

You're Just **One Good Web
Sales Letter** Away From a
Million Dollars

Web Sales Letters

Supreme



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The web sales letters in this book have been written by some of the greatest copywriters on the Internet. They get the sale. These web sales letters have already made their authors a ton of money.

Study these examples carefully and with work and practice you too can learn the techniques to use web sales letters to sell a lot more of your products and services and greatly increase your profits.

You could also start your own career as a copywriter for hire. Top copywriters charge \$1000s to write web sales letters that get the sale.

Here's to your future as one of the web's premier copywriters,

Rick Stoker

P.S. If you would like to turn this book into your own viral marketing "round the clock" money machine so that the top Internet gurus send you monthly checks

Click Here

Or go to:

<http://www.web-sales-letters-supreme.com/goldedition.htm>

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All rights to the web sales letters contained in this book remain with the authors and designers. None of these web sales letters may be copied or changed in any way.

I wish to thank all the contributors who generously allowed me to reprint their web sales letters

I also wish to thank Vaughan Davidson for the terrific killer cover he made for this book and the great killer header for its web site.

Thanks also to Kevin Donlin and Jonathan Mizel for encouraging me to strive to present the web pages as well as possible.

I found that there is no perfect solution. Web pages are not designed to be captured by Adobe Acrobat, so that software must adapt them as well as possible, and that's not always perfect.

Computer monitor screens range from 14 to 21 inches. Some of you use 640 resolution, some 800 and some of you 1024. All those things will make a difference in how the web pages appear to you. I encourage you to change to a higher resolution if the web pages do not look good.

Remember, this is a book teaching you how to write web sales letters by example -- NOT web design :)

So focus on what you can learn from what the web sales letters in this book say, and ignore the sometimes poor look of the design elements.

Web design is a great topic - learn it from another book :)

I want to emphasize that all errors of fact, omission or in how web pages look are my responsibility.

I encourage all readers of this book to visit all the actual web sites to see them for themselves. That's how you can see them so they look as well as possible.

I encourage you to visit the actual sites themselves for another important reason

As you read the enclosed web sales letters, pay attention to your own inner feelings . . . because you often find your emotional hot buttons pushed and features described that would greatly benefit you and your online business.

Pay attention to your inner feelings so you learn better how your prospects feel by experiencing those feelings of the buying process yourself, so you know from personal experience how to catch their attention, how to describe the benefits of your product or service, establish your credibility and remove the fear of risk.

You can also learn a lot from all these sites. Read their articles and sign up for their free ezines.

If you want to make the big money they're making, learn what they know and then do what they do.

Richard Stoker



Rick Stoker has been successfully selling infoproducts on the Internet for several years.

His web sites include:

Secrets of Changing to a Computer Career

<http://www.inforingpress.com>

Take Charge Gambling for Winners

<http://www.gambling-casinos-blackjack-poker-betting-craps-lotto.com>

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Introduction -- Get Started!

"You're just one good web sales letter away from a million dollars."

Actually, famous copywriter Ted Nicholas (who has made many millions of dollars) didn't say "*web* sales letter." The Internet didn't exist when he started making his direct marketing millions.

You want to sell more of your products and services on the Internet, am I right?

Sure I am, or you'd be a chat room right now.

Odds are, many of you have so far failed to sell much at all of your products and services.

Whether you have a 500 page content rich site or a stripped down to the barest essentials minisite, what you need is a web sales letter that *makes the sale.*

Right?

If you can talk, you can write a web sales letter. You don't have to know any secret ways of putting words together -- just keep them one after the other :)

The trick to learning how to write web sales letters or anything else is to learn the *structure.*

That's what this book will teach you -- the pieces of web sales letters plus the principles that make them work.

As you'll see, a lot of it is common sense. Not rocket science or brain surgery.

What is advertising/marketing? According to an old time copywriter named John E. Kennedy:

"Advertising is salesmanship in print."

So:

Web advertising is salesmanship in HTML

In a later chapter we'll talk about what is salesmanship.

For now, you should realize the basic overall structure of a web sales letter or any good advertisement of any kind has been known for many years.

It's called AIDA --

- Attention
- Interest
- Desire
- Action

The basic goal of a web sales letter can be summed up as:

Build value until your prospect MUST buy

You'll learn by example - taught by many of the greatest web copywriters online today. Jonathan Mizel . . . Yanik Silver . . . Terry Dean . . . Declan Dunn . . . Dr. Ken Evoy . . . Jimmy D. Brown . . . Collin Almeida . . . Neil Shearing . . . and more.

I suggest that if you REALLY want to learn the art and science of web copywriting that you take what Yanik Silver suggested in his recent book, and what I've seen master marketer Dr. John LaTourette also advise:

Write out each web sales letter in this book

Yes, word for word. By hand or by word processor.

But copy each one, one a day. Within a month you'll have metabolized into the deepest reaches of your mind the genius of the best web copywriters online today.

Then apply what you've learned to writing some sales letters for yourself or clients. Soon you'll have a skill that can keep you and your family in food and luxuries for the rest of your life.

Whether you sell your own products or write web sales letters for others as a freelance copywriter.

I've written explanations for each of the main parts of a web sales letter and followed that with some web sites so you

can learn by great example.

Almost all the sales letters included excel in almost all ways.

I wish to thank all the contributors for giving permission to have their web sales letters reprinted in this volume.

I have not reprinted the entire sites. Therefore, I have deleted all links on the web sales letters themselves.

At the end of each web sales letters is a link that will take you to the actual web site, assuming you are online of course.

I do strongly encourage you to visit each of the actual sites.

You will notice that some of the web pages in this book look a little weird. Remember that these pages were designed to look good on the web in HTML format. I used Adobe Acrobat software to convert those pages to PDF format. Although PDF looks a lot better than HTML, in some cases the conversion caused some spacing problems.

You may find that the web pages look better to you if you use a different screen resolution. I find that 1024 X 768 pixels works best, but your monitor may show different results.

Go to the Start button. Settings. Control Panel. Display. Settings. Look for the control for the Screen Area. Use your mouse to re-set it in the More direction to 1024 X 768.

So that's another reason to visit the actual site.

By the time you read this, some of them will have changed since late 2001. All good marketers are continually experimenting and testing. Why do you think they made the changes they did?

At the end I also give you a list of other copywriting resources you can find on the web. I also include a list of supplemental web sales letters that are also excellent, for you to read and study. Some are by contributors to this volume, some by other people. I just couldn't include all good web sales letters without making this book so big it'd

take you an hour to download.

Before we get started on the component parts of a web sales letter, we must lay a solid foundation: the 3 Ps:

- Product
- Prospect
- Passion

First, though, a few brief formatting suggestions.

Suggestions for Formatting

As you'll see from the many great examples, there is a lot of variation in how good web sales letters look. The main rule is, you do want to make reading your web sales letters as easy as possible for the prospect.

At this stage of technology, computer screens are much harder to read than paper and print. The resolution is just not as clear, making it more difficult on our eyes. Therefore, more prospects will actually read your web sales letter the easier you make it for them.

Most web sales letters are one long HTML file. There may be navigation links on each side, but the heart of the page is the letter, and everything else on the page is subordinate to it.

Do NOT attempt to make your letter just one more piece on one of those jigsaw-like sites that have a huge mass of small rectangular sections: banner ads and boxes for 50 different sections of your web site.

Your web sales letter goes on a page that is dedicated to that web sales letter. Period.

Most web sales letters are as long as they need to be. No longer but no shorter either. In general, the more money you want the prospect to spend, the longer your letter must be.

Forget any advice you've read that people won't read long letters. They will if they are real prospects for your product and you give them good reasons to keep reading.

Most web sales letters are on one and only one web page. Forget the advice I still see sometimes not to extend your page below the bottom of the screen. People will scroll down if you keep them interested.

They are less likely to click on a "Continue Here" link however, so keep your letter on one page if possible.

Whether you set up your web page so that it has a fixed or relative width (to accommodate all computer screen settings), do make sure that the width of your letter is not so long that it's uncomfortable to read.

A good width is from 450 to 600 pixels.

The days when everyone oohed and ahed over neon purple letters on a starry background are over. That's OK for certain kinds of sites, but not for sites where you hope to conduct e-commerce and make money.

Black letters on white backgrounds are best. A soft gray, brown or parchment background is acceptable but you won't go wrong by keeping your background white.

Fonts are also important. If you have any journalism or printing background, you probably know that headlines should be in a sans-serif font and body text in a serif font.

Serifs are those tiny little lines at the ends and edges of letters.

This makes a lot of sense for offline paper publishing. Sans-serif text is cleaner and bolder and is more eye-catching. However, serif text is easier to read, so you should use that for body text.

On web pages it's the opposite, however, due to the current limits of screen resolutions.

Because the screen resolution of serifs is blurred and muddled by lack of precise resolution, serif text is actually harder to read on a computer screen than sans-serif text.

Therefore, body text should be a sans-serif text.

Headlines should be in a serif text. Since headline text is larger than body text, the serifs don't blur the outlines of the letters and therefore a headline with serif text is easier to read than sans-serif.

There's no absolute rules on this. Georgia is a classy serif text for Windows. Times New Roman is common. If you use the following HTML tag for your headlines the viewer's browser will use Georgia if it can. If not, it probably has Times New Roman. If not, it'll fall back on its default serif font.

```
<font face="Georgia,Times New Roman,Times,serif">
```

Verdana and Arial are common sans-serif fonts for Windows. Helvetica is common on Macs. If your prospect's browser

doesn't have any of those, it'll fall back on its default sans-serif font.

```
<font face="Verdana,Arial,Helvetica,sans-serif">
```

(These precise font sequences courtesy of Dr. Ken Evoy.)

If you've read many offline sales letters (and you should avidly read your "junk" mail), you've probably seen letters that had words or sections marked in yellow. This obviously imitates the yellow Magic Marker streaks drawn by students when reading textbooks.

This has been proven to increase sales, or it would no longer be in use.

You can display the same effect on your web sales letter by using the HTML `` tag.

Place `` in front of the text you want to highlight and close it out with `` at the end of that text.

Some folks do set off blocks of text, specially testimonials and with light yellow and light green colored backgrounds. You can try the colors `#cccc00` and `#ccff66`. Experiment and see what works best with your web site's overall color scheme.

When you want to emphasize words, use the `` or `` tags or capitalize all the letters, but don't underline.

Reserve underlines for HTML links. I and many other web surfers are frustrated when we try to click on an underlined word and discover the underlining was only for emphasis.

Do use sub-headlines to break up your text. Your sub-headlines should draw the reader's interest into the following section of text.

Since many people do skim and browse web pages instead of reading them closely, make sure your sub-headlines bring out the benefits of your products so that they sell your product by themselves. Many people will read only the sub-headlines.

Don't change the color of your links either. We're used to

links we haven't clicked on yet being blue. Don't change that.

Don't use the blink tag or any animation or any moving elements.

At best, they distract your prospects from your web sales letter.

At worst -- and this applies to me, because I hate blinking lights -- you'll irritate or even enrage your prospect and drive them away.

Much the same applies to sound. When I wear my WZ Horror Fiction WZard hat, I visit a lot of horror oriented sites. I enjoy hearing their spooky music.

When I'm seriously considering spending my money, I don't want to hear any music or noise.

A good use of sound files is to include interviews or other recordings that enhance your sales message. Scott Covert does this on his site.

But allow your prospect to choose listen to them only if and when they want to.

Don't force them to hit the Back button to turn the sound file off.

I used Adobe Acrobat to "capture" the web sales letters of the contributors. In some few cases it apparently had technical difficulties capturing some aspects of the design. So I do again encourage you to visit the actual site.

A Good Sales Letter Must Start With a Good Product

Some experts might say that it really starts with your prospects. Certainly Terry Dean has advocated that you first find a group of hungry prospects and then sell them a product they want.

However, as a practical matter I'm sure most of us start off with a product first.

Maybe we've written a weight loss book because weight loss is what we what know well. There are other groups of prospects with other needs, but you are targeting overweight people because weight loss is what you know best.

If you're a professional copywriter, you take the jobs you're offered.

You do want to be sure that there's a substantial market for your product

You can find a lot of advice about researching demographics on the web but I believe that common sense goes a long way here.

How much research do you need to do to find out that there's a bigger market for travel products than for a book on how to grow ornamental cherry trees?

Now, there may well be a substantial market for a book on growing ornamental cherry trees. Out of 300 million people on the Internet, it's certainly possible that several thousand or so have an intense interest in growing cherry trees.

But how many of those several thousand will buy your book?

Until September 11, half of all commerce transacted on the Internet related to travel.

Also, just because people use the Internet to buy inexpensive airplane tickets doesn't mean they want to buy your book on hitchhiking through equatorial Africa.

Again, you can use common sense and your own observation of what people are buying to pick a good product. To make sure, you must test.

For this book, let's assume that your first copywriting assignment is from your brother in law. He's got a warehouse full of exercise machines he wants to move. Maybe the infomercial bombed :)

Can you write a good sales letter about a terrible product?

No, unless you lie. I'm assuming you are better than that.

You can use skill to put the best possible spin on every aspect of your product, but the sales letter itself can't be expected to hypnotize prospects into believing junk is really gold.

If the facts of your product are just blah or downright bad, you can and should do your best, but you can't cover up a stinky product with gold spray paint.

If three out of four people who use your brother in law's exercise machines for more than two months need back surgery, that's a tough sale.

In the example web sales letters you'll see them describe their products in various ways, but all make the products sound excellent. They couldn't list those features unless the products actually had them.

So, although it sounds obvious and elementary, the first step toward writing a great web sales letter is to have a great product or service to sell.

We will therefore assume that your brother in law's exercise machines are indeed of high quality.

Now what?

Make a list of everything about your product.

Size. Weight. Height. What does it do? What is it made out of? Was it designed by an exercise doctor after 30 years of research? What makes it unique? What makes it special?

Does it target specific muscles better than other machines?

You get the idea. You need to know everything you can about your machine, from the obviously important to the seemingly unimportant.

So, the next question is: Who're you going to sell them to?

Who are your prospects?

Who's Going to Want to Buy Your Product?

Now comes the difficult part. You have a good product: your brother in law's exercise machines. You know that exercise machines can be successful products. If they weren't, there wouldn't be so many infomercials on them.

Now you must do something that many people find impossible. You must forget about yourself and think only of your customers.

Yes, you are in business to make money for yourself -- and lots of it.

But to do so honestly you must EARN it. You must do so much good for other people that lots of them go into debt for you.

It's a form of total unselfishness. You must be willing to forget about your own opinions and viewpoints and be willing to be a servant to your prospects. Not a total servant of course, but a servant in the sense of solving for them the problems they have that can be solved with an exercise machine.

I understand that's not a common viewpoint. Most people think businesspeople are totally selfish. Many businesspeople will tell you that themselves.

Yet the truth is that whether consciously or not, if they have been successful in the long term, their business serves the needs and desires of their customers.

Jay Abraham is the most expensive marketing consultant in the world. In his tape set *Your Secret Wealth* he says something to the effect that, "The moment I switched my attention from me and my needs to other people and their needs, my life totally turned around and my income began increasing."

He charges a mere \$5000 an hour for private consultations, and he gets it because during that hour he makes sure you get far more than \$5000 worth of advice from him.

Let's see - there's about 300+ million people with Internet access. Everybody needs to exercise. Therefore, the Internet has 300+ million prospects for your brother in law's exercise machine --

Right?

So if you can sell just 1/10 of 1% of everybody on the Internet, you and your brother in law are going to be rich, right?

Yeah, rigggghhhhtttt!

First of all, although the Internet population is on average more affluent than people not online, many still have quite limited spending money.

No matter how much someone *wants* your exercise machine, if they can't afford it, they're not a prospect.

Certainly exercise is good for everybody. However, due to human nature, that doesn't mean everybody *wants* to exercise. Many people don't.

Many people exercise but they run, walk, swim, play tennis or exercise in some other way than using an at home machine.

Therefore, your prospects consist of everybody who is interested in exercising with a home machine.

OK, is any of this rocket science so far? I didn't think so. It's stuff that sounds so simple when it's explained that it's even too obvious.

But it can't be too obvious, because so many marketers online and offline ignore it. How many dotcoms have gone bankrupt recently because they went all out for "traffic, traffic, traffic?"

But numbers for the sake of numbers failed to turn them a profit. They needed "targeted traffic, targeted traffic, targeted traffic."

What is still simple but not so obvious is that a target

market is not as broad and simple as: everybody who wants to exercise with an at home machine and who can afford to buy it.

That's too broad. Yes, you can sell your machines to anyone who fits that general description.

You'll sell more effectively if you aim your web sales letter at a more specific subgroup.

These groups all want and can afford home exercise equipment, but will respond to different web sales letters:

1. Overweight women
2. Bodybuilders
3. Professional athletic trainers
4. Athletes who want to get out of a plateau
5. Aging men who survived recent heart attacks
6. Overweight young men who feel their beer belly is keeping them from dating beautiful women

Etc.

It'd be best to target one such subgroup and focus your web sales letter on them

If you have the time and resources, you can write a separate web sales letter for each group.

Now, take that list of product features you made at the end of the last chapter and figure out how it benefits your prospects.

Example:

The exercise machine weighs 200 pounds.

So how does that benefit your prospect?

Because it's heavy, it's sturdy. It won't move around and scratch your floor or tear your carpet as you push and pull. It protects your floors and it protects you. It won't fall down while you're using it.

Safety for them and their house is a benefit to your prospects.

You must also think about how much this relates to which prospects

It makes common sense to me that overweight women are going to be a lot more concerned that the machine protect both their house and themselves than a bodybuilder who already has turned his basement into a home gymnasium.

Many products don't require such specialization. The example web pages are all pretty much targeted toward people doing business on the Internet. Although many different types of people are doing this, we are all pretty much motivated by the same thing: the desire for more online success and money.

Money is an interesting motivator because it is so universal.

You and I will probably spend our fortunes quite differently, but we all want to make a million dollars and keep going, right?

So money is often used as a benefit in itself, even though it's not really the underlying benefit. That is, few people care about small pieces of green paper with the pictures of dead presidents on them.

We care about what we can buy with it.

Money is a form of energy. We attract more of it when we are energized about our work. Leading to the 3rd P:

Passion

The energy of emotion that fuels us and our prospects.

Without passion, an exercise machine is just a piece of dead metal.

Make Your Prospects Feel Good About Your Product and You'll Sell a Lot More

In the introduction I wrote how an old time successful copywriter defined advertising as "salesmanship in print."

So what is salesmanship?

According to Zig Ziglar author of THE SECRETS OF CLOSING THE SALE,

"Selling is the transference of feeling"

Your prospects buy or don't buy because of *emotion.* They have the feeling of desiring a product more than they value the money in their wallet . . . so they trade one for the other.

The "reasons" you give them for buying: low price, 100% guarantee, it will help them lose weight and build muscles, it's just the right size for their living room etc -- are all rationalizations.

If we want something badly enough, we'll find a way in our minds to justify the financial expense

That's why so many motivational and business gurus advise you to be passionate about your product. Your interest and enthusiasm and conviction will transfer to the prospect.

That's also why sales trainers such as Zig Ziglar in the same book advise you to buy your product yourself. Internet marketing gurus advise affiliates to own the product they're selling. Etc.

But what if you don't care two hoots for exercise machines? What if your a proud coach potato yourself? Does that mean you can't write a web sales letter for your brother in law and his exercise machines?

Of course not.

Do remember, though, that we are dealing with a quality product. If you have a shoddy product, just don't try to sell it.

But you know your brother in law is selling a high quality exercise machine. You just wouldn't use it yourself because you hate to get out of breath.

So what you do, is borrow the passion of your prospects

Years ago I worked as a cable TV door to door salesperson. When I started out, I'd never watched a minute of cable TV in my life. Yet I became one of the top salespeople -- even though I sold it part time.

So how could I do that?

Simple. I'd never seen HBO or Showtime, but I loved movies and I knew they played movies with no commercials. When I was a kid I'd hated commercials interrupting movies on TV. So in a way, selling cable TV channels was my revenge against having commercials interrupt so many movies I watched.

I'm not a sports fan but living in St Louis I certainly knew most other people were. When I spoke to men, I always mentioned ESPN.

I'd never watched MTV, but I'd seen music videos. I always mentioned it to young adults.

To young adults with children, I mentioned Nickelodeon and Disney Channel.

To older adults, I mentioned the classic movies.

To Hispanic prospects, I mentioned the Spanish Channel.

Real rocket science, right?

So if you're selling anything on the Internet, you must tune in to your prospects. Combine what they want out of your product with what it delivers. As long as the product is good, that combination will create a positive energy.

Let yourself get excited FOR your prospects. Wow, they'll lose 30 pounds in 30 days if they do this exercise for 30 minutes a day. Fantastic. Maybe you need to lose a whole lot more than 30 pounds but you refuse to exercise 30 seconds a day.

No matter. You don't have to be your prospect. You just have to get out of your own mind long enough to understand what your prospect wants from your product and emphasize that to them so they can get excited.

Here're two good examples of the type of passion you can transfer to prospects when you hit them deep and hard with the Ultimate Benefit of your product

The first is board games. A fun subject, but hardly worth a lot of passion, right? The Ultimate Benefit is light entertainment, you say?

Let's see.

Parker Brothers has been running local radio ads. They vary, but the gist of them is:

A child's voice says: When we play games together I probably won't tell you how much I love it when you set aside everything else to spend time with me, but . . . you'll know.

Then an announcer talks some about Parker Brothers games and a family game night.

Finally a little girl says: Mom, Dad -- thanks for playing.

I'm not a parent, but if I were, I could hardly imagine hearing that ad on the radio and NOT making sure that some board games were on this year's Christmas list.

OK, board games are easy. They're fun family entertainment.

Let's try something boring. How about natural gas?

I've been hearing these four ads a lot on my local radio stations. They're making Thomas Edison, who invented the electric light to put the natural gas industry out of business, spin in his grave.

1. A young couple gives their baby son his first bath.
2. A young couple almost has a dinner party destroyed by a blackout, until the husband suggests they cook on their outdoor grill and a potential social disaster becomes a fun adventure.

3. A man visits a woman to pick up her for their first date. He's so impressed by her natural gas fireplace that they decide to stay at her place -- and obviously will get to know each other VERY well.

4. A mother teaches her young daughter how to make spaghetti sauce.

At the end of each little scene, an announcer says:

"At times like this you probably don't think about the natural gas you're using --

-- And isn't that the way it should be?"

Wow. Can you dramatize your exercise machine's Ultimate Benefits as powerfully as these ads do for such a boring product as natural gas?

Get that in your web sales letter and you should sell out the warehouse and more.

Good Headlines Reach Out and Grab Your Prospects by Their Eyeballs

Headlines are the Attention phase of the AIDA formula.

According to Jay Abraham, a good headline can increase sales 17 times more than a bad headline.

Dramatize your product's strongest benefit. Hit your prospects where they live -- in their hearts.

You are making a big promise to them about your product. If they are truly a prospect for your product, your headline should stop them dead in their tracks and make them read more.

Recall that you are targeting only a specifically defined group of prospects.

Male bodybuilders will respond to a different headline than ordinary overweight women.

Men recovering from a heart attack will respond to a different headline than men who want to lose weight to get laid more often.

So, don't try to make your headlines all things to all people. Target your defined prospects and let everyone else go find their own web sales letter.

If you've been on the Internet for very long, you've seen many headlines make two common mistakes:

1. Many are too vague.

- Make More Money
- Home Business for You
- Lose Weight

Sure, these are good benefits, but they are just too broad. Make more money how? Smuggling diamonds or buying lotto tickets?

What kind of home business? Computer consulting or

prostitution?

Lose weight how? An all-protein diet or checking yourself into a concentration camp?

2. No credibility.

- Make \$2 Million in 3 Hours
- Lose 100 Pounds Overnight
- Easily Double Your Muscle Size

You want to be as specific as possible while remaining credible.

How I Made \$1031 Last Week is more believable than How I Made \$1000 Last Week just because \$1000 is such a round number that it's suspect.

Focus on your prospects. If you were one of your prospects, what would attract your attention? What specific benefit would really hit you and make you stop and read more?

Remember, if your headline doesn't grab them, most will hit the Back button.

You also want to grab their attention.

You also want to make it as dramatic as possible.

Gauher Chaudry



Gauher Chaudry is a Certified Management Accounting living near Toronto, Canada.

His Cool Cash Ezine is always informative and useful.

He has been running an affiliate programs directory and now is moving into the pay per click search engine field.

"28 Year-Old Toronto Man Reveals His Proven System For Creating Ezines That Generate Thousands Of Dollars In Profits Every Month"

September 20, 2001

Gauher Chaudhry
Toronto, Ontario

You must have heard the hype. I am here to tell you that the hype is TRUE!

It is **no secret** that ordinary people are making **thousands of dollars** publishing their own electronic newsletters or magazines (ezines) on the Internet.

I am one of those people that are making **thousands of dollars** a year publishing my own ezine and I want to **teach you how** you can do the same.

It does not matter how old you are or your education level. It does not matter where you live. No experience of any kind is necessary.

I will show you **step-by-step** how to run your own ezine publishing business in the very comfort of your own home. All you need is a computer and access to the Internet.

There are existing programs that claim you can make **\$50,000 in 90 days**, or that you will be able to quit your job in a matter of weeks. Let's be realistic though; do you honestly think this is possible?

Do you believe in magic? I sure don't, but what I do believe in is this program.

Most amateurs put up a web page on the Internet assuming that the traffic and sales will come to them. The sad fact is a visitor may only come to your web site once. However, with your own ezine, you are in constant touch with your prospective customers on a regular basis.

People who are **searching for specific information** become overwhelmed when a search engine returns hundreds of unrelated searches. Ezines provide relevant and timely information.

PEOPLE ARE DOING THIS!

I was like you a few years ago trying to generate sales through my web site, but to no avail. I tried all the free classified and free-for-all link sites to generate traffic and hopefully sales, but nothing seemed to work!

I quickly got into the ezine business when I saw how much money other ezine publishers were making. I came across an ezine that was **charging \$200 a day** to advertise at the top of the ezine. This ezine was being sent out once a day; it did not

take long to do the math and realize that this publisher was **making over \$70,000 a year** sending out one email a day.

I inquired about advertising in this ezine and they told me they were booked for the **next six months!** The last time I checked, they were **charging \$250 per issue.** I am using this example to demonstrate that the potential to make money in the ezine publishing business is incredible.

Let's face it. You have probably already been bombarded with thousands of get-rich-quick opportunities on the Internet. It seems that everyone is trying to peddle some business product or service.

Do you remember the [California Gold Rush](#) in 1848? Almost 500,000 people came from all across the world looking to **make a fortune** by digging for gold. How many people actually made a fortune?

Not many.

The people who made the real fortune were the people who were selling the gold pan to the people digging for gold! Stop chasing the gold and start selling the gold pan!

There are literally thousands of people trying to sell their products and services on the Internet. This coupled with the explosion of affiliate programs on the Internet, has created an extraordinary opportunity!

There will be **thousands of people** looking for various advertising venues to advertise with. Ezines are rapidly becoming the number one source of advertising on the Internet.

A recent study has indicated that email marketing will be a **\$4.8 billion industry** by the year 2004. Companies and marketers are realizing that the lack of focus on broadcast media such as television and radio have made email marketing very attractive.

WHERE DO YOU FIT IN?

Do you realize how **you** can profit?

There will be **thousands of people wanting to advertise in your ezine!** They will literally be handing you their money. I will teach you how to find these people and **profit incredibly** in this lucrative business.

EZ Money With Ezines exactly, and clearly, shows you how to start your own ezine. I take you from the very first steps right to the end where you will be generating thousands of dollars a year from your ezine.

EZ Money With Ezines is a power-packed manual with an extensive resource section to help you market your ezine. There are a few electronic books on the topic of ezine publishing, but none of them provide extensive resources or teach you how to administer and grow your ezine business.

This is **NOT** an flimsy Internet marketing guide that tells you which search engines to submit your web site to! This is a full-fledged course that will provide you with all the insider secrets to creating a successful ezine.

You got my word on it!

This is a real **money making service** that you will enjoy doing day-in and day-out.

WHAT YOU WILL LEARN

- ▶ Discover how to quickly add **thousands of subscribers** to your ezine in a short amount of time.
- ▶ Discover how to get advertisers wanting you to place **their ads in your ezine**.
- ▶ Discover how to keep advertisers coming back for repeat **business**.
- ▶ Discover how to increase the average value of each sale to explode **your profits**.
- ▶ Learn how to **skyrocket your sales** by accepting credit cards without a merchant account.
- ▶ Learn how to keep track of key performance indicators to help you reach your profit **target**.
- ▶ How to write **powerful high impact** classified ads to market your ezine.
- ▶ How to effectively promote affiliate programs in your ezine so that you can receive **large commission checks** every month.
- ▶ Powerful marketing concepts that will guarantee you sales.
- ▶ How to get publicity to launch your ezine -- absolutely free.
- ▶ Where to get free content for your ezine so that you do not have to write a word.
- ▶ How to blow away your competition with insider marketing techniques.
- ▶ You will also discover dozens of proven ways to announce your ezine to the world.

DON'T JUST TAKE MY WORD FOR IT, SEE WHAT OTHERS ARE SAYING...

It's very obvious that "EZ Money With Ezines" was a work of love and that you wanted to help people like me to publish their own ezine successfully. I highly recommend it to anyone who plans to publish their own ezine.

Richard Jensen, Japan

I want to thank you for a very straight forward and to the point manual on starting your own e-zine. I have read many manuals, e-books, etc. on the market, but by far yours helps people to put flight to their ideas! Thanks again.

Patrick Whitson, USA

Thank you for introducing me to e-zines. I thought about starting one several years ago but had no idea how to do it. Your book showed me how. A couple of weeks ago I purchased another book on ezine publishing. It was probably a waste of money, as most everything in that book, I had already read in yours. It's bigger, but yours has more useful information. Thanks.

Mallorey Anderson, USA

I've been a business advisor for 33 years. In the last couple years I've spent over \$3,000 on all kinds of "methods" for making money via the Internet. EZ Money With Ezines, is by far the best money-making manual I've read in 30 years!

Roger Basham, USA

EZ Money With Ezines" is by far the most valuable resource and information rich manual that I've found for starting my own ezine. I wasn't altogether sure about going ahead with my plan (was disappointed I guess not being able to find the info I needed) but after finding your manual, and not being able to put it down until completely read, it has given me the confidence that I needed to make my plan become reality. A big Thank You!

Liz Kolbe, Canada

When I first heard about your EZ Money with Ezines book, I bought it quickly because it was truly one of the first of its kind. It's perfectly written for the novice and the advanced marketer, and reveals how the concept of "ezines" can catapult exposure and credibility online. Those who read your book will soon discover an entirely different angle to the internet marketing "game". And because I know that too many struggling marketers are mired in bad habits and wrong strategies, your book can yield an instant boost to their business fortunes and aspirations. Thanks for a brilliant job!

Reed R. Heustis, Jr., USA

I searched and searched.... I wanted to find some instructions on writing my own ezine. Finally I found it: "EZ money with Ezines: How to Make a Fortune In the Ezine Publishing Business"! I couldn't WAIT for it to arrive... now, its like my bible! A must-have if you are planning on writing your own ezine...and if you want to be successful....you MUST write an Ezine! (and it covers SO much more than just writing your ezine). Order it TODAY!

Dorothy Rowland, USA

THAT'S IT - IT'S THAT POWERFUL!

Through the years of dealing with people, I have acquired an excellent reputation of being honest, of prompt shipment, and delivering all that I promise. I have done my best to make it as simple as possible for you.

