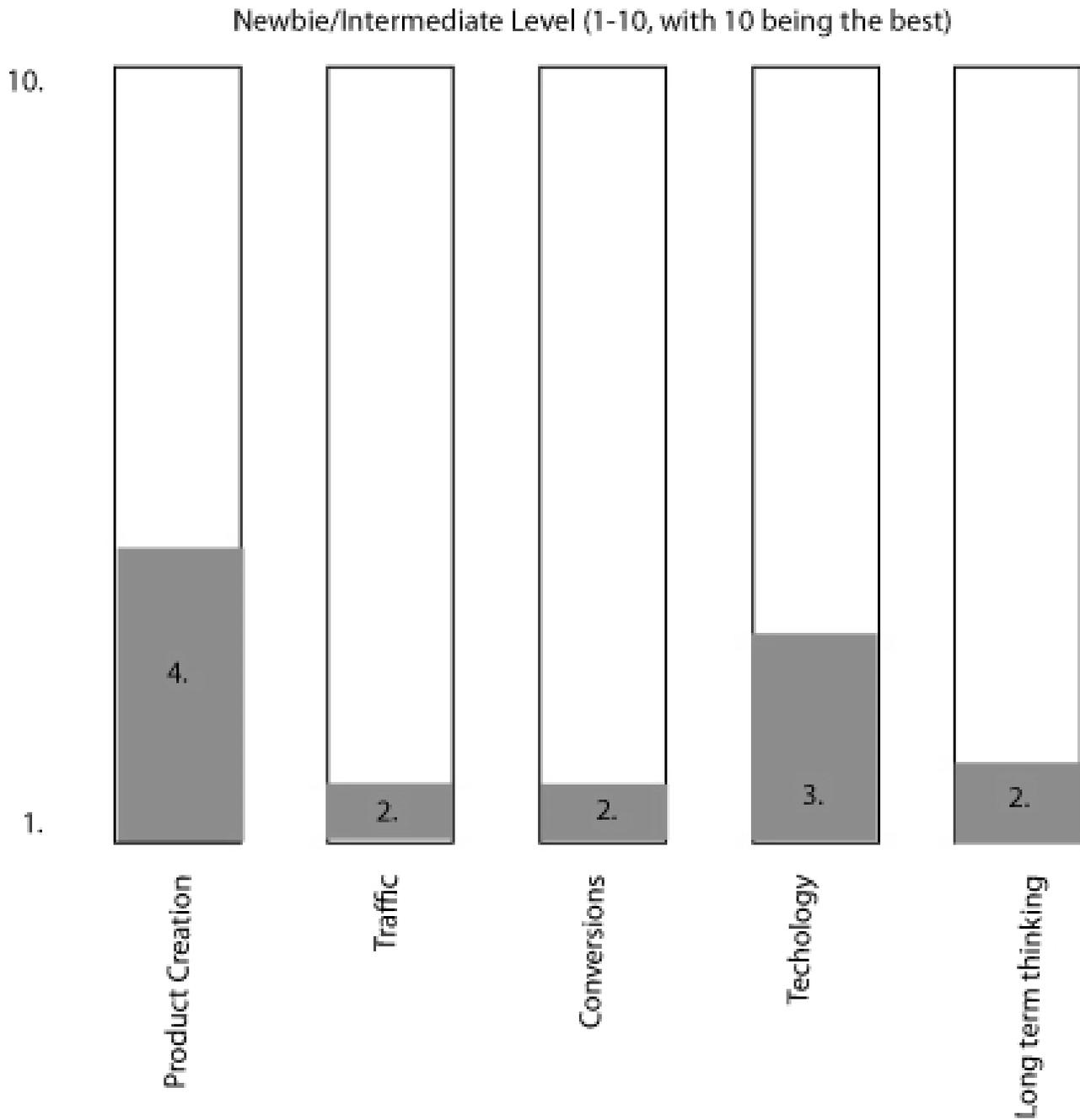
- **MORE traffic (A LOT MORE)**
- **More conversions (much better)**
- **Good technology**
- **Killer Product Creation**

PLUS:

- Long-term thinking and working on one launch for a long time (not just over a weekend and tossing something up there to see if it works).

Here's a measurement that should alert you to what you need to be doing.

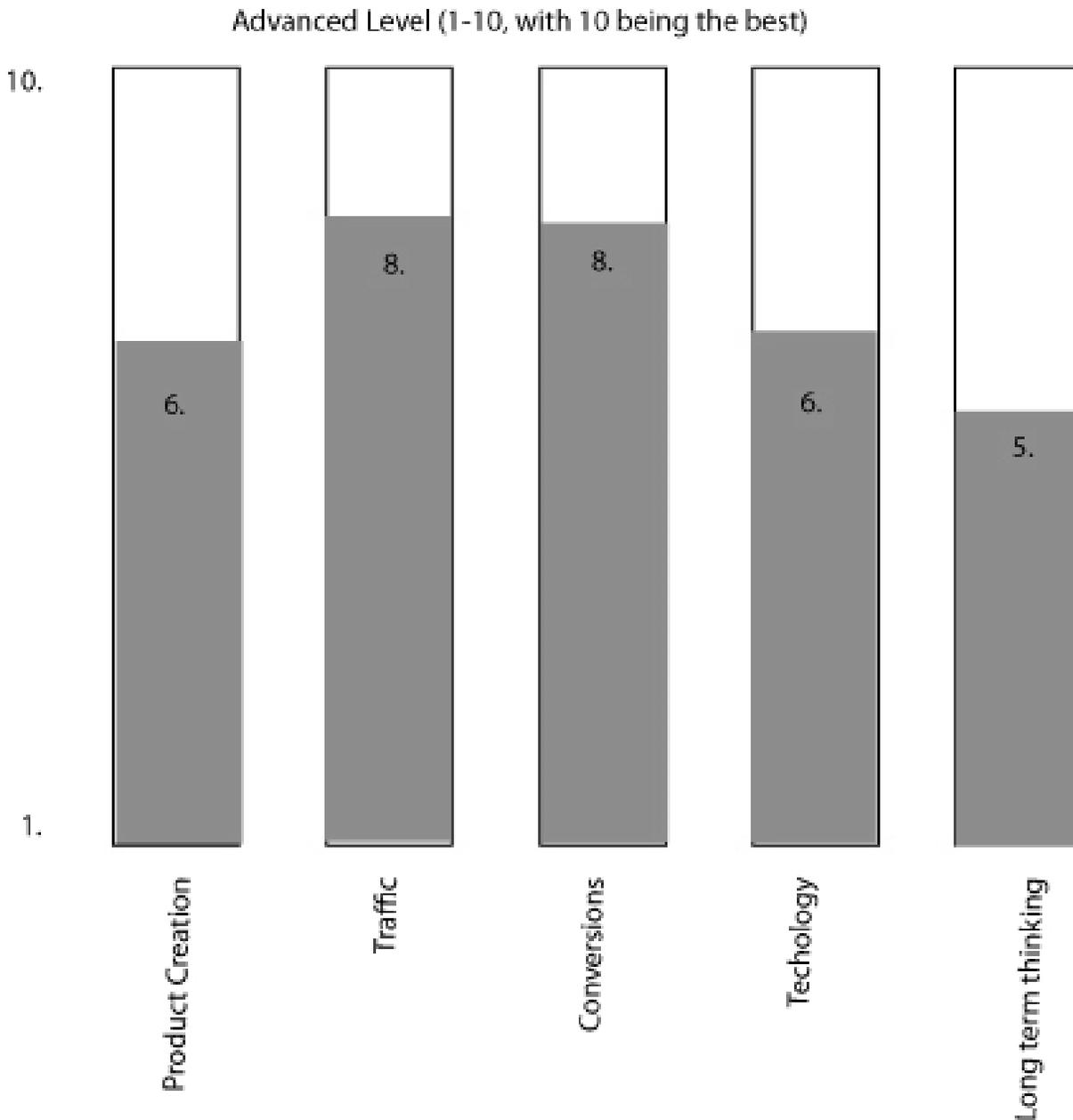
Below, on the graph, here's the MAJOR difference between newbies and Advanced marketers:



From looking above, you see a scale of 1 to 10, with 10 being the highest. Newbies/Intermediate rank sort of like the above. Yes, of course, not everyone is the same and some rank higher in certain areas, but this is a graph to follow yourself.

Rank yourself on the graph above. How are you on traffic? Are you a 2? Or are you a 6? Maybe you are an 8? Maybe you are a 1. How are you on conversions?

Here's the advanced graph:



Notice how traffic and conversions are the highest? That's because that's where the money is made.

Advanced level marketers only get a 6 on product creation and that's generous. Why? Because they understand the real money is in traffic and conversions that's why.

That's why a lot of advanced marketers get a bad name too sometimes, because they realize they don't have to have the greatest products ever created, they just need to be good enough.

Ouch?

Up to you to judge...

But what are the differences?

It's simple.

HOW GOOD are you at traffic? It's not that you can't drive traffic, because anyone can. Anyone can fire up Google Adwords or put \$50 in Facebook advertising. Anyone can write up a few articles. Anyone can do that sort of stuff.

But, how good are you at traffic? The better you are, the more you'll make. The same goes for the other categories too.

For example, when you look at technology, it's easy to set up a PayPal button. Anyone can do that... but what about upsells? What about down-sells? What about backend offers? What about continuity programs?

Basically, technology can equal more conversions. It can also equal more traffic and income. Do you use tracking? Do you split test headlines... or price points... or split test offers?

This should be a major breakthrough for you. You may not realize it, but right now, if you've read this and thought about what is being said here, you now realize where you are and where you need to get to, in order to make more money!

It's obvious then... when you look at the information provided so far... it's obvious to see why so many newbies are looking for magic buttons and pies in the sky.

They want the easy way. Who doesn't?

And, because they are looking for the easy way, the magic button, they refrain from REALLY getting into what they are doing. They get a D- on their report card rather than an A- Some get an F (as in no f'ing chance)

Six Figure Equation:

Product + Traffic + Conversions = Six Figures!

When looking at the above equation, the question to ask is how good?

- **How good is your product?**
- **How good is your traffic?**
- **How good are your conversions?**

I think a better way to look at this is this:

- Are you hasty?
- Are you looking for a quick fix?
- Do you jump around from a lot of different things?
- Do you forget what you were working on at times, only to say, “Oh yeah, that’s what I was doing”?
- Do you catch yourself saying things like “I just need some quick income”?
- Do you rush to buy an IM product in hopes it’s the answer you’ve been long looking for (sort of like rolling the dice)?
- How long do you spend focused on product creation?
- Do you find yourself getting tired of focusing on one thing and feel the need to stop working on one thing in order to work on something else?
- Do you find yourself logging off the computer after spending hours on it, only to find you got nothing done and was “reacting” the entire time?
- Do you find yourself multi-tasking a lot?
- When something is loading on your computer or you’re saving something, do you rush to check your email real fast?
- When you turn on your computer, do you go to your email account first? (before getting any work done)?
- Do you catch yourself wondering what to work on when you get online... where you’re looking for something to do?

Above in those graphs I showed you, one of the categories was “long term thinking”.

This is a dying concept because of the speed of the net and technology. Heck, I can stop writing this and check my iPhone and see who emailed me on three different email accounts in a matter of seconds.

Speed!

Society is getting faster and faster.

Our attention spans are getting shorter and shorter. It’s no wonder so many kids have bad attention spans now and concentration problems... the television images move so fast on the TV and smart phones, and Ipads, and laptops, and navigation systems and DVD TV’s in the SUV’s and multi-tabbed browsers and Skype and Facebook and Twitter and on and on.

Our ability to laser focus right now is a premium.

How good are you at product creation or traffic again?

It’s no wonder so many people struggle to finish anything! Concentration levels are at a minimum.

It’s also due to the following...

It Does Not Cost Much At All To Start An Online Business

And That Is Also A HUGE PROBLEM!

- I can start a blog for nothing.
- I can sell affiliate products and don’t have to create anything myself.
- I can slap AdSense ads on a page and earn money on clicks!
- I can run special offers on popular marketing forums.
- I can have a site up with nice graphics, hosting, an auto-responder and more for less than \$100.

That means anyone can enter this business and that’s a great thing.

However it’s also a bad thing too. It’s bad because so many people fail because of it. They fail to finish things or have the business knowledge necessary to treat this like a business.

Basically, people start-up one thing on Monday... only to start up something completely different on Friday! They just don't treat this like a business.

Start treating this business as if you invested your life savings in it and that it depends on you, that you have burned the escape routes down and you now have no choice but to make it work.

Six figures is found on the other side of your ability to laser focus on one thing until it hurts so bad you can't stand it!

Six figures is waiting for you to get really good at:

- Product creation
- Traffic
- Conversions
- Tech
- Long term thinking
- Laser Focus
- Self Belief

The minute you realize this is the case... the minute you realize you have to get good at the above to make any kind of long term income... the minute you start taking action and improving these areas... that's the minute you start down the path to six figures.

Your ability to stay on that path will get you there faster than you ever thought possible before.

Getting Started The Right Way!

Let's assume you are brand new to online marketing, or you are finally going to go back and start from scratch. And, for some folks, going back, starting from scratch and forgetting almost everything you've learned thus far is a good idea.

The first thing you should do is find something you are interested in that people want, badly.

In my experience, chasing money can work, but it's much-much better to do something you enjoy, are interested in, are passionate about and will stick to for the long haul.

This is paramount if you have not reached the 250k per year level. After that, you can chase money and do things you are not that interested in because you can afford to fail at them and you now have the luxury of time and confidence on your side to do that.