All you have to do when you receive the material is to follow the simple directions and put them into use. I have a great feeling that you are going to love this easy way of making money. You will feel great about yourself and so will your customers.

FREE BONUSES

Also when you order, you will receive the following free bonuses:

✓ **Free life-time updates to your manual via email.**

- ✓ **Unlimited life-time access** to the secret ezine publisher section on our web site which provides you with hundreds of resources to help build your ezine business.
- ✓ **Unlimited email consultation** for 30 days from the day you order to help you get started in this lucrative business (this is a \$300 value).
- ✓ **Free life-time subscription** to my bi-monthly insiders marketing ezine and ezine publishers' message board.

So that's it. If you have ever wanted to stay home and make lots of money with your own ezine business, then my money making program can DOUBLE or even TRIPLE your present income.

NO-RISK MONEY BACK GUARANTEE!

Try this simple money making program out... put it into use for **ONE FULL YEAR**. If for any reason you are not totally satisfied with all the cash that flows in, you may return my material for a **FULL** refund of your money, **NO QUESTIONS ASKED**. That is my **IRON-CLAD, NO HASSLE, NO QUESTIONS ASKED, MONEY BACK GUARANTEE!** With my unconditional guarantee, there is absolutely no risk on your part!

There is no way you can lose. You either make your desired amount of money in one year or you get your money back!

Quite a promise, isn't it?

But I assure you that it is not an idle one because it is backed by my unbelievable guarantee. I could not make such a guarantee like this unless, I knew without a doubt that this program works.

I have spent that last two years refining this program, and I am confident that you can duplicate my success in less than a year. You **WILL** make money with this program. To let this opportunity slip by without at least taking a no-risk look would be a definite shame.

I could have easily charged up to **\$75, \$100** or even **\$150** for this guide, but I want to share this knowledge with you! You can order online now and have it delivered to you over the Internet.

Once we clear your order, you get the entire package, including all the bonuses, for just **\$39**.

If you put this letter aside, without ordering now, we both lose out. I lose out on a modest sale and you throw a way what could be the greatest chance for you to finally make it! I want to help you succeed.

EZ Money With Ezines will help you achieve that success!

You've got my word on it. You see, I'm so positive you're going to love this easy business so much... you may never want to do anything else to make money!

Hurry so you're not left out. You will be glad you did.

Sincerely,

Gauher Chaudhry

Gauher Chaudhry
gauher@freecoolcash.com

P.S. My personal success philosophy is to give the customer more than their money's worth. If you ACT NOW, it will be yours at only a minimal cost to you. I will personally rush your package of explosive information immediately. No delays. I promise. The longer you wait, the more you will miss out. Your package is waiting... let me send it to you absolutely RISK-FREE! You can call me anytime at 905-510-1795, if you have any questions!

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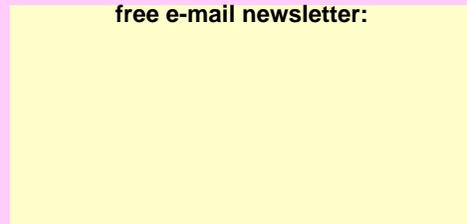
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Dr. Ken Evoy



Dr. Ken Evoy exploded onto the Internet marketing arena several years ago with the publication of *Make Your Site Sell*.

He learned how to sell on the Internet by promoting his own custom investment software, Penny Gold.

Since then, his Site Sell has released other highly praised books and a web hosting service -- Site Built It -- that automates your marketing for you.

MAKE YOUR WORDS SELL!

Presented by Ken Evoy - Author of Make Your Site SELL!

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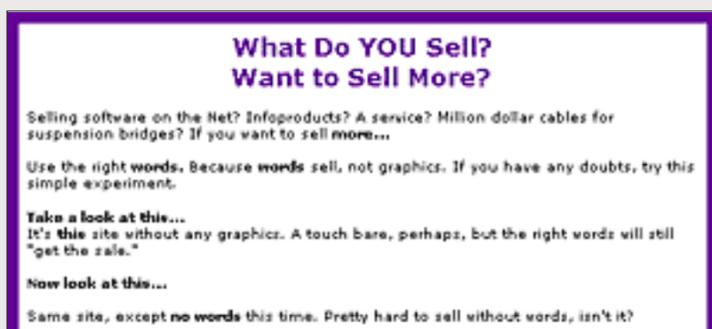
[order now](#)

What Do YOU Sell? Want to Sell More?

Selling software on the Net? Infoproducts? A service? Million dollar cables for suspension bridges? If you want to sell more...

Use the right words. Because words sell, not graphics. If you have any doubts, try this simple experiment.

Take a look at this...



It's this site without any graphics. A touch bare, perhaps, but the right words will still "get the sale."

Now look at this...



Same site, except no words this time. Pretty hard to sell without words, isn't it?

Sure, graphics set the stage -- used sparingly and imaginatively, they can substantially reinforce your sales message. So get the look-and-feel right, by all means. But after that...

[In a hurry?](#)



[Click here for the three minute tour.](#)

It's Words That Sell

To sell more, write better. Make the most productive use of words, words that address the needs and wants of your customers.

The right words will overcome a mediocre look-and-feel. But use the wrong words, and even the most professional-looking site will be instantly destroyed.

Pretty serious stuff, especially when so many people think...

"I Am Not a Writer"

Neither am I. Hemingway was a writer. Tolstoy was a writer. Stephen King is a writer. Writing is about crafting wonderful fiction, stories of power and feeling. But we're talking here about creative writers.

You and I, on the other hand, are natural-born persuaders. Think of all the people you persuade every day...

- your suppliers and your customers
- your co-workers and your boss (if you're the boss, your employees)
- your spouse and your children
- your friends and associates
- even your competitors!

Yes, persuasion is a bit trickier "in writing." It's less spontaneous and the "persuadee" is not sitting in front of you. But, believe me...



You CAN Fill Your Site with Words that Sell

And there are three ways to do it...

1. Do as I did. Before I launched MYSS!, I read every book I could find on the art of writing advertisements and sales copy. I learned, slowly but surely, through painful trial-and-error, how to adapt that knowledge to successful site-selling, a science in its own right.
2. Pay a professional. Three problems...
First, a pro does not "live" the product the way you do.
Second, a good "Web-writer" is tough to find. (There are great job openings, including at SiteSell.com, for those who know how to write copy for the Net.)
Third, the good ones are simply too expensive (the bad ones, of course, cost you more in the long run!).
3. Let Joe Robson and I show you how. In the words of one delighted reader, it's...

"The Deal of the Millennium"

OK, the millennium is still young. But, at the current price of Make Your Words Sell! (MYWS!), we must be at least...

The "Steal of the Decade." 😊

The approach is so smoothly efficient, you'll hardly believe that you've acquired a mission-critical skill after you reach "THE END." Once you know how, it's simply not that hard.

Before I introduce you to Joe Robson, a bit of background is in order...

Gurus generally proclaim my first book, Make Your Site SELL!, to be the "BIBLE" of selling on Net. It covers everything from product development to site-selling (including a few chapters on Netwriting) to traffic-building.

The worldwide acclaim for MYSS! has been gratifying. But the best part of it all is the wonderful letters that credit successful online ventures to MYSS!.

Shortly after publishing MYSS!, I started thinking about a book dedicated entirely to the poorly understood topic of writing to sell on the Net. My first task was to research what the "competition" had to offer...

After all, there's no point in reinventing the wheel. There are an endless

number of e-commerce opportunities open to SiteSell.com. So I would never market a product if there was no need for it. The "opportunity cost" is just too high.

What did our research show? It revealed why so many people are finding it terribly difficult to write successful copy for their Web businesses ...

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The Five Startling Truths About Net Copywriting Books

The more I researched, the more I discovered why so many people are finding it terribly difficult to write successful copy for their Web businesses...

1. There are several other books about writing on the Net. They are rehashes of old "direct marketing mail order" books and videos.
2. They are surprisingly overpriced. In this day and age, information must be accessible to everyone.
3. None were published by companies that had the online success of SiteSell.com. We've been there, done that... and "sold the t-shirt"... tens of thousands of them. "The voice of experience is the best teacher."
4. I did find two other sites with a fair degree of "Net marketing" success, largely due to excellent copy. But they're not revealing how they do it!
5. I could not find a single copywriter who truly "got the Net." One who understood how to meld words with the Net. One who understood how to convert a visitor into a customer.

And then along came...

Joe Robson

I first "met" Joe when he wrote a review article about Make Your **Site SELL!** (MYSS!). Actually, it was more than a review. It was an entire tutorial. He used our site as the subject matter for a lesson about how to sell on the Net.

It was brilliant. He saw every technique we used. He caught every important persuasive technique. Every tiny nuance. Basically, he undressed me... in a nice kind of way.

Only one kind of person can do that. Someone who truly understands the Net-selling process. Someone who understands how to persuade visitors to become customers. That's Joe Robson.

I followed Joe's work for a while. His articles were appearing more and more widely over the Net. His newsletter articles were fresh and spoke directly to me. Original insights. The rare Net copywriter who clearly "got it."

I could resist no longer. I had searched for months, looking for the perfect collaborator to create the perfect book on Net copywriting. And I had finally found him!

But would he be interested in co-writing this book with me? Could an expensive, high-end copywriter with big-name clients find the time to be involved in such an important project? The only way to find out was to ask. He agreed. Boy, did he agree!...

He Immersed Himself for 8 Months

We would brainstorm periodically. Then he would squirrel himself away for weeks, feverishly re-writing. Suddenly, a manuscript would turn up in my e-mail. I'd tear it apart with Joe, add a bunch of new ideas, and then...

We'd repeat the whole brainstorm-squirrel-manuscript cycle... over and over again.

Finally, eight months later... it was done. Simple. Clean. Clear. Effective. Written from the ground up, created solely to show you how to write for the Net.

The final manuscript was in my hands. Now... it was my turn to disappear. Literally. Totally cut off from the "outside world," I fine-toothed my way through Joe's final work.

The more I read, the more excited I became. This was truly the "best of breed" that I had visualized. Then I set to work to make it even better...

- re-organized for maximum usability
- deepened and reinforced concepts based upon my experience
- added perspective via "Ken's Comments," where I share my own, most up-to-date concepts and techniques about copywriting to sell.

Afterwards, Joe e-mailed me...

Ken, you only do something like that once in your life!
What a labor of love. It's the "Tiger Woods" of Net
copywriting books -- but it's not ONLY far and away the
best... MYWS! will be understood, *AND USED*, by
everyone.

My favorite part?...

It's the "cure" for every marketer's disease, "USP-itis," complicated by "benefit-oma." Everyone has trouble building a strong USP (Unique Selling Proposition), and most companies develop sub-optimal product benefits and position them poorly, if at all.

Our radical "SWAT-it-to-death" method virtually forces you to pull the strongest and most persuasive sales-getting USP and benefits out of your product and onto your customer's screen. SWAT guarantees that your copy will sell.

And really...

That's all there is to it. You already know how to persuade people. This book shows you how to do it on the Net... how to get your USP, headlines, sales copy and order form perfect. In other words, it shows you how to...

Make Your **Words Sell!**

There's more to successful Net copywriting than getting the USP and benefits right. So I asked Joe to say a few words to you about MYWS!. Without further ado...

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[world's most...](#)

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Meet Joe Robson



Hi,

Let me start by saying what MYWS! is NOT.

It's not the same old recycled dross that you see so much of on the Net. There's a sad trend of recycling "offline" books and videos about writing "offline" copy into online products. Sorry, that just does not work.

It's not about writing the bland, ineffective, formula copy you see on 99% of sites around the Web. Why do those 99% make no profit? Because they are full of "magic copywriting rules," "powerful, never-before-revealed secrets" and "instant formulas."

And it's not about hype or trickery or any of the other tools that the direct marketing trade seems so determined to bring to the Net.

"What DOES It Deliver?"

Make Your **Words Sell!** concerns itself with the only kind of Web copy of interest to serious Internet marketers the world over.

It's about writing Internet sales copy that grabs attention – and holds it tight.

It's about writing Internet sales copy that persuades, and motivates readers into action.

To put it simply...

It's about writing words that sell **on the Net**.

So if you're expecting yet another over-priced book filled with over-used hype techniques and formulas or material from the "offline recycle bin," you're heading for a pleasant surprise!

Speaking of Pleasant Surprises...

You can't believe how I felt when Ken Evoy wrote me to say how much he enjoyed my review/tutorial about Make Your **Site SELL!** (MYSS!). Just in case you've spent the past year or so without a Laptop in the Arctic Circle, Ken is the author of MYSS!

MYSS! is the phenomenally successful Net-marketing manual which swept, and still sweeps, across the Web like an unstoppable tidal wave. It's the most highly regarded, and popular, publication of its kind on the Internet. It leaves anything remotely like it simply floundering in its wake.

So when Ken wrote to me, I was indeed pleasantly surprised. Partly because of his reputation... and also because I had studied his book. I even studied, intensively, the site he wrote to sell the book!

I'm a long-time copywriter by trade. A successful and highly paid one. But studying Ken was like opening a door to a brightly lit room. The further in I looked, the more I discovered.

And what did I discover? Was his phenomenal success due to...

Professional writing background?

Nope. He's a doctor -- the only thing he'd ever written before was a prescription! Yet he blends his words with the Web like no one else.

Expensively designed Web sites?

Hardly. (His sites are clean and simple.)

Massive advertising budget?

Wrong again!

His company's sales are achieved merely by having great products!

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And If You Believe That...

If you believe that great products automatically make sales happen, I have some wonderful land that I'd like to sell you -- it's in the middle of the Everglades. Just watch out for the alligators!

Yes, of course you must have great products to build a company like SiteSell.com. But it's the words that sell those great products.

After all, do you ever arrive at a Web site with credit card in hand, ready to buy because you just know that the products are great and will meet your needs? Of course not. It's the words that "get the order."

But not just any old words. No, no, no, NO!

For example, SiteSell.com simply makes the very best books about e-commerce on the Net. But no one knew that, at first. After all, so many sites claim to be "the best" at what they do... I'm sure you have competitors just like that, too.

So how did SiteSell.com break through the incredible clutter of Net marketing sites? How did Ken overcome those huge odds that all of us face? What magic wand did he wave? Simple...

Words. Words that sell. Words that offer a value for value proposition. No tricks... just the right words that persuade the customer to buy.

Pretty uncomplicated, right?

MYWS!

*I just *had* to drop you a line and say that, even with a new son just 5 days old to care for, I could not put down MYWS!. I read it cover to cover and boy, oh boy, I just don't have enough superlatives! I've always wanted to know how great copy was written, and now I know. Scratch that, now I know how to write my own which is much more important!*

Neil Shearing, Entrepreneur
shearing@scamfreezone.com

[more feedback](#)

Right!... If you know how!

And believe me, Ken knows how. So when he wrote to congratulate me, I was more than a little flattered.

And then he wrote again...

Would you like to write a book about copywriting for the Net? I would want this book to be so good, so practical, that it becomes THE single reference book that everyone USES when writing a site.

But here's the really hard challenge, Joe...

It has to provide methods so simple, yet so powerful, that ANYONE can use them to write a persuasive, sales-getting site.

Interested?

Does a Cat Love Cream?

Of course I was interested. And not just because I'd be working with Ken...

Sharing my original, Netcentric process would be the challenge of a lifetime!

Like all offline copywriters who come to the Net, I initially had troubles adapting. While the online customer has the same basic needs and desires as offline, this cyber-medium is totally different. And thereby hangs a big, big problem...

Why do offline copywriters have trouble adapting to the Net? They simply never seem to realize that writing a powerful direct marketing sales letter and "sticking it up on the Web," invariably results in a no sales zone! They refuse to accept that rehashed offline sales letters don't work. I know... I tried it on the first of my 3 Web sites!

But when I saw that it wasn't "quite right," I made it my business to discover what does work. I spent five months, doing nothing else on the Net but looking, asking, experimenting and probing, while making my living offline as a highly paid copywriter.

By the time Ken contacted me, I had landed some lucrative online contracts with companies. These savvy people had only one concern... to sell on the Net! These folks "got it"...

Got what?

"The Net is Different!"

Ken's directions in that e-mail obviously meant we would be building a book from the ground up. I was glad, because that's the right way, no it's the only way, to go. Totally Net-focused and ignoring all other media, his vision was clear...

- ... so good, so practical, that it becomes THE single reference book that everyone USES when writing a site.
- so simple, yet so powerful, that ANYONE can use them to write a persuasive, sales-getting site.

Nah... he didn't want much, did he? Yet I knew that he would settle for nothing less than yet another "BIBLE of its kind."

So... to make a very long story short... eight months of blood, sweat, and buckets of tears later, Ken said...

"Wow -- That's It!"

Make Your **Words Sell!** does more than reveal the secrets that Ken has used to propel SiteSell.com to its incredible success.

It does way more than show how powerful persuasive Net copy should be written.

And it does much, much more than just show you how to think like a successful Web copywriter. It shows you how to think like your customer, with your customer and ahead of your customer. And...

Not just any customer... your specific customer. Right from the very first moment (before, actually!) he or she enters your site, all the way through to the climax of taking the order... and the vital follow-up.

Step by careful step, word by word, paragraph by paragraph, and page by perfectly crafted page, Make Your **Words Sell!** transforms you into the consummate copywriter who knows how to write to sell.

And, as you are about to see, absolutely **nothing** is left out...

What's Included?...

1) The Main Volume

[Click here to see this volume's Table of Contents.](#)

Make Your **Words Sell!** shows you how to write a Web site that sells your products and services. That's what we've been talking about so far.

Of course, Ken is never happy with merely delivering what he promises -- he insists upon OVERdelivering. Once this 309-page book about site-copywriting was nearly finished, Ken dropped this e-mail on my toes...

"What about e-mail, Joe?"

Boy is this man ever satisfied? OK, back to my hermit cave and another puddle of blood, sweat, and tears...

2) Make Your Words Sell!... For E-mail

[Click here to see this volume's Table of Contents.](#)

Writing an ad or an article for an e-zine? Struggling to craft a follow-up autoresponder to nail down your prospective customer? Do you publish your own e-zine? Or maybe you just want to improve the persuasiveness and professionalism of your daily e-mails?

This 76-page volume has all the answers to all your questions on how to write persuasive e-mail that sells. It even has all the answers to questions that you may not yet have even considered! Sometimes, what you don't know can hurt you.

Speaking of which, another e-mail from Ken came crashing in. He recognized that MYWS! failed to address the needs of a huge group of e-commerce business people who really **don't** know how words (or lack of same) are **hurting** them...

Joe, I know you don't like to get e-mails from me that start "I was just thinking." But...

I was just thinking. :-)

Have you ever noticed how BAD the copy is in online stores? Storekeepers are CUTTING sales substantially simply because they write either ZERO or BAD copy at every single point of contact with the customer. It's mindboggling.

What do you think, Joe?

Wow! Talk about severely needed information... information that would make a huge difference to online stores. And so...

3) Make Your Words Sell!... For Your Online Store

[Click here to see this volume's Table of Contents.](#)

Ken and I collaborated on this intensively. Together, we cover unique, ground-breaking territory. The final 61-page booklet is pure gold... it alone is worth "the price of admission."

If you have an online store, or are thinking about starting one, you'll discover...

- the single "Most Wanted Response" that every store must aim for. It's so obvious, yet no one seems to be going for it!
- how to craft a Storefront (Home Page) that achieves its most important function. Only a smart handful of stores do this.
- the simple secrets of writing a strong opener that pulls your visitor deeply into your store. We could only find a single store that does it!
- how to make the text links of your product directory work like mini-headlines. Why don't stores try to pull their visitors past their "front doors?" You will... and you'll succeed.

What about once your visitor gets past your Storefront and enters more deeply into your store? We'll show you...

- the logic and power of writing sales-pulling product descriptions, including the correct approach for thumbnails and zoomed descriptions (very different!)
- how to turn that "fraught with peril" path to checkout into a simple, tight process
- what it takes to convince your visitor to roll that shopping cart up to the cash register and click that "Buy Now" button
- what to write in your after-sales message. Again, almost no one does this. But you will.

Actually, you'll do all of it. And you'll sell because of it.

Phew! Just as I thought this was the most complete book about copywriting, online or off, anywhere... yup, Ken had an extra idea. Will I ever get my life back??...

Joe, you know those books of power words? How bogus, right? But what if you pulled out the most important, useful and usable, words... Group them according to WHEN to use them. And explain exactly HOW to use them?

Joe, would that be helpful?

Hey, would a remote-controlled golf ball help golfers??? One more puddle later...

4) Words that Trigger Automatic Response

[Click here to see this volume's Table of Contents.](#)

When, where, why and how to use the English language's strongest words and phrases, grouped according to purpose and effect...

- words that arouse
- reassuring phrases
- guarantees
- calls to action that work...

Eleven categories in all. This 27-page guide is full of vital words and phrases that trigger automatic response to your sales message.

And surprise!...

"Free" is not at the top of the list. All the hackneyed, overused words are out. This is your user's manual to a sales-generating vocabulary.

Ken even includes his own personal copywriting reference library... weird books that help him develop a sharp metaphor that fits, add the "just right" zinger quote, create a clever simile that adds punch -- I could go on and on about just this library. These amazing, unknown books will push your writing to yet a higher level.

As I typed the final period, I half-waited, half-dreaded another e-mail from Ken. But what more could he possibly want to include? The book covers...

- Web site copywriting
- e-mail-writing
- online store copywriting
- and your own user's manual to the English language.

And then... one more e-mail did come from Ken...

Geez Joe,

I can't think of a single extra thing to add! Remember these words?...

- ... so good, so practical, that it becomes THE single reference book that everyone USES when writing a site.
- so simple, yet so powerful, that ANYONE can use them to write a persuasive, sales-getting site.

I do believe we've done it!

And, now that I'm out of my cave and my eyes have acclimatized to daylight once again, I can see the entire package in front of me. I can only echo Ken's thoughts...

"Wow -- That's It!"

No hype. I never use it...

You won't see anything like Make Your [Words Sell!](#) anywhere else on the Net. Every BS&T-soaked word was written exclusively for the Net, about the Net, and by two people who know the Net, who apply these principles in their own online businesses.

Speaking of my partner, it's time to turn this site...

[become an affiliate](#)

[contact us](#)

[world's most...](#)

[order now](#)

Back Over to Ken



Thanks Joe, for your perspective. Time to summarize...

Owning MYWS! is just like having your very own, personal copywriting muse and coach. The muse inspires you, points you in the right directions. The coach nudges you along every step of the way.

By the time you've finished, here are just a few skills you'll own...

- Use the unique "SWAT-it-to-death" technique to master key skills that trouble most copywriters, amateur or pro...
 - create the perfect USP
 - write headlines that pull without hyping
 - generate an unbelievable number of benefits from your product, benefits that you'll never see without "SWATTING" your product's features
 - use the benefits that are the most important to your customers
 - word those benefits perfectly to get the sale
- multiply sales by writing an order page that demands action from your visitor
- write an e-zine (or autoresponder message) that compels your readers to go straight to your Order Page.
- add words to your online store that, yes, actually sell!

No mistake about it... This is THE REAL THING. MYWS! is just the sales tonic that e-commerce has been waiting for.

Begging for.

Praying for!

And perhaps best of all...

It's So Simple... So Easy To Follow

MYWS! is laid out in such a unique simple-to-follow format, that A-N-Y-O-N-E, novice or pro, can do it. Remember... this is not "Hemingway" stuff.

MYWS! shows you how to learn more about your product and customer than you ever thought possible! Then takes you the rest of the way to the sale.

Or, perhaps this is best of all...

It's the Complete Deal

Think of it as your "Complete Net Copy Knowledge Bank." From your opening paragraph until you close the sale, MYWS! covers it all.

It's really an on-the-job mini-university course in copywriting. Far, far better than those recycled Web-writing courses that you might discover on the Net, some costing 10, 20, even 40 times as much.

Actually, I think this might be the best part of all...

It's Affordable

I never use ruthless copy like "Hey, the \$495 is nothing compared to the sales that you'll get." Nor do I use that other nasty manipulator, "Consider the \$495 as an investment in your business."

First of all, I just don't believe that information should be that expensive, no matter how valuable it is. But more importantly...

Great copy is not about ruthless manipulation so you can "charge 'til it hurts." It's about introducing the customer to a value-for-value exchange... the customer decides to trade cash for benefits. Of course, it's your words that persuade your visitor to make that decision.

Those same words can be used in a dishonest way, to fool people. I trust you to honor your commitment to your customers and never use the power in MYWS! in the wrong way.

OK, I'll get off the podium now. 😊

After I think about all that MYWS! delivers, I have to admit it... I'm not sure what's "best" about MYWS!. Whatever it is, it's all backed by...

My Personal Guarantee

It's very simple...

If MYWS! does not deliver what you need and expect, tell me. I will refund you right away.

That's more than a guarantee. It's my personal promise.

*Sincerely,
Ken*

No strings.

No ifs, ands or buts.

No time limits.

And no questions asked.

Just ask for your money back and SiteSell.com will refund you. I doubt if you will ask, though, because once you turn the last page...

You'll Be Standing In Your Very Own Acre Of Diamonds

All of it achieved by simply learning how to apply the amazing power of the right words...

Powerful, persuasive, pocket-jingling words...

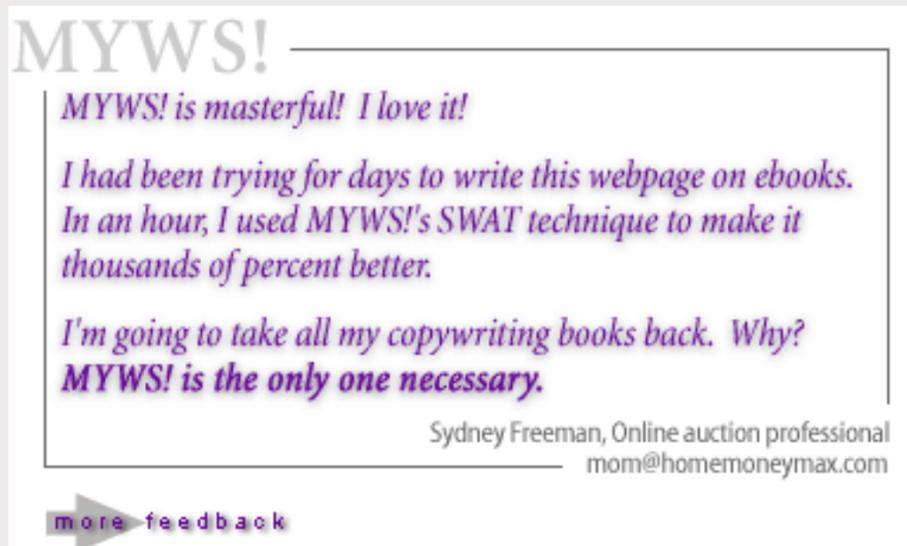
Words that sell, and continue to sell!...

Day in. Day out. 365 days a year.

Words that achieve astronomically greater results than all the gizmos, over-designed Web sites, and traffic generating software put together.

Even greater than any pro copywriter you'll ever find. Why? Because you are the one with passion for your product and knowledge of your target market -- all you're missing is the skill to e-persuade.

Now you have it.



MYWS!

MYWS! is masterful! I love it!

I had been trying for days to write this webpage on ebooks. In an hour, I used MYWS!'s SWAT technique to make it thousands of percent better.

I'm going to take all my copywriting books back. Why? MYWS! is the only one necessary.

Sydney Freeman, Online auction professional
mom@homemoneymax.com

[more feedback](#)

[become an affiliate](#)

[contact us](#)

[world's most...](#)

[order now](#)

MYWS! Will Help You In So Many Ways

In fact it's difficult to avoid sounding like a hype merchant as I describe the enormous amount of valuable information it delivers. For instance you will also learn...

- How to write an order page that just refuses to be ignored
- An effective-but-underused method of preventing "Buyer's Remorse" ... and canceled orders

- How a simple two line e-mail can work wonders for your profits
- Techniques that ensure your visitors read your entire message
- The single best way to increase your follow-up sales
- Common mistakes that kill sales day after day, mistakes made even by the pros.

But instead of going on and on, let me sum it all up, then ask you a single question. First, the summary...

MYWS! is all you'll ever need to write order-generating, lead-getting, sales-clinching words. If you ever find you need another copywriting book, just use my money-back guarantee to finance that purchase!

Now the question...

"Are You Serious?"

I mean really serious... about transforming your Internet business into a highly professional, respected and profit-generating business?

You are? Then get your hands on MYWS!.

Fast!

Like NOW!

Not later. Not tomorrow. Not maybe someday...

NOW!

Because nothing ever published even remotely approaches MYWS!. You have never read or used anything like it. But once you read and apply it, you will use it over and over and over again...

... and wonder how you could ever have sold without it.

No, it won't turn you into Hemingway. But you will be forever more persuasive, no matter what you market on the Net.

Master and use the incredible power of words,
the magic, irresistible and unstoppable
power of words that sell!

[Click here to order now.](#)
[You are in for one HECK
of an exhilarating, sales-generating ride!](#)

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Go Visit the Make Your Words Sell Actual Site

<http://www.inforingpress.com/webletters1/wordssell/>

Jimmy D Brown

Jimmy D. Brown is one of the best of the new generation of Internet marketing gurus.

Operating out of Manila, Arkansas, he turns out valuable new products at a prolific rate.

...How to NEVER pay for advertising again

FREE ADVERTISING SYSTEM

Home

Free Newsletter

Affiliate Program

Secure Order Form

Contact Us

Download

How To Get **THOUSANDS** of Other People Selling **YOUR PRODUCT** and **NEVER** Spend a Penny on Advertising Again...

Regardless of what you are marketing on the internet, the **Free Advertising System** is the **ONLY** tool you need to generate REAL success online.

- **No more wasting time** on posting to FFA pages and classified ad sites.
- **No more being accused** of SPAM after sending an email to a "Safe" list.
- **No more worrying** about your search engine position that changes every day.
- **No more spending money** on a bottomless pit of "blasters," "opt-in lists," and "promotion software."



With the **Free Advertising System** You Will ***Literally*** **NEVER** Pay for Advertising Again! Find out how...

Wednesday, 1:48 p.m.

Re: How to promote ANY product without spending a penny.

Dear Entrepreneur:

I'm not a psychic by any means, but I can tell you with great certainty that you probably fall into one of two categories...

- You've tried all of the **hyped-up junk online** to promote your product and the only results you've been able to generate thus far are more debt on the credit card or a dwindling of the bank account.
- You're just getting started and you **haven't had the misfortune of wasting all of the time and money** that countless others have already experienced.

Either way, what you are about to discover in the **Free Advertising System** is going to change the way you think about doing business on the internet.

If you are a newcomer, then it will provide you with hope that you really can do this.

And, if you've already been raked over the coals, ran through the ringer and hung out to dry, then it will restore your hope in the dream you first had about earning a living online.

**If you're willing to invest 30 seconds of your time,
then you'll discover the ONE secret that GUARANTEES your success...**

In the next 30 seconds you're going to discover how I profited \$20,768 in just a few short weeks, including a whopping \$1,183 in ONE DAY, **without spending a penny on advertising!** That's right, with a ZERO-dollar budget. I haven't spent a penny on advertising and yet **continue to earn hundreds of dollars every single day.**

More importantly, you'll discover how **YOU can do the exact same thing with a ZERO-dollar budget** for advertising. This incredible system will work for you regardless of what you are trying to sell online. It's so **easy to duplicate** this system that anyone can do it. And with the **Free Advertising System**, I guarantee YOU will never need to spend another penny on advertising again...