However, when you get to a million dollars or multi-millions of dollars, you'll revert back to only focusing on things you are passionate about. Money is just paper.

Money is just math and you realize that “burn-out” is a big part of failure in business.

Heck, if you have pushed hard to get to a million dollars or more per year and achieved that, then chances are you are likely already burned-out from all those things you did to get there.

This is where a lot of people fail too. They get there and then business starts to decline. They cannot really put their thumb on what's wrong or what is causing this down turn.

They often blame the economy, others, etc.

The likely reason is “burn out”. They've been doing the same things for years and now it's boring, old, a grind and inspiration has left. It's going through the motions now.

This is an important part of every successful business person's journey. They must recreate themselves. In fact, Dan Kennedy says that we must recreate ourselves every 16 months or so in direct response marketing. He's right.

I could, and should, write a book focused on what to do when you hit a million dollars in revenue, but that's for the future. Right now, you could care less about a million dollars most likely and would rather focus on making your first thousand dollars or reaching six figures so you can quit your day job.

But, I will say this about making a million dollars, if you happen to be at that level right now and are reading this. If you are burned out and want to get to the next level, then you need to focus more on building a team that covers everything and managing them.

You have been that person, so far, who has dictated the income for the company. You have been the salesperson and the marketer. You have innovated the products you sell. You have recruited the affiliates, sent the traffic, spoke at the events, ordered the big insertion orders, etc.

That grind has run its course and you are possibly miserable right now but do not know why. The reason is simple, it's not any fun anymore. It is not new anymore. It's a job. Remember that thing, jobs?

You can drive traffic in your sleep. You can convert like the best of them. You can innovate products at the blink of an eye. Heck, you can create awesome products yourself now, fast.

You can make money out of thin air and yet you are miserable. Why? It's simple, it's not any fun anymore and you are not inspired. It's a challenge to maintain cash flow now, instead of push forward into new, unknown, scary worlds out there.

But, you are a business person, a marketer, and people like us must constantly be stimulated by challenges and obstacles. We put our backs against the wall on purpose so we come out fighting. We are a different breed of person that our friends and family members do not understand. We beat by a different drum.

What you need, if you are at this stage, is new inspiration and my advice is to gain that inspiration through other ambitious people who want to get to the next level... that level you're tired of being at.

Build a team of superstars who work under your wing and who are go-getters. Help them, build them, guide them, mentor them, manage them and build your existing business into a new business, one that is filled with enthusiasm and ambition.

Get others to innovate products for the company. Get others to craft the copywriting and conversions. Get others to do the tech and the customer service. Get others to drive traffic.

All in all, get the business, your business, to become its own living and breathing entity. Get your business creating income on its own – without YOU. Instead of your people or employees supporting you and working to support your endeavors, get your people to produce the revenue!

Turn your people into producers, not just supporters. Get them to generate money even if you are not there that day working. Get them to improve procedures and policies. Get them to build the company. It's not your company anymore, it's theirs too.

After all, if they are full time employees then their financial lives depend on that company too. It's their home too. They go home and tell their significant others about the business just like you do. It's like a big family in a way and you are the granddaddy or God Father of your business-family.

Yeah, I should write a book about this.

But oh yeah, we're on step one. (who said a book must follow a specific outline? This is my book, I make the rules here)...

FINALLY, STEP ONE:

“Pick a hot niche market, where customers are already buying lots and lots of products over and over again, sometimes in a feeding frenzy, whereas this is a market you love, are very much passionate about, are interested in and can live in this market for years and years to come!”

How powerful is that? Heck, you should read that quote above over and over again and study it because it's loaded with insights.

Seriously

You want to be in a market that is hot. That market must be a market that people are flocking to. It needs to be a happening market and it needs to be a market that will stand the test of time.

It must be a market where the customers in that market do not just buy one product and that's it. They must buy lots of products over and over again. For example, I have probably purchased 1,000 different products on driving traffic. Yes, that one subject alone... not to mention all the other subjects.

You are likely similar. How many products have you purchased in this market? Are there other markets where you've purchased lots and lots of products?

Answer these questions to yourself:

1. What are the last five books I've purchased and what were they about, what topics were they on?

2. If I go to the bookstore, what sections of the bookstore will I gravitate to?
3. If I was to buy a magazine before getting on a plane, at a jam-packed magazine store in the airport, which kind of magazine would I grab and be interested in?
4. What have I always wanted to “get into” but have never had the time or money to really get into it and I've been putting off this desire for a long time?
5. If you were to stand on stage and speak about something you wanted to speak about, what would the topic be?
6. Do you have any online friends? If so, what are they into?
7. If you were to ask a best friend, or a significant other to describe you and your interests, what would that person list?
8. If money were no object and you could do anything for a living you wanted, what would it be?
9. If money were no object and you wanted to teach a topic, what topic would that be?

Now that you have gone through those questions, keep in mind that whatever the market is, it must be a hot market where customers buy again and again. It should be a market where some customers even spend big bucks on products or workshops.

Are there any trade shows for this market? Are there any gurus? Are there any high ticket, expensive, home study courses or services in this market? Is this a market that has been around for a long time? Is it a market that will be around for a long time, in your opinion?

Can you become an expert at one piece of this market, like a sub-niche or secondary portion of this market?

For example, in our market you could become an expert at social media... or an expert at press releases... or an expert at copywriting and conversions... or an expert at crafting compelling email copy... or at blogs, or video production, or speaking or running events or any number of a million different things?

In the fitness market, maybe you could become an expert at raw foods, or Pilates, or Yoga, or meditation, or mountain biking or kayaking.

You're An Expert.

Now, again, on being an expert... here's my take... and the take of many direct response marketers too...

If you study one specific topic, hardcore, for a few weeks or so... you'll end up knowing more about that specific topic than 99% of the human population. You see, most of the population does not spend any quality time focused on any one topic... and certainly not focused on a topic with the intent of teaching it, selling the solutions, etc.

You see, most people just react in life and skim the surface of everything.

Now, there are some topics that people go to school for or medical school for, or law school for, or have to master that topic for work or something, but most have no clue when it comes to specific topics.

Here's an example for illustration purposes...

Let's say you spend the next several weeks ONLY focused on how to get traffic with press releases. I'm saying that for the next several weeks, you focus on everything you can find, learn, discover, test and examine for the topic of "press releases".

In no time, you'll know more about "press releases" than 99% of the population and probably more than the people who actually write press releases. Quickly, you will be of expert status.

Now, you may not feel like an expert, or think of yourself as an expert, but you easily could "hold your own" when it comes to that topic. And, if you're bold enough and confident enough, you could likely present yourself as an expert and then people would treat you like an expert.

Listen, I can hear that little voice talking right now too and it's likely saying something like, *"Yeah, but you have not effectively practiced or gained enough experience to be a true expert, so you're stretching the truth"*

I call that "soft marketing" ... or to be even more blatant, I call it:

Fluffy, soft, angelic, sloppy sweet, rosy, righteousness, powder-puff --- marketing.

In other words, it's being too soft. It's like saying, "I'm not going to email my list and sell them things because that's too aggressive and people do not like being pitched stuff via email"

This is marketing. This is sales.

This is the really real world of real business.

Money Out Of Thin Air, Step By Step!

This is the quickest way to six figures I know.

Earning six figures online is going to come down to two main things:

TRAFFIC

And

CONVERSIONS

I preach this until it sinks in, but if you want to make a bunch of money, you're going to need to learn how to drive traffic and convert traffic!

If you are not making money online, it's because you are not driving traffic and converting that traffic.

What I'm about to cover in this section of the book is exactly that. I'm going to give you point-blank insights for converting and for driving traffic and ultimately for making money and getting wealthy.

I'm also going to give you a list of resources that you'd be CRAZY not to own!

When you look to put the pieces together and finally start making money, then this section will take you through everything step by step.

Now, I'm not going to write the salesletter for you, or install a squeeze page on your hosting provider, or make your up-sells work, or create products for you, but I'm certainly going to lay out a blueprint to follow step by step.

Get it all covered. Simply fill in the blanks and get each piece of the pie taken care of. I'm about to write a lot on conversions, because that's where the big money is found.

Marketing is conversions. You need traffic, but you need to convert that traffic.

Most people either cannot convert or cannot drive traffic. I'll help you cover both in this step-by-step section. It's detailed, but you're also going to have to take the initiative and fill in any blanks you are missing.

For example, if you cannot get a squeeze page up and functional, you're going to need to pay attention to the part on "outsourcing".

Let's get started.

Step One

Trade time for money, or build a real business that can generate passive income, or both.

Find an opportunity gap you can fill. In other words, find an opportunity... a need... a want... in your marketplace, and fill it! This is going to require you to look at yourself in the mirror and ask yourself...

“What am I good at already?”

If you do this and find you are not good at anything yet, then this is the question to answer:

“What CAN I get good at fast?”

What I'd recommend you do is figure out what you gravitate towards. Are you interested in copywriting and conversions... traffic... technology... product creation... contacts... teaching... designing... managing people... researching... what?

You are going to need to pick one and get good at something. It's called **specialized knowledge** and it could be the quickest way to six figures from home there is.

For example, people need traffic. Right now, back-links and social marketing and SEO is hot. It's hot and people are buying those kinds of services.

I could provide:

- Manual submission to online directories
- Press releases to 50 different press release directories
- Social bookmarking to 50 different sites like Digg, etc
- Articles written and submitted

And so on...

That's a valuable service right now. People all over the place are buying similar services. There are other types of services to provide too. Tons of them. Think of all the things people want and need. How can you supply them?

But wait...

- This is work Simon!
- This is hard!

- This requires Time!
- Aren't there a lot of services like this already?
- How can I do this in an affordable manner and still be competitive and still make profits?

Welcome to the beautiful, rewarding, challenging and marvelous world of “business”.

Isn't it spectacular?

All excuses and challenges and obstacles are but only a creative idea away from being banished and out of your mind! There's opportunity everywhere because most people have those exact same excuses.

The only difference between six figure earners and non-six-figure earners are the six figure earners ignored those excuses and did it anyway! They found a way to make it work! They picked a target and went for it.

You have to start where you are and have faith you can accomplish your goals. You have to have faith that if any obstacle arises, you will find a way around it, over it, to the side of it or right through it.

[Step One]

Find an opportunity gap and fill it. Create a real business, a service and provide people with what they need and want. Research and figure out what people want and provide it.

I know a marketer who made millions online. He sold his empire and started a “web design” business. He had a huge massive list of people, tons of products, all kinds of contacts, and he sold it all, only to start up a service.

I asked him why. He said, “There's more money in web design across the world and I think I'm a good enough marketer to get a huge slice of that pie”.

The reason so many online marketers started earning a bunch of money in the “offline small business” market is because they started thinking like this. They started ignoring the “pie's in the sky” and started creating real businesses and services.

Start researching what the market needs and provide a service!

Step 2

Create a real online business that can generate passive daily income for you! It's going to require something you've heard before...

This passive income is going to require you dig down and finally get serious about building a list. It's that simple. Almost every single marketer I know who earns six figures or more has a list of subscribers.

And, some don't even have that big of a list, and still earn six figures from that list. It's one of the easiest ways to six figures I've ever seen!

But, that list must be responsive.

And, that's the problem for most people. Well, strike that. That's the second biggest problem for most marketers. The biggest one is how to start that list.

2 Challenges:

1. Where and how do you start a list from scratch?

2. How do you make that list responsive?

First off, there's a thousand different ways to do this. But, let's keep it clear, you need traffic and you need conversions to build a list.

Then, you need to "warm that list up" to YOU.

You have to "turn them on" to YOU.

More on that in a second.

Step 3

You need to create something valuable to give away free to get subscribers. You need a squeeze page or a system for capturing subscribers.

- You need a place to drive traffic to.
- That place must capture subscribers.

What will you give away free?

- An ebook/report
- An e-course
- A newsletter
- Videos
- Audios
- Etc

First, you must find something valuable that people WANT and that thing you are giving away must be presented in the RIGHT way to get subscribers to opt in.

This is where conversions come in.

But, first, how do you get something valuable to give away free?

You either **A)** create it yourself or **B)** buy it

For example, you could interview some advanced marketers and give away the transcripts and up-sell the audios. Or, if it's just written, you can give away the transcript/report of the interview.

But again, it's the conversions which are important. That's the key most miss. It's not good enough to just go grab or just go create something to give away free, it needs to convert!

Step 4

How do you convert?

Well, first ask yourself the question, what would make you opt in? I mean, you are sort of your market and to think about what would cause you to opt in is a good start.

Curiosity works to a point. Value works. Fancy looking graphics can work to a point.

Let's break it down.

People opt in because they want something.

Today, people don't opt in as easily as they used to. People are getting tired of spam and emails pounding the daylights out of their inbox. So, you have to stand out above the noise.

But, you just need to give them what they want!

What does the market want?

In the IM space here's what they want:

- **Freedom**
- **A blueprint system that works**
- **Proof**
- **Simplicity**
- **Time savers**
- **They want to be less frustrated**
- **They want to make income fast**
- **They want tools**
- **They want a list**
- **They want traffic**
- **They want to be successful**
- **They want gossip and entertainment**

Most squeeze pages are boring... "Opt in here to get my 7 steps to Internet Riches!"

Yeah right.

Imagine a video on a squeeze page that says...

"I was sick and tired of being sick and tired so I paid a high priced mentor to teach me about driving traffic.

He schooled me for 2 hours on nothing but TRAFFIC!