...but your sales and profits will SKYROCKET almost overnight!

By the time you finish reading this you will discover...

- How to get **thousands of other people selling your products for you** in just a matter of days without spending one red cent!
- How to implement an easy-to-understand, step-by-step promotion system for your own product that will allow you to **NEVER pay for advertising again!**
- A unique, **13-step "recipe" for your internet success** that details *everything* you need to know in order to get others doing your web promotion for you!
- The ONE tool that is hands down **THE BEST way to see immediate and consistent sales** from your product that doesn't cost you a penny or require more than a few hours of your time each week.
- How to advertise your product in almost ANY ezine newsletter online without paying for it...in fact, **how to use virtually ANY advertising option online without paying for it!** (Yep, you'll discover how to reap the benefits of pay-per-click search engines, solo mailings, banner ads, rented opt-in mailing lists, and much more - at ZERO cost to you!)
- How to **automatically grow your mailing list day after day** without even trying! (And then reap the *real* profits through back-end, follow-up offers.)

Are you beginning to see why it's called the **Free Advertising System**? You'll discover how to *literally* NEVER spend another penny on advertising...

...and yet your sales will continue to build day after day, week after week!

But, that's just the beginning. You'll also discover...

- How to **sell 300% more of your product in 72 hours** than you did all month. (And, of course, it won't cost you any money whatsoever - it's completely FREE!)
- Simple 5-step system for recruiting ezine publishers to sell your products for you - literally **reach hundreds of thousands of potential customers in a matter of days!**
- How to find well respected "gurus" in your target field and actually convince them to **advertise your products for FREE!**
- Where to find low-cost products to resell as back-end offers...**as low as \$1.75 for a license!** (That's right, for less than two bucks you can actually own a high-demand product to sell online and keep 100% of every sale you make!)

- **THE best way to create multiple streams of income** on the internet month after month!
- How to launch your own viral marketing campaign **without lifting a finger**.
- How to get **continual free advertising to over 80,000 subscribers** and **your ad in over 50 ezines week after week**.
- A new angle on the 'ol "I'll scratch your back if you scratch mine" that can **bring in customers by the droves**
- How to get new people **busting their guts trying to promote your products**.
- 9 easy ways to use your eBooks as your own **24 hour a day, nonstop salesman**.

**The answer to the burning question on everyone's mind,
"What is the best way to advertise my product on the internet?"...**

I hear that question almost every day. "What is the best way to advertise my product on the internet?" Is it ezines? Nope. What about joint ventures? Not that either. Bulk email. Not even close.

I don't care what you are selling online, there is ONE method of promotion that is far ahead of the pack. There is ONE advertising option that is hands down, no questions about it THE number one best way to produce sales on the web...

...and that is by starting your own affiliate program.

You mean join someone's program and market their products? Nope, I mean have other people join YOUR program and market YOUR products!

Your own affiliate program allows you to do everything I've mentioned already and so much more...without spending a penny. (Yep, you can even set up your own affiliate program at no cost - no setup fees, no monthly charges, no per-transaction costs - completely free!)

Now, before you rush off and think to yourself, "Starting an affiliate program isn't for me.". Let me share with you why it IS for you and how you can get set up quickly, without spending anything on it...

- **Excuse Number 1:** *I don't have a product.* I'm looking for advertising for someone else's product that I'm marketing. Hmm. You're marketing someone else's product. Which means you're an affiliate. Which means you are already involved in the Free Advertising System...

...on the other side!

Why not offer your own product on the web and have other people sell for you instead?! (It's easy to create your own information products to sell online. Or, you can actually purchase turnkey products for less than two bucks each!)

- **Excuse Number 2:** *It sounds too difficult and expensive.* I don't know how and I don't have any money to invest. The Free Advertising System takes the "difficult" part out immediately. With this step-by-step system, you'll be walked through everything you need to know to launch your own successful affiliate program...

...in a language that even a beginner can understand.

And, it won't cost you a penny to establish your own affiliate program. Seriously. It won't. With the Free Advertising System you will discover how to set everything up and maintain your program without ever costing a cent. No startup costs, no monthly fees, no commissions, no cost at all.

An affiliate program is THE best way to advertise your product or service online without question. Why? Because rather than seeing results from ONE person's efforts (yourself) you'll rake in the profits from hundreds, even thousands of other people marketing your website for you. It's like having your own sales army marching across the internet...

...and it won't cost you a penny to enlist them!

Whether you already have an affiliate program in place, or are just now considering it for the first time, the Free Advertising System will show you...

- How to have everything setup to run 24 hours a day, 100% completely automated - it **practically takes care of itself**.
- How to **setup your affiliate program with ZERO costs** - no startup costs, no monthly fees, no commissions, no cost at all.
- 10 quick and easy ways to **get the word out about your affiliate program**.
- How to announce your affiliate program to **thousands of potential affiliates for FREE**.
- **THE #1 method of generating sales** through your affiliate program. Concentrate on this baby to send your sales counter spinning!
- 42 free affiliate program directories to submit your program to and how to **get someone else to do it for you COMPLETELY free**. (Some are charging up to \$99 for this service!)
- What NOT to do that will spell disaster - **avoid this like the plague!**
- How to **recruit SUPER-affiliates who can jolt your profits like a bolt of lightning!** (Bring in those with large ezine mailing lists, high-traffic websites and "guru" influence)

The **Free Advertising System** contains two important sections: Establishing and building your affiliate team, AND keeping your affiliates active and loyal. In this two sections you learned such critical information as...

- How to get a **quick burst of new affiliates into your program ANYTIME** you want.
- How to use joint ventures to **bring hundreds of new affiliates into your program**.
- 10-step, **easy-to-follow system for recruiting SUPER-affiliates** from the coveted Top 10 positions in the major search engines.
- **3 completely free tools** to use to help you find more SUPER-affiliates.
- A simple, 4-step system for "**stealing**" **your competitor's affiliates** and recruiting them into your own reseller program.
- A 5-step, paint-by-numbers formula for **recruiting powerful ezine publishers into your affiliate program** and 3 ways to find out who to recruit.
- A quick and easy plan for **convincing "gurus" to endorse and promote your products**.
- 3 hurdles you'll find when attempting to recruit "gurus" and how to **leap those hurdles like you are a gold medal sprinter at the Olympics!**
- **How to avoid** having your affiliate program **come to a screeching halt** as new programs come online.

You'll not be learning some vague "theory" that may or may not work. I'm sharing with you only **tried and true tactics that I have *personally* used** to build my own successful affiliate program for the [Profits Vault](#). I went from 50 hits per month to over 250,000 hits per month in in only 4 months, from barely covering the hosting fees of my website to a six-figure income.

And, it is 100% because of the information that I am revealing in the **Free Advertising System**. This course alone is what brought me success online.

And **ANYONE can duplicate this success**, if they simply apply what they read in the **Free Advertising System**.

Things like...

- 4 ingenious **ways to find fresh marketing tactics** for your affiliates to use.

- A ready-made database of **3,800 web marketing techniques** to use to train your affiliates. (Covers everything you'd want to train your affiliates about: traffic generation, viral marketing, eBook marketing, search engines, joint ventures and more!)
- How to **build anticipation and excitement among your affiliates** to keep them working hard to promote your products.
- The **ONE thing that EVERY affiliate wants** in order to stay loyal...and how you can give it to them.
- Two sure-fire ways to **guarantee your affiliates generate larger commission checks**.
- Two kinds of contests that **ALWAYS produce more sales for you!**
- What the **"if you don't do anything else, do this"** thing is for YOUR affiliate program.
- 3 easy methods to use to **make certain your affiliate program continues to run smoothly**, month after month.
- How to **turn inactive affiliates into top order-producing affiliates!**

You'll learn all of this and much more. The **Free Advertising System** is 77 page of rock-solid information on establishing and maintaining your affiliate program. You won't find any fluff here. No filler information to pad the amount of pages that some of those 300-400 page courses use. I've only included what you NEED. Who wants to spend the next 3 months reading? I want you to experience **SUCCESS**, not **EYE-SORE!**

You will receive 5 incredible bonuses if you order today...

In addition to the Free Advertising System main manual, if you order **before midnight** you will also receive 6 incredible bonuses...

Bonus #1 -

"6 Ways To Outsell Other Resellers and Become a SUPER-Affiliate"

Comes with REPRINT RIGHTS!

In this 13 page report, your affiliates will find killer strategies for becoming a SUPER-affiliate and generating large commission checks. This report comes with FREE reprint rights. You may give copies to ALL of your existing affiliates and any newcomers in the future.

They'll be delighted with this informative report that shows them....

- How to **earn more sales to YOUR link**, even though you're selling the EXACT same product at the EXACT same price as a gazillion other resellers.
- The 2 secrets that you can **quickly and easily master to become a top-selling affiliate**.
- 3 reasons why you **DON'T want to use the advertising materials** your affiliate program provides for you.
- 3 easy ways to **make yourself stand out among the crowd** and pull in orders like you are raking leaves..
- A quick and easy 4-step system for **using incentives to produce immediate and consistent results**.
- A "magic" formula for writing recommendations that **produce sales like a charm**.
- 4 simple ways to use forums for **a quick boost in your commission check**.
- 3 ingenious ways to **answer the door when opportunity knocks**.

Bonus #2 -

"7 Hard-To-Refuse Offers That Practically Force Resellers To Join Your Affiliate Program!"

This 11 page report reveals some "irresistible" offers you can make that all but guarantee new resellers will flock to your program. In it you will discover...

- How to have **people lined up around the cyber-block** trying to get into your reseller program.
- How to **see your sales skyrocket** from *passive* resellers who barely even try to promote.
- A secret method for recruiting SUPER affiliates that **works like a charm**.
- A new angle on the 'ol "I'll scratch your back if you scratch mine" that can **bring in affiliates by the droves**.
- An easy-to-setup, 4-tier system for giving away membership sites to **draw in customers like honey attracts flies**.
- 4 amazing tactics for convincing other people to give away your free membership sites to **turbocharge the profits for both of you**.
- 4-step system for **mining the hidden gold within you** to bring in even more affiliates into your reseller program..
- How to get new affiliates **busting their guts trying to promote your products**.

Bonus #3 -

"10 Things To Have Your Affiliates Do That Will Skyrocket Your Sales Almost Overnight!"

In this 12 page report, you'll find 10 tactics that you can pass on to your resellers that are **GUARANTEED** to bring you in more sales. And, of course, they bring in more commission for your affiliates...

...that's why they will be glad to do them for you! Everyone profits. In this short report you'll discover...

- How to launch your own viral marketing campaign **without lifting a finger**.
- How to quickly and easy **receive hundreds or thousands of listings in search engines**.
- How to get **completely free exposure** in ezines.
- How to get **continual free advertising to over 80,000 subscribers** and **your ad in over 50 ezines week after week**.
- Exactly where to find the **best ezine ads** for your buck - excuse me - for other people's bucks!

**Bonus #4 -
"I'll Swallow A Live Grasshopper If This Doesn't Boost Your Website Traffic"**

This short, 8 page report reveals the secrets to launching your own viral marketing campaign. By following the instructions in it, your marketing will spread like a virus across the internet. Instructions like...

- 7 essential elements for **launching any viral marketing campaign that spreads like the flu.**
- How to generate instant appeal to **get the virus started spreading quickly.**
- How to **avoid the one thing that shuts down a viral marketing** quicker than anything else.
- THE best way to **guarantee that others will continue spreading your marketing virus.**
- An insider tip to viral marketing that **you won't see all over the net.**
- The DOs and DON'Ts of **effectively advertising with your viral marketing tool.**
- How to use your viral marketing campaign to **produce sales and collect email addresses for back-end profits month after month.**

**Bonus #5 -
"Interview With Profits Vault Owner, Jimmy D. Brown"**

I'm always including an interview with yours truly. I was interviewed just a couple of days ago and am including an actual transcript of the interview for you as a bonus. In the 12 page interview, I answer 14 questions...

- **If a web marketer had \$100 to spend on advertising, how and where would you suggest that they spend it?**
- Can a web marketer really generate "instant traffic"? What do you think is the best way to see a significant increase in website traffic in the next 30 days?
- **What are some daily marketing tactics that internet business owners should attempt to build their online presence?**
- Briefly describe the "Top 10" marketing techniques that you currently use, and why?
- **What about web promotion software and "traffic tools"? Do any of them REALLY produce results?**
- How can an internet business owner improve the response rates of his advertising?
- **Which do you think produces more responses...using a website URL or an autoresponder in your advertising? Why?**
- In your opinion, what are some good "numbers" for web marketing? I.E. What is a good click-thru percentage for an ezine ad, conversion rate of visitors to sales, etc.
- **Email marketing is both risky and effective. How can a web marketer reap the benefits of it without participating in SPAM? Is it possible to generate email leads without asking for trouble?**
- If you had ONE secret to share about web marketing, what would it be? What's the most important thing an online business owner can do to generate more profits?
- **We've talked about it previously and you hinted that generating website traffic isn't a web marketer's biggest hurdle. What do you think is the problem behind the failure of 95% of online businesses?**
- What has Jimmy D. Brown learned about running a business on the internet?

You Can't Lose With Our Guilt-Free NO Risk Guarantee and Access to The Entire Program and Every One of the Bonuses...ALL For ONLY \$29.95!



GUARANTEE: If the Free Advertising System is not everything that I say it is and you are not completely satisfied with it, then I will refund every penny of your money with no questions asked.

That's more than a guarantee, that's a promise.

For **Only \$29.95** you get immediate access to the Free Advertising System. As soon as your credit card is authorized, you will be sent to a website to download your materials. Plus if you order **before midnight** you get immediate access to all 6 bonuses...

- **Bonus #1 - 6 Ways To Outsell Other Resellers and Become a SUPER-Affiliate w/ Reprint Rights**
- **Bonus #2 - 7 Hard-To-Refuse Offers That Practically Force Resellers To Join Your Affiliate Program!**
- **Bonus #3 - 10 Things To Have Your Affiliates Do That Will Skyrocket Your Sales Almost Overnight!**
- **Bonus #4 - I'll Swallow A Live Grasshopper If This Doesn't Boost Your Website Traffic**
- **Bonus #5 - Interview With Profits Vault Owner, Jimmy D. Brown**

Please take action today. The Free Advertising System is only going to be offered at this low introductory price for a limited time period. And, the only way I can guarantee you the six free bonuses is if you order **before midnight** .

[Click here now to take action today and receive access to the Free Advertising System and receive all of the bonuses](#)

[Take Action Now!](#)

Sincerely,

Jimmy D. Brown

[ORDER NOW FOR ONLY \\$29.95](#)

[Remember, You have absolutely No Risk With Our Guarantee!](#)

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<http://www.inforingpress.com/webletters1/freesystem/>

Yanik Silver



Just 28-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites...and he's only been online full time since February 2000! He believes almost everything people have been taught about making money online is completely wrong. His Internet success techniques only require a simple web site and you don't even need to know how to put up your own web page. (In fact, Yanik still doesn't know HTML).

He is the author and publisher of several best-selling marketing books and tools.

When I first read his book Autoresponder Magic I slapped myself on the forehead and asked Why didn't I think of that?

When I read his book Million Dollar Email I slapped myself on the forehead and asked What next?

The idea for this book popped into my mind, so I am indebted to Mr. Silver for that as well as for his contributions to this book.

33

Days to

Online Profits

A step-by-step, roadmap for making real money online
no matter what product or service you sell

[Order Now!](#) | [Earn Money](#)



Here's the information my Internet 'insider' friends told me I was crazy to release for just \$29...

**“Finally, the First Practical,
Step-By-Step, Roadmap for
Internet Success No Matter What
Product or Service You Sell...
100% Guaranteed!”**

**Give me 33 days and I'll prove you can be making real money online...
or I'll refund every penny you paid and give you
20 bucks out of my pocket for your trouble!**

"Jim Edwards and Yanik Silver hit the Internet nail right on the head in their **brilliant and realistic** '33 Days to Online Profits.' They actually **lead you by the hand** from total online innocence to **mastery of profits on the Net**.

I highly recommend that you follow their **roadmap to your success**."

Jay Conrad Levinson

Author, "Guerrilla Marketing" series of books

(Attend Jay's insightful Guerrilla Marketing Boot Camp on October 6th in Las Vegas. Get details at www.jayconradlevinson.com!)

Dear Internet Friend,

Yes, you really can make money online.

And I'm so sure of it - I'm willing to put my money where my mouth is. But first, let me share a story with you...

When my friend Carolyn was nine, she wanted to bake a cake to surprise her parents. She went into the kitchen and starting mixing together flour, sugar, chocolate chips, **ice cream** and just about anything else she could find that looked good.

You can probably **imagine** how it turned out. It wasn't a pretty sight. Carolyn ended up with a big mess and

something (she couldn't even call it a cake) that tasted absolutely horrible.

Now today, if she's baking a cake – she'll **start with a recipe**. Carolyn explained to me how she measures out all the ingredients and follows the **exact instructions** on the recipe. Now her cakes turn out pretty good and she even gets a couple compliments.

Okay, but what does any of this have to do with Internet marketing?

Actually lots!

You see, making money online without a **proven plan** is a lot like trying to bake a cake without a **recipe**...you'll only end up making lots of mistakes, a big mess and wasting a bunch of money.

Seems pretty easy, right? But the truth is, I've found more people confused, perplexed, puzzled and just plain baffled about Internet marketing. And who wouldn't be? There are more self-proclaimed gurus and 'wannabe' gurus out there than you can shake a stick at.

The problem is **who can you believe** online?

Everyone's running around telling you they have the "**secrets**" to Internet marketing and making money online. There are so many hyped-up "get rich quick" schemes floating around the Internet -- it drives me crazy!

I say, "Show me the proof!" Let me see what you are selling on the Internet that isn't "how to get rich quick on the Internet". (Isn't there something wrong with that picture?)

I don't think you could find many takers there.

And yet, **that's exactly what I've done**. In only a few short months I've achieved the ultimate Internet "fantasy" of making a lot of money from a simple web site that runs itself virtually on **autopilot** (and no, it didn't have anything to do with sleazy porn sites or selling "get rich quick" information).

You can start with a few bucks and a good idea to make lots of money online! I did, and I'll teach you how!

My first web site, [Instant Sales Letters](#), is responsible for bringing me a hefty **six-figure income**. Just last month it raked in \$21,663.27. (Not bad considering it takes me **a couple hours a week** to look after and I run the whole thing out of the corner of my living room.)

And that's just the start. Here are a few quick highlights from my proven Internet track record:

- A simple 2-week project created a massive profit windfall of **\$9,842.00** in just **4 days** and the next project I released netted me **\$15,561.49** in just **5 days**.
- I'm regularly invited to speak at \$1,000.00 to \$5,000.00/per person Internet seminars. (You better believe I wouldn't be invited back if I didn't deliver **real information**.)

But I'm not the only one!

My partner, Jim Edwards, is no slacker either:

Jim writes a **weekly newspaper column** on Internet marketing.

He's published and sold several best selling books online including, "**Selling Your Home Alone**", "**The TEN Dirty Little Secrets of Mortgage Financing**" and he's the co-author of the new blockbuster -

["How to Write and Publish your own eBook in as little as 7Days"](#).

What's more, another electronic information product Jim recently co-created did over \$91,460 in sales in less than 5 months!

As you can see, we both "**walk our talk**" – something that isn't too common online.

That's why Jim and I have teamed up to give you a **simple 33-day plan** that almost anybody can follow to start making **real money** online. It's called "**33 days to Online Profits**"

One thing you should know: This resource is unlike anything you've ever seen.

Actually, you'll think of this as **your "cookbook"** to Internet marketing. You simply follow the **step-by-step, day-by-day instructions** for 33 days and we guarantee you'll turbo charge your online sales.

We've taken all the guesswork out of it and **it doesn't matter** what product or service you're selling (as long as people actually want it). So that means...

33 days from today - your friends won't be laughing at your 'silly ideas about making money online

Honestly, we couldn't make it any easier for you if we tried...and the best part is you can [start right now!](#)

Now, we're not saying this doesn't require work. Of course it does. Anything **worth achieving** does.

But, if you simply **make a commitment** to spend the same time you normally do in front of the TV – working our system – we guarantee you'll be **earning money online** in 33 days or less (we'll tell you about our extraordinary guarantee in a moment).

Here's What A Few Experts Had To Say About This Program When They Saw A Sneak Preview:

"I was skeptical when I looked at the title--- but then I started reading the book and was **SPEECHLESS!**

This thing is FANTASTIC! Despite the fact that I have YEARS of experience online, I'm now using this 33-day easy-to-follow strategy on MY next online project!

Why? Because **it condenses everything you need to know and do** into a **simple daily action plan** ANYONE can implement.

The information, links, tips, and inside tricks are worth GOLD!"

Joe Vitale, the world's first Hypnotic Marketer
www.mrfire.com

"Finally, a most remarkable, simple and practical guide for anyone -- notice I say *ANYONE* -- who wants to make a fantastic living from the Internet."

"This ebook leads you from point to point like a well made map. All you have to do is follow each step and success is assured. It could not be simpler. It could

not be easier.

The list of resources is, alone, worth a hundred times the cost of this course. Those who have a dream of earning a lot of money from their internet business would be well advised to get '33 Days to Online Profits' immediately and to start using it right away."

This is one of my highest recommendations.

John Harricharan, Award-winning author
"When You Can Walk on Water take the Boat."

"Yanik Silver is the Mark McGwire of launching moneymaking Internet sites -- he gets a profitable 'hit' more often than anybody I know."

"Unlike a lot of books that give you lots of ideas but no few specific tips for how to actually implement them, this product breaks down the process for launching a **profitable online business** into bite-size tasks that anyone can implement.

It's really like the "**Cliff Notes**" for making money on the web and therefore, it's a bargain at ten times the price."

Bill Harrison, Executive Editor
Book Marketing Update, www.FreePublicity.com

"WoW! Finally, a take-me-by-the-hand-til-I'm-making-money blueprint for earning big bucks on the Internet!"

"Congratulations Yanik and Jim, SO many would-be entrepreneurs, and even those already along the way, desperately need not only what you teach, but how you teach it!"

Rick Beneteau, Author
[The Ezine Marketing Machine](#)

"33 Days To Online Profits is more than an ebook... it's a *step by step blueprint* that takes you by the hand and guides you to a successful online business."

"It's so easy to follow **a child could do it!** I've been running an online business since 1995... and I still learned several incredible new **strategies!**

Thanks! I sure wish I'd had it when I started out!"

Larry Dotson, Co-Author
"[Hypnotic Writer's Swipe File](#)" - A collection of hypnotic words, phrases and sentences guaranteed to double -- even triple your sales.

If you'd like to see why they're so **excited** and if you want to watch your **online profits soar**, "**33 Days to Online Profits**" is for you. Whether you're a complete Internet newbie or a seasoned veteran, this guide **will work** for you.

It's set up as a **comprehensive lesson plan** each day for 33 days. You simply click open the ebook and it **walks you through** from Day 1 to Day 33 of exactly how to turn a profit inside your web business. Each lesson is laid out for you in **complete detail**. Nothing is left out.

And it doesn't stop there. One of the biggest problems most people have with all the flimsy Internet marketing ebooks and courses, is that they tell you "what" to do, but they don't show you exactly **how to do it** and make sure it gets done!

Not here! After explaining each day's activity in full detail you'll get a homework assignment and resources for that day to make sure you stay on track.

And if you're thinking you'll have to spend hundreds of dollars for each day's lesson buying up useless software programs or other products - don't worry. If we make a suggestion for a resource, it's only because it will **speed up your success**... and Jim and I would never tell you to use anything we haven't personally tried ourselves first! (Or, if you're on a really tight budget – there's a special section devoted to getting maximum results with little or no money.)

But, what about your time commitment?

Look, we know you live in the real world and you can't devote every waking moment to your new Internet business. That's okay because we've designed your daily homework assignments so you can easily do all of this **part-time**.

Here are Just a Few of the Daily Lessons We'll Go Through Together To Get You on The Road to Making Money Online:

Week One – Getting Online and Ready for Business:

- § **What one question do you need to answer before to assure yourself of success online?**
- § **A simple method to choosing your domain name for maximum results (never, ever register a domain name until you follow these 2 steps).**
- § **What the first job of your web site really is.**
- § **How to avoid being taken by any scams and avoid the big mistakes that spell disaster before you even start.**
- § **The absolute most critical skill you need for online success (and no, it has nothing to do with being a computer genius)!**
- § **Why almost everyone is absolutely dead wrong about how they set-up their site**

Week Two – Laying the Groundwork for Marketing Online:

- § **A simple way to increase your sales by up to 87% and how to put the entire system on**

complete auto pilot.

§ **Achieve a “top 10” search engine placement without spending hours and hours fiddling with your site.**

§ **3 critical questions you need answered before you can promote your web site.**

§ **How to actually get your site listed #1 in the Yahoo directory (get this right and you’ll send tons of free traffic to your site)!**

§ **Take a tiny investment of \$10, \$20 or \$40 and make it explode into thousands of dollars in sales.**

Week Three – Laying the Groundwork for Traffic:

§ **Start generating thousands and thousands of dollars in free advertising using this one simple formula.**

§ **How to legally “advertise” on the most highly trafficked forums and discussion boards.**

§ **Why you should be happy to see lots of competition and how to make those same competitors thrilled to send you their best customers and traffic.**

Week Four – Get Ready for Serious Traffic:

§ **How to make 24% - 68% of your customers immediately increase their orders 25%-35% just by adding one simple page. (Very slick and powerful.)**

§ **How to get hundreds, even thousands of websites working for you advertising and selling your product.**

Week Five – Roll Out Your Business for Serious Profits:

§ **The magic of backend marketing! A simple method that made \$9,188.00 in just 72 hours with absolutely zero costs.**

§ **Find out EXACTLY what your customers want to buy from you next...without guessing or leaving it to chance.**

§ **And much, much more...**

**How much would you pay to get day-by-day instructions from 2 top Internet marketing experts every day for 33 days?
How about 88 cents?**

So it all adds up to this: For less than the price of a cup of coffee, Jim and I are willing to **take you by the hand**, push you, and prod you every step from ground zero to **making money** inside “**33 days to Online Profits**”.

You’ll never again have to spin your wheels and run around in circles trying to get your website to show a profit. You won’t have to settle for less than **maximum results** once you commit yourself to “33 Days to

Online Profits”.

Get Started Instantly

All you need to get started is the decision that you'll commit yourself to following each of the 33 days we've outlined in this course. Your entire investment is just \$29. We think you'll agree this is a **tremendous bargain** compared to anything else out there. In fact, Jim and I were originally planning on selling this information for \$199.00 but we wanted to make sure nearly anybody could afford it and wouldn't have an excuse not to get it.

So [click here now](#) to grab it for just \$29

But there's still more. Lots more...

3 Free Bonuses For Acting Right Now

We want to make saying “Yes” even easier by including three powerful bonuses that make this the total package for Internet success.

Bonus #1 – Killer Mini Sites package

We don't know why people would waste their time creating a portal, “vortal” or a content site when a creating a “mini site” is so much more profitable (and so much less work).

Mini Sites are simple, yet extremely powerful, one or two page web sites that have one job – to make the sale. These apparently harmless sites, when done correctly are unstoppable money-making machines.

Inside this special “Killer Mini Sites” report (being sold online *right now* for \$25.95 www.killerminisites.com) you'll get the exact strategies and insider information on how to create a super profitable mini site of your own.

Bonus #2 – “Warp Speed Info Product Creator Pack”

If you pinned Jim and I down and forced us to answer what is the #1, most profitable product you could sell online is – we'd have to tell you “information”...

It's true, there are so many reasons why information is great to sell:

- You have no competition. Everything you sell is copyright protected so you can't be “knocked off”.
- You enjoy incredibly huge profit margins if you let people “download” the information. Your profit margin is nearly 100%!
- You can work from anywhere you wish (and anytime you want).
- And you get paid over and over again for work you do one time. Once you create your digital product you can keep selling over and over again.

Inside this second bonus you'll have access to a collection of ebooks (PC version) that lay out the foundation for helping you create your own wildly successful information product. So have no fear if you don't have a product to sell online.

Bonus #3 - Insider Conversations with Internet Marketing Pros

Just recently several **big name Internet marketers** came together for a one-time, “by-invitation” only tele-seminar where they laid out their best ideas and secrets for making money online. You’ll get the entire unedited transcript of this powerful session.

Joining Yanik on the line were:

- Terry Dean
- Jonathan Mizel
- Ted Ciuba
- David Ledoux
- And information marketing millionaire, Ron LeGrand

Is this a **great deal** or what?

Now, we need to mention something up front and we’re sorry to be so blunt – if you are spending your last dime to purchase this ebook – you probably won’t make it. Frankly, you will have to invest some money to get going, not much like we pointed out earlier, but it will help your **success** to have a little extra to fund your business.

Now, on the other hand, look at it this way - what other business could you start on a shoestring budget? We haven’t found one.

Okay, so now the **moment of truth**. The only real question to ask yourself is this:

**Are You Willing To Commit
Yourself, Wholeheartedly,
for 33 Days to Following Our
Instructions?**

Yes or No

If you’ve honestly answered "yes", then please consider this a binding contract with yourself right now. This could be the decision that **changes your life**. We promise to do our part, if you’ll do yours.

In fact, we’re so absolutely positive of this – we’re willing to give you one of the most daring **guarantees** you’ll see in print.

Here's the Best Double Strength Guarantee You've Ever Seen!

Guarantee #1: This new program comes with a no-questions, no-quibble, one-year money back guarantee. If for any reason (or no reason), you decide this information isn't right for you, just email us at any time within ONE FULL YEAR, and we'll buy it back from you for every penny you paid.

Guarantee #2: If you show us you honestly tried the assignments and still want to return the system – We'll hand you a refund plus 20 bucks out of our own pockets to boot.

Now, the only way you can lose is by missing out on this deal.

Our Internet friends think we're certifiably nuts to offer such a great deal and **incredible** guarantee. We can't promise we won't be raising the price soon.

Really, there's really nothing left to say. We've done just about **everything possible** to getting started with **"33 Days to Online Profits"** right away. In fact, if there's something we haven't done (short of giving it away) that you think we should have – let us know. Otherwise, it'll be a huge mystery if you chose not to get in on this deal.

Think about it, you could keep stumbling and fumbling around trying to make the Internet work or you could get **2 proven coaches for just 88 cents per day** to work for you.

So what are you waiting for to make your Internet dream come true?

[Click here now to get going!](#)



INSTANT ACCESS

[Purchase Online](#) with Credit Card by Secure Server

[Click Here NOW to download your copy!](#)

It doesn't matter if it's 2:00 a.m. in the morning!

Your Internet friends,

Yanik and Jim

P.S. 33 days from today **you can be well on your way** to making a great part-time or full time income online or... you could be in the exact same spot you are right now. **It's your choice!**

[Order Now!](#) | [Earn Money](#)

Phone 301--656-2424 Fax 301--656-2471
Email: info@33daystoonlineprofits.com

Go Visit the Actual 33 Days to Online Profits Site

<http://www.inforingpress.com/webletters1/33days/>

Terry Dean



Terry Dean and I have something in common. We both have been pizza delivery guys.

He's since gone on to become a highly respected Internet marketing guru who teaches people how to make money online with infoproducts.

[Click here to sign up for our FREE affiliate program paying an incredible 50% commissions...](#)

E-zine Editors... Authors... Information Publishers...

**** NEVER BEFORE SEEN ****

Techniques For Turning an Electronic Newsletter Into a \$20,000+ a Month Profit Stream!

If you thought publishing ebooks was the next big money making revolution, think again.

I've recently developed an electronic newsletter publishing formula that's so powerful, I can stop marketing today - not get another paying customer for the next 6 months - and **STILL** pull anywhere from \$10,000-\$20,000 a month.

This formula:

- ✓ **DOESN'T** require you to get advertisers.
- ✓ **DOESN'T** require you to have any extraordinary writing skills. In fact, if you can write a 1-2 paragraph description, you can make it work for you.
- ✓ **DOESN'T** require a huge investment. I started off with an \$18.95 a month Web site, and a 15-hour weekly commitment.
- ✓ **Is HARDLY** being used online. So your competition is practically zero. (Right now, I don't have ANY competitors.)

Dear Information Publisher,

Publishing, promoting, and teaching others how to sell their information products online is my life. (And has been since 1996.) My list of credits include...

- **Make Your Knowledge Sell**
Which I co-authored with bestselling author of *Make Your Site Sell*, Dr. Ken Evoy. Just released March 2000, This 1,143 page ebook is sold on hundreds of sites across the Net. (Just look it up in any search engine, and you'll see first hand for yourself.) It's now considered to be the information publishers bible.
- **How to Successfully Sell Information Products Online**
In 1999, hundreds of people invested \$269 to receive this 7-manual set.
- **The Online Infosellers Jump Start Kit**
The only workbook set for infopreneurs that features a complete set of checklists, templates and submission guides, for total Internet success.
- **The Information Marketers Internet Mastery Program**
My latest 12 video set. It includes all the sessions from my 3-day, \$1,495 workshop in October 1999.
- **How to Make Your Business Famous in 6 Months or Less**
This print manual has been featured in magazines like *Spare Time*, *Business 97*, *Upline*, and several others.
- **How to Make \$100,000 a Year Promoting and Selling Market Research Reports Online**
- **Successful Schmoozing on the Net**

And 9 other titles, in the form of ebooks, video tapes, booklets, special reports and manuals. Read what others have said about my work...

"More than DOUBLED my sales"

I made the changes and so far here are the results: 3-4 books a day instead of 2/week Double the signups to EDI virtual seminar and free teleclass.

Phyllis Davis-Minik
<http://www.edi-barcoding.com/>
Author, *EDI Basics Workshop*

"I'm absolutely sure that without this extremely valuable advice I received from you, I wouldn't have achieved even one-quarter of my report sales."

I have absolutely no hesitation in saying you are one of the best online marketing counsellors I've come across in my one thousand-plus hours

online, and greatly appreciate your sharing your experience and knowledge with others on the web.

Thank you again from the bottom of my heart!

Dr. Mani Sivasubramanian, M.D.

<http://www.drmani.com/report/fontanreport.htm>

Author, *After the Fontan: How Fontan survivors fare in the long run*

"Before you get online, get Monique"

...Marketing 'experts' are plentiful as grains of sand on a beach. Read their material; study what they are saying to you. Is it convincing? Is the material realistic or puffery? Do they preach a 'get-rich-quick' mentality, or do they convey a persistent, stick-with-it attitude to achieve success? Internet-hype is cheap and pervasive. Credibility and sincerity are the elements for a strong foundation for e-commerce.

Monique is that rare grain of sand that has transformed her knowledge into pearls of wisdom for anyone wanting to be a successful marketer on the Internet. Before you get online, get Monique.

Bill West, CRS

<http://www.garagenouszone.com/>

Author, *The Garagenous Zone - The Complete Garage Organizer Guide*

"Every page reveals something new and interesting"

In my opinion, these manuals are a fantastic resource. My only regret is not getting them sooner! Monique Harris delivers a non-stop flow of solid marketing advice that's actually based on her own online experiences, rather than theory.

Robert D. Boduch

<http://www.bizprofitbuilder.com/>

Author, *Great Headlines Instantly!*

So as you can see, clearly I'm no novice at the game of creating and selling information over the Internet.

"Well recently I put my years of information marketing knowledge to a huge test..."

You see everybody's always saying that it's impossible to get people to pay for access to an electronic publication. Online marketing guru's swear that you should only use an e-zine - (*short for electronic newsletter*) - to promote another product. They say you should NEVER charge your subscribers.

I imagine that many of you reading this letter have blindly followed this oft given advice. (*I know that I have!*) And sure... perhaps you've made a couple of extra dollars selling ad's in your publication. Or you generate a few product sales because of your e-zine.

But I bet in the back of your mind, you've thought to yourself that this whole promotional e-zine development thing was DAMN hard work!

For the amount of time and labor you invest in creating a free e-zine, you rarely get back a sizable return of revenue. (*And by 'sizable,' I mean \$10,000 a month, or more.*)

Yeah - I've been on this roller coaster ride too!

However, in January 2000 I decided that enough was enough. I was going to see first hand whether or not people were as apprehensive about paying for electronic newsletters over the Net, as I'd heard so many times.

I'm now 10+ months into this venture. So what did I learn?

"Dear friends... we've all been SUCKERED!"

People ARE willing to pay for subscriptions to electronic newsletters - (just like they're willing to pay for everything else online).

I started getting paying subscribers to my electronic newsletter, **Digital Publishing & Promotion**, less than 6 days after I launched it. Back then I was charging \$67 a year for access. Today the subscription rate is up to \$249 a year - (an increase of \$182, in

less than six months). And **STILL** 1 out of every 25-30 of my Web site visitors subscribe.

"But you want to know what really amazes the heck out of me?"

Right now I make more money each month promoting my fee-based, electronic newsletter, than I do selling ANY of my other ebooks, manuals or video tapes COMBINED. And that's after only 6 months of on-and-off marketing!

Yes... I said on-and-off marketing. I don't sit at the computer all day trying to get people to subscribe to my newsletter.

The formula I've discovered is so powerful, that I can stop promoting my newsletter at any given time, and still pull anywhere from **\$10,000-\$20,000** a month. And mind you, that's with less than 1,000 subscribers.

There's no other information product out there that'll give you a ***constant revenue stream***, from such a small number of customers. Not ebooks... not booklets... not audio tapes... nor special interest videos - **NOTHING** else costs so little to deliver, while giving residual income month after month, year after year, except electronic newsletters.

"And with my new manual in your hands, you'll learn exactly how I got nearly 800 people to pay \$19.95 a month for access to my own electronic newsletter"

If you want to make a full-time income publishing an e-newsletter, there are certain strategies you must follow. You can very well discover these tactics on your own, by going through months of trial and error.

But before you do, remember this -- my entire business is centered around selling information online. And I **STILL** spent dozens of work hours, as well as thousands of dollars, attempting to figure out what works, publishing my own electronic newsletter.

So why subject yourself to similar tortures?!? (*Unless you get some sort of insane thrill from wasting time and money unnecessarily.*)

You can beat the learning curve, and take advantage of all the hard work I've already done. A small investment in my manual, ***The Paperless Newsletter Publishers Guide***, will give you...

- **The critical tools you'll need to develop a \$250,000 a year newsletter idea, in 48-hours or less.** My Mix-and-Match Newsletter Niche Formula will have you coming up with new ideas in just minutes.
- **3 Undercover techniques for discovering what your readers REALLY want in a newsletter.** Don't guess, when you can hear it directly from their mouths.
- **A straightforward newsletter format that people are ALWAYS willing to pay for.** (*And it won't require you to have any serious writing skills.*)
- **What to put on your Web site so that you'll gather subscribers faster than Michael Johnson runs the 100-yard dash!**
- **A RARELY used subscription payment plan that'll capture freebie seekers like crazy.** Most Internet marketers say you can't make money from freebie seekers. I'm going to show you a simple way to grab hold of this gigantic market, and make anywhere from \$10-\$240 per subscriber.
- **A complete step-by-step road map for researching and writing the content in your newsletter.** I'll show you how to decrease your research time from days to hours.
- **10 sure-fire recipes for securing at least 100 cash paying subscribers in 30-days.** Implement these techniques on a regular basis, and you'll be making \$20,000 a month - (or more) - in less than a year.



- **The resources to help you completely automate the order-taking process.** Forget about processing credit cards, adding new subscribers, delivering passwords, and all those other time-consuming administrative tasks. When you get finished reading this manual, the only thing you'll have to worry about is writing the actual newsletter.
- **5 elements you can add to your offer, that'll draw new subscribers like bees to honey.**

The Paperless Newsletter Publishers Guide is a quick, yet comprehensive, read. There's no fluff. You'll find the exact formula I've been quietly using to earn \$500+ EVERYDAY with my own electronic newsletter. I don't know of anybody else who's doing what I'm doing, to this degree.

Buy it today, and you'll want to start implementing the suggestions almost immediately. (I'm telling you, it's not hard!)

And best of all...

You Also Get Terry Dean's New Manual "Digital Newsletter Publishing: Step-By-Step Guide to Creating Your Own Highly Profitable Online Membership Site

This **brand new manual** from Terry Dean is the perfect companion course to get your "digital publication" started quickly and easily.

Terry is well-known Internetwide for his ability to take complicated subjects and boil them down into simple step-by-step systems. This new manual is no exception. **He will take you by the hand and lead you straight through the entire setup process** and your very profitable membership launch.



- Find out the 7 Step System You can use to make sure you have the **Perfect membership site topic** to generate thousands of new subscribers.
- How to Get Professional Writers to Write 95% of the content for your product exclusively for you only...**For FREE!**
 - Printed Text is only the beginning...Find out the **10 types of in-demand information** you can produce and supply to your members at little or no cost.
- Learn About the membership site mistake Terry made which has cost him a **minimum of \$1,000,000**...and how almost everyone starting a membership site is making the **exact same mistake** he did!
- **10 Surefire Recipes** for Generating thousands of paying subscribers to your publication with **Little or NO Money**...
- **How to Set Up the Complete System on Auto-Pilot** including order taking, credit card processing, digital delivery, and more...Your own membership site is the perfect Internet business.

"**Digital Newsletter Publishing**" will guide you **step-by-step** through the creation of the site topic, setting up the automatic ordering systems, password protection, having others produce your content for you, and promoting your site for the first several thousand members.

"You'll get 3 additional training bonuses to help improve your operation"

TRAINING MODULE #1 - "eBook Secrets: How to Create And Sell Your Own Profitable eBooks on the Web" (\$39 Value)

This 420 page best selling book by Ken Silver will reveal to you even more ideas about how to create your own profitable digital information publishing business.

This ebook will teach you how to set up your web site, how to write successful sales copy, and how to write your own profitable materials. It is the perfect compliment to the two training manuals above...

TRAINING MODULE #2 - 8 More Ways to Profit From Your Electronic Newsletter (\$47 Value)

Wanna make another \$10,000-\$500,000 from your publication? This special report will give you eight easy-to-implement ideas that'll turbo boost your profits.

I personally made \$4,000 in a single day, using just one of these powerful techniques. I guarantee you'll be amazed to learn how simple it is to create additional revenue streams from your publication.

TRAINING MODULE #3 - Promotional, Profit and Power Strategies For Online Newsletter Publishers (\$47 Value)

This 43-page special report offers a virtual recipe book of techniques to keep your campaign going strong. Lots of great ideas whether you're just getting started, or you need something to jump start your sales.

"There's NO REASON for you to miss out on this one-of-a-kind package"

If you want the luxury of earning a steady income month after month - without having to spend every waking moment promoting your publication - you'll immediately click on over to the [Secure Order Page](#), and purchase *The Paperless Newsletter Publishers Guide* right now.

I've made it incredibly easy for you to learn the art and craft of producing a fee-based, electronic newsletter. Plus...

1) I'm so confident that you'll be able to develop a highly profitable, fee-based electronic newsletter, that I'm willing to back up my offer with a bold guarantee.

Within the next 6 months if you don't make at least \$10,000 using my strategies, or if for any reason you're unsatisfied with the package, simply return the materials to me. You'll receive a complete refund. No questions asked.

You see I'm a no-nonsense business person. And I'm 100% sure that you're going to gain a wealth of information from this set. So I don't mind putting my butt on the line to prove that point.

2) Your investment for this powerful information is only \$97.

When I first started my electronic newsletter in January 2000, it cost me wa-a-a-ay more than \$97 to determine what worked, and what didn't. (In addition to all the time I had to spend perfecting this formula.) You don't have to make the same mistakes that I did.

Granted, this package isn't some 1,000 page mega-set. For \$97 I'm giving you the power to cut out all the guesswork, and get my secrets in a quick, easy-to-follow format. If you don't think your time - (*at least 10 months worth*) - is worth \$97, then there's no need for you to order.

But if you want to start building your newsletter publishing empire TODAY - for the least amount of money... using techniques that have been PROVEN to work - you'll confidently order this set.

3) Order today, and you'll have access to this ebook instantly.

Please note that these manuals are in Free Acrobat PDF format so they will work on IBM compatibles and Macintosh computers, but will not work on Web TV at this current time.

"Look around the Net - hardly any other infopreneurs are publishing fee-based electronic newsletters!"

So there's practically NO COMPETITION right now.

Learn these powerful strategies today, and you'll be well on your way to creating a revenue stream that will pay you for years to come. You can't lose - (*unless you delay on this offer*).

[Click Here to order on my secure server right now](#)

If you would prefer to pay by check or money order, then please make it out to "Business Systems 2000" and send it to the address below:

Business Systems 2000
13083 Olive Branch Road
Hagerstown, IN 47346

I look forward to helping **YOU** produce a profitable electronic newsletter!

Warmest regards,

Monique Harris & [Terry Dean](#)

Authors, *The Paperless Newsletter Publishers Guide* & *Digital Newsletter Publishing*

P.S. Please take note that we can't guarantee how long we will be offering both Monique Harris' *The Paperless Newsletter Publishers Guide* and Terry Dean's *Digital Newsletter Publishing* together for one low price...You need to get yours before the competition does, without any risk at all...[Click here now to order...](#)

Go Visit the Actual Paperless Newsletter Site

<http://www.inforingpress.com/webletters1/paperless/>

Neil Shearing



Neil Shearing is one of those multitalented prodigies we all love to hate.

Not many of us can become respected Internet marketing experts in our spare time from studying for a PhD in Cancer Research.

He launched ScamFreeZone in 1997 as a consumer protection site, to warn people about the many scams online.



About Neil Shearing

Internet Success Diamonds!

by Neil Shearing, B.Sc.

"Electrify Your Profits By Discovering and Applying **THIRTY** Secrets Used By The Experts To Generate **Millions of Dollars** Online! "

"Finally, For The First Time, **TEN** Of The Top Internet Marketers Reveal Their **Ultimate Secrets!**"

Hi, I'm Neil Shearing,

Let me ask you a question....

Are You Fed Up With Information Overload?



I am. I'm so fed up with fluff and filler I've decided to bring you something you won't find anywhere else online...top-class hardcore secrets from the best Internet Experts....information that will electrify your online profits!

I've persuaded TEN of the top Internet experts to spill their guts and reveal their "insider secrets" for making incredible profits online. Information from one expert would be good, but TEN experts...that's devastating!

I guarantee this is pure dynamite that you cannot find anywhere else!

So tell me....

How Much "Killer" Information Have You Found Online Today?

I'm sure I can answer that question for you...little or NONE.

Why is that?

Is it because you're not surfing right? No.

Is it because the search engines haven't indexed many pages? No.

Let me tell you...it's because there's so much garbage out there!

Unless you know how to ruthlessly MINE the Internet, unless you know how to separate the diamonds from the coal dust, you'll spend hours and hours going around and around in circles!

One of the biggest skills to learn online is how to sift the lightweight information from the truly useful nuggets.

The problem is everywhere!

- Webpages full of useless banners
- Search engines bombarded with fake sites
- Ebooks full of pages upon pages of trash
- Newsgroups full of commercials
- ...and tons and tons of spam email!

So what's the answer?

I'm glad you asked...

To Get Crystal Clear Help... You'd Find An Expert, Right?

Of course you would.

But not everyone can walk up to an expert and ask them straight out....you have to get to know them, and that takes time.

Fortunately for you, I've asked them all on your behalf.

Ten of them!

And instead of getting one "secret", I got their TOP THREE!

That's THIRTY insider secrets from the experts who truly know what it takes to help you succeed online!

Let me see if YOU'VE got what it takes to read this report...

If You're Going To Be Successful Online, You'll Have ALREADY Decided You Need To Read These Secrets!

That's not my "guess", that's a fact.

Let me explain... it's one thing not to have the opportunity to find out THIRTY secrets from the top ten experts. If they wanted to keep their top secrets to themselves, who could argue? After all, these marketers are at the top of the tree. They earn millions and millions of dollars in sales each year!

But I've known these people for years. I've managed to convince them that if they help others be successful, there will be many more people online to buy their next product! So I've got the top ten marketers to reveal their killer secrets!

If you're not excited by the possibility of reading this report, you won't be excited by the thought of earning millions of dollars or retiring 20 years early. If that's the case, please, be my guest, submit a few pages to the search engines...see how many nickels you make.

But if you see the power of this information and how much it could help you...

Try These Experts On For Size!

I'm a busy man, and I know you're busy too.

There was no point in wasting everyone's precious time getting together a rag-bag of second-rate "experts".

I've only put this report together because the cream of the cream have agreed to take part.

Imagine you're reading this report...you're devouring it. Who would you want to see on the next page??

- Corey Rudl, Owner of the Internet Marketing Center and Self-Made Millionaire!



Corey has bootstrapped his business from the bedroom of his apartment into a million-dollar sales machine in a few short years. He's now in huge demand for his Internet marketing expertese, both as a guest speaker at seminars and as a one-on-one tutor, for which he charges \$1280 per hour!

- Ken Evoy, Author of "Make Your Site Sell" and President of SiteSell.com



Ken's rise to power-marker has been nothing short of amazing! He started out selling "Make Your Site Sell", a 400-page Internet marketing manual for just \$17. By overdelivering, Ken created a huge, devoted customer base who bought his more recent releases, all of which overdelivered to the same extend as MYSS. Ken also pioneered the use of "permanent cookies" in his associate program which allowed associates to earn commissions on any purchases by "their" customers.

- Jim Daniels, Author of "Insider Internet Marketing" and Owner of JDD Publishing



Jim is another self-made Internet success story. He started out in 1996 with \$300 and a 386 computer! Just six months later, his Internet business was supporting him full-time. Now he makes hundreds of thousands of dollars each year through his online ventures and freely admits that he could make much more...but he just likes playing golf too much! His excellent BizWeb eGazette is sent to over 50,000 subscribers each week!

- Michael Campbell, Author of "Nothing But Net" and CEO of Dynamic Media Corporation



If you've spent any time on the Internet, you'll have probably already heard of Michael Campbell. He generated over \$750,000 in sales of mobile phone accessories for one company in one year, using just search engine positioning strategies!

- Allan Gardyne, Owner of the AssociatePrograms.com Directory and Newsletter



Allan has built one of the best niche directories on the Internet. His AssociatePrograms.com website boasts 3,359 listings covering every type of program. Allan's newsletter is now legendary for imparting valuable, useful information every Friday, an incredible feat.

- Marlon Sanders, Owner of Higher Response Marketing, Author of "The Amazing Formula" and Internet Consultant



Marlon's "Amazing Formula" ebook is billed as the only product in its class to have over a hundred pages of testimonials. The associate program for the "Amazing Formula" has been in the top ten of Allan Gardyne's AssociatePrograms.com for over a year. Marlon's new ebook, "Gimme My Money Now" looks set to do even better.

- John Audette, Owner of Adventive and Moderator of the I-Sales Digest.



John has started, built and sold two successful and profitable Internet companies with a combined value of approximately \$20,000,000...the Internet News Bureau and Multimedia Marketing Group. What John doesn't know about Internet marketing you can fit on the back of a postage stamp!

- Declan Dunn, Author of "Winning the Affiliate Game" and Internet Consultant



Declan has worked with such prestigious companies as CNET, Network Solutions, ABC and PBS. He is in demand for his knowledge of performance marketing and his knack of spotting Internet trends before they happen!

- Jonathan Mizel, Author of "The Online Marketing Newsletter" since 1993!



Jonathan Mizel is the King of opt-in email. He has written over 200 targeted opt-in email campaigns for such business giants as Disney, Intel, and BMG Music Club. Jonathan has been online since the very beginning of the Internet, and his experience is in great demand as a seminar and conference speaker.

- Rob Frankel, The Branding Expert and author of "Revenge of Brand X"



Rob has been called "the Branding King" by John Audette. Rob's insight into creating "Big Time Brands" and using them to generate sales has made him one of the most requested experts online. He has advised countless major corporations such as Nintendo, Sony, Sanyo Stereo Products, and SEGA.

The Top Three Secrets From Each Of Those Marketers Must Be Worth A King's Ransom!

Too often I see people making bad judgements when it comes to buying informational products.

For example, they think that if a 400 page ebook sells for \$20, it must be great value!

Not necessarily. It may be 400 useless pages! Perhaps 400 pages of recycled information from 1996.

It's important to see past the quantity and understand the quality!

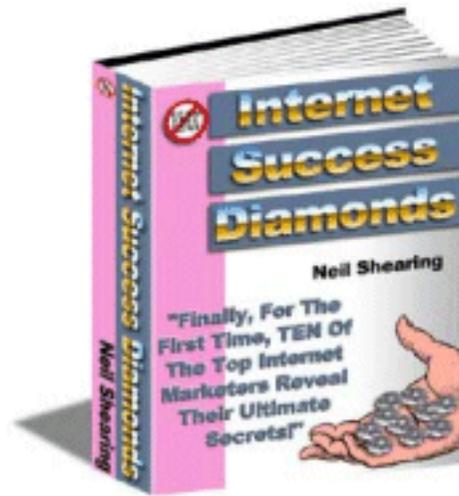
What if I told you I had a cure for all forms of cancer written down on a single piece of paper. How much would that one piece of paper be worth? Millions, Billions of dollars?

Now visualise your profits before and after reading these THIRTY secrets!

Let's imagine your profits triple! Say they improve from \$100 per day to \$300 per day. So these secrets are worth...

- \$200 to you today, tomorrow and the next day
- ...an extra \$73,000 over the next year and...
- ...Ten years from now, this one small report has made you nearly three quarters of a million dollars!

But more than that, it will have fulfilled your dreams of retiring early, owning a yacht or a beachfront villa...and if you realize your dreams...that's priceless!



Don't Order If You Only Wish For Success!

This ebook contains the top three secrets to creating long term success from TEN of the best marketing experts online.

It does not contain marketing hype or nonsense such as "add one word to your salesletter and triple your sales overnight!".

Firstly, those "secrets" don't exist. Secondly, I know you're smart enough to see headlines like that as pure hype.

This book is not about hype, it's about learning how these experts created long term success from years "in the trenches" and applying their methods to your business. If you're looking for overnight success, buy a lottery ticket and wish!

But if you want to learn the "hard won" secrets to success, in what Michael Campbell has called "one of the most powerful ebooks ever written", take advantage of the "screaming insanity" guarantee, and order today!

Don't Risk A Dime Of Your Money "Screaming Insanity Guarantee"!

I know this product will blast your socks off!

In fact, I get my kicks from seeing people's mouths fall open as they read this report!

But, hey, you might not like it! You may think it's too powerful for anyone to read, and beg me to take it away from you before your eyes pop out!

In that case, take advantage of my totally unique guarantee...not matched by any other online marketer!

This three tier guarantee is the Biggest, Baddest and Boldest guarantee ever seen on a digital product, and I offer it on Every Single One of my products!

Here's how it works...

When you place your order, I won't charge your card!

That's right. If you request a refund within two days of purchase, your credit balance won't be touched and you'll never see a charge from my company on your statement!!

But this is a open-ended guarantee...

I DON'T want you to think you HAVE to ask for a refund within 48 hours...that's NOT the case...

You can have a 100% refund at any time up to ONE YEAR from your purchase day..." at any time and for no reason"

Most websites only offer a teeny weeny "30 day guarantee". But I'm so confident that you'll love the "**Internet Success Diamonds**" AND will make money with it that I'm offering this incredible guarantee...

But there's more!

I have such confidence that you'll LOVE "Internet Success Diamonds" AND it will make money for YOU that I'll pay you back THREE HUNDRED PERCENT after one year.

That's right. If you're not delighted after one year, simply ask for your money back and I'll refund 300%!

You can have a total, complete refund at any time up to one year. But if you use the information for a year and don't make money (an unlikely situation), I'll refund 300% to say "thanks for trying". You don't have to prove you tried, there are NO strings attached to this guarantee.

I won't even ask why.

Plus, you get to keep the valuable bonuses!

And I won't even ask you to delete your copy of "Internet Success Diamonds"!

I'll cheerfully refund your money, no "ifs, ands or buts".

Here's a summary...

Best Digital Guarantee EVER!	
First 48 Hours	No-Charge Period
First Year	100% refund! Just ask
Second Year and beyond	300% refund! Just ask!

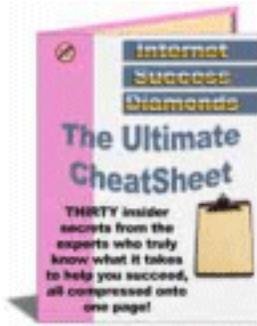
Original, Valuable Bonuses!

People who have bought from me before know that I like to overdeliver. It's not enough for me to have happy customers, I want delerious ones...ones that email me and say how amazed they are that I can offer such crazy value!

My craziness is your good fortune because I've stacked up some of the best bonuses seen online!

If you order before **MIDNIGHT November 17** I'll guarantee you these two valuable bonuses...

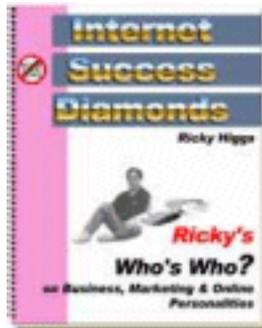
- Bonus 1: "The Ultimate CheatSheet!"



I've taken the answers from all TEN marketers and boiled them down into just one page!

You can print it out and memorize it....imprint it on your brain by sticking it on the fridge door...review it on the bus, or in your lunch break...the most powerful piece of paper in the world!

- Bonus 2: "The "Who's Who" Guide by Ricky Higgs"



In my ebook, I'll introduce you to ten of the online "power-players". Ricky Higgs has compiled an ebook with the biographies of another 70 great marketers. Once you know who these people are, where their websites are to be found, and how to contact them, you can learn from them and adopt their winning ways. I wish I'd had this resource when I first started out!

OK, OK!...I Need It, NOW!

And you can have it now...yes, right now, instantly, online.

I won't even ask you to check your email....let's just review what's in this amazing bundle....

THIRTY top success secrets from the top ten online marketers in this power packed ebook of just 50 pages!

- Corey Rudl,
- Declan Dunn,
- Marlon Sanders,
- John Audette,
- Ken Evoy,
- Allan Gardyne,
- Jim Daniels,
- Michael Campbell,
- Jonathan Mizel and
- Rob Frankel!

PLUS the ultimate cheatsheet...a one-page, intense version of all the secrets!

PLUS Ricky Higgs' Who's Who compendium of 80 Internet marketers

How Much Is This Package Worth To YOU?

We've already seen how this ebook could be worth \$73,000 to you over the course of a year if you simply increased your profits from \$100 to \$300 per day.

But look at this another way...a conference of "super Internet marketers" was recently held in Los Angeles. It featured several of the people in this ebook.

The conference was attended by over 300 people who paid \$5,000 each to attend! Plus they had to pay for flights, accomodation, taxis etc.

They also had to give up a few days of their lives to learn from many of the same people who have revealed their diamonds here!

I've been told that I could charge several hundred dollars for the information contained in this report...it's that valuable. Remember, there is no fluff or filler. This ebook hits you again and again with phenomonally powerful marketing secrets from ten of the Internet's best minds.

Allan Gardyne, who features in the book, said...

"At only 50 pages, "Internet Success Diamonds" may be designed as a quick read, but it's taken me quite a while to get through it.

I've been savoring each pearl of wisdom and taking notes. I've already read it twice and I'm sure I'll return and read many more times.

You can't possibly lose, so get this life-changing book now: "

...and Allan is one of the experts! Even he devoured it!

Order by MIDNIGHT November 17 and I'll guarantee you "Internet Success Diamonds" plus the bonuses for just \$79!

Please fill in your details to order by Mastercard, Visa, American Express, Diners or PayPal...

Name

Address

Country

Postcode/Zip code

Telephone

e-mail

If clicking the button doesn't do anything, please [click here](#)

Comments or questions? Please
email me personally,
neil@scamfreezone.com

To learn more about the author,
[click here](#)

Internet Success Products
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Rose Cottage, East St.,
Bovey Tracey TQ13 9EL
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Copyright © 1997-2001
All Rights Reserved

P.S. There's no risk whatsoever in making your purchase right now!

No-one else offers a 48 hour "cooling off" period on digital products...that's because I want to you make the decision right now and get the jump on your competitors!

Afterword from Neil Shearing

As for how I wrote the copy, it's not a very inspirational story...I just do this...

- Write what I think would grab **my** attention
- Keep my attention with colours, bold and graphics
- Headlines and sub-headlines
- Show me the benefits of the product and how it
- Will help tremendously
- Provide proof and testimonials
- Make it **impossible** for me to refuse with an
- Outrageous guarantee
- Show me how to order the product

All with no distractions.

I then kill any fluff, and spice up any words that are limp!

Go Visit the Actual Internet Success Diamonds Site

<http://www.inforingpress.com/webletters1/diamonds/>

Robert Boduch

Robert Boduch is a highly respected copywriter.

His personal website is:

<http://www.bizprofitbuilder.com/>

Attention Entrepreneurs, Business Owners, Marketers of all kinds! Now there's a faster, easier way to make all your marketing and promotional efforts much more successful! Here's...

How To Attract More Interested, Enthusiastic Prospects... More Customers... And More Cash Profits From Every Ad, Sales Letter, Web Page, Or Any Other Marketing Piece You Ever Use -- 100% GUARANTEED!

Discover The Secrets Of The Most Successful Headlines Of All Time! How To Achieve Record-Breaking Response Rates, Explosive Sales Growth, And Maximum Profits Without Spending A Penny More!

Dear Entrepreneur,

How would you like to boost your response rates by a whopping 1700%?

Imagine making up to **seventeen times as much money**, automatically, effortlessly, and without spending a penny more!

It *has* been done. Now **you** can do it, too.

The Number One Secret To Successful Marketing

After spending hours working hard to get it "just right", your success or failure with any ad or marketing piece often boils down to one key component

It's the HEADLINE!

- Your headline either attracts massive attention or it doesn't.
- Your headline either targets your specific prospects or it doesn't.
- Your headline either pulls those prospects inside or it doesn't.

Every ad, press release, web site, or marketing document of ANY kind, MUST have a strong headline to succeed!

The results you achieve are in direct proportion to the attention-getting and interest-arousing quality of your headline.

A good headline can easily double or triple your response -- a great one can do even better! Imagine how your bank account will expand when you suddenly get 2, 3, or even 10 times as many people to read your messages! (Let alone 17 times more readers!)

You only have to listen to some of the greatest names in the history of advertising to realize that nothing is more important to your success than the headlines you lead with in your marketing materials.

Here's what **David Ogilvy**, one of the brightest advertising geniuses ever, said about the power of headlines:

"On the average, 5 times as many people read the headlines as read the body copy. It follows that unless your headline sells your product, you have wasted 90% of your money."

Famous copywriter and author of the book, *How To Write A Good Advertisement*, **Victor Schwab**, had this to say:

"Some of the most tremendous flops among advertisements contain body matter filled with convincing copy. But it just wasn't capsuled into a good headline. And so the excellent copy didn't even get a reading."