This guy does about \$400,000 online too! He just let it rip. I was allowed to record the entire call. Aside from a few curse words, this recording is incredible. He lays out exactly how he uses PPC and how he uses ClickBank.com to get affiliates.

He has a genius way of building that traffic into a list. **I recorded the entire thing!** As a special marketing test, I'm giving it to you for FREE today! But, you're going to have to hurry because I'm thinking of selling this recording for big bucks."

There's a reason why: "Special marketing test I'm running"

There's urgency: "I'm thinking of selling this"

There's curiosity... value... it has desire... it has credibility... it has a lot of copywriting factors just in those short paragraphs.

But you know what; nobody knows how it will do until you send it traffic. Then, you have a measurement of how many clicks came and how many opted in. You'll have an opt-in rate. And, from there, you can tweak.

You see, most squeeze pages you find out there do not have a "reason why" they are giving something away free. You see that on sales letters (reason why) but you don't see that on squeeze pages often.

You need a "reason why" you are giving something away free. This is a huge insight for squeeze pages most people will never realize.

Your "reason why" can boost your opt-in conversions.

Here's how it goes:

- Pick your niche market
- Create or buy something valuable to give away free in exchange for subscribers. (true value)
- Create a squeeze page that is compelling, that uses copywriting psychology to convert. If need-be, hire a copywriter.
- Provide the visitors with a "reason why" you are giving that value away free. Have a reason, or they'll think it's crap and that's why it's free.
- Hit on curiosity factors, make them opt-in to get "the rest of the story"

You need to focus on conversions here and this is where most people fail. They may not be good at conversions themselves yet. Copywriters who are familiar with the marketplace often have a knack for what will convert.

Advanced marketers have this "knack" too. Many newbies do not have their pulse on the emotions of the marketplace yet. Therefore, they often misfire when it comes to crafting a compelling squeeze page or opt-in formula.

Step 5

Ever heard of a two-step approach?

This is popular in direct mail. In fact, here's the truth... if you want to know what works, it's the fundamentals of direct response marketing. That's it. Forget the magic and sizzle in the sky, to make a ton of money, you need the fundamentals of direct response marketing.

Without those insights and fundamentals, you're just chasing a scheme... and schemes rarely work or last. It's chasing a buck and it's temporary.

What works is:

Product + Traffic + Conversions = Sales!

Ok, back on track here.

Let's talk about a huge insight – the two step approach!

Let us assume that most of the world has caught on now, and they are resistant to entering their names and emails to get stuff free, because they now know they will get a bunch of pitching emails that are trying to sell them stuff.

Even my wife, who is not into IM hates opting into stuff now.

Therefore, coming with a unique approach can be powerful.

This is how it works.

Instead of having one single landing page where they have to enter their name and email address to continue, come with two pages instead.

On the first page, have them answer a few questions (multiple choice) and then click a “continue” button to move to the next page. This will get the visitors “engaged” in the process more and they could be more likely to opt in on the second page.

For example, your fist page might have a headline, some copy (content) and then 4 questions on it.

- How much weight would you like to lose in the next 60 days?
- How often do you exercise each week?
- Do you drink sodas?
- How many hours of sleep per day do you get?

Then, there would be a continue button.

On the next page, at the top, could be a short screen cam video that gives them 3 tips to losing weight. At the end of that video, you could pitch them on opting in to get your “Top 10 Insights For Losing 30 Pounds Or More Very Easily! 100% Free as a special marketing test! Limited and is likely to close soon”

At this point, they are engaged into the process and the content. They did not just do a quick drive-by of your site. They answered some questions and then watched a short video. They are warmed up a bit and are engaged. They are pre-framed on your content (because they watched your teaser video).

They got a taste of your personality (if you shot the video) and they are more likely to buy something or follow you now. Who do we buy from? We buy from those we know, like and trust.

This two step approach can be a fantastic way to increase conversions. Plus, for some paid traffic sources out there, it does not get slapped as often.

Make that site look nice and attractive with professional graphics, and you could be sitting on a winner!

Step 6

At this point, you know you need a squeeze page that gives something away free (something valuable)... and you have some clear insights on how to convert better on that squeeze page.

Your aim right now is to build a list and *to warm that list up to you*, so it becomes responsive. This is conversions too!

Most marketers like to hit-people-over-the-heads with sales attempts and sell the snot out of them hardcore.

If you think about that for a second, **do you like to be sold hardcore?** Probably not

Therefore, it's critical to understand that you need to be well prepared to eliminate that skepticism they have as much as possible. It's paramount that you get visitors to trust you more. You want to tip the scale of "trust" over to your side.

Assume that everyone is deeply skeptical. They are.

They are not going to A) opt in easily or B) buy something easily.

People are becoming harder and harder to sell online (or offline) because money is tight and they think twice before buying stuff more than ever.

Plus, competition is expanding and there are more and more people competing for the same dollars you are trying to get. What you should know is the magical insight to conversions!

It's called: **PROOF!**

Proof factors are the factors on which you should sell. You should always look to do your marketing and selling based on proof factors! You could convert tons more people than your competition if you focus on proof!

Proof and social proof trump almost everything else when it comes to conversions. And, let me be the one to tell you this:

To be a great marketer is to be a great converter!

Traffic is easy. Anyone can drive traffic in the next 20 minutes by running a PPC campaign. Traffic is easy. Conversions are hard. The money is found in conversions.

It starts with the first impression of you and lasts all the way through to where they are paying you thousands of dollars for consulting. From a free subscriber to a VIP client, proof factors and conversions and warming them up to you is where the conversions are found.

How do you get proof factors?

You do this through making your subscribers and customers raving fans of yours. You do this on purpose and you set it up ahead of time.

For example, I could email my lists right now and tell them I have a product I'd like them to review. I am only going to allow 10 people to get this product for free, because I want feedback and testimonials.

I follow up with them and stay on them (because people are not easy to get testimonials from) about getting me feedback.

I know most will love it, **but getting them to say it** is another story.

One method is to incentivize them.

Here's an example I've used before... I might do a 4 week webinar course and then give the customers a bonus of two more weeks. However, to gain access to weeks 5 and 6, they need to fill out a survey form.

That survey form is geared to get me testimonials.

Proof factors and social proof play a huge role in conversions now-a-days. Think about all the review sites online. Think about the transparency we now see on the net. Everything is out in the open now. Word gets around fast. People review and post those reviews everywhere. Use this to your advantage by turning your customers into raving fans of yours.

It is not good to simply toss up some piece of crap product and sell it. People talk. Customers will quickly post their frustrations with you. That can kill a business fast.

However, if you get raving fans... social proof sells like hot cakes. Case studies, endorsements, testimonials (be careful with income claims), review sites, buzz, over-delivering, unannounced bonuses, etc

Step 7

Further warming up your list...

Look, this is critical. There are tons of lists and your subscribers are not just on YOUR list. They are all over the place... likely on multiple lists... and are getting hit with advertising messages from every direction.

Think about it for a second... how many lists are you on? And, how many email accounts do you have? Are you on Facebook and Twitter... Linked In, etc?

Do you visit forums? You are likely getting hit from all directions too. There's a ton of noise out there and that noise is getting louder and louder.

To rise above the noise, you have to be different.

You have to capture your subscribers' attention and turn them on to YOU. Get them engaged in you and your material. You can do this many ways, but the core concept is what's important.

Warm them up to you. Turn them on to you. Brand yourself to your list.

Use your own name a lot in emails to them, on blogs, on pages... etc.

Positioning

Look, I don't really care about what the "herd" says about gurus... all the guru bashing... it's irrelevant and it's a given in our society. Criticism is a given and is expected no matter what. **You should expect criticism if you are doing "above average" things.**

If you are NOT average, then that means you're investing in yourself. You are investing in your dreams. You are taking the types of actions, most people NEVER take!

Average people don't read books like this. Average people watch TV and play video games and spend their time on trivial things.

Average people don't even mess with "businesses" or even think about quitting jobs to work from home. Now, they might "think" about it or wish for it, but they certainly don't take action!

So, expect criticism.

And with that in mind, you need to abide by the number one law of publicity:

Toot... Toot... Toot your own horn.

Because nobody is going to toot your horn until you toot your own horn. Nobody is going to treat you like an expert, until you act like an expert, talk like an expert and think like an expert.

People buy from those they KNOW, LIKE and TRUST! They trust experts. (see doctors, attorneys, celebrities, authors, speakers, product owners, etc)

I have a buddy who contacted a guy who owns his own site and publishes a newsletter and free videos. He was excited when that guy responded to him. He's an expert!

Later, he found out he's not that successful. However, he certainly appeared that way to my friend. Why? Because he did videos and audios and had his own product with his picture on the page and spoke to an audience.

That is NOT viewed at as "average".

Therefore, that guy on that site with the audios and YouTube videos was an expert!

Sure, he knew what he was talking about on those videos, but so did my friend! In fact, my friend might know more than he does on the subject!

If I studied "How To Write Press Releases" for a couple months, I'd know more about that than 95% of the entire population, including most of the people who write press releases!

Ok, now... let's get to the main point of warming people up. **YOU HAVE TO DO IT!**

There's too much noise out there. Rise above the noise.

Here's how to do it:

- Be, act, think, speak, walk and write like an expert (like an authority).
- Be a leader (herd follows)
- Be entertaining (herd is bored)
- Be yourself (herd like's real people)
- Be controversial at times (herd likes gossip)
- Give quality free stuff (herd likes free)
- Put yourself out there (herd needs to see you and hear you and know you)
- Be different (herd is bored)
- Embellish some of your personality characteristics (herd is bored and busy and you need to stand out)

- Associate yourself with other experts/celebrities in the niche (law of association and herd automatically pegs you as an expert too!)

- Joint Venture with other experts (herd likes variety)

- Tap into their emotions (herd is an emotional people)

Let's say you are brand new and are just starting up your list. Let's say you are in the Real Estate Investing niche. You are going to sell, market and provide information to people who want to make big bucks in the REI market.

So, you set up a squeeze page like instructed and you give away something valuable free to capture subscribers. You then hit them with sales attempts. You email them and sell them affiliate offers or your own product offers.

Then, you notice that most of them don't buy. *Hmm... what could be wrong?*

Maybe it's the sales letter?

Maybe they don't want to buy that product?

So, you decide to give it away free. You hate giving it away free, but since nobody bought it, why not? You know it's good quality but it's not selling... so you give it away free to your list.

The next thing you know, people are emailing you about how awesome it is... they are asking you questions... asking you if you have a course they can buy... asking you if you do mentoring... etc.

The next time you sell something, it should sell much better.

I write a private newsletter that generally consists of short reports that I give to my subscribers free from time to time. Those reports are better than many paid reports out on the market (not my words or my opinion, but the opinion of the readers of that report). No joke.

Well, in those reports, I subtly mention that I do 1-on-1 mentoring and consulting.

I've received more private clients from those reports than just about anything I've ever done and it's kept my program full with a waiting list for the last 3 years (and I don't work cheap)! It's because they read the report and see how incredible the content is. They learn stuff and they get "ah ha" moments and get motivated to succeed.

One marketer I know, years ago, provided a free e-course to subscribers. It was on SEO techniques. I was one of his subscribers and I was absolutely glued to his emails. I devoured his free material (and I don't even like SEO).

Later, he launched a software program and it sold like hot cakes. The IM market snatched it up and it was one of the top products of the year. He turned everyone on to him and warmed them up to him and turned himself into a raging success very quickly.

Information Marketer

That means you market information. You distribute information. You relay information. Think about that for a second.

We operate on the Internet (The Information Super Highway!). We are marketers who distribute information to those who WANT that information (niche).

Where is information found? Everywhere! It's free all over the place too! So, why sell it? **You sell it because people buy it, that's why.** You find a place where people are buying all sorts of stuff and you just get in the way of all that money being spent.

I once gathered a ton of free articles online about a specific topic. I copied them, pasted them into a PDF and sold the report for \$5!

People thanked me for providing them with all those links, and resources and for doing the hard "research" work for them.

As an information marketer, you should know that you have access to tons of information. It's all over the place. You can simply research a topic, master it, and sell it!

Just make sure it's a topic where tons of people are already buying. Sell what they are already buying. Sell what they are buying right now. Find out what people are buying... and go sell that to them.

Step 8

CONVERSIONS! Now that you understand how powerful "positioning" is and why you should warm up and turn on your subscribers to you... let's talk more about conversions...

First of all, conversions = marketing.

If you are not converting, you are not making money. This entire book could be ONLY about conversions and you would be a smart camper to have read this far.

There's nothing more important than "conversions" when it comes to marketing. You might think it's traffic... and certainly traffic is critical... but traffic is not the key to success in online marketing.

Its conversions...

Sure, traffic is sexier and sells better and more people are interested in traffic than conversions. And, most people think traffic is the key to success online, but it's not.

Its conversions...

You might be able to get 100,000 visitors to a blog, but if that blog is not converting into dollars, it's almost use-less. You might have AdSense links all over that blog and affiliate banners, but if nobody clicks them, you make zero.

It is conversions...

The Highest Forms Of Conversions:

1. Celebrity/Star Power
2. Expert/Authority
3. Salesmanship
4. Useful

The highest form of conversions is "Star Power". There's a reason why celebrities earn so much money. The herd loves them some star power!

Tiger Woods plays golf, but he earns millions from endorsements. A guru in the IM space who is considered a celebrity in our market, can sell a product for \$2,500 on list building and get tons of sales... where most others in the market can't... even if their product is superior to the gurus' list building product.