Another advertising guru, **John Caples**, summed up the importance of headlines with this remark:

"I spend hours on headlines -- days if necessary. And when I get a good headline, I know that my task is nearly finished. Writing the copy can usually be done in a short time, if necessary. And that advertisement will be a good one -- that is if the headline is really a "stopper"."

And master direct marketer, **concluded:**

"Based on hundreds of tests conducted, a good headline can be as much as 17 times more effective than a so-so headline. And this is with exactly the same body copy!"

With today's hectic pace and wide array of choices, headlines are more important than ever! According to *Direct Magazine* (July 1999) an American leather-ware firm sent out an electronic mailing and by accident, forgot to include any body copy. So their message was sent with *nothing but headlines*. Much to their surprise it pulled the largest response rate ever!

Sadly, most marketers miss this crucial point altogether. Some run weak, boring headlines while others don't use any headlines at all! They just don't realize the vital importance of having an effective, attention-getting headline.

Whatever marketing methods you choose, you'll improve your results 100% of the time when you start off with a great headline!

Whether you're creating a direct mail package, sending out a press release, writing a sales letter to your current customers, or any other kind of promotion you simply must attract the attention of your audience first, with a benefit-packed headline -- or you'll never attract their interest or win their business!

Are you getting your full message across to prospects?

***Look at yourself as an example:* When you read a newspaper or magazine, do you read every word of every story, or do you scan the headlines? And we're just talking about editorial content -- chances are, you read even less advertising or direct mail!**

Your prospects are no different. They're thinking about their own lives -- their dreams and desires, their problems and anxieties.

To get your message across, you need a headline that's interruptive and powerful.

To improve your headline results promise an impressive benefit -- a benefit so irresistible it makes prospects eager with anticipation to go and find out more! If your headline doesn't offer an appealing benefit, 80% of your prospects will never venture beyond those first few

words.

That's right - they won't even bother to go on and read the rest of your message.

Target your best prospects with a headline that reaches out and "grabs" them! Give them a strong reason to read your entire message... and that reason is: the promise suggested in your headline.

If you're not doing this now, It's costing you money! It's that simple.

Look at it this way: no matter what you put in your ad, sales letter or web page, you're paying the same amount of money for printing, mailing, hosting, design services, or to buy space for that ad. If your promotional efforts bring in one sale, it costs you the exact same amount of money as it would if you received 51 sales, or 551 sales!

Improving your headlines can you give tremendous marketing leverage and make every promotional effort far more profitable!

And Now You Can Learn How To Write Powerful, Arresting Headlines That Pull In More Prospects And Customers Whenever You Wish!

A good headline is like an unstoppable force that reaches out and takes hold of your prospect by the collar and literally forces him to read your important message! And here's something you should know about headlines:

Great Headlines Don't Just Happen By Accident!

They happen because someone sat down and applied proven techniques for creating headlines that command attention - headlines that stimulate interest, headlines that sell!

And if you want to discover the secrets of winning headlines; if you want to master the skill of headline writing; If you want to take control of the awesome, money-making power of irresistible headlines, then here's

How To Create Explosive, Impossible-To-Ignore Headlines For Any Product Or Service-- In Just Minutes!

And, the beauty of it is

- You don't need to be a writer
- You don't need to be an advertising or marketing expert and
- You don't need to spend a penny more on your promotions!

Introducing

Great Headlines Instantly How To Write Powerful, Attention-Grabbing Headlines That Pull In More Prospects, More Customers And More Profits, NOW!

It's a full-size manual jam-packed with all the inside secrets -- tips, techniques, ideas, and strategies for more effective and profitable headlines! It's a complete resource -- nearly 200 pages of pure profit-building power!

It's everything you could ever need to generate great headlines on demand. It's your one-stop reference guide with detailed, easy-to-follow information and hundreds of practical examples you can refer to ANYTIME you need a great headline!

Here's just some of profit-building ideas you get with this power-packed success manual:

- A powerful little secret that will have you writing captivating and compelling headlines in no time! (page 28)
- How to maximize your marketing reach and your response rates with every headline you ever write! (page 12)
- 22 different formats you can use anytime, anywhere, to instantly create explosive headlines! (page 35)
- How to get into the right state of mind where profitable ideas flow non-stop! (page 33)
- Why creating a dynamite headline is the single, most important step you can take to build your profits! (page 7)
- 23 proven techniques for writing powerful headlines! (page 68)
- 5 things great headlines do and how to use these money-making concepts in all your promotional materials! (page 12)
- What doesn't work in headlines and why (page 81)
- 99 ways to magnetically attract a huge audience to your message - anytime you like! (page 31)
- The 6 basic rules for effective headlines (page 84)
- The most powerful promises and alluring appeals that can turn any headline into a huge winner! (page 59)
- How to add extra impact and power with a few simple design techniques! (page 139)
- 7 "quick and easy" formulas for instant headline creation! (page 103)
- The top 30 most-successful headline words! (page 130)
- 6 powerful enhancements for turning any good headline into a turbo-charged attention-getter that pulls in more prospects and customers! (page 124)
- 21 eye-catching words that reach out and "grab" the attention of your prospects and almost forces them inside your message! (page 132)
- 3 easy ways to boost the visual appeal of any headline and make it figuratively "leap" right off the page! (page 146)
- Warning! -- 15 words you should avoid using in 99.8% of your headlines! (page 138)
- The closely-guarded secrets of today's marketing leaders exposed in 3 revealing interviews! Discover the money-making wisdom of highly-skilled marketers like Monique Harris, Ken Silver and Wanda Loskot! (page 175)
- The kind of fonts that work well in headlines and which ones you should avoid

always! (page 139)

- 21 everyday headline applications from brochures to web pages and how to use each for maximum response and profit! (page 154)
- A simple 2-page checklist, a money-making reference guide which reminds you of the most critical headline profit ideas! (page 185)
- How to create that magical look -- one that's brimming with natural eye-appeal! (page 142)

Here's What A Few Noted Experts Have To Say About "*Great Headlines Instantly*":

"Robert, got your book. Read it. Loved it. Don't think I've ever seen a more in-depth analysis of headlines before in my life. I'm impressed. Thanks for sharing this with me."

Joe Vitale
Houston, TX

Well-known copywriter and author of several marketing books and tapes including "The AMA Complete Guide To Small Business Advertising"
www.mrfire.com

"Your headline-writing program is awesome! It has instantly become one of the most cherished marketing tools in my arsenal - and I wouldn't sell it for any price. You've done an amazing job of revealing the insider secrets to creating powerhouse headlines - in an easy-to-understand, step-by-step system. One thing is for sure: I'll make my money back 100 times over (and more) using your program. Thanks again - and keep up the great work."

Jeff Gardner
Carlsbad, NM
President
Success Achievement Publishing
www.wealthworldplus.com

"Finally got around to reading your book on headlines over the long holiday weekend.

I was very impressed. You certainly give the reader more than enough information on the art of headline writing. Yours is the best book I've ever read on the subject and I would recommend it to anyone who is serious about writing good headlines.

All the information you provide makes it a lot easier to get good headline ideas. You give so many good examples to get ideas from that it makes it fun to come up with a good headline instead of banging your head up against a wall trying to come up with something.

You certainly put together a good product. Thank you for all the solid information you provided on writing headlines. I know it will be a lot easier writing headlines from now on."

Tom Scott
St. Petersburg, FL
President of Scott Direct Inc. and author of
"The Magic Power Of The Press Release"
www.scottdirect.com

"I have just read your book through the first time, but I would like to read it once more. It's that good! I wanted to absorb all the helpful details before I wrote about it.

Yes, I would definitely say that it's an AMAZING book, Robert! It really delivers as promised!

You take your readers by the hand and show them step-by-step how to write "killer" headlines. I just can't imagine how you could have done it any better. Congratulations and a big THANK YOU!"

Klaus Dahl
Denmark
Internet Marketer

"Got your book-- terrific! Really good stuff and I feel privileged to be in there!"

Wanda Loskot
Sarasota, FL
Business Coach and Marketing Expert
www.loska.com

"I have to tell you that this is one of best tools I have ever seen on how to write great headlines! I've already found hundreds of great ideas to generate money grabbing sales letters and Internet sites!

I'm also going to tell everyone of my boot-camp students, direct marketing associates and newsletter subscribers that they HAVE TO GET THIS BOOK!

Good job on a great product!"

Dave Bancroft
Clearwater, FL
Prime Directive Management Ltd.

"Wow Robert, you certainly have packed a lot of information in there... I think the text is excellent. Almost every eventuality in headlines has been covered --that's quite a feat."

Ken Silver
Wellington, New Zealand
Author of "How To Make \$100,000 A Year Part-Time Creating How To Manuals From Home"
and "EBook Secrets-- How To Create And Sell Your Own Profitable EBook"
www.ksilver.com

.... And recently I received this note from the tremendously-successful author, marketing wiz, and Internet expert -- Monique Harris:

"Robert Boduch has given the final word on developing effective headlines! His new manual, "Great Headlines Instantly," contains a POWERHOUSE of information that'll have you creating customer grabbing headlines within days. I've never seen anything like it.

He includes 22 different varieties of headlines - (which is a sure enough cure for writers block)... sample headlines for envelopes, business cards, door hangers, yellow page ads, banner ads... 69 sure-fire tips for creating more effective headlines... and much more. I've already begun to use several of his techniques with a new Web site that I'm developing. (And I'm a writer by trade.)

While other authors merely glaze over the topic of headline writing, Robert has written a tome that breaks down the process in easy-to-digest steps. It's one of the best investments you could ever make if you want to generate immediate attention for any and all of your promotional pieces.

Thank you so much Robert! This is just what I needed."

Monique Harris
Silver Springs, MD
Author of "How To Successfully Sell Information Products Online", "The Online Infosellers Jump Start Kit" and "The 4-Month HEAVY HITTER Profit Plan" www.SellYourBrainFood.com

Now You Can Attract Maximum Results With Minimum Effort

Knowing how to put together a great headline is one of your most valuable assets! It's an asset you can use to give yourself much better results every time you run an ad or launch a new promotional campaign.

If you've ever wanted to boost your response rates and your bank account BIG-TIME, "Great Headlines Instantly!" is the place to start. In fact, there's no better starting point than an arresting, compelling headline.

When you order "Great Headlines Instantly!", you get my entire package for creating dynamite headlines anytime, anywhere, and for any application.

Here's what you get with your complete package:

The large, 8.5 x 11 inch manual, 187 power-packed pages that reveal all the secrets of successful headlines complete with hundreds of examples so you can see these profit ideas in action! Loaded with tips, techniques and proven methods for writing headlines that work like magic!

Bonus #1: My huge reference file of 39 full pages of headline examples culled from my massive collection of direct mail pieces, sales letters, brochures, advertisements, web pages, courses, articles, and books. A tremendous resource to ignite your creativity and help you put together a guaranteed winner every time!

Bonus #2: My "secret" weapon! It's a two-sided list of the very best headline words and phrases of all time! One side features over 250 of the most effective headline words ever assembled! The other side -- over 200 superb headline phrases you can draw from at any time! Simply pin this card to a nearby wall, or or keep it on your desk as a handy reference. Using this valuable list with jump-start your headline writing in an instant!

Bonus #3: A supplementary print-out edition of the "7 Quick And Easy Headline Formulas". Just pull out this report whenever you need a headline and you'll have several winners in mere minutes! With one formula, writing dynamite headlines is as simple as filling in the blanks! What could be easier?

And, if you order now, you also get two additional bonuses worth more than double the cost of the entire package!

You also get 2 FREE 30-Minute CONSULTATION PACKAGES to help you with your advertising and marketing communications. Want a second opinion on your promotional piece before you send it out? Here's your chance to hire me and it won't cost you a dime!

But that's not all.

I'll also include my special report, How To Get Far More Accomplished In A Lot Less Time, 113 Tips & Tricks To Help You Boost Productivity & Overcome Procrastination. This bonus report will boost your productivity by at least 25% and it's yours FREE, if you order now.

***Please note: These 2 Special Bonus Gifts are only available for a limited time! To ensure that you receive both Special Bonuses with your package, please order immediately.*

How's that for a package that's loaded with extra value?

My personal objective in business is to always give you --my customer-- more in use value than I ask in cash value.

It's the best way I know of to build a business. So I've loaded tons of practical information into one HUGE package that over-delivers in your favor.

But I want to go one step further. That's why you also get my risk-free, one year money-back guarantee.

It's Your 100%-Guaranteed Way To Attract More Business And Make More Money From Every Ad, Article, Web Page, And More!

Here's how it works:

Try "Great Headlines Instantly - How To Write Powerful, Attention-Grabbing Headlines That Pull In More Prospects, More Customers And More Profits, NOW!" for one full year. If after you put my ideas and techniques to the test and try them for one full year, you find that this package hasn't more than paid for itself, simply return it for a complete refund of your purchase price. The bonus consultations and Special Report are yours no matter what!

Right now For A Limited Time Only -- you get the entire package, including the 5 Big Bonuses-- all for just \$67!

The small investment of \$67 is nothing compared to the kind of money you can make with just one great headline! But you'll have the skills to create your own sure-fire headlines as often as you wish!

How To Cash In On Every Promotion With Small Effort/ BIG PAYOFF Techniques That Can Give You Some Amazing Returns!

The very same ideas, tactics, formulas, and methods I'm about to show you are exactly the same I used to create successful headlines for everything from postcards and direct mail packages, to brochures and display ads.

As an entrepreneur, I've been writing successful headlines for the past nine years. As a copywriter, I've created dozens of winning headlines for clients as part of my full package of services.

With my new headlines manual, you'll discover how to quickly and easily transform ANY headline into a powerful prospect-magnet that brings you larger audiences, more cash orders and multiple profits -- guaranteed!

Just get a hold of this manual and you too will be writing powerful headlines that are irresistible to your prospects!

Improving your headline is the easiest way to boost your response rates and your profits! You'll have the full range of tools for creating awesome headlines -- right at your fingertips! Use these profit-making ideas as often as you wish and reap the rewards for as long as you like.

"Great Headlines Instantly!" Is Like Nothing You've Ever Seen Before On The Number One Secret To Marketing Success: Creating Winning Headlines That Attract Huge Numbers Of Prospects And Customers!

This manual gives you all the key information you need to instantly create amazing headlines on demand! You get all the best Tips, Techniques, Methods, Strategies, and Formulas!

These headline ideas may be very different from anything else you've ever seen, heard, or read before. But I'm convinced that anyone can use this information to write their own "grabber" headlines and achieve outstanding success!

And with my one year guarantee, there's no way you can lose even if you do decide you want your money back down the road.

The truth is though, you'll never have to worry about having to get your money back.

Why?

Because after you learn and apply these headline secrets and magic formulas, you'll find that your results have really started to soar! More leads, more customers, more cash, and more profits!

Get started right away by ordering yours today.

You get my entire program for creating dynamite headlines you can use anywhere!

You get the complete, 187-page manual, the 30-page package of sample headlines -- including some of the best headlines of all time, my "secret weapon" best headline words and phrases list, the headline formula workbook, PLUS the two 30-minute consultations and Special Report all for the incredibly low price of just \$67! But Only If You Order Now! This Special Offer Will Not Last Indefinitely!

This package is the most complete headline-generation tool you'll find anywhere!

Using just one of my instant headline formulas, you'll quickly see the profit-producing power of this "just-released" manual.

It's very easy to do. The ideas are presented in an easy to read and understand format. It's an incredibly simple tool to use!

This complete course will put an end to any weak, unresponsive ads and marketing materials by tackling the number one cause of poor results: ineffective headlines.

You'll notice a big difference right away. All it takes is one little idea to completely transform your results and perhaps, your life! And this manual is packed to the hilt with money-making headline ideas!

We're talking real-life nuts and bolts, down to earth methods for pumping out provocative, alluring headlines, in just minutes, instead of days!

What's the best part about this whole package?

Well, in my opinion, the best part is that

You'll gain a brand new skill -- a skill that will last you a lifetime and make you many thousands of dollars -- if you only use it.

And you're getting this skill for a tiny fraction of the sizable increase in cash you're about to generate!

It's really simple. If you go and run another ad or marketing piece without using these headline techniques, your promotional efforts probably won't be as productive or as profitable as they could be. The money you could lose from just one small test will be more than the cost of your total investment in this complete package!

Instead, why not invest in your ability to take control of your profits, improve your lifestyle and make a lot more money?

Simply choose to get yourself your very own copy of "Great Headlines Instantly!" and discover the real secrets of creating headlines that capture huge crowds of interested and enthusiastic prospects!

Think about it.

\$67 is a small price to pay when you compare it to the money you could lose over your lifetime without this valuable information. Looking at it that way,

Can You Really Can't Afford NOT To Own This Manual?

Knowing how to create headlines that are real "grabbers" is a skill. It's a skill you can easily master. All you need is this informative manual and you'll be well on your way to creating superb headlines.

Don't you think you owe it to yourself to move on this unique opportunity?

Look, you know you need to start using headlines that work a whole lot better. Not having the advantage of this instant headline creation tool, is probably costing you money. And it will continue to cost you money from all those customers that may have missed your message.

Nothing else can produce such a dramatically different result as an improved headline. And for just \$67 you can learn the hugely-profitable skill of headline writing and have a valuable, money-making resource you can use for years to come!

If your marketing efforts have fallen flat, if it seems like you've been "idling" for too long, now is the time to do something about it!

Take action now. Build your business, put more money in your pocket.. start living the way you always wanted. Don't put it off!

If you get just one idea from this manual, it'll be worth ten times your investment! And this package is literally filled with money- making ideas!

Don't miss this chance to completely transform your marketing results -- simply by knowing what it takes to create fantastic headlines.

"Great Headlines Instantly!" will give you the powerful ideas, techniques and formulas to easily generate headlines that will give all your communications a huge boost!

[Click Here To Order Now.](#) All orders are shipped within 24 hours.

Yours for more successful headlines,

*Robert Boduch
author*

P.S. If you feel hesitant for any reason, ask yourself this important question: "What have I done in the last 90 days to increase my sales and profits?"

Since your satisfaction is absolutely guaranteed, you risk nothing by responding immediately. So the time to decide for yourself whether "Great Headlines Instantly!" is everything I've promised is after you've put my original material to the test.

Let me rush you your very own copy today. I'm willing to bet that this manual is exactly what you've been looking for to increase your results. So take action and put this money-making information to good use!

P.P.S. This special offer is available only for a limited time. To secure delivery of the complete package including: the full-size 187-page manual, the 30-page package of sample headlines, the all-time best headline words and phrases collection, the headline formula workbook, PLUS the two 30-minute consultations and Special Report all for the incredibly low price of just \$67! [Order NOW](#) and see for yourself the huge difference a winning headline can make! (R. B.)

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Go Visit the Actual Great Headlines Instantly Site

<http://www.inforingpress.com/webletters1/greatheadlines/>

Use a Good Story to Dramatize Your Product's Benefits

This is in the Interest-Leading-to-Desire phase of the AIDA formula.

Although we use two separate words for "interest" and "desire", and it makes them easier to talk about, you should never lose sight that you want BOTH interest *and* desire.

You should not focus so much on raising interest that you forget that you also want them to desire the product.

Maybe you sell an exotic nutritional herb. It has a fascinating story of being discovered by an 18th century explorer during a blizzard, and it's guarded by an unknown group of monks who have decided that now is the time to release it to the world etc.

Hey, write that up well and I'll read it just for the story.

But unless you build my *desire* for the herb's benefits as well as my interest in its story, I won't buy it.

So, always build into the story the benefits of the herb. Maybe it's so powerful that it saved the explorer's life just as he was about to die from an exotic tropical disease. Then your story has aroused interest and desire at the same time.

After your headline attracts your prospects by making a big promise that has their attention, they want to know more.

You must keep them reading.

Open your letter with a powerful attention-keeping benefit.

One of the best ways to start is to show you understand your prospect. People are more likely to like, trust and buy from people who understand them.

Ask a question they have to agree with:

- Isn't it frustrating to buy exercise machines that don't help you lose that cellulite on your thighs?

Make a statement that must be true for your targeted prospects:

- Of course you want to lose weight. And you've tried, really tried.

You want to do two things, and the above two examples, although not masterpieces, do them:

1. Pace your prospect's view of the world.

This means show that you understand them.

They want to lose cellulite from their thighs and they're frustrated by machines that don't do that for them.

They want to lose weight and they've tried but not yet succeeded (or they wouldn't be a prospect for your machine!).

After you've shown them that you understand them and their viewpoint, you can lead them to see how they can benefit from your product.

Once you've established that they're frustrated by exercise machines that don't touch their cellulite, you write:

"At last, after years of clinical research, we've discovered how to remove cellulite through exercise. This machine was made especially to do that.

2. Increase their consciousness of the pain of their problem

To some people this is a politically correct issue. I've heard one professional copywriter state that he no longer wished to write that way, preferring to concentrate on the gain to be had by good products, but I think that is ridiculous.

Weighing too much is painful, in many ways. Physically, emotionally, socially etc.

But your overweight prospects cope with it on a daily basis. They don't like it but chances are that for most of their waking moments they spend more time thinking about their

jobs, their family problems, the TV show they're watching etc.

They want to lose weight but it's not a full-time preoccupation. And who can blame them?

After all, who wants to dwell on pain?

But it does cause them pain -- pain which they can eliminate if your exercise machine works. (Remember, we're assuming your machine is a good product. It can do what it says.)

They're not going to buy your machine if their mind is still focused on Oprah.

You must focus their attention on their pain. They're ready to escape it or they'd ignore your headline.

Now it's your job to motivate them to take action. That's why I believe it's ridiculous to criticize this approach as somehow unhealthy or negative.

If your prospect truly has the pain and you truly have the solution to eliminating or reducing their pain, it's your duty to do whatever works to motivate them.

Psychology tells us that people are motivated by only two things:

Toward pleasure.

Away from pain.

Sounds like one of those intense scientific laws that is simply codified common sense, doesn't it?

Psychology also tells us that pain and its close cousin, fear of loss, are stronger motivators than pleasure.

This does seem to offend many people who have adopted "positive thinking" as a religion without thinking it through as a technique, but to me it makes perfect sense.

It has survival value.

Which kind of meat gives more pleasure to eat: fresh or bad smelling 3 days old (before refrigeration was invented)

meat?

Of course, fresh meat.

You and your cave clan have enough old meat to eat for the next 3 days. You'd rather eat fresh meat.

But to eat fresh meat, you and your fellow hunters must leave the circle of the campfire with your wooden spears and run down another deer. That means risk.

Before antibiotics and casts for broken bones, hunting accidents ended the careers of many men. So did wild boar, sabretooth tigers and bears. So did fights with the cave men of other clans.

Dying is the ultimate loss -- it's the end of all pleasure of all kinds.

So you and your fellow hunters are faced with a choice:

1. Go hunting in search of fresh meat and greatly increase your risk of death, which is the total loss of all future pleasure.
2. Stay by the fire and eat old meat but continue to live on.

Of course, once the old meat gives out, the pain of hunger will become worse than the risk of loss of going hunting and you do go out again.

So as the descendants of thousands of generations who survived long enough to procreate by minimizing the inherent riskiness of their lives, we're hardwired to avoid needless risk -- and buying new and unknown products is a risk.

The way to motivate people is to greatly increase the pain they feel in their current situation

You want your prospects to feel that the pain of their current situation far outweighs the fear of loss they feel at the idea of buying a new product.

(We'll get to the second half in later chapters.)

So you make statements and ask questions that focus their attention on their pain

- Aren't you tired of being laughed out of bodybuilding contests because your biceps are so puny?
- It takes more than willpower to lose weight - it takes an exercise machine that specifically targets that hard to lose brown fat.
- When you're recovering from a heart attack you're afraid to overexert yourself, yet you understand that your heart needs the proper amount of exercise to rebuild.

In some cases, you may have to convince your prospects that they have a problem/pain they didn't even know they had

Suppose you're selling an info product on the Internet. I did so for a year before I discovered that I was losing sales by not having a cover graphic on my web sales letter. Vaughan Davidson's web sales letter takes a lot of space to build his case that info products should have a picture of a cover. He knows that many info product marketers don't yet know they will make more sales if their web sales letter displays a cover picture.

Again, for those of you sensitive to this - you should make sure that your product truly has the solution to the pain/problem your prospects have. If you don't, you are wrong to rub their pain in their faces.

Don't promise that your exercise machine will cure cancer, clip their fingernails or do anything else it's not designed for.

One of the most innovative sales books in recent years is S.P.I.N. SELLING by Neil Rackham.

Neil Rackham overturned the traditional notions of sales techniques by doing something nobody else had -- he did a massive research project of observing actual high performing salespeople.

He discovered that actual high performing salespeople -- those making high 6 to 7 figures a year -- did NOT follow the techniques they were taught in traditional

sales classes and books.

I highly recommend you read the entire book, but the point I'm emphasizing here is that he found that one critical superselling skill was asking prospects questions that forced them to confront and more clearly define their current pain and problems.

For instance, you sell accounting software.

Your small business prospect has had a staff bookkeeper and accountant on their payroll for years without even questioning the need for both of them.

So you ask them what their salaries are. How much would the business owner save by getting rid of the bookkeeper? How much more effective would the accountant be if they spent more time on complex financial issues for the business instead of routine payroll and accounts problems? At those costs, how long would it take to pay back the initial cost of your accounting software?

Rackham found that asking such customer-focused questions was far more common among top producing salespeople than the traditional alternative trial closes such as: "Do you want it delivered on Tuesday or Thursday?"

When writing a web sales letter you don't have the advantage a salesperson has of asking one question, then using that answer to ask another question targeted especially for that prospect etc.

However, you can run through such a dialog in your mind with someone who's in your target market.

So part of your web sales letter can be:

- Do you want to lose 30 pounds or more?
- Do you want to lose weight while watching Oprah?
- Do you want to eat as much as you want and still lose weight?
- Would you like to play softball with your children and not have them laugh at you when you run the bases?
- Would you like to buy a new wardrobe of clothes?

Now, maybe you have prospects that hate Oprah. Never mind - most of them will figure out that they can watch movies or CNN while exercising.

Maybe one prospect won't respond to the idea of buying new clothes but they'd love to play softball with their children.

Since "toward pleasure" is also an important motivation, you want to hook that to your "away from pain."

Your overweight prospects are in current pain due to their excess flab.

They'll be healthier, have more energy and probably enjoy life better once they're thin.

So you want to also spend time building for them an attractive, wonderful and compelling future full of the pleasure they'll feel once they've used your exercise machine and lost that weight

Some of the questions above talk about that: a better relationship with their children and a new wardrobe.

Use concrete, sensory language. Make them feel, see, hear and taste how much fun and pleasure they'll feel in the future from buying your product.

They'll be able to see their feet. They'll turn heads in the mall. Friends will express admiration for their accomplishment. They'll be more productive at work and so possibly increase their income. They'll be able to eat their fill of good tasting healthy food -- without fear or guilt.

There are essentially four steps to them creating this desirable change:

1. They feel their current pain so intensely that they resolve to change no matter what. Your product seems to be the solution they want.
2. Their fear of loss from buying your product is reduced to a tiny amount. (You do this with testimonials, guarantee and bonuses - see later chapters.)

3. They use their machine to exercise.

Frankly, this is the iffiest step. It is the most important step, but it's the least under your control. It's their responsibility. You can convince them that your machine will help them if they only use it - but it's up to them to use it.

Fact is, most won't.

My belief is, the more money people waste buying products they don't use, the sooner they eventually get so disgusted with themselves that next time, they actually USE what they paid for.

I personally believe in honesty at this step. Some marketers write their sales letter so that naive prospects actual believe that as long as they watch Oprah while sitting in their exercise machine that they'll lose weight.

They don't like to think about the pushing and pulling, sweat-producing part. Like it's watching Oprah that makes the weight come off instead of the sustained effort.

Lots of money making sales letters tend to play down the effort involved.

Make Money While You Sleep! - Sure, after you're spent weeks of hard work setting up that online business.

6 Figures in Half a Day of Work - You get to choose which 12 hours you work.

The truth is, most people don't want to make the effort necessary to lose weight, build muscles or make a million dollars

A lot more like to dream about it than want to do it.

So do include statements such as:

- "This exercise machine is the best on the market for weight loss, but I'm not claiming it's magic. It'll work harder for you than any other machine on the market -- but you must work it. If you're just going to stash this one away in your closet, it can't help you shed those unwanted pounds."
- "Up to you, your choice."

The funny thing is that such statements will make many

prospects nod their heads in agreement. You've once again paced their view of the world. They know and accept there's no easy magic to weight loss.

But once they buy your machine -- they'll stash it away in their closet.

Go figure.

4. Enjoy the future as a healthy thin person.

It is your job to make this future as vivid, real and compelling in their minds as possible.

Not only are you encouraging them to buy your machine, you are helping to motivate them to actually use it once they receive it, and that's only responsible.

The ultimate responsibility is theirs, but the more you encourage and help them, the more success they'll have and the more machines you'll sell.

And if all you accomplish is to make them buy the machine so they dream even more of losing weight and re-shaping their muscles -- well, I for one refuse to knock dreams.

Someday, perhaps partly because of the vision you planted in their mind, they will actually take some action toward their dreams.

All of these steps are part of building value

OK, you've aroused their interest-leading-to-desire.

Your stories and your questions and explanations have re-aroused their emotions - they desire to lose their current pain and gain the future benefits your product promises.

But is your product really what they need?

One way of convincing them is to run down the bullet points.

Jonathan Mizel

Jonathan Mizel has been marketing online since at least 1994. His Online Marketing Newsletter is one of the most respected ezines available.

He has reputation for telling his subscribers what works online -- before anybody else has heard about it.



Improve your site's profitability instantly with... AmazingPopUps.com



"All new course reveals how to use Pop-Ups to double your opt-in rate, explode your sales, and squeeze up to 300% more revenue out of each visitor to your Web site!"

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- ▶ **Version 2.0 of Amazing Pop-Ups shows you the easiest way to improve your Web site profitability in 15 minutes or less, guaranteed!**
- ▶ **Jump-start your e-zine list, generate more money from the same traffic, and implement a powerful online testing system for free!**
- ▶ **You get 15 expert case studies, live examples, and bug-free template scripts to cut and paste into your Web site. Instantly implement entrance pop-ups, exit pop-ups and much, much more!**

From: Jonathan Mizel
Publisher, Amazing Pop-Ups!

Dear Friend,

If you are looking for a simple, easy way to generate way more cash from of your Web site, even double or triple what you are making now, then listen carefully.

You are about to discover the most powerful new Internet marketing method ever developed!

"Nearly 80% of our opt-in subscribers sign up through the pop-up box"
Scott Covert, Banner Ad Magic

What's the big secret?

My company has been selling online since 1993. We have consulted with hundreds of clients and performed thousands of marketing tests on millions of prospects. I'm not telling you this to brag, only to say that we've been around the block.

Over the past 8 years, we have tried just about every technique out there. I thought I had seen everything, but a new wave of marketing is sweeping the Internet, and there's just no keeping it under wraps anymore.

If you own or manage a Web site, or have anything to do with online marketing, here's the "hands-down" easiest way to instantly make more money. And the best part is, it's 100% free (if you know what you are doing).

Without any cost whatsoever, you can now:

- **Capture up to 525% more opt-in names for your mailing list or newsletter.** With a big mailing list, you can literally generate "cash-on-demand" anytime you need it. Just send an offer to your prospects, and watch the money roll in!
- **Sell additional products and services to the same visitors.** If you have multiple offers, now you can make multiple online "sales presentations" to the same prospect without spending any more money.
- **Give yourself a "second chance" to make a sale if a visitor leaves without buying.** You would be shocked (even horrified) to learn how many live prospects get all the way to your order form and don't complete the sale.

Even better, you learn a whole new way to test ad copy, hot buttons, headlines, keyword phrases, product titles, and much more. This unfair advantage gives you a massive lead over your competition.

The secrets of explosive pop-up marketing!

That's right, those silly ads that pop-up when you visit certain Web sites work like crazy. If you use them correctly, they have the power to generate a shocking number of opt-in names and cash dollars for your business, even save you from financial ruin!

Let me explain...

There are really only three actions a person can take when they first visit your Web site. They can make a purchase, they can sign up for your newsletter or mailing list, or they can leave.

"28% of the people who see the pop-up give us their email address."
Terry Dean, Net Breakthroughs

Pop-ups allow you to make money regardless of which action a visitor takes!

1. If they buy something, you can use a pop-up to get them to buy something else.
2. If they are hesitant to make a purchase, you can use a pop-up to capture their name

to solicit them later.

3. Even if they leave, there's an almost unknown pop-up technique that allows you to discover what they were looking for (but didn't find) on your Web site. (This amazing market research method gives you immediate feedback on your visitors.)

Now there's a brand new online course from Cyberwave Media that teaches you exactly how to use pop-up marketing on your own site. You'll learn dozens of techniques, including:

- How to use "text based" pop-ups that load in under 2 seconds and generate click-through rates of 15% or more!
- When to use an entrance pop-up, and when to use an exit pop-up.
- How a 10 word pop-up generated \$56,500 in less than 30 days!
- How to control any pop-up with simple commands you can edit in 5 minutes or less.
- How to create pop-up windows that only load if a prospect doesn't buy!
- And much more!

Here's the best part!

Rather than give you a bunch of pie-in-the-sky theory, you will receive actual case studies from today's sharpest online marketers. Discover real pop-ups that are working online right now!

You'll learn from an elite network of professionals who know how to make money on the Internet, and have agreed to share their "insider" knowledge with you!

You get 11 case studies from these professional business owners:

1. Corey Rudl: Internet Marketing Center
2. Terry Dean: Net Breakthroughs
3. Marlon Sanders: Amazing Formula
4. Yanik Silver: Instant Sales Letters
5. Harmony Major: 60 Minute Marketing
6. Jim Daniels: Biz Web 2000
7. Derek Gehl: Internet Marketing Challenge
8. Andrew Reynolds: Manhattan Direct
9. Ken McCarthy: Amacord
10. Scott Covert: Banner Ad Magic
11. Chayden Bates: eBook Marketing



"I've increased the number of new subscribers by 100%."
Jim Daniels, Biz Web 2000

And listen, these aren't flimsy little one line case studies like you see in so many of today's products. You get a detailed interview with each expert describing exactly how their pop-up is performing.

In many cases, you'll discover actual click-through rates, sales figures, and their own private secrets. Get the specific details of their pop-up (along with a graphic and a live link), plus the Javascript code to make it work on your site.

Folks, these case studies are amazing! I can't believe what the marketers shared, and I especially can't believe they reveal things like:

- When to deliver an entire sales letter using a pop-up. You don't want to use this technique every time, but where appropriate, it's the best way to double (or even triple) your conversion rate.
- How to make money when people leave your Web site!
- The secret of using pop-ups to collect opt-in names. This is the easiest trick in the book, and is guaranteed to substantially increase the size of your opt-in list quickly.
- How to avoid trapping surfers in "pop-up hell."
- How to set a pop-up so it only comes up if the surfer doesn't make a purchase. This 60-second trick can make you enough money - the first week you implement it - to pay the entire cost of this course many times over!
- How to use a simple "cookie" script to make your pop-up display only once per day, week, or month!

[Click here to read what others say about Amazing Pop-Ups!](#)

One case study reveals the amazing story of a marketer who sells a technology-related information product. Discover how he uses a very unique pop-up that makes him an extra \$300 - \$500 a day!

Another case study reveals how a consulting company collects leads and follows up via direct-mail. The results? An extra \$30,000 in 120 days!

Yet another shows you how to offer a "free sample" to surfers who can't make up their mind.

And the list goes on and on. A total of 15 case studies revealing dozens of ways to make money! You'll see the most powerful pop-ups online today, and you'll learn tricks many

marketers have been keeping to themselves!

How easy are pop-ups to add to a site?

The fact is, there are dozens of pop-up scripts on the Internet, many available free of charge. You could spend a couple of hours, and probably figure out about half of what you need to know.

Unfortunately, it's the wrong half!

If you are intimidated by technology (and who isn't), you'll find these online scripts confusing to install and operate. You are rarely (if ever) given instructions on how to actually implement them.

But even if you were, it's not nearly enough! That's because the secret isn't in the technology, but rather...

**"Increased our opt-in rate
by over 500%"**
*Yanik Silver, Instant Sales
Letters*

The secret is in your pop-up marketing power!

This course is about much more than Javascript. It's about what you put inside your pop-up to make it a successful marketing tool.

Many variables determine success. The ad copy, offer, opt-in form, even the window size are "make or break" decisions. If you guess wrong, you can actually lose customers!

That's why you get real-life case studies of successful pop-ups that work like crazy. And even better, you get insight as to why certain techniques perform better than others, straight from the sources.

It's so easy!

You'll discover detailed, step-by-step instructions, and easy bug-free Javascript code to cut and paste directly into your site. You'll see exactly what it looks like, and you'll learn how to easily make changes to modify virtually any pop-up code to:

- Pull up different windows
- Load on entrance or exit
- Re-size the window
- Include address line, navigational control, and scroll bars
- Load in front or behind

And much more! Simply use the cut and paste examples to start making more money immediately. It's that easy!

Order Amazing Pop-Ups right now, and receive four hot bonuses worth \$277 - Absolutely free!

If you order right now, you also get four hot pop-up marketing bonuses:

Free Bonus #1: The Pop-Up X-Files! Four unauthorized case studies from our secret customer files! We can't reveal who the clients were, but we can tell you what happened when they put pop-ups into action. Includes amazing sample pop-ups with outrageous click-through rates. (Value \$100)

Free Bonus #2: Pop-up modification cheat sheet. Now you can modify virtually any JAVA pop-up code with these simple commands! Change the look of the window, the toolbar functions, and much more. (Value \$27)

Free Bonus #3: Pop-up Power Tool. This amazing online code generator actually creates your pop-up script for you! Just insert the details into the form, and in less than 10 seconds, you have your cut and paste code! (Value \$50)

Free Bonus #4: Pop-Up Newsletter Updates Pop-ups are changing, and every month new techniques and tools become available to business owners. Order now, and you'll also receive six months of updates which reveal new scripts, innovative techniques, and updated case studies. (Value \$100)

How much is Amazing Pop-Ups worth?

The Amazing Pop-Ups Course is probably worth over a thousand dollars, especially when you see how much money real businesses are making using these techniques.

But of course, we aren't charging anywhere near a thousand dollars. In fact, the "retail" price of Amazing Pop-Ups is a paltry \$97, which you should make back your very first day! (But keep reading and learn how to get an even better deal!)

Listen, this is the most powerful new marketing course you can buy. I've seen them all, and most of them lack any usable information! They tease you with outdated techniques that don't work and give you just enough information to get you to buy more stuff.

The worst ones actually give you the wrong instructions, so not only do you waste your money...

You also waste your precious time!

On the other hand, we've earned our reputation over the past 11 years by consistently providing small and medium sized businesses with the most cutting edge marketing information available.

We have a vested interest in providing you with techniques that guarantee your success because our business is based on long term customer satisfaction and repeat clients (which explains why so many buy from us again and again).

**"We get over 1,000 extra
prospects every month"**
*Ken McCarthy, Mastermind
Series*

Cyberwave Media has produced dozens of quality products since 1990, and we have published the Online Marketing Letter, with over 5,000 subscribers, since 1993. Our clients

include Microsoft, Intel, American Express, and thousands of other businesses, ranging from one-person shops to the largest Fortune 500 companies.

Order by midnight tonight and save an additional \$60!

I'm serious about wanting you to get the Amazing Pop-Ups Course. So serious, I'm willing to shave \$60 off the purchase price, but only if you act right now! If you order before midnight, you can pick up the all new Amazing Pop-Ups course for just **\$37**, including all the bonuses listed above!

That's just about 10 cents a day for the most powerful marketing techniques you'll learn all year! And of course, you are protected by our...

Iron Clad "100-Times-Your-Investment" Guarantee!

When you invest in Amazing Pop-Ups, you are guaranteed to make a minimum return of at least 100 times the cost in extra profit over the next 12 months.

If you don't gain an additional **\$3,700 or more**, (profit you never would have seen without this information) or if you're dissatisfied in any way, shape, or form, simply send us an e-mail and we'll issue an immediate, 100% refund.

No hassles, guilt trips, silly questionnaires, and absolutely no BS!

But listen friend, that's not going to happen. What is going to happen is this...

After you get this course, you'll implement these techniques in your own business quickly and easily, and you will discover a whole new world of profitability and cash flow you never thought possible!

Face it, you have absolutely nothing to lose with this amazing offer. The best thing that happens is you discover a new online profit center.

Of course, the worst thing that happens is you get the Amazing Pop-Ups Course for free, and you get the \$277 in bonuses to keep at no charge. (Plus you save \$60 if you act now!)

Do yourself and your business a huge favor and get started today, plus save \$60 if you act now! You'll be glad you did!

"We make over \$100,000 a year with our pop-ups!"
Marlon Sanders, Amazing Formula

[Click here for instant access to Amazing Pop-Ups!](#)

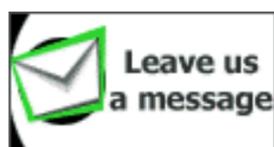
Sincerely,

Jonathan Mizel

Jonathan Mizel, President
Cyberwave Media

PS: If you have seen ads for this course all over the Internet, that's because it's the hottest new product online. Pick up the newest version now, and discover the easiest ways to improve your profitability.

PPS: [Click here](#) only if you are **are not** going to order



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<http://www.inforingpress.com/webletters1/popups/>

Dr. Ken Evoy



Dr. Ken Evoy exploded onto the Internet marketing arena several years ago with the publication of *Make Your Site Sell*.

He learned how to sell on the Internet by promoting his own custom investment software, Penny Gold.

Since then, his Site Sell has released other highly praised books and a web hosting service -- Site Built It -- that automates your marketing for you.

An e-biz in every closet...

MAKE YOUR NET AUCTION SELL!

[Presented by Ken Evoy, M.D.](#)
Author of Make Your [Site Sell!](#)

[become an affiliate](#) [contact us](#) [world's most...](#) [order now](#)

Why hasn't someone told you ALL about this *great* home e-biz before?

Is there such a thing as a dream business?

A couple of years ago, what would you have thought if someone asked you these questions...

- Do you want to have fun making money by pursuing ideas that excite you?
- Are you looking to start a great home-based business, with no capital investment and no risk?
- Want the option of part-time, or full-time, or growing gradually at whatever speed you choose? Even build your business to the point where it pays for your retirement?
- Or even build your business during your retirement?
- Heck, how about something that will clear out the attic, basement or closet while you're at it?

Dreaming? A few years ago, you would have been.

But now, you can turn that dream into a reality, using the Internet...

Build your own Net auction business.

Ask Sydney Johnston. She got into the auction field just out of curiosity. Soon, she was having more fun and making more money than she ever did in other fields.

That says a lot for Net auctions. After all, Sydney already had her own real estate investment company and a personal income of \$120,000 a year. And it was home-based.

But being [home-based](#) isn't magical in and of itself. The stress and hassle of managing her real estate business and its three employees was really burning her out. "There has to be something better," she thought.

She found the Net auction business has the life-enhancing formula she was after. And income. In her first week, Sydney made \$1,000.

Of course, no one can guarantee you'll make that much in your first week. Or any week. Or every week. But some people (including Sydney now) make much more. It isn't surprising.

What is surprising is that Sydney built her Net auction business from scratch.

Because she did it the hard way -- learning from trial and error and occasionally referring to the few "how-to" books she came across... books that were pretty short on the "how."

As Sydney describes, "I had read about people making much more, and I decided to figure out how they were doing it. But the existing information just cultivated frustration... the answers got harder and harder to find."

Over time, she [found the answers](#)... then she was able to [focus entirely](#) on her goal of building a successful online auction business. That's when her business really started to fly.

Now you can focus on your own success, right from the start.

Because now Sydney Johnston gives you the benefit of all that experience -- and demonstrates why the Net auction field is open, wide open, to virtually anyone...

... in her new book, "Make Your [Net Auction Sell!](#)"



In a hurry?
[Take the two-minute Quick Tour.](#)



As a business, Net auctions are truly a whole [new kind](#) of opportunity.

To sell at auction just a few years ago, you had to be a Sotheby's, a business liquidator, a car dealer... or some other kind of "traditional" business. Or pay them to do the job.

That all changed with the advent of...

...eBay!

No, we're not touting eBay here. In fact you don't even need eBay. That's just the tip (well, okay, it's the bigger end) of the Net auction iceberg.

The point is, everybody's heard of eBay. Auctions are mainstream now.

Let me repeat that... EVERYBODY's aware of the Internet auction arena.

It's a rapidly expanding field for business, full of opportunity for those who want -- and know how -- to take advantage of it.



A few years ago, this business didn't exist. Today, it's gangbusters!

In fact, of people using the Internet, 15% have used it for online auctions. That's almost as many as for online banking! (Source: Pew Internet Project)

Of course, most are amateurs -- just buying one of something, selling one of those. Not all of them are running auction businesses.

And the ones who are running an auction business? Most are dabbling at it as much as the one-timers, learning by trial-and-error... which means most of them are still learning the ropes when they should be profiting regularly from their efforts.

That's not the best way to run a business, but till now it's been pretty much the only way. Because there wasn't one all-you-need resource available.

Till now.

Armed with MYNAS!, you can quickly learn to run an online auction business, profitably and efficiently.

You'll start small (most likely). You'll test, learn, and grow. You'll experiment, even make a few educated mistakes. But you'll do it. With virtually no risk. And, with no hesitation, I'll make this fairly unusual outright promise... if you carefully follow the guidance in MYNAS!, you WILL succeed.

No, you won't get rich overnight.

But, just about anything is possible. If you follow Sydney's knowledgeable advice and apply your own thought, dedication and imagination, you will succeed and generate an income stream that reflects your effort.

What's more...

... you can really have fun at it !!!

...IF you understand how to go about it.

[become an affiliate](#) [contact us](#) [world's most..](#) [order now](#)

How to enjoy more profits, AND your business, too!

Have fun! That's the heart of Sydney Johnston's message. And it's for very sound business reason. In her words,

"People who don't enjoy what they are doing usually don't have the stamina to stick it out."

Amen. And I don't think there's any business with so big an "enjoyment quotient" as

the Net auction business (except maybe jobs like ice cream sampler, porch-rocker demonstrator, fishing boat tester and such... if you can get one of those, go for it!).

Stop daydreaming...

Consider the advantages of a Net auction business...

- Targeted customers at your doorstep. The auction site does the job of attracting customers -- they're ready and waiting for you!
- No start-up costs. Selling on a Net auction site costs virtually nothing up-front, extremely little in commission, and you don't even have to buy what you sell (I'll get to that part in a minute).
- No financial risk. If you don't succeed at first (although, with Sydney's help, it will be hard not to), you are not out a bunch of cash.
- Start up in Five Minutes! Yes, that quickly. I recommend you take a day to read through the book, and then go back to the beginning and follow Sydney's step-by-step, stage-by-stage advice. The actual mechanics of online auctioning are a genuine snap!
- No special technical skills required. All you need is an Internet connection, and you're open 24/7. Even if your monitor and you are snoozing.
- Work whenever you please. Set your own hours. And if you need to take time off from your business between auctions, you generally can. Any business requires a businesslike level of dedication and "stick-to-it-ness," but a Net auction business isn't like running a full-time online store. Being available to do repeat business is very important, but if necessary, you can open your doors just every-so-often.

That's 6 advantages of giving the auction biz a try. In [MYNAS!](#), Sydney lists 17 advantages. Here, I hope I've at least made the point...

[No other business gives you more flexibility](#) -- I'm talking personal and business-wise -- than a Net auction business does!

And that flexibility is also one of the things that makes it...

FUN!

Because the flexibility factor is also what lets you...

Find ideas that excite you.

There's another vital reason why the Net auction phenomenon is so exciting, and that's this...

... In addition to being easy and flexible, there's something exceptionally vibrant and social about Net auctions.

Like the crossroads marketplace of long ago, the Net auction world is a colorful place where you find all classes of people, a multitude of languages, goods of every kind for sale. This is e-commerce sparkling with the energy of social interaction.

Net auctions bring people together... people in many different life roles... who are looking to buy

things they really need, from whoever has those goods (and services) to sell.

The participants do business on a **one-to-one** basis (a very important concept in any business these days)... and with more protection for both sides than those old market-square traders could ever conceive of!

How do you see your role in the auction game?

It's entirely up to you. In the auction business, you can pick your course, focus on your passion, and follow your star... in fact, you'll be guiding that star with incredible nimbleness and control!

But first, stick out your foot, take the first step and learn to walk...

Start with the basics. Grow as you like.

Making it in the Net auction business is a two-stage process...

...First you walk. Then you fly.

Or to put it in more practical terms...

- 1) Learn what makes auctions work.
- 2) Make auctions work for **you**.

The first half of Make Your **Net Auction Sell!** covers the "must-know" mechanics.

Taking nothing for granted, Sydney walks you through registering at the world's most popular auction site, eBay. The actual process takes barely more time than you'll take to read it -- just 5 minutes.

Then she shows you how to place a bid and (maybe) purchase something, just to get the feel of it.

In addition, learn about various types of auctions, the advantages and winning strategies for each.

Follow Sydney's instructions, and the only question you'll have is why you never did this sooner!

MYNAS! continues, showing in detail...

- How to advertise like a pro, for maximum results
- The mechanics of dealing with your buyer
- How to ship... and if you like, how to avoid shipping altogether!
- How to get paid without worry
- Pitfalls and innocent mistakes to avoid

[To view the entire Table of Contents click here.](#)

As I said, you can have something up for bid at eBay in as little as five minutes. But eBay is just the most visible part of the auction world.

MYNAS! shows you all of it...

Before long -- and much sooner than if you jumped into a Net auction business alone, without MYNAS! -- you'll begin to feel like an expert. Because that's what you will be...

... an EXPERT!

But don't get too cocky... you still have rest of MYNAS! to go. And the second half of the book is what's truly indispensable. That's where auctioning becomes really fun.

Why? Because now, having mastered the basics, it's time to set your strategy, find your own niche and focus on an area (or areas) that you most enjoy.

Remember what I said about finding ideas that excite you?...

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[world's most...](#)

[order now](#)

Now the *really* fun part -- **HOW to find PROFITABLE ideas that excite you.**

This is the whole second half of the book!

And here, as in the first half, MYNAS! guides you stage-by-stage, step-by-step.

And, good news... the FUN part is also the MONEY-MAKING part.

Let's get started. What's the first thing you're going to auction?

I'll give you some hints... You can sell it without having to go out and pay for it now. You're already very familiar with it. And it's immediately available. In fact, it's as near as your...

... attic, garage, basement or closet.

Can you believe it?...

People will pay you for the results of your spring cleaning! So you can learn the ins and outs of the auction business -- the tricks of the trade that make this a real business -- without any risk or up-front investment.

And your sales are 100% pure profit.

Sure beats a garage sale, where you have to publicize it, put everything on display, tag it, hang around the yard all day, deal with the tire-kickers. Especially if you live in an apartment!

And, no matter how successful your garage sale, you're limited to taking the best offers from a relative handful of people.

Suppose you could...

- put it all up for sale...
- with none of that work...
- and accept bids from people all over the country (or world)?

Wouldn't that bring more bids, potentially higher bids? And wouldn't that be more likely to reach the ONE person who wants the thing that you couldn't sell?

Even if you are only "wondering" about starting an Internet Auction business, it's worth the price of MYNAS! -- just to learn how easy it is to finally unload all those doodads and leftovers... the ones you've been saving because "somebody might want this" someday.

But if you've read this far, you are interested in a Net auction business. And I know that once you see how fun and easy it is to sell your hand-me-downs, you'll be committed to Net auctioning as a full-time or part-time profession!

Eventually, though, you're going to run out of personal goods to sell. How do you generate an ongoing income stream?

MYNAS! has the answers...



The *HOW* of the "How-To" is so DO-able.

You have Auction Fever! Now what do you do? What do you sell?

Simple. Other people's stuff.

Duh? Isn't that oversimplifying a bit? Not at all. MYNAS! makes finding auctionable goods as simple a process as you'll ever find.

And how you find them is extremely important...

Let me emphasize that here...

TIP #1: You make money
when you buy, not when you sell.

That is, knowing where to obtain goods at bargain prices is what enables you to sell them at a profit.

MYNAS! goes into dozens of ways to buy at bargain prices.

As you explore these opportunities, you'll find some areas suit your particular personality and interests more than others.

That's great. Because the more your Net auction business matches what you really love, the more it becomes an expression of your interests and personality... and the more your business is going to GROW.

But, of course, you're not selling your personality. Here's what your buyers are looking for...

TIP #2: The main reasons
people buy at Net auction are for
(A) uniqueness and (B) convenience.

The auction site provides the convenience. It's up to you to provide uniqueness.

Don't overlook the obvious...

...Sometimes a great price is unique in itself. Once you know how to obtain a worthwhile product at wholesale prices, that may be all you really need to make your offer worth grabbing at auction.

But there are plenty of [other ways](#) to make your mark in the auction market.

So, [MYNAS!](#) not only shows you how to find saleable items at bargain prices... and guides you in directions that you'll most prefer...

... it also gives you effective strategies and mind-expanding ideas on [how to find and sell unique items](#).

Pursue these golden opportunities, in the directions you like best...

- Spot opportunities on the shelves of ordinary brick-and-mortar stores. (You'll never browse through the store quite the same way again! Suddenly, you are a discerning expert who views everything as a potential opportunity. And you'll know -- thanks to [MYNAS!](#) -- which "potential opportunities" are not!)
- Acquire exclusive rights. It's not difficult, and [MYNAS!](#) will strengthen your confidence to do it.
- Sell your own product, if you're an author or craftsperson. Or create a business relationship with someone like that.
- Pull together two offers that are available to you -- say, a travel discount and last-minute hotel reservations -- to create a whole new opportunity that's unique to you on the Internet.
- Represent a professional. After all, Net auctions aren't just for goods. If you know a lot about a particular subject, you could act as a manager or representative, expertly selling the professional's output or work on the Auction site.
- Sell high-end goods. As opposed to selling a large quantity of relatively inexpensive items, you might specialize in selling more expensive things such as real estate, boats, industrial equipment, or become a manufacturer's representative specializing in the auction arena.

[MYNAS!](#) shows you how and where to explore these and many other income-generating possibilities – just be on the lookout for that wonderful match between what you love and what you can sell.

All in all, [MYNAS!](#) has 119 pages dedicated specifically on...

- how to find goods you can resell at a profit,
- how to stand out with unique items, and
- how to obtain them... or the rights to sell them... [even with little or NO MONEY UP FRONT!](#)

All by its lonesome, that guidance would be a valuable book!

But remember... [MYNAS!](#) isn't just a book about Net auctions.. It's [THE](#) book about them. And it wouldn't be enough to stop there. So...

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[contact us](#)

[world's most..](#)

[order now](#)

MYNAS! takes you deep into expert territory.

For the rest of its 500-some pages, MYNAS! details...

- How to promote your business effectively.
- How to learn from other pros.
- How to create your own auction site. Not necessary at first, or ever, for most people. But having your own site can boost your sales potential. Sydney Johnston lays out all the details you'll need, including "Must-Haves" and "Optional Features."
- Where to auction your goods. As I noted, eBay is just the largest auction site. eBay is not **the ONLY** auction site on the Web. Other sites are growing, shrinking, realigning (and probably emerging) even as you read this. Sydney Johnston tours the bunch, and shows you how to evaluate new ones, helping you find the one(s) that are perfectly suited to you and what you sell. The ones that really help you **target your auction for best results**. The ones that actually have buyers, of course.

Whew!

At more than 500 pages, Make Your **Net Auction Sell!** covers virtually everything there is to know before you enter the Net auction business.

Is it the only book you should have? No. There's one other must-read resource...

... and it's included in the MYNAS! package...



"Build Sources" Where to Find Profitable Goods To Sell

You know the wise saying...

*"Give someone a fish and it's a meal for tonight.
Teach that person **how** to fish, and it's a meal forever."*

That's the idea in **Build Sources**, the powerful 190-page bonus report that accompanies MYNAS!

This MYNAS! bonus report, which is also written by Sydney Johnston, shows you how to build a great source list, no matter where you live. Discover how to find worthwhile leads to profitable goods of virtually every kind -- on and off the Internet.

For example, you'll learn how to fish in...

- Trade magazines
- Catalogs
- Consumer magazines

- Your local library
- Internet search engines
- Inventors' clubs
- And many, many other places, including discount outlets, wholesalers, close-out sales, and flea markets!

Build Sources... gives you **strong LEADS**, instead of sending you on wild goose chases. Who needs frustration, dead-ends and wasted hours?

In fact, the whole Make Your **Net Auction Sell!** package will save you precious time and open new electrifying opportunities...

...even if you're already an old hand at the Net auction business.

Just ask Bill and Angie Regan. They were **ALREADY** running a very successful Net auction business when we sent them a pre-release copy of **MYNAS!** (Bill had called to ask if we had a book about auctions -- great timing!). Their answer...

"You have to read this book!"

"The information in this book is worth its weight in \$GOLD\$. If you are tired of making other people rich by working for them, or if you are looking for a way to supplement your income then this is a must read! It has forever changed our family's life.

Sure you can try the net auctions on your own, which we did and you will have some success. But, if you want to take it to the next level and turn it into a business that you can retire from, you have to read this book!

The book is very well written in an easy to follow step by step format, with all the info you need to get started in the Net auction business as well as information that will teach even the seasoned veteran a trick or two! Sydney, we can't thank you enough for sharing your vast knowledge of the net auction business with the rest of the world!"

Sincerely,
Bill & Angi Regan, Montreal, Canada
Wregan@sympatico.ca

The Regans' "been-there" praise says great things about **MYNAS!**, and it also says something else very important about the Net auction business in general...

"It has forever changed our family's life"

I've heard words like that again and again from people who have bought SiteSell's products. I have to tell you it's a wonderful feeling.

And in the Net auction business, you'll feel that satisfaction, too.

It's great to make money. It's even greater to help people find what they need. And that's what Net auctions do, too.

Unlike any other venue, Net auctions make available products and services that simply **are not available any other way**. Or are not available at such a mutually satisfying price.

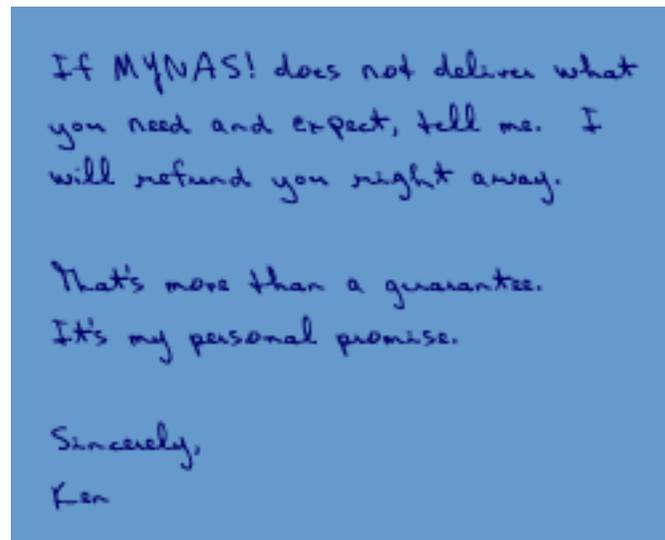
That means, as a Net auction seller, you not only help yourself succeed in a very self-satisfying business...

...you're **satisfying** your customers very uniquely, too.

Satisfaction. It's what your customers feel. It's what you feel.

It's definitely a business with the personal touch.

And... I am so convinced you will succeed if you follow the guidance of **MYNAS!**, I personally **guarantee** that you will be **fully** satisfied with this book.



If MYNAS! does not deliver what you need and expect, tell me. I will refund you right away.

That's more than a guarantee.
It's my personal promise.

Sincerely,
Ken

If **MYNAS!** does not exceed your highest expectations, I'll refund your purchase price

- no reason needed
- no questions asked

We will not be upset -- in fact, I would want to know.

The upshot...

Not only can you get into a satisfying, profitable Net auction business at no risk, you can even **order this book** at no risk!

Here's one more quality offered by this one-of-a-kind authoritative how-to tome...

... YOU decide the price!

[To do that, Click Here.](#)



Go Visit the Actual Net Auctions That Sell Site

<http://www.inforingpress.com/webletters1/netauctions/>

Terry Dean



Terry Dean and I have something in common. We both have been pizza delivery guys.

He's since gone on to become a highly respected Internet marketing guru who teaches people how to make money online with infoproducts.

[Home](#)[Member Login](#)[FAQ](#)[Contact Us](#)[Get Paid](#)[Order](#)

WARNING! Don't even think of following any so-called "Internet Expert's" Advice Until You Read This...

Why Almost Everyone Is Dead Wrong About Internet Marketing Including How to Design Web Sites, Generate Traffic, and Sell To Visitors!



"I'll Take You By The Hand and Show You Exact Results of All the Internet Marketing Techniques I Test and Use Every Single Month"

By Terry Dean

In just a moment, I hope to make you so angry you'll want to throw your computer right out the window.

What I have to tell you involves the **scandal** that's going on in the Internet world today. It's a scandal that - if you are like most people I know - is cheating you out of good money and **robbing you of the serious results** you should be getting from your web business.

It's a mess. **If you are using any type of Internet advertising now** - or even thinking about using any - then you have to hear everything I'm going to share with you. It's that important.

You can't afford to waste money on ineffective or nonproductive advertising. Every dollar you spend has to do the work of ten. Every visitor to your site has to be productive and profit producing.

You can't afford to be basing your decisions on **misinformation** provided to you by those so-called Internet experts...

Forget the HYPE...Internet marketing isn't as easy as some people claim it to be. If you have been online for any time at all, you already know this. You can't just put up a \$10 web site and wait for millions of people to show up and buy from you.

Most Internet marketing courses tell you what to do, but they never reveal to you how to do it profitably without **wasting thousands of dollars in unnecessary and expensive experimentation.**

You don't need Internet marketing theories...You need **concrete steps and specific directions** to take to build and market your business for maximum profits with minimum time and money.

You need to know what is working online in the **year 2001**, not what worked last year or the year before. Forget free classified ads, Free-For-All Links pages, and spamming the Search Engines. This crap may have worked three years ago, but all you will get for your trouble today is an **email box full of spam.**

The Internet grows and changes so fast most industry insiders consider every two months to be a full Internet year...the book you just bought on Internet marketing went **out-of-date** one month before it hit the bookshelves!