Now, not all of us want to be some celebrity. However, that does not take away from the fact; celebrity is the highest form of conversions.

Next on the list is "Expert/Authority" level. If you are in legal trouble, are you going to listen to a friend at the bar give you advice... or pay an attorney thousands of dollars?

If you need heart surgery, are you going to trust some nurse on what to do? No, you'll go to a heart surgeon. Specialize knowledge is extremely powerful – and lucrative!

Next on the list is "Salesmanship". That's where copywriting and slick persuasion techniques come in. Sure, this can be used on all levels to convert and this is what most people think of when it comes to conversions. They think, "Sales copy".

And, this can convert well too!

This is where you see nobody's come out of nowhere fast, and make a huge splash of sales with their product. **The sales copy converted like crazy!**

A marketer can have a crappy product, but if the sales copy is great, it'll sell like hot cakes. Now, it might have a huge refund percentage, but it'll sell great!

Last on the list is "usefulness".

This is a product that's extremely useful to lots of people. It does not need to be great... or even have sales copy. It can convert because it's very useful and helps people.

I tend to think of software or scripts that are very use-full and are tools to save time, energy and money.

Step 9

"Conversions... Conversions... Conversions!"

You are either a copywriter or you are not. If you are not, then you need help in that area in order to succeed online. If you are not a copywriter, then you need to do one of two things:

- Learn it and get good at it yourself (**I'm going to tell you how to do this soon**)
- Pay someone or partner with someone who is strong at it

That's it. If you are not good at copywriting, then copywriting could be a huge road block that's preventing you from moving forward in your business.

Seriously, are you good at copywriting? If not, you need to get it covered.

Yes, I'm talking about sales videos too. Some people are terrible at sales videos and copywriting and they continue to try and sell their own stuff and wonder where the sales are hiding?

But, it's not all about copywriting and sales videos either.

- It's about branding and turning people on to you.
- It's about warming up people to you.
- It's about building anticipation.
- Testimonials are a big deal as well for conversions.

There's a lot that goes into making sales.

The conversion Cheat Sheet!

There are some main components to a salesletter (or sales video) and you need to nail all of them.

Here are the components:

1. **Headline**

You need a compelling headline. This headline is designed to do one major thing and that's "capture attention". People are busy, bored, multi-tasking and then land on your sales message.

Your job with the headline is to capture them, disrupt their flow and get them engaged into your copy. This can also be called a "pattern interrupt".

Basically, with a pattern interrupt, you grab their attention by doing something that makes them take notice. You could say something off the wall, something bold and controversial.

Here's an example:

All The Gurus Are Lying To YOU!

See how that shakes them up a bit at first glance of your page? This can also be applied to sales videos too. When they first start watching your video, you should "capture their attention" and disrupt their flow!

A headline can be benefit driven as well. Think of what your big benefit is... your big money phrase. Find out what is the main reason people will buy this product. Then, craft a headline that uses that benefit.

This is also where you find a “hook” or a big promise to offer people. You could be a good “hook” away from having a high converting sales letter. It’s that big of a deal.

For example, I had a program where the headline was something like this:

Get A Membership Site In 15 Minutes!

Basically, the headline says it all. In a matter of seconds, they have the main point of the letter and the rest of the letter just supports the headline and turns them on even more!

Here are some of the headline formats I personally love to use:

**If You Want To _____, Then This
Program Will _____ For You!**

This is basically an “If you, then...” headline.

Another way to start a headline is:

What If...

I also like using these on bullet points and sub-headlines throughout my copy. This is a big conversion technique right here. “What if” is simply a question and is painting a picture. You are not necessarily saying this is going to happen, but are implying this could happen.

What If you started getting thousands of clicks to your site this week?

What if you could convert at 5%?

What if you could launch a flurry of traffic to any site, any time you wanted to?

What if you earned a passive income that allowed you to quit your job and live a lazy lifestyle?

And so on...

Another technique is to simply start out your headline with the word “How”

How To Read This Report And Make Yourself A Bazillion Dollars!

Of course, the famous: “Who Else...” headlines always tend to be good ones...

Who else wants to earn money from home very easily with PPC?

Your headline is important. It’s the first impression and you need to nail it.

With headlines, I like to use:

- **Myriad Pro Bold**
- **Impact**
- **Tahoma Bold**
- **Georgia Bold**
- **Verdana Bold**
- **Arial Bold**

2. The sub headline

The sub headline is designed to hit them with more benefits and get them to continue reading the letter. Its purpose is to engage them further and support the headline, and pass them on to the rest of the letter.

One of my favorite sub headlines is:

For reasons you'll understand in just a moment, this letter will showcase why this report is the best report you've never read before!

That sub-headline hooks them, engages them to read further and pre-frames them that this is very valuable.

3. Your introduction

This is also very important. When you introduce yourself, you are still on a first impression basis and you're still trying to get them to read the letter. You want to engage them and get them to make a mental decision to read your letter.

You will introduce yourself here, but you will need to also capture them further. You can do this with a powerful story.

Your story can follow this format:

1. Here's what I used to do
2. That did not work
3. I was frustrated, wasted time, energy and money
4. I got obsessed to find the answers
5. Here's what I found
6. I tested it and it worked
7. I tested it again and it worked even better
8. I shared it with others and it worked for them too
9. Here's what most people usually do (I used to do that too)
10. That's why they all fail (like I used to fail)
11. Here's what works and you should do this too (or continue failing like everyone else)

4. Proof factors

We already discussed this earlier, but as part of the format, this is where you need to make sure you tap into proof factors (testimonials, case studies, endorsements, screen shots, video proof, audio proof, social proof, comments, publicity, etc etc). Pepper your sales letter with all of the above if you can.

5. Homer Simpson Level

Your prospects have to “get it”. They have to understand exactly what it is and what they get when they buy.

By Homer Simpson, I mean, even his dumb brain should get it.

Don't sell to your level; sell to the Homer Simpson level so everyone gets it. I'm not being rude, this is true.

It's a big mistake tons of marketers make time and time again.

They sell to their own level, instead of the mass market's level.

Describe your product – point blank – as to what it is and what they get when they buy it. Be direct and to the point as possible. Cover the features and benefits of the product.

6. Reason Why

You have to have a reason why you are selling this product. If it's so great, why are you selling it? If it's so cheap, why is it so cheap? If it's so valuable, why is it not more expensive?

Many marketers miss this too. Reason why: I am selling this because I used to be just like you and I always wished someone would provide something like this. But, you have to have skin in the game or you won't follow it. Therefore, it's not free.

I did all the hard work for you and did all the research for you, so because of that, I'm putting a nominal price on this.

7. Bullet Points

Bullet points can make the difference between conversions a lot of times. Bullet points need to be mini-headlines. They need to spark curiosity, but fuel benefits. They need to be emotional and tap into the emotions your market feels.

Make your bullet points stand out and command attention. Here are some formats of bullet points:

How to _____

How to make sure you always _____

When not to _____

3 tricks to _____

1 little secret, when missed causes _____ to happen

Why most people ___ when they should ___ instead

The 7 step formula for doing _____

The _____ technique

Another thing you can do to jazz up your bullet points is to add action words to make them even more powerful, adjectives and verbs, such as:

Tightly created cheat sheets designed to _____

Incredible steps to _____

Tremendous secret for forcing _____

Mind-numbing method for _____

Super dynamo way to _____

8. Overcome objections

This is critical. You must stop and think. You have to put yourself in the shoes of the customers and ask yourself, “why would I NOT buy?” What reasons would cause me to not buy?

If possible, get feedback from those who did not buy. Ask them point blank, why did you not buy? Give them a gift for answering the question. If possible, go ahead and give them free what they did not buy just to get the feedback. It’s that valuable.

Figuring out why they did not buy, can help you overcome those objections and just watch your conversions fly! I could give you 100 examples of sales letters that failed because of one tiny objection that was not overcome in the sales letter, but was obvious to customers. **Think like a customer.**

You can spell out the objections right there on the page:

Why do I need to know about conversions?

Because it’s that important. You could be missing out on tons of money and failing miserably because you continue to ignore “conversions”. Traffic is one thing, conversions is another. You need both! Most ignore conversions.

(See? I stated the objection above and overcame the objection)

9. Who does not need your product (who it's not for)

This is a classic technique where you list out all the people who this product is not for. For example:

- This is not for tire kickers
- It is not for pie in the sky seekers
- It is not for advanced gurus who know it all
- It is not for get rich quick seekers

You can tell them what the product is not:

- This is not MLM
- This is not PPC
- This is not a get rich quick scheme

You can tell them what they don't need to know:

- You don't need to know PPC
- You don't need contacts
- You don't need a list
- You don't need to be technical

10. Stack the value!

At this point, you want to tell them what it is point blank again and stack the value. For example, you spent 4 years learning this and 40 hours per week doing it. You worked hard to learn all this and they get it instantly. This is worth years of experience.

You can stack the value on dollars too. For example, the software is worth \$1,000 alone and I'm also giving you 1-on-1 mentoring, which I normally charge \$500 for. Plus, I'm giving you my blueprint report, normally valued at \$127.

This is where you can add in bonuses, of course.

11. Price it.

You get all this value for the low price of only _____. Test your prices as well. Sometimes a higher price converts better than a lower price. Test it and see.

12. Bold Guarantee!

Listen, the number one reason people don't buy from you is because they DON'T BELIEVE YOU. They just don't believe your claims. Therefore, if you give them a crazy, bold guarantee, your conversions can sky rocket.

Don't believe me? Try it out yourself. Offer a double your money back guarantee, or a 365 day guarantee and see what happens. Your conversions will sky rocket.

13. Closing Statement!

In sales, you have to close people to get the money. You have to ask for the sale. However, most sales letters you see never ask for the sale and they never close strong. They build up the value throughout the sales letter and then close with some wimpy statement.

Close strong!

Coffee is for closers! (*That's from a movie*)

Take your headline and turn it into a closing statement. Hit them between the eyes. Tell them they will either continue to have the problem they have, or they will solve it by buying your product!

Hit on the pain again. Agitate the pain. Close strong.

14. PS's

This is one of the most read portions of your sales letter. Make them strong and spend good quality time on them. You can restate the guarantee, hit them with a new benefit, hit them with the bonuses and hit them with the “money phrase” (i.e. get a membership in 15 minutes!)

15. Contact Us

Despite your best attempt to make a sale, people will still have questions. How would you like to make money just for answering simple email questions? Then, put your email or phone number or both at the bottom of the page. Most refrain from doing this and they miss out.

Now, if you sell tons and tons of products, maybe you could just put your help desk link there and let your staff handle it, but if you're a one person show, take that and use it as a opportunity.

Sidebar advice:

I want to take this moment and give you a technique I've used many times that works great. It's a little bit more work, but it converts like crazy. Here it goes (thank me later):

When you have a list of subscribers, send them an email and ask them to email you back if they are interested. Then, email them the sales letter as a PDF. Interact with them via email too. Answer their questions.

You will be surprised at how many sales you make. I believe this works for many reasons. One is... nobody does this so it's different! Another reason is they believe you more when they interact with you via email.

I've done this with high ticket products and services and I've generated well over 100k with this method alone.

16. Scarcity

Scarcity is huge. If you put a limit on your products, they will sell much better than if it's open forever. Some kind of scarcity can certainly increase conversions. You can hit them with a limited number of copies will ever be sold. You can hit them with a price scarcity (price goes up on Monday)... and so on.

You could put a limit on your products and sell only 100, and sell out fast. But, if you left it open forever, maybe it took you six months or more to sell 100 and convert well.

Instead, go for getting the highest conversions now! Create other products to sell later or come out with a 2.0 version later.

17. Know your market!

This may seem obvious, but it's not. Knowing your market well (real well) can skyrocket your income fast. Do not discount this section off, as it has real power when you realize it's dynamics.

You see, if you know how your market thinks, what frustrates them, what they like, love, desire, gravitate towards, what their problems are, what they need, what's lacking in their business, what the biggest road blocks are or speed bumps that get in their way, what their beliefs are, etc then you can tap into that.

If you know your customers better than your competition does, then you can win and earn more money. I'm not saying there is a lack of abundance or a lack of dollars out there at all. I'm saying that when you know your market better than competitors, then you can be more creative and understand how to sell and provide for your market.

You want to satisfy your market's desires. Give them what they desire. Sell what they want, more than what they need or what you think they need.

Don't sell them what you want them to have or what you think they need, sell them what they want!

In the IM market, they want:

- A magic button
- A business in a box
- Traffic
- Blueprint methods
- Schemes
- Black hat tricks
- A list
- Passive income
- Power
- Freedom
- Security
- To be popular
- To be special, famous, be someone
- To be able to buy things and impress others
- To be comfortable
- To be lazy and work less
- To be accepted and admired

They are extremely skeptical. Therefore, you must hit on all the elements mentioned above as best you can to counter that skepticism. You must give them a bold guarantee or risk reversal to counter that skepticism. *The better you are at countering that skepticism, the more money you're going to make.*

One of the reasons (there's many) why gurus convert so well, is there is not as much skepticism for buying their products. They are proven and public and there's tons of social proof out there for them. They have star appeal. Sure, it's not going to counter all skepticism, but a lot of it.

Your ability to minimize skepticism is the key to conversions.

18. Fears

Fear is one of the most incredible driving emotions. Fear propels people, it sabotages people, it limits people, and it cripples people from taking action or buying. Fear is a dominant emotion in most people.

I don't know how many times someone has emailed me or told me,

“I can’t buy this at this time because my wife would be very upset”.

So, use it to your advantage in conversions.