"Thank you so much for the information you share in your newsletter, in your products and on your site. You might like to know that, using some of the things you teach, I've secured **\$60,489.00** over a 6 month period! What you teach works - BIG TIME"

Mickey Wong, owner of Easy4all Internet Solutions

"Enter My "Inner Sanctum" Where Internet Marketing Breakthroughs Occur...And Receive Well Over \$3,850 Worth Of Free Consulting and Coaching Every Single Month"

What if you could immediately find out when every new Internet Marketing Breakthrough occurred...instead of having to wait 6 months for the news to roll around to you?

Well, now you can with the new "NetBreakthroughs" member site. No hype. No promises you can earn \$1,000,000 tomorrow. **No outdated marketing techniques.**

You do get **exact stats** on all of my **marketing tests every single week**. You get instant updates when new marketing techniques are discovered. You get online **coaching and consulting** help to apply the techniques to your business.

You get video demonstrations. You get to sit on my board of directors to suggest what I should be researching, testing, and teaching.

Below are the seven sections we have the member site divided into:

Section #1: "No B.S. Internet Ad Results Diary"

You can see **exact results of my ad tests along with the ad tests of other top experts every single week.**

Which ad sources earn me money and which ones bomb? Which ezine should you advertise in? How do you get maximum value from pay-per-click search engines? Which type of web site pulls in the most orders per visitor?

All of these questions and more are answered every week with at least one brand new test ad.

Section #2: "Twice Monthly Web Marketing Updates"

Find out the hottest new Internet Breakthroughs as they occur, not six months later.

Learn how to rank on search engines, generate publicity, create profitable joint ventures, and more.

These **5 to 10 page concise reports cover step-by-step instructions** to immediately apply what you have learned without all the fluff and filler you get handed in those 100 page books.

Section #3: "Internet Marketing Rolodex"

I subscribe to 500 email publications, have 200 Internet related articles sent to me every day, and spend a bare minimum of 2 hours a day doing online research.

The Rolodex section contains my favorite and **most profitable Internet resources** and is **updated every month** with brand new web site links. Find the best places to advertise your site, get merchant

accounts, write sales copy, and more.

Section #4: "Free Online Coaching & Consulting"

Get Online Coaching and Consulting for all of your most pressing problems through this private **members-only discussion board**.

Normally, **one-on-one consulting** for your web business would cost you a bare minimum of \$250 per hour, but you can get my best advice for free through this online tool.

Need ideas or way to apply what you have learned in your web business...just ask!

Section #5: "The Video Training Room"

You will be able to **download videos** to see and hear how to market online...Learn how to design web sites, handle email, design banners, create joint ventures, install CGI scripts, and more.

Sometimes things are a little hard to understand when only words are available. Now you will be able to learn by hearing me narrate and **watch my on-screen actions** though the magic of video.

Section #6: "Consulting Chat Days"

I schedule open chat days every single week. I will be available in the chat room around **2 hours per week** and we will change the scheduled times regularly so everyone is able to participate no matter what your schedule is.

The online chat room will list when these chats will be held every week so you can make sure to get in on them as often as possible.

Consulting with me costs a bare minimum of **\$250 per hour**, but this will make **live support available for around 8 hours per month**.

Section #7: "Interviews With Real Experts"

Every month I will be interviewing an expert earning a minimum of \$100,000 per year online. **The easiest way to succeed in any endeavor is to model (or copy) someone who is already successful.**

We will be cutting through the bull and giving you their exact strategies and instructions for earning money online. If they can do it, you can do it too.

"Terry is so far ahead of the rest, it's not even funny. He offers VERY informative and easy to follow instructions on how to make your website produce more income. And he gives you twice the usable information of his competition at HALF the price. I have always found him to be friendly, honest, and helpful. He has absolutely put a ton of money in our pocket following his advice, and we've only **applied about 10% of what he teaches.**"

Frank & Marie Garon - <http://www.internetcashplanet.com>

Plus Bonus Contests, Consulting, Reviews, and More...

This is an interactive member site and to get you involved in the learning process we will also be having contests, testing your brain with marketing challenges, with us putting up prizes for all of the winners.

Win cash, consulting, books, tapes, online courses, and more by participating with us. This is

an active learning group, not just one where you sit on your butt and read. We will make every effort to get you out there **applying the information!**

You will also be encouraged to use the online contact form to send me over questions or subjects you would like us to cover in the training. Would you like me to test a certain type of advertising? Want to learn how to earn more money from your web site? Is there something you would like to see done on video?

You basically get to serve on my editorial board and let me know the topics we should be covering for your maximum profit...

"...I forked over my \$29.95 and \$39.95 and even \$249.95 for all of the courses that were going to make me the big money. So, I all but gave up on my dream of working from my computer at home...until I saw your internet marketing course.

I'll admit, when I first read the details about your course I figured that you were just another guy out there wanting my money. I almost didn't purchase it, but you offered a "no questions asked" money back return, so I figured "What the heck?" I read your course and put into practice what I learned from you.

I didn't make \$10,000 the next week. I didn't buy my first yacht in a month. And I didn't retire at age 30. However, I **DID quit my job within just a few short weeks** of getting your course and now I work from my home, earning a very nice living online. I bet you're not surprised.

All those years I spent dabbling and experimenting...I knew there was a way to earn a substantial income doing something that I love, and you showed me how to do it. And so, even though you may not know me all that well, there are thousands of customers all around the world who do."

Jimmy Brown - <http://www.profitsvault.com>

"I'm Going to Bribe You So Silly Your Legs'll Wobble, You'll Be Bumping Into Furniture, Your Head'll Spin, And You'll Yell "I Can't Handle Anymore!"

If the interactive member site, weekly ad updates, twice monthly training letters, and online consulting isn't enough...**You will also receive so much Internet marketing training bonus information the moment you join that your head'll spin...**

All of the below information is available immediately the moment you join our member site through our **11 special reports (created within the last 30 days):**

- **10 Ways to Advertise Your Site in the Year 2001** (forget the crap everyone else is preaching...this is the final report on building traffic to any web site today).
- How to recruit thousands of **super-affiliates** and have them selling your products and services for you with absolutely **ZERO risk** on your part.
- Easy **3 step press release system** that generates millions of visitors to web sites every single day (and why you don't want to hire any of those online PR firms to send out press releases for you).
- Why one of our favorite advertising methods includes using banners...and how **we pay 1/30 of what most companies pay for online advertising.**
- How to Increase Your Traffic by **50 to 1,000 Visitors a Day** By Guaranteeing Yourself a Top

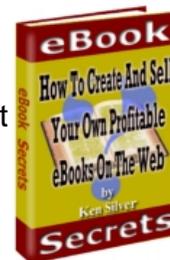
Ranking on Yahoo.

- Learn how to succeed and build an **instant online business with no product and no contacts** using only the information provided to you in one 9 page report.
- **Create Your Own High Profit Products in 10 Hours or Less**...even if you are not an expert in the subject!
- **Simple Step-By-Step Search Engine Strategy** Which Worked Last Year, Works This Year, and Will Work Next Year...Without having to learn programming or spend hours every day watching the search engines.
- How to Setup Your Own Web Site including Brand Name Products, \$10,000 worth of free site design, credit card processing...and **earn a profit from it in 72 Hours or Less**.
- Are you Internet-bound? Find out about the **50 year old advertising method** that works wonders for building web site traffic today.
- Why you're probably working too hard online...and learn my step-by-step answer to the question of how to **generate \$10,000 in under 10 days online** without using any of my existing contacts or products!
- One of our advertising methods **NEVER loses money!** Find out why and how you can apply it to 90% of your Internet advertising.
- Learn the secret affiliate managers don't want you to know which **guarantees your success as an affiliate** (plus find out why it is against the affiliate managers best interests to reveal this success secret to you).
- **7 Plug-In Profit Enhancers** to immediately increase your web site profits by **300% in 72 hours or less**.
- Learn the **10 things to never do when dealing with the media**...and how most PR guys will get you in hot water if you listen to their advice.
- **And so much more...**

Plus, you will also receive these three bonus eBooks for immediate download the moment you login:

Special Free eBook Bonus #1

Ken Silver's "**eBook Secrets: How to Create and Sell Your Own Profitable eBooks**" will show you the 5 Pillars of Internet wisdom, how to reduce your eBook returns to almost zero, credibility boosting tricks, and more...all designed to get your information business started immediately.

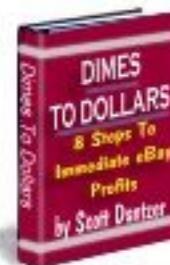


Special Free eBook Bonus #2

Peter Sun's "**Maximum Profits in Minimum Time**" will cover how to turn \$200 into \$16,000 using classified ads, how a 19 year old earns \$1,000 a week, 15 ways to keep customers coming back, the 6 top selling products on the Internet, and an ad technique which brings in \$40,000 a month for home businesses.

Special Free eBook Bonus #3

Scot Dantzer's "**Dimes-To-Dollars: 8 Steps to Immediate eBay Profits**" will show you how to turn household clutter into quick cash, how to start an Internet business with zero cash, 3 popular sites you should never buy from, and how to get money in your hands in under 7 days.



These three ebooks equal a \$98.94 value if purchased separately, but they are all yours **absolutely free** the moment you sign-up to be a member of the NetBreakthroughs site.

"Recently I've been working on a major project which required the assistance of **ALL the top Internet marketers**. During the creation of this new software, I had to do a TON of research. In the process, I visited many sites, tried out lots of different programs and read way too many articles.

But I have to tell you one thing... your articles at your site and in your newsletter have been one of the **best by far!**... And I'll tell you why. They aren't the usual, "Try this marketing tactic or promotional technique..."

They went much deeper than that because you discussed the importance of the **PSYCHOLOGY** of making money. Without the mental aspect of business, no tool, software or marketing "secret" will ever work. Keep up the great work!"

Sam Robbins - <http://cashflowmarketing.com>

"Everything Is Backed By a 100% ZERO Risk Guarantee...Plus You Keep All Bonuses"

Our NetBreakthroughs membership site gives you **Terry Dean's greatest secrets**, including weekly and monthly updates, the ad diary, the video training, the rolodex, online consulting and coaching, the 11 special reports, the 3 ebooks, and more.

Outdated and ineffective Internet courses cost \$30 to \$200. Consulting with an expert costs you a minimum of \$250. Going to an Internet seminar will cost around \$2,000.

None of those options even come close to the value you will receive out of this membership site. You will receive more **cutting edge** Internet marketing information in one month from the NetBreakthroughs site than all of the possibilities above.

Setting the price at \$495 per year for this program would be too cheap, yet it would also limit the people who could take advantage of it. The people who need it most may not be able to afford it at that price.

So, I am going to go out on a limb and set the **launch price** at an astonishing low price of only **\$19.95 per month**. Any of the individual sections inside of the site is worth way more than this by themselves...you get the whole package for only **\$19.95 a month**.

This is less than the cost of placing a single Internet ad...which may or may not work for you. Unlike Internet Advertising, the NetBreakthroughs site comes with a complete **100% money back guarantee**.

Receive **instant access** to the membership site. Try out the breakthrough techniques for a full 30 days...If you are dissatisfied with the information, then you get a full refund of your \$19.95...**No Questions Asked...**

If you don't feel everything provided for you inside the site can help you earn a minimum of \$1,000 more from your Internet business, then I don't want your money...No Hard Feelings...and No Problems.

Please understand that we also don't require long term commitments and you can cancel your monthly subscription at any time.

[Please act now, because...We are Only Accepting a Limited Number of Members at This Price...](#)

I'm not going to tell you any stories about cutting off this offer on Wednesday at midnight or any tricks like that. Hopefully you are smart enough to see through these kinds of tricks.

The out and out truth is this is a brand new program and I have no idea how many people will sign up or just how high the demand may be. If too many people sign up, then the price is going to go way up (**current members will get their sign-up price for as long as they are a member no matter how high the price may go in the future**).

If you want to be guaranteed the lock-in the price of \$19.95, then you must take action today.
[Click here to go to our online sign-up page.](#)

Yours in Success,

Terry Dean

Terry Dean

P.S. Stop and think how much this breakthrough insider information could be worth to you. **How much is it worth to you to know in detail which advertising sources work...and which ones don't?** The \$19.95 is only a tiny drop in the bucket compared to the amount of real value you will take out on your very first day as a member. [Click here now to become a member...](#)

"I just joined your membership site...By far this is the BEST and MOST up to date information that I've seen on the Internet. I belong to other membership sites (one high paid) and have spent tons of money on Internet marketing information...So I was skeptical about joining yours.

I'm glad I did. The information you provide here is fresh, up to date and 20 times more detailed than anything you've published in your ezine. (I've been a subscriber of yours for some time now) This is good stuff...\$19.95 is priced way too Low!..."

Maurice Smith - <http://www.classifiedadsplus.com>

[Click Here Now to Join Us...](#)

Go Visit the Actual Net Breakthroughs Site

<http://www.inforingpress.com/webletters1/netbreakthroughs/>

Vaughan Davidson

Vaughan has been fulltime marketing on the internet for 2 years now after running a successful marketing business in the real world. He has a passion for both graphic design and copywriting which means that his skills are perfectly suited for life on the internet.

His most high profile and successful site to date is Killercovers.com which specializes in the production of virtual covers for the internet's leading ebooks and packages.



Give Yourself an Unfair Advantage for only \$99.00*

- Home
- Free Covers
- Associate Program
- Contact Us
- FAQ
- Order Now!

My Personal Guarantee

It's very Simple

1. If you are not delighted with your new cover.

Or....

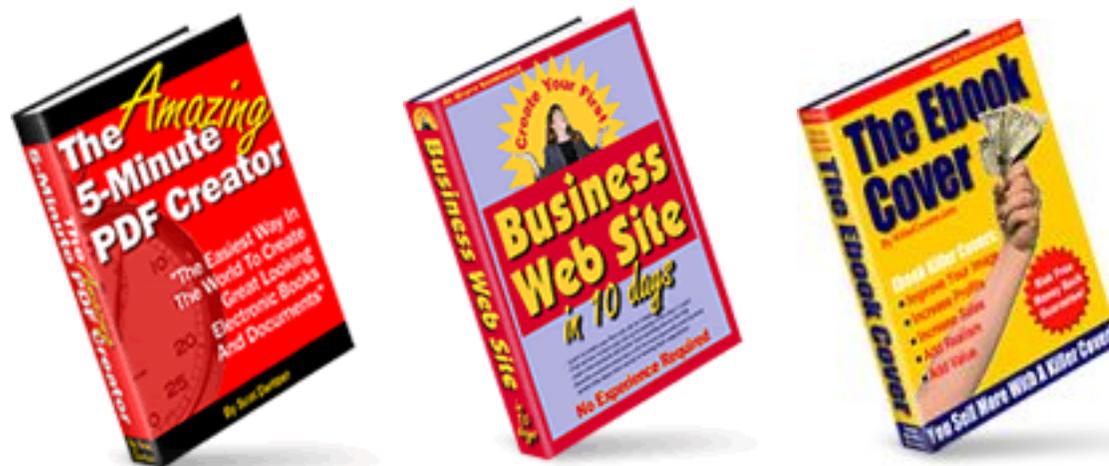
2. If you don't receive your new cover within 5 working days of us receiving your order I will refund you right away.

That's more than a guarantee. It's my personal promise.

Sincerely,

Vaughan Davidson

**No strings.
No ifs, ands or
buts. And no
questions asked.**



*Special Introductory Price for limited time only.
Normal retail price \$149.50. Don't miss out!
ORDER TODAY!

It is a fact, people DO judge a book by its cover, or a product by its package! Don't believe me? Go into any book store or video store and look around. Nine times out of ten it is the cover design or packaging that will first draw your eye to a particular product. It's at that moment your first impressions are formed and the sale is made.... or lost!

The same is true on the internet, probably more so. That's because everything on the Net is two dimensional. If you want to make a good first impression, to build trust, and create value in your customers mind, then you have to present your product in a way your customer can relate to.

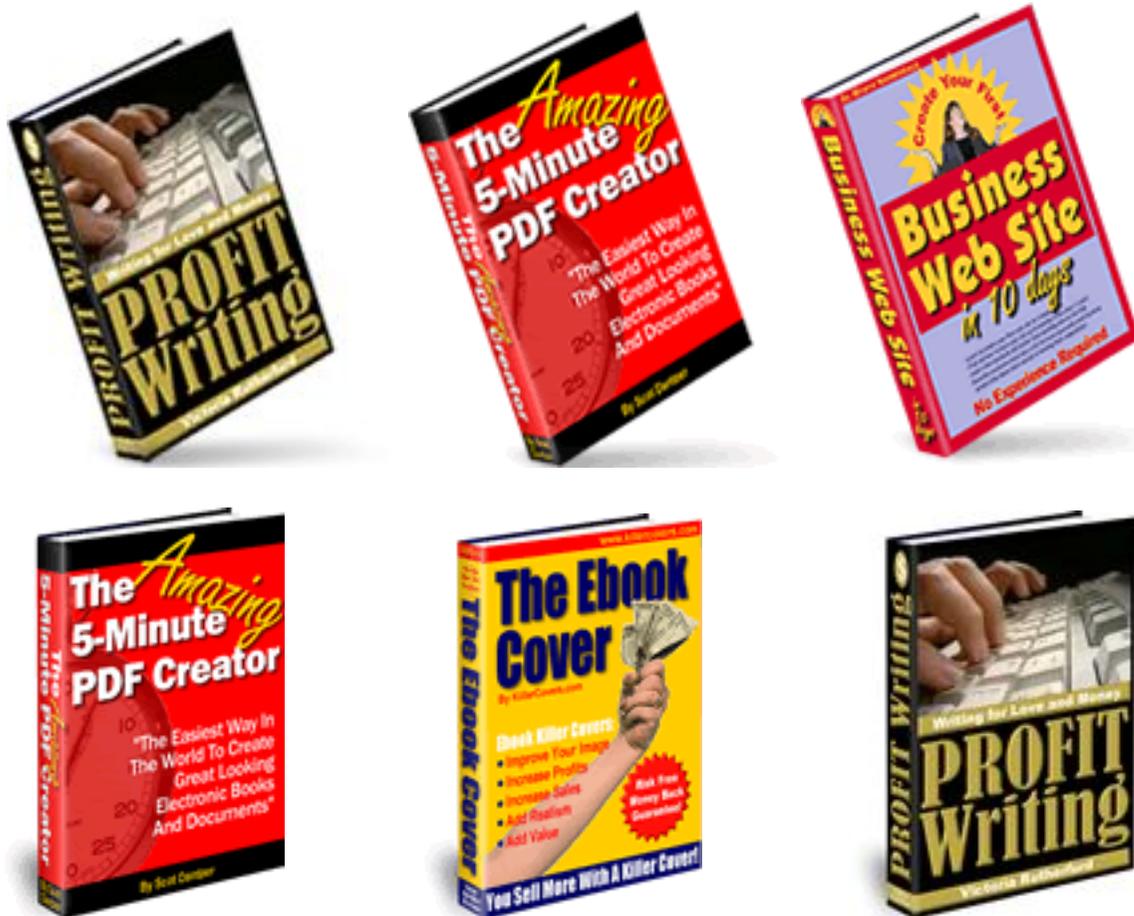
You have to present it in a way that makes your customer want to reach into their screen and pick it up. If you can do that, make the product jump and say, hey! look at me! I'm real, buy me now! Then you will make more sales. It's as simple as that.

Have a browse through some of our cover designs and styles, but keep in mind two important things:

1. Every cover is unique and has been created by a designer who has a great deal of experience in sales and marketing, and online business. That means that you get a cover that has been designed with one thing in mind. To get you more sales!
2. Every cover comes with a full no questions asked, money back guarantee. What that means is, that you can order your cover, safe in the knowledge that if you don't like what we produce, and you don't want us to fix it, then you get your money back, and we keep the cover. No ifs, ands or buts. And no questions asked!

Now, scroll down the page and check out some of our cover designs and styles. Then compare them to what you are currently showing your visitors. Then imagine how many more sales you could be making right now if you had your product, ebook or ezine wrapped in a KillerCover.

Ebook Covers:



Ebook sales volumes are exploding. As competition heats up it is absolutely essential for you to stand out from everyone else. A KillerCover Ebook Cover designed exclusively for you will ensure you do stand out, and sell more!

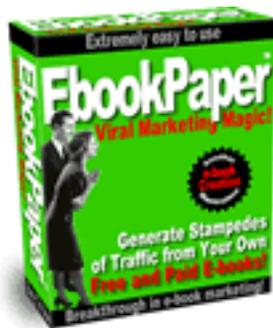
Whether you sell your ebook or give it away free, you will be amazed by how many more downloads you will get if you have a KillerCover Ebook Cover on it. Don't believe me? Go ahead, try it, [click here](#) to download one of our FREE covers and ebooks. Put it on your site where people will see it, then keep an eye on the downloads.

Now imagine that it is your ebook that is being downloaded. All because of a simple KillerCover Ebook Cover.

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Software Boxes:



If you are selling something other than an Ebook, then a KillerCover Box is the perfect way to present it to your customer. People have been buying things in boxes all their lives; they feel comfortable buying that way.

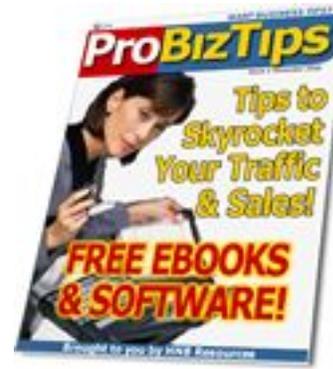
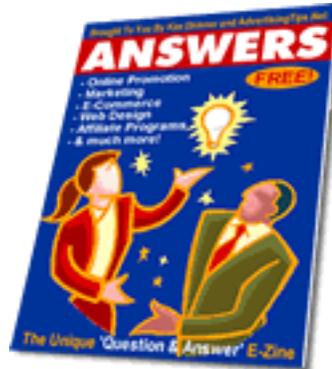
Its for this very reason that a KillerCover Box makes your job of getting the sale that much easier. You are presenting your product to them in a familiar way. A way they know and understand. When you present something in a way your customers know and understand, you make more sales. Simple as that!

You can use a KillerCover Box to present just about any product or service. Software is the first thing most people think about, but KillerCover Boxes have been used to sell subscriber only sites, multimedia courses, online services and multi products in one pack.

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Ezine Covers:



The competition for ezine subscribers is getting more intense by the day. It used to be enough to have a "put your email address here" box on your home page. Now you have to offer free gifts, reports and ebooks. And that's not even working like it used to.

Now there is a new way, a way that 99% of your competition hasn't discovered, yet. Those that are using it are reporting a flood of new subscribers. These people have given their ezine or newsletter the appearance of a magazine.

Everyone loves reading a magazine, that's why they're so popular. And, by giving your ezine or newsletter a magazine style cover, people feel good about subscribing. In fact, they want to subscribe. They feel they are subscribing to something more than an email in their inbox once a week. They are subscribing to something solid, something real. When you get your customer in that frame of mind, your subscriber rate will skyrocket.

TESTIMONIAL

[Click to read more](#)

Here is the bottom line. No matter what products or services you sell or give away, you will have a higher conversion rate if your customer can see it, and understand it. That is what KillerCovers.com is all about. Packaging your product or service in a way your customer can see and understand. Whether it's an ebook, service, software, or ezine we will put it in a package that has been designed to sell.

It has been reported that a good package or cover design increases your sales by 300% or more. What would a 300% increase in sales mean to you? What would happen to your bottom line? Now before we get carried away, I can't say that you will increase your sales by that much, because there are many more factors involved than a cover. But I can say you will increase sales, or in the case of an ezine, your subscription rates.

[Click here to Order your new cover right now](#)

100% Risk Free!



Have A Profitable Day!

A handwritten signature in blue ink that reads "Vaughan Davidson".

Vaughan Davidson
KillerCovers.com

P.S. Any orders received before 30 December go into the draw to win their full purchase price back. That's right, **you keep the cover and you keep the money!**

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Afterword from Vaughan Davidson

I wrote as if I was just talking to one person - This is the key to writing sales copy. Pretend the person you are talking to has no idea of why your product or service will help them get what they want. In my case I showed them how a Killercover will help them sell more of their ebooks, or get more subscribers to their ezine.

By talking to only one person, and by being specific about what your product or service will do for that person, you will sell more..

The other thing to remember is that no one cares about your logo or your name, they only want to know what the product or service will do for them. Keep this in my mind as you write to that one person.

A great inspiration to me was some of Joe Vitale's work about 'Hypnotic Writing'. Basically writing in a way that the reader just HAS to keep on reading. If you're serious about writing get this book, it's a method that really works.

Another important thing to remember is that nothing you write is wrong, it is only a step to finding what truly works for you on your site. If people are visiting your site but not buying, change what you have written, and keep changing it until you are getting the level of sales you are happy with.

Test and measure, change some words, a headline or even a whole paragraph, then test again. Sometimes it is only one or two words that need changing, or need to be put in.

Finally, Having pictures in sales copy also helps increase your sales. Why? Easy, anyone reading your sales page is using their eyes, and eyes like images. They like to see what the text is saying. Pictures of your product or service help you sell MORE of that product or service. Why else would McDonalds have all those pictures of their burgers on their menu board.

Happy selling!

Go Visit the Actual Killer Covers Site

<http://www.inforingpress.com/webletters1/killercovers/>

Sam Robbins

Sam Robbins practices what he preaches. Phil Wiley remembers that years ago, as one of the first advertisers in Phil's ezine, he was constantly changing headlines to find out which ones worked better.

Now, among other products, he markets software that allows everyone to test and track the results of their advertising campaigns.

If you have ever promoted ANYTHING online and you ended up losing money, or didn't make as much as you expected, keep reading to discover the GUARANTEED solution!

Right about now you're probably thinking to yourself "Okay, great looking site ... but how is it going to help me with my online business? ... What is AdMinder? ... and I hope they are quick and to the point because I'm sick of staring at this screen all day and reading and reading ..."

Yes, I completely agree. You're sick of reading ... and I'm sick of writing. So let's get right to the point. I'm going to list a few questions. **If you can answer YES** to any of them (even one) then keep reading because **you WILL** discover how to make more money online. **Guaranteed!**

Can You Answer "Yes" To Any Of These Questions?

1. **Do you do ANY type of advertising or promoting** ... paid or free ... whether it's for your own products and/or services, or someone else's (as an affiliate or associate, etc.)?

NOTE: By "any" type of advertising I literally mean **ANY** type:

- search engines
- newsletter classifieds
- opt-in email ads
- pay-per-click ads
- classified ads
- bulk email
- bulletin boards
- FFA links pages
- newsgroup postings
- pop-up advertising
- article submissions
- e-book marketing
- banner ads
- affiliate programs
- joint ventures
- press releases
- giveaway contests
- ... etc., etc., etc.



2. Would you like to **save loads of TIME and EFFORT** with every form of online advertising you're doing now? (And any form of advertising you might EVER try in the future?)
3. Do you think it would be helpful if you could **click a button and instantly see** which of your ads and promotions are **generating the most traffic, profits, subscriptions, etc?**
4. Most importantly, **do you want to increase your sales** ... and better yet ... your **NET PROFITS**, from every online ad or promotion you ever do from this point on?

If you answered **YES** to any of the questions above, then keep reading and I will explain to you exactly how ALL of the above can be accomplished with **no extra effort on your part**.

And believe it or not, I'll also reveal to you a little-known strategy that will allow you to **DOUBLE your sales** every month, no matter what you are promoting online.

But before you do, please be sure to request my **FREE Web Advertising Course** ...

Don't worry, this is **NOT a re-hashed "special report"** that's been floating around the web for years. This is all original content, based on what I do to make tens of thousands of dollars in profits each and every month.

This email-based course covers all the highlights from my recent seminar, and you'll receive a portion of it every 2 days for the next few weeks - a total of 8 in all. This way you will have a chance to implement what you learn, and not be overwhelmed. And best of all, it's **FREE during the month of November!**



Enter your name and email to get it now ...

Your First Name:

Your Email Address:

Important Note: We will not rent, sell or share your personal information with anyone, for any reason. You can also cancel at any time.

Got the course? Ok, let's continue ...

Now, we've been in business for over a decade and have owned (and still do) **MANY** businesses. A few failed miserably ... but most are extremely profitable (especially since we started doing most of our business online). Anyway, here's a question we received from one of our clients. He purchased one of our products (from another web site) and wanted to make "more" money ...

"Sam ... I received your product, downloaded the info, and I think the information is VERY good and the products and services are great as well! ...

But, here is where my problem begins: I started advertising and promoting the product and after 5 weeks of work, I have only made \$3,120.00. I have \$690 of expenses so my profits are less than \$2,500.00. How can I make more?" - Mark

First off, I don't think you should be unhappy because \$2,500 (NET profit) your first month is very good. Heck, I didn't make a dime until my fourth or fifth month on the Internet! We have affiliates and customers making more ... but we also have people making less. It's all relative I guess, but you're off to a great start!

Anyway, with this question I can give you dozens of ideas on how you can "make more sales", but before I do so, I would need to ask you dozens of questions as to what you've done so far, what's your experience on the Net, how much time and money do you have to devote to this, etc., etc., etc.

Your question is too general for me to answer in an email... so it would be best if you could give me some more specifics first. Until then, I will try and give you a more general answer that has **proven many times to increase and double the sales** for my clients... and it'll do the same for you!

When I did consulting years ago for large corporations, I had **a simple formula for doubling their business every single month!** At times we did even more sales... and some months less. But after 8-12 months (average was 10), the average outcome almost always had a **"doubling"** effect.

Here's The Formula In Its Most Basic Form

Every month, take **HALF** of your profits (more if you'd like) and re-invest it **BACK** into your business. Most of it (75% or more) should be on marketing/advertising.

Sounds simple, but **IT WORKS... EVERY SINGLE TIME WITHOUT FAIL!**

Now, there are more specifics to my "patented double-your-sales" formula and it's beyond the scope of this one email, but it all revolves around just one concept:

You MUST be able to track EVERY aspect of your advertising to determine what's working and what's not. You can't leave anything to "chance."

For example, let's keep it simple and say in January you spent \$500 on advertising. Half was on banner advertising and the other half was on ezine advertising. At the end of the month, you made \$1800 (so, your PROFIT was \$1300).

With my formula, you will **RE-INVEST HALF** of the money (about \$650) back into the advertising of your business. Now, the big question is **what** will you spend the \$650 on? ... ezine advertising or banner advertising or BOTH?

If you were **TRACKING** your traffic and sales (this is sooooo easy on the Internet if you have the right tool), then maybe you would have discovered that you made 85% of your profits from the ezine ads. In that case it would be **BEST** to re-invest most of the profits back into that type of advertising. It just makes sense, right?

Almost Everyone Does It WRONG!

Of course, most people will **BLINDLY** reinvest the money in BOTH (ezine and banner ads) because they don't know any better, they don't have a good tracking system installed (which can be totally automated) and they will end up **losing half of their investment (or more) every time** (which can be thousands of dollars lost every month and each year, especially as your business grows)!

But most will never be completely successful simply because all they see is "profit", but **NEVER the true POTENTIAL profit** (by "potential" profit I mean that just because you made a dollar, it doesn't mean you couldn't have made \$10 with the same amount or even LESS work! ... don't limit yourself). Heck, most people can literally be making more money, with LESS effort, time, energy and expenses!

Well, there you have it ... something very simple, yet extremely effective!

How To Increase Your Profits By 225%! ... While Only Getting A 2% Response Rate!?!

I'm going to give you another example of how to **DRAMATICALLY** increase your profits with almost ZERO work. The examples I'm going to give you are **REAL** (from our own ad/promotion campaigns), but to keep it simple, I'm going to use simple round numbers (like \$10, rather than \$28.20). Nobody likes math, so let's use easy numbers and keep the confusion to a minimum.