What are your markets 3 to 5 biggest fears in buying your product... or using your product? **How can you overcome those fears?**

Next, what fears “in life” does your market have? In the IM market, many have fears of being homeless, losing money, failing, feelings of being inadequate or a lesser person. How can you tap into those fears and solve them for customers?

Peace of mind, security and protection is a real driving force. Many just want to relax and not be stressed out and they are willing to work hard, be workaholics, and chase their dreams forever just to find some kind of peace of mind from bills, money problems, stress, job demands, bosses, traffic and problems in general.

People connect money and financial freedom to happiness. That’s a thought in their minds already and it’s your job (if in this market) to tap into those thoughts, images in their heads and conversations already going on in their minds.

19. Identity

This is one of my favorite topics. **It’s just fascinating and it’s extremely powerful for making money, persuasion, influence and conversions!**

Take note of the following emotional triggers:

Vanity: (fame, recognition, being popular, admired, respected, etc)

Peace of mind: (relaxation, relief, security, ease, easy, lazy, freedoms)

Self Improvement: (getting to the next level, higher achievement, advancement, better person, better body, healthier, more money, more spiritual, more happiness, better relationships, more life)

Greed: (control, pride, competition, revenge, power, etc)

Those above are powerful emotional triggers to tap into one’s identity. Think about all the different ways you can tap into those identity areas in your copy and advertising.

These are all big in the IM space. With vanity, you can tap into how people want to be admired, respected and popular.

20. What are people in your market currently HOT about?

One of the smartest insights you could learn is:

Figure out what everyone is buying, and go sell it to them!

But, I want you to think about that more. In the IM space, certain things get hot. I remember when AdSense was very hot and everyone was buying anything and everything about AdSense. It was an easy sell. If you wanted to make some quick and easy money, all you'd have to do is interview a few AdSense experts, wrap up the audios into a package and sell the heck out of it.

You can easily find out what's hot in your market right now... research, craft a product and an offer, and sell it. Anyone can. But, your ability to pay attention to your market can earn you a ton of money.

This is why I recommend to many of my VIP clients that they pick one market they are passionate about and stick to it. They will get to know that market better and better, and they'll constantly be looking for opportunity gaps. They will constantly be on the lookout for an opportunity to earn more money by delivering HOT information the market is crazy about right now!

21. Why is buying your product a smart purchase?

What are all the reasons, your product is a smart purchase? **For me, when writing copy, I try and think about the logical reasons why people would buy what I'm selling.**

There are emotional reasons, and we certainly try to tap into those emotions in the "make money" space, but tapping into the logical reasons is also quite important too. Some people rationalize the purchase and dwell on the decision before buying. Others buy very quickly with impulse buys.

Therefore, if you spend some time thinking about all the reasons why it's a smart decision, this can pay off huge for you! Reasons such as: saves time, money, energy... will keep you from having to do A... B... or C!

Think outside the box and put yourself in the shoes of someone who contemplates decisions in an exhaustive fashion before buying... and appeal to that type of person too (not just emotional, impulse buyers).

22. Up-sells, down-sells, backend offers

This can be where the REAL money is made. Front end offers can be where you break even (if you are paying for traffic) and up-sells can be where you turn a profit. **Backend offers can be where you rake it in.**

Think about what the up-sell offers will be ahead of time. Is there a way you can offer a premium version of your product? Or, maybe you can add continuity or a paid newsletter of sorts. Perhaps you offer consulting or group webinars. Maybe it's a PLR product you provide or an interview club.

If you want to make a lot more money, then add in up-sells. I like to have 2 or 3 up-sells. To many can be annoying, and some customers hate up-sells. Some complain a lot about up-sells.

But, it's marketing and it works and anytime I see someone complaining about up-sells, I instantly think "they are not a marketer"... they are a customer.

Sure, you want to treat people right and over-deliver, but some things in business... is just business.

Remember you are in this to make profits and do good things, but don't let those who express their opinions on up-sells ruin that profit base for you.

Believe me, if up-sells did not work, marketers would not be using them and customers would not be buying them!

Here's a quick intro script to get your up-sells going:



(sales video intro script):

Thanks so much for buying _____. You made a wise decision, but do not close this page. This might be the only time you ever see this special one-time opportunity. If you click away, this page could be gone forever.

You just purchased _____ and as a special one-time offer, I'd like to provide you with an incredible deal. As a special marketing test, I'm prepared to open up the vault and provide you with the following: (list out what they get, then close them)

Up-sells are where big money can come in. If you have an affiliate program set up (you should) then the up-sells can really make your launch. You could give 50% commissions on the front end (or higher) and you can give less on the backend, and many affiliates are fine with that.

Some will never even ask.

The point is, that's where you can make a significant income. These up-sells have to be solid and you need to dial them in for conversions. If needed, continue to change them up, switch out the offers, and make them sell.

If you find yourself paying for traffic, and that traffic is expensive, you are going to have to have up-sells to make that traffic work – most of the time. The front-end offer tends to pay for the traffic, and the up-sells is where the profit comes from. This allows you to compete for expensive keywords.

If you see \$1-\$5 per click traffic and wonder how marketers are affording that much in clicks, now you know. The profits are often found in the backend.

23. Damaging admission

This is where you admit to something that's actually damaging to your sales pitch on purpose. This increases believability. It makes your offer more trust worthy.

For example:

I am so terrible at technical stuff I can barely tie my shoes... so if an idiot like me can do this, I know you can too!

Condensed Conversion Cheat Sheet (print this out):

1. Headline
2. Sub headline
3. Introduction
4. Proof factors
5. Homer Simpson Level
6. Reason why
7. Bullet Points
8. Objections
9. Not for, don't need to
10. Value stacker
11. Price
12. Guarantee
13. Closing statement
14. PS's
15. Contact us
16. Scarcity
17. Know your market best
18. Fears
19. Identity
20. What the market is hot about right now
21. Why is it a smart purchase?
22. Up-sells (sales process)
23. Damaging admission

Step 10

You are going to be doing a lot of testing, tracking and tweaking if you are going to be an effective marketer. Testing is essential to profits. The more you test, the more you dial in your conversions.

The better you convert, the more you make. The more you make, the more you make. It's a snowball effect. As you grow, you grow faster and faster.

If you find yourself tweaking all the time, then you know you are finally in the "game" of marketing. At first, a new marketer, who finds he/she testing a lot, can get frustrated. But, eventually, every successful marketer realizes it's the key to success.

Eventually, the testing becomes part of the game and testing and measuring metrics becomes interesting. It becomes a challenge to dial in the conversions and make it convert better.

There's lots of testing products available online. www.SplitTestMonkey.com is affordable, easy to use and in my mind the best for you (and yes I'm biased) You'll have to find one that works well for you, but save yourself a lot of research, pain and money and just go get SplitTestMonkey first you won't be disappointed.

Here are the main components to test:

- Your offer
- Your headline
- Your introduction
- Your guarantee
- Your price
- Your bonuses
- Other

There are tons of variables to test... graphics, everything you can think of. However, there is one major thing that can change conversions big time!

If you find your sales page is not converting well, it could be a number of reasons causing it to fail. It could be that nobody wants that product. It could be it's too expensive. It could be the sales copy is terrible. It could be something is turning the customers off. It could be the graphics are terrible. It could be several things that's killing conversions.

However, if you have tried dialing in your copy with tweaking and testing all of those things and it still does not convert, there could be one major thing you can do to increase conversions.

That is changing your offer!

Whatever your main offer is... the main presentation... the main USP (unique selling proposition)... whatever your big promise is... your main benefit... that might need to change.

For example, if I'm selling a product on how to make money with Google Adwords, and find my product is not selling, I can change my offer and point of view.

Instead of selling "Google Adwords Techniques" I could change it to "How To Drive Massive Traffic Instantly To Your Site and Convert That Traffic Into Revenue!"

See the difference?

Maybe I'm turning people off by mentioning Google. Maybe it's something else. Maybe it's an ebook, and I should turn it into a "program". Maybe it's a program and I should turn it into a mentoring opportunity. Maybe it's a membership and I should sell a home study course instead.

Maybe I'm providing "**Simon's 10 dynamic Steps To Six Figures**" and it's not working. So, I change it to "Six Figure Formula" and it sells like hot cakes!

Changing up the offer can provide you with huge changes in conversions.

It's the number one "conversion factor" other than proof factors!

Proof factors!

If your stuff is not converting, it might be because nobody believes you. Your believability is not working and people are skeptical, and that skepticism is killing conversions.

If I said, "hey, I've made a million dollars online and I'm going to show you how to be a millionaire by next Thursday... and you'll be rich by the end of the month... and we can go swimming in Hawaii this month together and fly around in our huge private airplanes", you might not believe that and not buy.

But, if there are no "proof factors" on your page to back up your claims or big promises, it makes it hard to believe. In fact, since so much of those testimonials are faked, it's great to get video testimonials because they are considered to be real for the most part.

If you get celebrity (or guru) endorsements, that boosts conversions big time. Proof factors are by far one of the main things you need to convert.

When you drive a lot of traffic, and test that traffic, and tweak your stuff to try and convert better and better, you maximize your profits. It can be the difference between NOT MAKING ANY MONEY AT ALL... and making a million dollars per year.

Ask any millionaire marketer about testing and they'll give you a PROFOUND statement that clearly says, "Damn right I test!"

Every single million-dollar marketer I know tests and tracks and tweaks!

Step 11

At this point, you know you need to have a squeeze page that captures subscribers onto a list. You need to give away something valuable for free to bribe them into opting in.

Next, you know you need a highly converting sales letter and up-sell process in place and dialed in. You also know you need to test, track and tweak.

We've talked a lot about conversions because it is that important. We've talked about techniques and how to warm up your subscribers to you. We've talked about a lot of stuff for making money thus far.

The clear defining point should be you need to focus most of your time on traffic and conversions. 90% of your time should be spent on traffic and conversions eventually.

In a moment, we will get into traffic... the lifeblood of this business. But, before we do, there's one more thing I want to hit on hard.

And that is...

Pick one business!

Too many marketers fail because they are all over the place, starting all kinds of projects all over the place, all the time. I've written about this already in this report, but think about it one more time...

If you focused on building one business, for the long term, you'd have tons of backlinks coming in to your site, you'd have your conversions dialed in and popping, you'd have your product keyed up with lots of value, you'd have your squeeze pages rocking, you'd

have affiliates selling for you and you'd be growing and growing that business bigger and bigger each and every month.

However, in this business, it's too easy to start up a new project and ignore or forget the last one you were working on. **This means all your products are only getting 20% or so of your best effort and focus.**

One business you grow and build over time is also a business that grows so big, you can sell it for big bucks eventually perhaps. **I urge you to make one business successful, and then expand to others.**

However, as an info-marketer, when you master the fundamentals of direct response marketing, you can make a fortune off of what is called, "*The moving parade*"

The Moving Parade!

At a parade, you see floats passing by, one after another... on to the next shiny, dazzling new float and on and on...

This is how the IM market is. They see a shiny new object in front of them and buy it. Then, they move on to the next shiny new object and so on. They forget what they bought and move on. Many times, they never even download what they bought. Or they skim it and move on to something else. They buy a product, get excited, start skimming it, and then go check their email and forget about it forever after that.

It's a moving parade. It's one product (float) after another. The next thing you know, you look back and you spent a fortune in this market and have not made much money to show for it.

This is very common and happens with thousands of people. No wonder so many are jaded huh?

Well, don't get caught up in the moving parade. Instead focus on this report and follow the steps. Be the one who starts a real business and sticks to it. Be the one who sells products to the "herd" through the moving parade system.

I've had customers who have bought from me for years. Some have spent thousands of dollars with me and they continue to buy again and again. Some take the advice and move on to make themselves a bunch of money.

Others never get anywhere... because they cannot get out from behind the moving parade. They cannot stop buying... and start doing. You are either a seller... or a buyer.

Sure, we all buy stuff... but you are either primarily a seller or a buyer. If you are a buyer, then you could be stuck in the moving parade. If you've been at this for a long time and still not making money, then you are in the parade and need to stop that and focus on one business and make that one business work...

However, if you get into certain niche markets, you can certainly earn a fortune by selling stuff in that moving parade mechanism or system or whatever you want to call it.

For example, I can come out with a new product every week and sell it to my lists and every week I'll make money. It's a moving parade and if you sell in that parade (launch and sell a lot of stuff) you can make a fortune and for a while I did just that and generated several million dollars.

So, although I say you should stick to one business and make it work... I mean that, but after you have your first launch and make that first business work, you might find yourself also in the moving parade again, **but this time as a seller!**

You're now the floats. (or something like that) :-)

Any way you slice it, it's a very valuable insight and you should be saying "thank you" right about now.

Traffic!!

Without traffic, life is a frozen field. If you have no traffic, it's like being a bird that cannot fly. It is a sad and lonely world without abundant traffic.

If you are not making money online, it is because, you are not driving traffic. The real question to ask yourself is, when are you going to drive more traffic?

If that answer is "Right now!"

To Get Traffic Is To Be Focused!

It's simple really. Those who do not get traffic are just not focused enough on one thing. They are jumping around from one thing to the next, chalking up excuses for not making money yet, but the biggest reason I have found is they are not focused on one thing!

Seriously. **If this comes across sort of brutal, it's because it's true.** The only people who have an excuse for this is the newbies... the brand new people who are yet to even have a clue what they are doing, much less focusing on one thing.

And if you are one of them that's new like that, then you are one lucky individual to have found this book so early in your career. I urge you to focus on what I'm telling you here and just ignore the heck out of everything else. If there's something in this book you need clarification on or to expand on, then research only that one thing until you know it like the back of your hand, but ignore all the crap out there and all the shiny new objects.

At the end of the book I'm going to make several recommendations and pitch you an unbeatable offer... These recommendations will be the only additional training you'll ever need before you hit six figures... But for now, don't skip to the end keep reading!

However, I do need to tell you that you will not make money and you will not get abundant traffic without "focus". It just does not happen. And, if you are not focused

and you do drive some traffic, it will be a waste of money most of the time, because it's likely your conversions are not dialed in yet.

Focus on TRAFFIC AND CONVERSIONS. That is IT!

Pay for Traffic Or Free Traffic!

You got two choices... pay for traffic or get free traffic. Free might sound like a no brainer, but free = manual labor. There's just no other way. You are either going to work hard for traffic... or you are going to pay for traffic and also work hard for it.

It breaks down like this:

Free traffic = work very, very hard for traffic, but you don't spend much at all.

Paid traffic = not as much work, but still some work, but you spend money on it.

So, maybe you are saying you'd still rather get free traffic instead of paying for it.

Ok, consider this:

You might need to wait months for that free traffic to actually show up and make a financial dent in your bank account. **Paid traffic can start hitting your site in the next hour.**

Most people in this business (especially those who are new) just don't have long term thinking... and that delay in gratification (results) can crush their focus. Remember, traffic requires focus.

If months pass by and you have grown tired of this, and are not getting results, it's easy to quit and move on to the next shiny object. However, if you drive traffic via paid traffic, you can start dialing in your conversions right away!

I'm convinced... most people fail at this business because of traffic and conversions.

They are terrible at conversions and they can't get traffic. That's it.

So, that means, all you have to do is get good at both and the sky is really the limit. There are so many ways (avenues) to generate traffic that it gets very confusing fast.

I recommend you pick one way of driving traffic that meets you best, and stick to it and make it work. Then, later, after you've made one traffic method work, add another method (avenue) of getting traffic.

We are going to go through different forms of getting traffic, but you need to pick one and stick to it. I'm going to start with the traffic methods that have made me a ton of money over the years and then go to other methods of getting traffic.

This is as real as it's going to get. I'm not sugarcoating this next section at all. I'm going to tell it like it is and let you be the judge.

Ready?

JV / Affiliates!

By far... and I mean WAY BY FAR... the most amount of money I've made in my entire life thus far has been a direct result of getting joint venture affiliates to promote my products.

I did mention **"by far"** right?

It is by far the number one way I have brought in over ten million online and it's by far the number one way 80% of the marketers I know have too.

Sure, there's paid traffic and SEO and all sorts of ways marketers drive traffic and make money, but it's no joke that getting affiliates to promote for you is the most popular way I've seen.

The challenge newbies or intermediate marketers have to overcome is where to start?

How to get affiliates to promote if you don't have a name in the market, don't have a list to reciprocate with, no leverage or assets in the market, etc etc.

That's the biggest challenge for most. **(part of my 'pitch' at the end of this book is going to show you EXACTLY how to overcome this challenge so don't worry)**

The other biggest challenge is most marketers don't understand the game of getting people to promote for you. They don't like asking people to promote for them and they easily give up when people say no... or don't respond.

The way to beat this challenge is to build leverage for yourself. You need something going for you, something attractive to these other people who can promote for you.

Look, if you want to make the big bucks, you need to be in a market where there's lots of competition, because those are the markets where the big money is being made and those are the markets where you can get a bunch of JV affiliates to promote for you.

Markets such as:

- Internet Marketing (make money online)
- Real estate investing
- Dating/Seduction
- Forex and trading
- Self Improvement
- Big hobbies, like Golf

If your niche market is outside these kinds of markets listed above (big markets like these) then JV affiliates can still work too, and they certainly don't require as much leverage because those other markets are not too savvy with the "direct marketing fundamentals".

In other words, those other smaller markets or non-rabid markets contain businesses that are not savvy about up-sells, conversions, traffic, or even setting up affiliate programs... so it's easier to strike deals with them.

However, in the bigger markets, you have to come to the table with leverage. Here are the forms of leverage you can build/grow and have:

- Ability to drive a lot of traffic (a list for example)
- Ability to convert (copywriting, etc)
- A name in the market and a following
- Association with someone else who can do the above
- Contacts (see association)
- Hot product that sells (conversions)
- A good speaker, presenter, product creator
- Superior technical skills
- Other

You have to build leverage. Any serious marketer will pay attention to you and respond to you, if you can drive them traffic. I once emailed a big star who is very well known in the USA and asked if we could strike a deal where I promoted his online products.

I got his assistant, but then blew it off. Later, the star emailed back directly. Everyone wants more money and cash flow and if you can help them get more cash easily, they are interested.

Therefore, your ability to drive traffic for others is an automatic foot in the door... and then the snowball can roll from there for you.

Here's an example of a breakdown of how it can go for a newbie who goes from zero to a six figure online business in the Internet Marketing market.

Breakdown of newbie marketer we'll call Mike:

- Mike sets up a squeeze page giving away a free tool he got created for \$100. The tool makes it easy for anyone to create beautiful banners themselves without graphic art skills.
- Mike gives away the tool for free in exchange for opting in to his list and getting his free newsletter.
- He's giving away the tool and he's providing a free newsletter in exchange for subscribers
- Mike then goes and runs an a special offer on the Warrior Forum or other IM forums. He pays \$40 to \$150 rerunning the ad.
- He gets **2,000 subscribers** who are all interested in Internet Marketing
- He then takes those 2,000 subscribers and does list swaps with other marketers (not gurus with big names but other intermediate marketers who have lists)
- Mike sends an email to his list promoting Bob's free offer. Bob gets 500 leads from Mike. Bob's list now grew by a new 500 people.
- Bob promotes Mike's free offer (squeeze page giving away that graphic tool) and Mike now gets an extra 1200 new people on his list. **It's now 3,200 on his list.**
- Mike lands another list swap with Susan. Mike adds another 500 leads to his list.
- Mike promotes a simple but valuable offer to his list and earns \$1,500 in commissions.
- Mike runs another special offer and runs some paid advertising (banners) and adds another 3,000 people to his list... doubling it!
- He's now at around **7,000 leads** and they are all pretty fresh leads
- Mike gives them some content for free and sends them a video that brands him better with his list. He also gives them a new free tool as well. They are loving him. They know he lives in Colorado and he loves hiking and fishing. They know he's a laid back guy but a bit funny at times.

- Mike then creates an info product explaining how he built a list of 10,000 people in less than 2 months
- He puts it on click bank
- He also adds an up-sell to a new tool he's created and another up-sell to a mentoring program he's started.
- Mike then goes out and puts his launch on the launch notification sites.
- He starts recruiting people himself too. He goes back to Bob and Susan. He hits up people he's bought products from and people he has a relationship with in the market.
- He runs an ad on JVZoo and the Warrior Forum for affiliates to sign up to his launch
- He gets a list of JV affiliates to target and starts emailing them.
- He crafts a killer JV email asking these people to promote and promises to return the favor and promote for them too.
- Mike gets 20 people to agree to promote his new product.
- Mike launches his product and 10 of the 20 promote and the others give him excuses (they are slammed busy with other stuff).
- The one's who give him excuses, he gets them to schedule a later mailing and nails them down on a schedule to commit to. All 10 agree to promote later.
- Mike does \$40,000 on his launch and 20k goes to affiliates. So, he only made 20k.
- Not bad, but not six figures.
- However, Mike now has really increased his list. He now has **25,000 people** on his list and a lot of new customers too.
- Mike starts promoting other marketer's products as an affiliate and starts earning \$10,000 to \$15,000 per month in affiliate commissions.
- **Mike is making six figures from his list now**
- Mike then creates his next product five months later.
- Mike gets 50 people to promote this time and they hit it hard too, because it's converting.

- Mike's second launch does **\$400,000!**
- Mike is now set and has plenty of assets and leverage and is making a fortune online from home. His list is solid because he gives them good quality stuff from time to time and mixes in good solid affiliate offers – earning him commissions.
- Mike started from nothing. He's now making big bucks.

You could be like Mike.

You can set up your product on ClickBank.com or JVZoo.com and marketers like that, because they know they are going to get paid their commissions. Or, you can set up your own affiliate program with programs like 1shoppingcart.com or others.

With those programs, you have to pay the affiliates, which can be a hassle. However, you also don't have to wait on clickbank.com checks either. I recommend going JVZoo.com or Clickbank.com first though, when first starting out.

Here's a checklist and pointers for recruiting affiliates and doing launches like this:

- Get banners created for them so they can use the banners on their blogs and such
- Do most, if not all, of the work for them.
- Write up swipe email for them so they can just hit send
- Follow up is KEY! Don't just ask once and move on. You have to sell them and close affiliates and follow up. They are all busy and they are used to ignoring people (ignoring emails). Stay on them and keep the carrot in front of them of you returning the favor
- Use names, drop names (I got all these people on board already)
- Keep a spreadsheet and track where you are with each affiliate, what they said and if they agreed to promote or not
- If someone agrees to promote, make sure and keep them to their word

- Affiliates care about EPC (earning per click). Track that and provide it to them. Make sure and split test your sales letter and sales videos and variables to increase EPC. Track conversions and do your best to increase conversions.
- Get your affiliates on to a list. This is an affiliate list and you email them separately from your normal list. You email them encouraging them to email and promote.
- Contests are great for spurring on promotion. Use a leader board and email your affiliates who's winning the promo contest. Affiliates love recognition and they are a bit competitive to beat their peers.
- Try to get each affiliate to mail at least 4 times. If conversions are good, it will not be that big of a challenge to get them to continue emailing. But if conversions are not good, it could be a done deal after the first or second email promotion they do for you
- Give the JV affiliates (who have lists) the product free
- Get testimonials from them if it does well. Use those testimonials for future launches to recruit other affiliates
- If needed, hire a JV manager to recruit affiliates for you, give them a percentage. The good ones tend to want an upfront investment too in their services, and it can be WELL worth the investment too. They can turn a simple \$50k launch into a 1 million dollar launch!
- Copy, Conversions, conversions and more conversions! You need to dial that in and make sure you've got a good sales letter or a good sales video and that it's very good and very compelling. That's where the big money is made!
- Webinars can be a great way to get affiliates to promote. You schedule a live webinar and get the affiliates to promote that webinar registration page. All the people your affiliates refer, get cookied to their affiliate link. Then, at the end of the webinar, sell them on your product and close them on the call. This is an event and it can convert great if done right. (more on this later in the report)
- Test your up-sells, and do your best to get those to convert.
- Constantly communicate with your affiliates. Since they are on a list, email them every day reminding them it's launch time, about the leader board, about the stats, pushing them to promote again, etc.

- Personal emails work best. Phone is better. Skype is good too. Instead of only sending broadcast emails out to your JV affiliate list, try emailing some of your affiliates individually and hit them up to promote. If you have phone numbers, call them. They cannot ignore a phone call like they can an email. Text them. Skype them. Constant communication and “asking” is the key. Just get really good at asking for stuff.
- Integration. Some affiliates might ask you if they can integrate their offers in your download pages or members area. I like to put those bonuses under “bonus” content... so it’s separate from my content. This is a smart move on your affiliates end to ask for this integration. You should do the same with others. See if you can get your products or squeeze offers into other people’s launches to get free buyer leads.

Don’t go yet, but just remember at the end of this book I am going to show you exactly how this all works and how I’ve made millions with it!

Rolling Launches & Webinar Launches

A couple years ago, I had a meeting in my office. I asked a few of my best staff members to set me up with webinars each and every week. Someone was going to be my JV manager and go out there and schedule, plan and organize weekly webinars.

On these webinars, I would give good content to the attendees, but also pitch our coaching program offer at the end of the call. My JV mgr job would be to reach out to other marketers and schedule these webinars with them.

This is how it would break down:

- Bob agrees to promote my killer webinar so he can make big bucks as an affiliate
- Bob gets an affiliate link and swipe JV email copy we created for him, and he mails his lists telling them to register for a free webinar.
- His list clicks his affiliate link and goes to a registration page (for the webinar I’m doing).
- All those people who register are now cookied to Bob’s affiliate ID. If they buy anything from me, he gets commissions.

- However, I'm also building a bigger list. All those people who register for the webinar are simultaneously opted into my list (single opt in)
- Next, I remind the subscribers about the webinar coming up via emails. Plus, the webinar platform reminds them too (I use gotowebinar.com for this)
- Then, I do the webinar. On the webinar, I give them good content that is valuable and helps them. At the end of the call, I pitch them on my program (or product). I tell them to go to WHATEVER.com to buy the special deal.
- The people on the call rush to buy, and Bob (and me) make money. Plus, I built a bigger list!
- Wash, rinse and repeat with other JV affiliates.
- Sure, you can record the webinar once and replay it, but I'm yet to find a quality platform for playing back the recording. We usually just put the recording up on a page, with a buy now button below the video and continue emailing about getting the program. They can watch the replay.
- Most sales should come from the promotion of the replay. This includes Bob continuing to email about the replay too. Bob will do so, and continue to mail about the replay if he is making good money and its converting (again, it's all about conversions!)

This is a fantastic way to build a business, build a list, build assets, make money, brand yourself in the market, and much more!

Instead of trying to pull off a huge million dollar launch in a week or a day, you can do rolling launches like this or a webinar rolling launch and still do a million (just not in a day).

I have some close marketing buddies who's main (entire) business and cash flow is what I just covered with you... **and they do several hundreds of thousands per year!**

It works.

However, you have to be willing to get in front of people and speak, conduct webinars and close the deals. That's not for everyone. If it's not for you, but you still want to follow this formula, consider finding someone who is good at that and partner with them. Cater to your own strengths and cater to other people's strengths.

In other words, let them do what they do best and you do what you do best!

But, I still think it's just a matter of getting outside yourself and doing things that are a bit nerve racking. Back when I got started as a salesman (selling industrial air compressors, then hydraulic equipment, then gearboxes) I used to feel nervous making sales pitches in front of large groups of people... but after the 100th time doing so those nerves disappeared, I'm no longer nervous at all. I escaped that comfort zone and now it's quite comfortable for me to do it and online webinars are pretty much the same.

If you want more money, you need to grow and progress as a business person and individual. If that desire for wealth is strong enough, you'll do webinars or anything else to achieve your goals.

It's a great feeling too... to do stuff that used to be outside your comfort zone. It just takes focus. ALL OF THIS JUST TAKES FOCUS.

Whatever you focus on expands!

Webinar Cheat Sheet!

- Introduction: Introduce yourself, be excited and enthusiastic, make the call seem loaded and pumped with high activity. (I'm already seeing tons of questions coming in... lots of people on the call tonight... this is exciting... I see some familiar faces on the attendee list...etc)
- Drop a hook (I'm going to give you a special gift at the end of this call, so you'll want to get that!)
- Practice the slide show ahead of time, record it and watch your recording while taking notes to improve your presentation. Know the material well, know the slides very well and have fun.
- If you are a little nervous, realize they cannot tell.
- When you start the presentation, ignore the question panel or the attendees in the room and focus on your presentation. They can throw you off if you read their questions and it's not going to be a good presentation for the rest of the attendees
- Use the word "you" a lot in your presentation instead of "all of you". For example, "you are going to be able to use this to earn more money" instead of "all of you are going to be able to use this..."

- Give good content at the beginning of the call. Turn them on to you. Teach them stuff. Forget about making money or thinking about money, focus on value. Focus on helping people and the money will come!
- Make it fast moving. Your presentation needs to be high tempo and engaging. You are not going to be able to teach the entire concept or product in one call, so don't try to. Give them nuggets of good quality information and move on to the next slides.
- Answering questions at the end of the call can kill the sale sometimes. It gets people thinking of objections they might not have been thinking of. But because you answered someone's question on "how much time is this going to take me to follow this" now they are all thinking the same thing.
- Think about the objections or questions people will have ahead of time and include or overcome those objections in your presentation. If you do get a lot of questions, download the question report or get a friend to monitor the questions panel and make sure next time you do a presentation, you cover those questions as part of your pitch and presentation. It's valuable information you can use, but answering those questions is hard to pull off and still make sales.
- Follow all the "conversion" fundamentals in this report, on your pitch (Big promise, special deal, urgency and scarcity, solid guarantee, etc etc)
- Close them strong!
- Be enthusiastic!
- Tell them their problems are answered and their desires are fulfilled by buying right now, and to *not buy* will result in further frustration and agitation with the same problems.
- After you close strong, end the call and tell them you'll see them inside the program.
- Your presentation (webinar) is like one big sales letter. It starts out with some content though and it hits on the same triggers as a sales letter does. Proof factors, credibility, celebrity, authority, social proof, etc etc...

Sales flow:

- Introduction, build credibility and set the tone for the rest of the call.
- Drop a hook (I have a gift for you at the end of this call)
- Enthusiastic (be excited about the information being revealed and the call)
- State the problems people have
- You have the solution
- why you decided to create this product
- you found how awesome it worked (proof)
- you let friends use it too and it worked great for them (proof)
- you then let even others use it and word got around, people came to you and it worked for them too (proof)
- anyone can use it (damaging admission, if I can do it, you can do it...)
- anyone can do this, hammer that home
- proof (x2)
- social proof
- Transition to pitch (what you get)
- Bonus
- special price
- guarantee
- scarcity
- closing statement (if you want a ton of traffic very easily, get this)
- gift
- closing statement again (if you are sick and tired of not getting enough traffic or making money, get this product)
- call to action (go now!)
- end call

Paid Traffic!

By far, JV affiliates has been the biggest income maker I've ever done before... and it's where I recommend you focus your attention... But in second place, is paid traffic.

And for every marketer I really-really know, there's only a few who generate six figures using free traffic methods (besides JV affiliates) - The overwhelming majority of six figure marketers get their traffic from:

- 1. JV Affiliates**

- 2. Paid Traffic**

Now, if you look at those two ways to drive traffic... and keep in mind that about 97% of the marketers out there who earn six figures ALSO do so by these two forms of getting traffic... it becomes obviously clear, how to drive traffic.

Unfortunately, most marketers who don't make money ignore #1 and #2 from above.

Most marketers focus on "free traffic" from writing articles and whatnot.

Don't get me wrong, that works too... but in my opinion... my professional, expert, million dollar opinion, writing articles and whatnot should be a secondary traffic method to the two above.

So yes, writing articles works... social media posting works too... and if you want to make a few hundred dollars or even a few thousand per month for a long while, then go for it. But, if you want to make six figures, IE create a solid income --- the kind of income you can quit your day job with --- then you'll focus on #1 or #2 above (if not both!)

That doesn't mean you can't do article marketing, social posting or SEO. You can, but I would advise nailing down and mastering the two above FIRST. It will make you a far better marketer and will make all those free traffic methods work that much better.

You don't have to spend a fortune on paid traffic either. You can start very small and very cheap. In fact, I recommend you start cheap and small, so you can dial in your conversions.

I can guarantee you, you will not hit a grand-slam home run with conversions right out of the gate. You are going to have to tweak your conversions and paid traffic to make it work.

Ok, enough twisting your arm to do JV Affiliates and Paid Traffic... let's get into what to do and how to do it.

Paid Traffic Can Be FREE!

If you knew for certain your sales page converts, you'd send paid traffic from all over the net!

Let's go through a breakdown:

- Mike puts \$50 in Facebook Advertising to drive paid traffic
- He also puts \$50 into Twitter to drive paid traffic
- That is \$100 he's going to spend on traffic
- He drives that traffic and spends up the \$100 in a week
- He got some subscribers on his list, but only made \$50 in sales
- He lost \$50 on the campaign.
- Mike quits and goes to article marketing

But Bob sticks to it and tweaks his stuff.

- Bob puts another \$100 into Facebook, because it worked better than Twitter
- But this time, he bids on less keywords
- He tweaks his squeeze page
- Instead of having sales copy, he adds a sales video
- He adds some professional graphics
- He tries it this time and makes \$100
- He broke even, did not lose money but did not make money
- But, it's better than last round.
- Bob breaks out this book here because he bought it and loves it very much and thinks **this book is the best damn thing since sliced bread**, so he opens it up again and reviews the portion on conversions.
- Bob realizes he must warm up his new subscribers and realizes they are very-very skeptical to buy from him.
- He creates a free report and sends it to his list. Inside the free report is a link back to his product (pitching them again) and what do you know... 5 people buy!
- He sends another email saying "in case you missed my last email, here's the free report again. People are loving it!" and this time he makes 12 sales!

- He then fires up Facebook Advertising again and deposits another \$100!
- BUT, he also adds that free report to his auto-responder email sequences so all his traffic gets that report right away (instantly when they opt in).
- This time he spent \$100, but he made \$225!
- He made a profit of \$125!
- He puts in another \$100 and this time he makes \$175 (a little less but still profit)
- He then fires up Twitter again, because he's tweaked his stuff since the first time and BAM! He makes \$50 in profits
- Now, he's averaging between \$150 to \$225 per day PROFIT
- **All because he did what?**

He Did Not Quit

And, he focused on conversions. He focused on tweaking and testing. He stuck to one thing. He did not quit and then move on to something else.

This is the name of the game with paid traffic. And, once you have a winning campaign and see that money coming in (profits)... you'll never look back. Articles and social networking stuff will be child's play to this kind of profits.

Paid Traffic Platforms

Facebook is a platform for getting paid traffic driven to your site. Facebook has gone through a lot of changes, but is quickly becoming a great place to drive traffic through.

One thing that's important though, at the time of writing this, you have to figure out exactly how Facebook likes your landing pages. The two step approach (talked about earlier in the book) works a little better.

You see, Facebook, for some reason, does not want to abuse their users. They are picky. It's like they want you to spend money advertising, but not sell anything.

So, you have to get a bit creative.

You create a landing page that is a survey or asks questions, gets the visitor interactive... give them content for free... then have them opt in to get more information.

Here's an example of a page taken straight from Facebook Advertising:

Thinking about a degree in Business & MBA?
Find your college matches!

Choose Your Subject Area and Concentration  **Get Started Now!**

Subject Area:

Concentration(s):

<input type="checkbox"/> Accounting and Finance	<input type="checkbox"/> Business Administration and MBA
<input type="checkbox"/> Business Information Systems	<input type="checkbox"/> Hotel and Hospitality Management
<input type="checkbox"/> Human Resources	<input type="checkbox"/> International Business
<input type="checkbox"/> Management	<input checked="" type="checkbox"/> Marketing
<input type="checkbox"/> Operations and Project Management	<input type="checkbox"/> Risk Management
<input type="checkbox"/> Small Business Management	<input type="checkbox"/> Sports Management

GO

Financial Aid Packages are available!



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Notice above how this page is not a traditional squeeze page, but it's a form they need to fill out and click "go". This engages the visitors into getting involved in the page (form)

Next, after you click "Go", here's the next page you see:

Which Business & MBA Program Suits Your Needs?
Find out now in less than 3 minutes!

 **Next Steps**

PROGRESS

How old are you?

- Fill out our easy-to-complete form
- We will match you with up to three custom schools
- Receive free educational consultations and learn more about the financial aid options available to you!

FACT:
Students who request information from three or more universities make better decisions than their peers who do not. Weigh your options and make the right choice!

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The second page is another form or answer to give. Then another one, and then another one and so on... Then finally, it asks you to enter your zip code and email address. See the final page below:

Which Business & MBA Program Suits Your Needs?
Find out now in less than 3 minutes!

« Back PROGRESS

What is your postal code?

What is your email address?

Continue

Next Steps

- Fill out our easy-to-complete form
- We will match you with up to three custom schools
- Receive free educational consultations and learn more about the financial aid options available to you!

FACT:
Students who request information from three or more universities make better decisions than their peers who do not. Weigh your options and make the right choice!

 DEGREE AMERICA

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As you can see above, that's when they get the opt in.

This was straight from Facebook and they followed what Facebook wants. This one is more like a five or six step form and then they ask for the opt in.

So, it makes it a bit harder to get the subscribers, but those subscribers you do get will be more qualified and more motivated usually.

Therefore, all you really need to do is find what people want and then give it to them, then sell them all the other things they are interested in.

Always market to "demographics"... If you give someone a free report on losing weight, what else will they be interested in?

- Organic foods
- Yoga
- Energy
- Self-improvement
- Beauty stuff

- Karate
- Strength training
- Rock hard abs
- Buns of steel

See what I mean? The key is to capture subscribers and then turn them on to YOU. Then, sell them other stuff they are already buying and are interested in.

Google Adwords, Yahoo, MSN, Bing, etc are all Pay Per click formats too, but they are all going through crazy changes and are a bit ridiculous at the moment in my opinion.

I used to bank on Google Adwords so much it's crazy... but Adwords got overly aggressive towards Internet marketers in my opinion and while I no longer use the platform I believe if you market a "make money" product on Adwords, they are still quick to ban you.

I've also heard if they had any problems collecting payments from you, you are instantly banned too. And to really get good results from Adwords you'll have to have a high quality score.

That means you'll have to SEO your site... have meta tags... a site map... terms and conditions... an address... a phone number... alt text links... link backs and so on.

It's almost better to go for SEO and rankings on Google nowadays than it is to pay for ads. Google had changed their algorithms so that backlinks are very important again. That's helping savvy marketers rank high, especially for long-tail keywords. But like I said, it's up and down and round and round, maybe when you read this it will be better just do a little research first.

Banners!

Banners have always been a great way for getting traffic. Again, it is going to take tweaking and testing. It's going to take focus. That's all that is standing in the way between you and a lot more money.

Basically, all you'd have to do is find sites that offer advertising in your niche and contact them about advertising there. You could use Google Ad Planner, and search your main category and find sites that accept text ads or image ads.

If they take text ads or image ads, then they should be interested in what you have to offer. Never go for the instant rate card. Whatever rate card they give you, shoot lower.

It's negotiable and many sites just want the cash flow, so they'll take lower than rate card. Negotiate with them.

Think ahead of time exactly what you'd like to get and then go get it.

Visualize what you want, accept it in your head that you already got it, then go get it.

Rule of thumb: First go for Pay Per Click and figure out your conversions. Figure out your metrics and then go for cost per view. See if you can **A)** get your traffic cheaper and **B)** increase your conversions.

That's marketing. That's business. This is how it works. This is how the big boys play.

This is what it takes to get up there in income. You can start small and grow it and before you know it, you're rolling.

Again, what is this... the five thousandth time I've said this... ***"It's all about traffic and conversions!"***

Everything Else When It Comes To Traffic!

Look, traffic is a big giant topic. It's ever changing too. It's never static and always dynamic. What worked a few months ago, might not work a few months from now.

However, **what never changes...** is the basic fundamentals of direct response marketing. People are people, marketers are marketers and customers will continue to buy information.

Mastering advertising and media buys, and conversions, can make you wealthy for a long time to come. Heck, even if the Internet exploded and did not exist anymore, with these skills, you could make a fortune in direct mail or offline marketing.

Beyond what's been explained already for traffic, here are some other ways to get traffic:

- Video marketing (using YouTube and other video sites).
- Article marketing
- Local marketing using Google Local, Yahoo local, etc.
- Direct Mail (see nextmark.com)
- SEO
- Integration with other sites
- Cross promoting
- Ezine and solo ads
- List swaps
- Classified ads
- Banners
- Social networking
- Using free software giveaways
- Using free software downloads
- PPC
- And more

However, one last time... the best and biggest money I've ever made has come from JV/ Affiliates and Paid Traffic, period.

Focus On Your Strengths, Outsource Your Weaknesses!

Outsourcing Exposed!

One of the biggest breakthroughs I ever had was figuring out what my strengths and weaknesses were. Some things were in the gray area between strengths and weaknesses, but for the most part, I knew what I was good at and what I was terrible at.

Therefore, I outsourced that stuff... or I partnered with people who would take care of that for me. I learned about speed bumps and I heard this saying: “**money loves speed!**”

Well, if money loves speed, then money hates speed bumps. Speed bumps slow you down, and sometimes for years!

You have to decide what you are good at and what you enjoy. Figure out what you gravitate towards. We are not good at everything. We tend to be good at certain things.

Remember the four main categories:

1. Traffic
2. Conversions
3. Product Creation
4. Technology

Which are you strong at? Are there any that stand out to you, or that you are most interested in? Where are you weak? Well, let's say you are strong at product creation but weak at traffic.

Then, focus on product creation and get someone else to do the traffic. Partner with someone strong at traffic. It's likely someone who is strong at traffic does not like to create products.

It's also likely that anyone strong at traffic DOES NOT WANT TO SPEND TIME CREATING PRODUCTS EITHER.

Let me say this again loudly:

“You Cannot Possibly Create Products Fast Enough To Meet The Buying Demands Of Your Subscribers And Customers And Marketplace!”

That means even those marketers who have lists and can drive a lot of traffic, still need products. AND, they prefer products that have their own names on them. So, instead of promoting affiliate offer after affiliate offer, they can simply focus on traffic, while you focused on creating products. *It's a good match.*

Or, maybe you are not good at anything but product creation so far. Others can cover that by either partnering with you, or by you paying someone to do it for you.

There's no need to partner with a webmaster who only takes 20 minutes to set up your site. You can pay that person \$50 or so and be done with it.

The big two are: Traffic & Conversions.

If you are not strong at those two, you need to get strong at one of them, at least. And, if you're not strong at those two, you need to be very strong at Product Creation (very strong).

Paying People To Do Stuff For You

The big one is copywriting. That is a big expense. It's gotten cheaper over the years because of video sales letters. More marketers are doing video letters and not paying copywriters to write long letters for them.

This is fine, and if you can pull off a compelling sales video, go for it. Otherwise, paying someone to write copy can be expensive. So, I recommend either forking out the investment for a high quality copywriter, or starting with a junior copywriter.

I tell my 1-on-1 VIP clients to start with writing it themselves (it's great practice and it is time well spent). Then, get a junior copywriter to rewrite it or tweak it. That's cheaper for you. It all depends on your budget.

(And don't forget to read through to the end of this book and see my offer) 😊

The next big one is technical. This is where a lot of newbies spin their wheels for a long time. I did. Basically, you have to bite the bullet and fork over some cheap money to get stuff done for you if you are not good at it yourself.

You can simply go to Craigslist.org and run ads for webmasters. They are everywhere. You can also go to Craigslist.org and click on the country Philippines and run an ad targeting them. They are much cheaper and good people who work hard. They can be very loyal to you as well and do you well.

I'd make sure and get this taken care of for you:

- **Squeeze page**
- **Front end offer**
- **Payment processing**
- **Up-sell**
- **2nd Up-sell**
- **3rd Up-sell**
- **Protected download area**
- **Affiliate program**

Get those things covered and you are good to go. Maybe throw in getting a blog set up with WordPress and then you can spend all your time focused on the most important things (traffic & conversions).

BUT REMEMBER THIS: If you don't eventually learn how to do it yourself you'll never know if you're getting a) value for money b) the best work – So while you don't need to

be technical now, it will pay you over time to learn. (You just don't need to make it priority #1)

One of the techniques I used (I pretty much do most things myself these days as I've picked up enough knowledge and experience over the last fifteen years to move fast) was to **hire two people to do the same thing**. Then, I'd quickly fire the one who wasn't communicating with me constantly and who wasn't doing a good job, and keep the other one.

It's tough but it's business.

But, I've wasted so much money over the years being a nice guy and paying people to sit around and do nothing that I've earned the right to *split test* human beings.

There's no real trick to outsourcing, but I'd say the main thing you should do is stay on top of the person you are paying and have high expectations and hold them to that.

It's easy for them to slack off because they do not see you all day every day. You are just some person on the net sending them money. They can be playing video games all day instead of doing what you are paying them to do.

The Wealth Mindset!

**If you would like to be very wealthy, then
you'll read every word that follows.**

If you want a lot of money in your life, then you'll read the rest of this with an open mind and put all the preconceived notions you have and follow along and absorb what's being said and revealed here.

We all have beliefs, religions, whatever you want to label it, but what follows works, period. *However, it's not something to just read and cast aside.*

Have you ever read "Think And Grow Rich"? Have you ever read "The Science of Getting Rich"? Have you read countless other books on wealth?

Chances are you might have.

But have you ever studied those books? I mean really studied them? If you believe they are true and they work, and what's written in those books is real, then have you ever really studied them?

Have you tried applying what's taught in them? Have you memorized some of the principles and learned them so well, you know them by heart?

I have found, in my career, that most super successful people follow those laws to a certain point. I'm not really going hokey on you or mystical here, I'm just saying that even if you take those principles and apply them in a practical manner, they work!

It's pretty obvious to me after analyzing this stuff for decades. I've paid close attention to the super successful and the very rich. I have picked their brains dry. I have had dinner with a billionaire and I can tell you point blank, **there's a difference.**

There's a difference between the way they think, act, speak and believe. **There's such a stark difference, but it's only noticeable if you know what to look for.**

You can cast off what I'm about to say, you can chalk it up as hocus pocus and you can debate me till the cows come home, I'm more than convinced, what I'm about to share with you is the secret to wealth.

The hard part is living it.

The easy part is understanding it and believing in it, the hard part is making the choices to live it daily!

I believe over time, it can become more and more of a habit and part of you. But, there's a huge difference between **"lack thinking"** and **"abundant"** thinking.

You may already know that, but do you live it?

Probably the best thing I could ever recommend to anyone, is to read and get the audios to [The Science Of Getting Rich](#). Commit the lessons to memory and listen/read it every single day until you are rich!

There is nothing on this Earth that has changed my finances more than that book and living the principles outlined in it. Perhaps it's because I believe it so. Who knows?

Frankly, I don't care. All I know is it worked for me, and with most of the people I know who are successful (or rich) do the same things (regardless if they believe it or have even ever read the book).

I see them saying things and acting in a certain way, and I say to myself, "that's the SOGR".

I've read countless books and many say the same things, and have the same principles. I can regurgitate them here in this report, or I can simply tell you to go get SOGR and commit it to memory.

Know it like the back of your hand.

I'm serious. If I'm offending you, I am not sorry. You bought this to get rich and to earn more money and I can only tell you the truth. Get it and master it.

I know people who are poor, and they think, act and say the exact opposite of what that book teaches. Any time I come across troubles, it's because I have not been living and acting in a certain way. That way is SOGR.

For example, I have learned a ton from a very successful, legendary copywriter who is now retired. I've devoured his stuff. Well, a few years ago, while going through his material, he said, *"If you want to hit a home run with your copy, first imagine it in your mind, then do it!"*

Whatever outcome you want, first imagine it, expect it, and act, think and speak as if you already have it, and you'll get it! If you don't get it, then be sure and hold the faith that you will get something better, and it happens.

You have to take action and you have to focus on the tasks at hand and do the very best you can with what's in front of you today, while holding strong, the vision of what you want in your mind.

For example, what do you think about most often each day?

Are you thinking of bills all day? Do you catch thoughts of a negative nature pop into your head all day? Have you ever listened to the mental chatter that goes on in your head? You don't have to try and change it, just witness it.

Listen to the thoughts that pop up in your mind. What are they saying? Do you catch yourself worrying about things? Do you catch yourself worrying about health... bills... relationships... jobs... bosses... coworkers... security... bad things?

If so, then I'd bet you have a lot of that going on. One person I know worries about relationships all the time. It's a dominating thought. I never think about that. I'm married and we're happy and I never worry about it. This friend of mine does.

Guess what he has problems with? Relationships!

The old saying, "that you resist, persists". The more you focus on something, the more it expands. If you focus on bad things, you get bad things. If you focus on what you want, you get it.

If you think about bills, then bills become a constant problem.

If you think thoughts like this:

"I just need an extra \$1,000 per month and then I'll be ok"

Guess what? That's all you'll get. Then what? Perhaps you lose your job next.

Guess what could be happening? Your losing that job so you can get another job that pays..... an extra \$1,000 per month!

But, that's because of your limited thoughts.

If you say and think, " I want to make 30k per month" then that's a different type of perspective than "I just need to get by". **It changes everything.** It changes your actions.

Instead of working to just get by, you're working to get to a much higher income level and that's inspiring! You are motivated, excited and you are an advancing person.

If you find yourself always talking bad about others, always casting blame to others, always complaining about things, always making excuses for everything, then you are going to continue to get chaos.

If you change that and are always saying good things about people, always praising others, eliminating excuses, sending love in everything you do and all your thoughts, guess what you are going to get?

If you are an advancing person and you are going somewhere good, and you have that aura about you as an advancing person, guess what you are going to get:

Opportunity!

For example, if I'm feeling low and down about things, and I have lots of negative thoughts, I'm going to confide in others and complain about things.

They are going to look at me as going downhill fast, or up the creek without a paddle.

If I'm positive and inspired and going somewhere, and am an advancing person... they see opportunity!

They see an advancing person!

See, it's not all mystical hocus pocus, it's practical stuff. I'm not here to preach religion or anything, I'm here to tell you that you must ACT, THINK, SPEAK, WALK, BREATHE, WRITE AND BE a certain way, to get wealthy!

Value!

If you give value in everything you do, great things will happen in your life. Don't believe me? **I dare you... triple double dare you... to try it for 4 days.**

You want to change your life? Do this!

In everything you do, in every interaction you have, give more value than what's being given to you! Just give!

I'm not saying go down to the block and give away money to beggars. I'm saying if you are talking to a friend, give that friend your attention and help that friend the best you can. Feel love and feel "gratitude" and give that person what you can in value.

If you have a job, give that job more in value than the job is giving you in wages. Give your boss more in value than your boss gives you in recognition, money, promotions, responsibilities, etc.

Over-deliver! Give more in value!

In your relationship, give more in value and see what happens. See if you can feel the most love and admiration you can for others and show it in your actions and just watch what happens.

Money? Same thing!

For example, this book. **I want to blow you away with value.** I want you to keep this book forever. **I want it to change your life.** I want you to excel and achieve your dreams. **I want you to get rich.** I want life to be better for you. I want to take all the things I've learned and help others have more life!

I must have more life too! By me living my life to the fullest... by me having more life... I am inspiring others to do the same! If I share with you what I've learned and my beliefs, I have not short changed you on value.

If you ripped this report off somewhere and got it free somehow, you have got more value from me than you have given me in return. That's on you, not me. I'm providing the value and I'm sending out to the universe my intentions of providing more life for ALL!

All in all, the main reason people don't make money in this business is not because of traffic... or business opportunities... or skills... or experience... or charisma... or speaking

abilities... or technical abilities... or copywriting abilities... **the main reason is they don't think... act... speak...write... or live in a certain way!**

I know a marketer who does nothing but pay others. He just pays good people, good money, to do everything for him. He makes a profit off of that and he makes way more than a million dollars every year.

What special skills does he have? Outsourcing? Big deal.

I know people who are just kids who make six figures in this business. I know people who are handicapped, who came from prison, who worked at fast food joints... and the list of overachievers is a mile long.

Is it because the internet is available to all, or is it because they did things in a certain way? It is not the techniques, or the schemes or the methods or formulas that make people rich... **it's the way they think, act and do and live!**

Why is it one carpet cleaning company gets rich while another carpet cleaning company goes broke? People who are rich live in the same community as people who are poor. It's not the environment. The environment can help, but it's them. It's the way they think and live.

The best thing you could do is get into the guts of SOGR. It's all there and that book was written in the early 1900's. It's all there, and it's the only book you really need to follow to get rich. But, it's not going to work if you casually read it. You have to live it. You have to believe it. Even if you believe it in a practical, non-supernatural way, it still works.

I got the audios for this on Itunes. It's called "The Wisdom of Wallace Wattles" and it is good. I comprehend much more from those audios than I do from reading the book. But, that's just me. I try to listen to it every week, even if it's just a chapter. And, if things ever seem hard or stressed, those audios wipe it out instantly for me.

Look, you hired me on this book to tell the truth... to tell you how to make money online and how to get wealthy. I told the truth. I explained what I do and what I have done to earn the money I've earned, **which is multiple millions online to date.**

I've provided all the direction you need and I hope you agree I've given you value!

It's up to you to take it and use it to achieve more life for you and yours.