Okay, let's say you are doing a promotion. A simple one where you are going to put classified ads in 3 different newsletters/ezines. Again, for the sake of simplicity, let's assume everything is similar for all the ads and the only variable that changes is the **PRICE** of the ad based on the **QUANTITY** of subscribers (the more subscribers, the higher the cost of the ad).

You place the ads and here are your results:

	Your Cost	Response Rate	Your Profit
Newsletter #1:	\$100	1%	\$200
Newsletter #2:	\$100	2%	\$250

Newsletter #3:	\$100	2%	\$450
Total:	\$300		\$900

As you can see ALL the ads were profitable, the costs were the same, and the response rate was almost the same as well. But "Newsletter #3" brought in the most **profits**. What most people do is look at their "home-made" tracking system (only writing down the ad costs and sales generated) and say to themselves, "Great! They were all profitable ... I'll just repeat it all again."

Well, that looks good on paper, **but in the REAL world, things are different** and there is a better way to do it. Instead of spending another \$300 on all three newsletters and making \$900 (\$600 in profits). Why not spend \$300 on a higher priced ad for "Newsletter #3" (like a sponsor ad) and make \$1350 and a profit of \$1050 (you almost doubled your profits with no extra effort)!

Plus, the sponsor ad will probably bring in an even higher response rate as well since it's at the top of the newsletter - which means even MORE PROFIT and sales for you! And **as simple as this little tactic is 99% of marketers NEVER do it**. They just keep wasting valuable time on bad promotions or spending money on ads blindly "as long as they show a profit".

"Is It Really That Simple?"

Unfortunately, in the real world, things are never that simple and "clear cut". The concept IS SIMPLE, **but implementing it is the hard part**. If your business is to grow and you are going to "re-invest half of your profits back into your advertising each and every month" (like I stated above), then you'll be dealing with a ton of ads soon.

Banner ads, newsletter ads, search engines, ezine articles, ebooks, publicity etc., etc., etc., and it'll be almost impossible to track everything. You'll be lucky if you can just figure out if you are making a profit at the end of each month.

The Solution IS Simple...

This is a problem that we use to have with our own web sites and that many of the businesses we consult STILL have. In fact, a while back a marketing associate of mine told me of a story of one of his major clients (I think it was Sears or Macy's or something like that). He said that the CEO told him, "**we know our advertising works ... we just don't know which half? ...**"

When you're dealing with millions of dollars worth of advertising, **you BETTER find out which half works ... and do it real fast** (this is why so many web businesses are going out of business... they just spend and spend and have no idea if they are really making a profit until it's too late)!

See, even at the top, the same mistakes are being made. You HAVE to know which ads work the best and invest the majority of your time, money and efforts into those big winners!

When you are a small home-based business, you can't just go around wasting money like these big companies. They have investors, you don't. You have to be smart and creative!

You Have TWO Options

I'm not going to drag on about the importance of tracking all your ads and promotions, knowing everything about them in order to know which promotion brought in the most amount of money and **HOW** they did it. Once you have this important information, all you need to do is simply re-invest a percentage of the profits **BACK** into these winning ads and that's it!

Now, you've got two options

1. You can **hire a few people** to do all the tracking and analyzing for you.
 - PROS:** This will save you time, which is great. Let someone else do this mindless work for you and you can spend your valuable time on more important things.
 - CONS:** This can get very expensive. It'll cut into your profits. Besides, it's very difficult to find good, competent employees.
2. You can **use "automated" tools** like special software, scripts or customized tracking codes to do the work for you.
 - PROS:** It'll save you a ton of time. You won't have to deal with any employees and everything is automated (big plus). Not to mention, this is the CHEAPEST option you will ever have (it's almost free!)
 - CONS:** Finding the right tool/software is hard. As well, the setup can be difficult for those who don't know as much about technology, software programs and CGI scripts.

If you are a massive company like Amazon.com or Yahoo.com, then you can afford to hire out a team of "experts" to do all of this technical work for you.

But that's not what I recommend for the small to medium sized web business (heck, I don't even recommend it for our big-business clients). I made the mistake myself of hiring two people to track and place ads for our sites at the beginning. It worked great... except for the fact that I had to keep paying these people to essentially do "monkey" work.

Sure they were saving me time (lots of it!), but their salaries were really cutting into my profits.

So, I had a programmer friend of mine create a custom software program for my company. This thing is great. **It tracks EVERYTHING** you can possibly think of. It cost me \$4,200 at the time to create. But I made it all back within 6 weeks because I didn't have to spend money on employees AND this software was telling me exactly which promotions were working and which weren't.

That immediately increased my profits and saved me money.

Now It's Your Turn...

I told a few of my marketing friends about this new software and they all wanted to give it a try. They wanted to know if it could help them as much as it helped my business. Of course, we all learned something new and we were all pretty shocked at some of the results and how most of us were really wasting our money on ad campaigns that should have been dropped a long time ago.

They also discovered which ads were really bringing in the most traffic, **sales AND profits!**

NOTE: Remember ... just because a promotion brings in a lot of traffic to your site, it doesn't necessarily mean it will generate a lot of sales or be profitable!

Here are just a few examples of the type of feedback I'm getting every day...

"I have never seen anything like it. I can now track exactly what is happening with my ads. **All the other ad trackers I've used don't even come close ...**

The ability to track Actions is so **unbelievably useful**. I now know precisely not only how many people click through from any of my ad campaigns, but how many sign-up for my affiliate program, how many subscribe to my e-zine, or download my free e-book. And the Sales tracking tells me how much money I'm making.

This is what I've been waiting for since I went online in 1995! A concrete, simple way to track what people are doing from each of my ad campaigns and whether they are generating a profit. **Outstanding!**" Robert Taylor, <http://www.megastep.com>

"I found that certain keywords were working well at goto.com so I will now try them as adwords at google.com and others. A certain keyword is resulting in a very high percentage of actions at my site - and it surprised me. **Without AdMinder I would have never known.**" Ian White, <http://www.housecarers.com>

"What I've been able to do is test ads through services which offer FREE trial ads. I have been able to determine whether a particular ad source will be good to pay for advertising. **In the past I just guessed.** With AdMinder, I am now making more intelligent marketing decisions." Jeffrey Zalewski, <http://www.primarypartners.com>

"My favorite feature is **the ability to use my own domain**. Using my domain helps me build credibility. When a prospect sees an ad, they may recognize the URL. If it's the URL of the tracking service (like the way similar tools from the competition work), the prospect may turn away thinking they've seen the offer before, before you have a chance to show them who you are or what you do. That feature we have with AdMinder is invaluable." Jeffrey Zalewski, <http://www.primarypartners.com>

It **MAKES** You Money ... **SAVES** You Time ... and it's Totally **AUTOMATED!**

Knowing how well this new tool worked, I presented it to some of our customers, partners and affiliates. Same results, and they all begged for a copy of it. So after adding a few more features and making it really "user-friendly" I've decided to make it available to the public. It's called ...

AdMinder! ... and there's nothing else like it. AdMinder is the newest marketing "secret" that virtually guarantees every and any kind of promotion YOU do becomes profitable! It saves you money ... it makes you money ... it saves you time ... and best of all **it's guaranteed!**

No longer will you have to guess about what's working and what's not, because AdMinder will tell you -- down to every last detail -- with just one click. **Here's just an overview of what AdMinder will do for you ...**

- Count the number of unique visitors generated by all of your ads.
- Tell you exactly how many visitors were generated by each of your ads.
- Keep track of how many sales (or other actions) were generated by each ad.
- Reveal which of your ads generates the most visitors, and the most sales.
- Calculate cost-per-click, cost-per-sale, and click-to-sale ratios for each ad.
- Show you the return on investment for each ad, so you know which are profitable.
- Provide an at-a-glance look at all of your current, expired, and scheduled ads.
- Organize and sort all of the important details about your ad campaigns at will.
- Export a detailed activity report that will impress your boss (if you have one).

If You Do Pay-Per-Click Advertising, READ THIS:



AdMinder is also the only tracking system of its kind that can accurately track and manage all of your **Pay-Per-Click** ads. No longer do you have to settle for an inferior tracking system that can't handle PPC ads - **AdMinder provides ALL the stats above for ALL your ads**, even PPC!

As Bill explains below, AdMinder can actually track ANY link (not only ads) ...

"One of the most exciting features is the ability to **track any link at all**. This finally gives me a clear and measurable method for seeing exactly how traffic is moving. AdMinder lets me see which paths through my site are the most popular ...

I got a bit enthusiastic and have set up tracking on every link on the site - 106 in all. In less than a week I've discovered a few that are more popular than I expected. And if a particular link isn't being used much, I'll see it quickly and can either improve it or ditch it. **This is going to make fine tuning the site a helluva lot easier!**

The more I've used AdMinder, the more amazing it gets. This is undoubtedly the **most powerful tracking system I've ever seen** in my 4+ years online.

As a former professional helicopter pilot, I can tell you that if the Air Traffic Control system could track aircraft the way AdMinder can track links, air travel would get a whole lot more efficient!" William Caraway, <http://www.billdidit.com>

"AdMinder seems to track even faster than real time. And the cost analysis per click and per sale is a must for anyone who is serious. **Once you start to use it you'll wonder how you ever got along without it!**" Lance Williams

"... I wanted to tell you that I absolutely love my AdMinder. I had my ad campaigns **up and running in under a minute**, that's how easy it was to set up." Dolores Pepper, <http://www.screensaverbranding.com>

If you have a business online, then you know the importance of promoting your site. Not just paid advertising (like ezine ads or banner ads), but even subtle promotions like free publicity, free article submissions, newsletter mailings to your list, search engines and so forth.

Step-By-Step Plan For **GUARANTEED** Profits For ANY Business

Here are the basic steps you will need to follow to have a profitable, long-term business:

Step 1:	If you're going to build a successful business you'll need customers.
Step 2:	In order to get yourself some customers, you have to promote and advertise your site in some way, shape or form.
Step 3:	Obviously, you don't have unlimited funds and a million dollars in your advertising budget, so when you DO advertise, you have to make sure it's going to bring in profits. This can ONLY be done if a proper tracking and database system is setup.
Step 4:	You will need to automate everything or else, you'll be WASTING your valuable time doing "monkey work" when you could be out making MORE money for your business.

No matter how you look at it, you HAVE to get a tracking system to do all the work for you. You can either pay someone to create it for you (VERY costly) or you can use AdMinder!

With AdMinder, there are ...

- **NO website or domain restrictions** - manage ALL your ads with one account.
- **NO downloads or installation** - the AdMinder Control Panel is web-based.
- **NO overloading your server** - everything runs on OUR dedicated servers.
- **NO long-term obligation** - you can cancel your subscription at any time.
- **NO complicated setup** - it takes just minutes to configure your account.
- **NO paying for fluff** - you get and pay for only what you really need.
- **NO setup fees** - you only pay your regular subscription fee.
- **NO risk** - money-back satisfaction guarantee.

And you get it all, with no hassle, for just \$39.95 per month. (**Update:** As part of a brief marketing test, you can actually get AdMinder for only **\$19.95 a month**. Keep reading for details!)

It's a no-brainer really. Just ask yourself these questions ...

1. Right now, statistics say you are probably wasting about half of your advertising budget. The trick is to figure out which half. Wouldn't it be nice if you could instantly tell with a few clicks, and **eliminate the time and money you're wasting?**
2. In determining which half of your ads are duds, you'll also discover which ads and promotions ARE generating an acceptable ROI. Wouldn't it help your bottom line if you can **increase sales** by re-investing time and money in only the winners?
3. Do you want to **automate your marketing efforts** as much as possible, so you have more time to do what you really want to be doing? (This is especially important with "free" advertising or anything else that eats up a lot of your time.)

If you said **YES** to any of the above, you probably also know the end result is that you will make more money in less time. **Stop guessing, and register now.** Stop playing with your hard-earned money and start getting the RESULTS you're looking for with AdMinder.

Warmest Regards,

Sam Robbins

Sam Robbins
Founder & CEO
Cash Flow Global Enterprises, LLC

P.S. This may be the first time you've heard of me or my company. So, maybe you have doubts or you need more convincing or you just aren't sure. To guarantee that you and I build a long-lasting partnership, if you **register** by this **Friday, November 30**, I'll knock **50% off the price!**

No, that's not a misprint. I want your friendship, as well as your business ... So, if you **register** by Friday, you can get everything for **only \$19.95 a month**. Now you've got NO reason not to use AdMinder to explode your business. And as a sign of good faith ...

If you **register** right now I will also **lock in your subscription fee**, and throw in **life-time FREE upgrades**. Every time we have an upgrade or a new feature is added and the price is raised, you won't have to worry. You'll get free upgrades and your subscription fee will NEVER increase.

[Take a Tour](#)

[Questions & Answers](#)

[Register NOW and Save!](#)

"I just had to write and tell you **how very impressed I am with the tech support**. Although I have no right to expect anyone to be working on the weekend, it is no fun to hit a problem on Friday evening and have to wait until Monday for a solution. Not so with you guys. Not only are you working, but sending the exact answers that I need. **I am VERY impressed.**" Jane Williams, <http://www.value-villas.com>

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Go Visit the Actual Adminder Site

<http://www.inforingpress.com/webletters1/adminder/>

Collin Almeida

Collin Almeida is the CEO of Success Strategies International, Inc. and has been a Direct Response Marketing Consultant.

He is the publisher of Strategic Marketing Audio Newsletter and co-editor of CyberSmart.

For the first time ever...

" 23 of the World's Most Sought after Copywriters Finally Reveal Their Most Jealously Guarded Secrets of How To Create Explosive Sales Copy And Push The Right Mental Buttons That Will Suck Money From Your Prospects Wallets Faster Than A Tornado Picks Up Dust !"

FREE:

Dan Kennedy's Copywriting Clinic-that's 6 Audio Tapes jammed-packed with Dan's amazingly powerful copywriting, client attraction and persuasion secrets, 2 Special Reports, audio seminars, Critique Certificate, 3 ebooks on writing killer copy, Writer's Friend software and the reseller rights to this killer course-That's 12 incredible bonuses worth a REAL \$1914

ALL FREE... but only if you ACT NOW!!!

"How would you like to discover every secret of the planet's most sought after copy writers who routinely charge no less than \$9,200.00 for the simplest letter or ad to \$25,000.00 to \$50,000.00 per copywriting project plus royalties? Experts who have all generated millions in profits for their clients? Imagine what you could do if you had all 23 of them on your personal team teaching you how to craft the most compelling sales letters and marketing techniques...Well, here's your chance to do just that, for the first time ever, and for less than the cost of a dinner for two."

This GIANT 433 page course is jam packed with all the jealously guarded, never before disclosed proprietary secrets of experts like:

Ted Nicholas, Dan Kennedy, Gary Halbert, Joe Vitale, Karen Anderson, Don Bice, Bob Bly, Larry Chase, Marty Chenard, T. Harv Eker, Randy Gage, Don Hauptman, Dr. Audri Lanford, Dr. Jeffrey Lant, Mike Pavlish, Brad Petersen, Russ Phelps, Murray Raphel, Bob Serling, Brian Voiles, Pamela Yellen, Dr. Paul Hartunian, and Declan Dunn

Each of these master copywriters give you a **blow-by-blow account** of precisely how they conceive and create winning ads, sales letters, and web marketing pieces. **Many years and hundreds of thousands of dollars have been spent to develop, test, and finely hone these new strategies into consistently powerful winners that produce maximum sales and maximum profits.**

You'll discover the closely guarded secrets that these master copywriters use to vastly outperform their competition time and time again:

- They reveal the secrets they use to develop powerful hooks and strategies that drive winning campaigns...
- They track each piece, block by block, and show you precisely how each block was created to deliver maximum sales...
- They leave no stone unturned, and literally spill every inside secret you could ever want for pumping more selling power into every ad, sales letter and web marketing piece you create.

Regardless of whether you're a complete beginner who has never written a single word or a seasoned pro who writes copy for a living, this intensive training will turn you into a master of maximum sales, maximum profit copy.

Once you see these powerful techniques, you'll wonder why advertising agencies don't instruct their clients to use them all the time. The answer to that is simple. **Ad agencies don't even have a clue that these techniques exist!**

If you've been desperately looking for a step-by-step system for pumping out explosive, impossible-to-ignore ads and sales letters that make you money... time and time again then this is it! It's a MUST buy at a price you'd be crazy to resist"

Miguel Alvarez (The Editor!)
<http://www.e-ditorial.com>

Dear Friend,

I'd like to make you an extremely bold promise. You can easily transform your lukewarm internet marketing campaigns into powerful cash generators. You can quickly and easily double the profits of every ad and sales letter you run from now on.

I know this sounds a bit mind boggling. And, quite frankly, when I first decided to write you this letter I realized I had a serious problem.

My problem? How do I describe these powerful new strategies and techniques without making it sound like a bunch of hype? Or so seemingly extravagant you might be tempted to dismiss it?

But if you hang in here with me for a few minutes, you'll quickly see that what I have to show you is completely down to earth, quite simple to learn and apply, and devastatingly profitable.

I'm not going to keep you in suspense any longer. I'll cut straight to the heart of the matter. If you want to improve your sales and profits exponentially, the secret to doing it is:

Create Compelling, Impossible-To-Ignore, Benefit Packed Copy !!!

Whether you're creating a direct mail package, postcards, brochures, order forms, display ads, sending out a press release, writing a sales letter to your current customers, or any other kind of promotion, you simply must attract the attention of your audience first, with benefit-packed copy that reaches out and "grabs" them -- or you'll never win their business!

It's that plain and simple. Look, I don't care how great your product is, how attractive your art work may be, what list you're using or how unique any other component of your advertising might be. Heck, you may even attract mega traffic to your site and not sell squat!

Yep. There's no doubting it...

Fail To Write As Clear As A Bell And You Fail To Get Read. Fail To Get Read And Your Business Could Very Well Go Belly Up!

You know it's true. **Without A Compelling Sales Presentation You Are Dead In The Water, Period! That Is A Fact!**

The bottom line is this:

- If you don't do an exceptional job of motivating your prospects to take immediate action . . .
 - if you bore them for one second . . .
 - if you confuse them . . .
- or don't do the strongest job possible of closing them once you have their attention . . .

You're cheating yourself out of all the profits you could potentially be earning!

I'm sure you know from experience that this is absolutely true. Haven't you run an ad or mailed a sales letter you were sure would sell like crazy -- only to have it fail dismally?

I know this painful outcome is all too familiar. Most of my subscribers have been through this.

And most of them also wish they were much better copywriters. Or wish they knew more about how to effectively judge and improve the copy they get from their copywriters.

Here's How To Put An End To Poor Results -- And Start Increasing Your Sales And Profits Right Away.

Why spin your wheels with weak, ineffective concepts and copy? Marketing is much too time consuming and expensive to risk getting poor results. Now there's a better way. Because now you can "team up" with 23 of the most successful copywriting and marketing experts in the world and use their **proprietary secrets** to maximize the selling power of every ad, sales letter, and web marketing piece you create.

Now unless you can afford a small fortune to hire one of these top dogs, you simply won't be privy to the powerful inside secrets that can transform your business into a powerful "money magnet" almost overnight. But what if I could show you an inexpensive way for you to "team up" with the most successful online marketers in the world? A way to model their most jealously guarded trade secrets and pump up the selling power of all your ads and sales letters? Let me explain:

My friend and mentor and master copywriter Bob Serling has completed a powerful new course that will show you, **step-by-step, everything you need to know to craft the tightest, toughest copy imaginable**. Copy that sells and sells - and sells some more! It's called **the How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces That Sell Like Crazy**.

This course is unlike anything you've ever seen. Because he has teamed up with 22 of the most sought-after copywriting and marketing experts in the country to show you, **step-by-step** exactly how they create some of their most successful marketing pieces.

Here's what noted online marketer Martin Franzen, of Internet Marketing EXPOSED has to say about this innovative course:

"I've read tons of books on the subject, but this package is completely different. Imagine the feeling of having 23 of the greatest copywriters in the world by your side, guiding you through the entire process... For the first time it's actually 'easy' to follow the logic behind a winning sales letter - All the motivational triggers that will help you create massive sales are revealed and broken down into a proven, winning formula.

You actually see their best sales pieces dissected before your eyes... You get inside the heads of the 23 experts as they explain 'exactly' why their best sales pieces work so well. They reveal exactly what was going on in their minds when they wrote each component... And then you discover how you can easily put their system to work for you. (The keyword here is "easy" -

you even get an *amazingly simple 14 step sales letter formula* that you can start using right away!)

I know, effective copywriting used to be hard - but now these guys literally give you all their secrets and help you break it down into a *simple, powerful step-by-step system*... Armed with this formula you'll be able to create sales pieces that bring in massive results for you from day one.

Get it, and I guarantee you'll never have to study another word about copywriting from here on. You'll know that you'll be able to maximize your profits on every project, and do it instantly... Let me tell you, it's a great feeling.

Trust me, get "Million Dollar Ads" today - the investment will pay for itself right away. The course has my *highest recommendation* (and it's the 'only' resource on the subject I'll be recommending to my clients from here on.)"

Warmly,

Martin Franzen
Internet Marketing EXPOSED
<http://SiteSelling.com>

23 Super Star Copywriters Reveal the Techniques, Offers, Guarantees, Risk Reversals... and Every Strategy They Have Used To Sell Countless Millions of Dollars Worth of Goods and Services.

Here's A Brief Peek At The 23 Super Star Copywriters and Just A Few of the Secrets You'll Discover:

Ted Nicholas.

Ted Nicholas is widely regarded as the foremost authority on space advertising in the world. And rightfully so, since his space ads have produced over **\$200,000,000** in sales! Ted is perhaps the highest paid copywriter and speaker per word in the world. He has earned as much as **\$500,000** from a single 1,000 word ad. He has invested over **\$100,000,000** in tests to find exactly the right words that suck money out of people's wallets over and over again.

Ted generously lays out the complete details of how he creates, tests, and modifies space ads to produce world class profits. He goes step-by-step through two completely different full page ads for his book, "**Magic Words That Bring You Riches**".

You'll get a superior education on how to make all your own space ads as profitable as possible. **From writing powerful headlines...to media placement...to selecting a high-profit theme...to choosing and homing in on the most profitable benefits...to the best guarantee periods...to closing for maximum sales,** Ted leaves no stone unturned.

Joe Vitale.

Joe Vitale is an explosive "results only" marketing consultant and one of the first copywriters to pioneer successful writing techniques specifically for the Internet. He has helped over 200 authors and publishers write, publish and promote their books. Joe's reputation for writing powerful copy is well known! One of his sales letters achieved a record-breaking 91% response. One of his ads brought in 500 responses in only 30 days.

Joe is the author of several books, including:

- "CyberWriting : How to Promote Your Product or Service Online (without being flamed)"
- "There's A Customer Born Every Minute: P.T. Barnum's Secrets to Business Success "
- "Turbocharge Your Writing"
- "The Seven Lost Secrets of Success"
- "The AMA Complete Guide to Small Business Advertising."

Learn how Joe Vitale breaks all the rules and uses a simple, 2-page letter to sell a \$795 product. Plus, he reveals his secret for creating "**publicity style copy**" to make impressive sales with e-mail marketing.

Bob Bly.

Bob Bly's copywriting and marketing savvy have sold almost every business product and service imaginable for scores of Fortune 500 companies. He's also worked wonders for smaller businesses and entrepreneurs.

Bob is the author of more than 45 books including **The Advertising Manager's Handbook** (Prentice Hall), **Business-To-Business Direct Marketing** (NTC Business Books), and **The Copywriter's Handbook** (Henry Holt & Co.). Other titles include **Power-Packed Direct Mail and Successful Telephone Selling**, both from Henry Holt & Co., and **Keeping Clients Satisfied**, from Prentice Hall. You'll benefit immensely from this powerful information.

Larry Chase

Larry is one of the original pioneers to open up shop on the Internet way back in 1993. Since he's been around the Net longer than most, the news media seeks him out regularly for his insights into the Internet. **Business Week, The New York Times, USA Today, Inc. Magazine, CBS, CNBC, CNN,** and scores of trade magazines and newsletters either quote him, or syndicate his columns and reviews.

Larry publishes **Web Digest For Marketers**, the first online marketing newsletter. Its reviews are read by over 80,000 people monthly. Over 500 web sites point to it in any given month.

Larry reveals his battle tested techniques of **how to use press releases to drive massive traffic to your**

website. You'll see an example of a powerful press release that brought in thousands of subscribers (currently more than 125,000) to his **Web Digest For Marketers** online newsletter. This is a masterful example of using the hook of a free service to drive a lot of traffic to your web site.

Marty Chenard

Marty is a 27 year veteran of Direct Marketing and has generated over **2 billion dollars** in direct marketing revenues in the last 13 years. He is the author of The Course on ... Advanced Direct Marketing, and the developer of ResponseDoublor Software, PriceVolume Predictor, and PowerMarketing Analyzer

Marty demonstrates exactly **how to use postcard mailings profitably** and an ingeniously simple sampling technique to win paid subscribers to a newsletter.

Karen Anderson.

Everyone is talking about the power of endorsed mailings these days. You'll **learn the little known secrets of how to use endorsed copy and offers to create an explosion of sales on the Internet.**

Randy Gage.

Randy is recognized around the world as the pre-eminent expert on the direct selling industry. His dynamic, totally customized and compelling programs are dead on, tailored exclusively on how to break through to sell more and build confidence.

No other person can bring Randy's industry experience, knowledge and passion to the table. He speaks from the experience of a high school drop out, who became a self-made millionaire.

Author, **Randy Gage has sold tens-of-millions of dollars worth of products and services for himself and his clients.** Study Randy's powerful space ad that made his book on multi-level marketing a best seller. Plus a sales letter that **shows you how proper bending of traditional marketing rules can produce exceptional results.**

Dr. Paul Hartunian

Paul Hartunian is a whiz at showing people how to get mountains of free publicity for their online and offline businesses. He has shown thousands of people how to use publicity to make sales, get leads, rocket businesses to all time highs, and even become celebrities. His techniques require no special skills, no "insider contacts," and little or no money. **You'll learn his secrets for creating low-cost inserts that produce impressive profits.** Paul reveals how to create a substantial six-figure income with this simple technique.

Don Hauptman

Don is known the world over for his classic headline and campaign "Speak Spanish [French, German, etc.] Like a Diplomat!" that sold tens of millions of dollars worth of language courses. He shares a new space ad that's being used to sell a famous information product. Use his **proven formula** and watch your sales skyrocket overnight.

Dr. Audri Lanford

Does long copy sell? You bet it does. **Discover how Audri an expert on both the technology of the Internet and results-oriented marketing uses a 30-page "reportlet" to create a large volume of sales.**

Audri Lanford is the CEO of NETrageous, Inc. and has one of the most successful sites on the Internet. Her vast knowledge of copywriting and marketing on the Net has garnered coverage in over 100 publications including the **Wall Street Journal, Forbes, and Business Week.** A master of proven, low-cost web marketing techniques, Audri reveals how she uses a 30 page "reportlet" to create a massive explosion in sales. If you are wondering whether long copy still sells you'll find out from Audri that it does and you'll learn how you can use her secrets to start making more sales and profits immediately.

Dr. Jeffrey Lant. No-holds-barred advice from a marketing legend on how to make the Internet and e-mail marketing produce impressive profits.

Mike Pavlish.

Discover the inside secrets of selling through magalogs, the format all major newsletter publishers rely on to build huge volumes of subscribers.

Brad Petersen

Here's a problem everyone wishes they had. Brad, one of the finest and most effective direct marketing copywriters in the business explains the mechanics of a 2-page space ad he created for a client that sold so many pool cues, they couldn't produce enough product to fill all the orders and had to stop running the ad!

Brad takes you on a blow-by-blow account of how the sales letter was created. He pulls no punches, showing you explicitly **what should be included in all sales letters - and equally important, what should be avoided at all costs!** This candid case study is packed with tips and techniques that will increase the sales and profits of any business.

Russ Phelps.

Discover the secrets of successful tear-sheet mailings by one of the most successful copywriters in the country. Russ has written thousands of marketing pieces for direct mail, print, publicity, Internet, TV, radio, back-end marketing and ancillary marketing for more than 600 clients nationwide since 1978 - including Fortune 500 companies and many smaller businesses and entrepreneurs. Learn how you can use his secrets to start making more sales and profits immediately.

Murray Raphel

Marketing legend Murray Raphel is one of the world's leading experts and sought after speakers on supermarket advertising, marketing and promotion. He travels 200,000 miles a year throughout the U.S., Canada, Europe and the Pacific Basin as a speaker on marketing for retailing, direct marketing and financial/insurance groups; and the food industry.

Murray reveals how he used a one page letter he created to sell over 5000 copies of a hard-cover book.

Don Bice

Don Bice has a classic two-step direct marketing campaign that regularly produces over eight dollars for every dollar invested in marketing. But what's even more remarkable is that it's produced these profits like clockwork month after month for over seven years!

For the first (and only) time, Don has agreed to share his secrets of success. Don's entire strategy and full campaign is carefully dissected to show you how to use these ideas to cash in to the fullest.

Everything's here - Don's space ad, his sales letter, his two brochures (and the reasoning behind having two different brochures in the same package), his lift letter, and his order coupon. Don breaks each piece down block by block, revealing his inside secrets you can use to **create a perennial, high profit blockbuster of your own!**

Pamela Yellen

Pamela Yellen is CEO of the New Mexico-based **Prospecting & Marketing Institute, Inc.**, which specializes in helping insurance and financial consulting professionals dramatically increase their sales and productivity. She has spoken at every major industry meeting including NAIFA, MDRT, LAMP and to more than 1000 insurance groups throughout the world. *Advisor Today* calls Pamela one of the industry's top prospecting gurus.

You'll learn how Pamela uses a unique two-step "**upgrade selling**" technique - using a free or low-cost report to identify prospects, then sell them high-ticket items through the report. **A powerful weapon to add to your marketing arsenal specially if you sell high-ticket items..**

Brian Voiles. Brian's ad writing techniques work - and his track record of "top-dog" clients speaks for itself. He has written for:

- **Ted Nicholas**, Author of "How To Form Your Own Corporation For Under \$75"
- **Gary Halbert**, Author of "How To Make Maximum Money In Minimum Time"
- **Jay Abraham**, Marketing consultant and author
- **Dr. Stephen R. Covey**, N.Y. Time's best-selling author of "The Seven Habits Of Highly Effective People"
- **Robert Allen**, Best-selling author of "No Money Down Real Estate"

... and many other multi-millionaire marketers and corporations."

Brian's approach to coming up with successful postcard campaigns is completely different than anything you've ever seen, read, or heard before. Now you won't have to spend a small fortune to learn his secrets of how to use a simple postcard mailing to bring in a phenomenal \$26.97 for every dollar invested in marketing.

Declan Dunn

Declan is a leading authority on substantially increasing sales with affiliate programs. He's one of the most effective Internet marketers and copywriters you'll ever meet. A widely sought after speaker and consultant to companies like PriceLine, CNET, and Travelocity, as well as hundreds of small to medium-sized businesses.

He is also the author of "**The Complete, Insiders' Guide To Affiliate and Associate Programs**", publishes the monthly online newsletter "Links to Sales", and is a nationally sought after guest lecturer.

Declan obliterates the myth that only low-cost items can be sold online and shows you how to sell high-ticket products on the Internet.

Dan Kennedy.

Dan is the "hidden genius" behind full-page magazine advertisements you've undoubtedly seen, direct-mail campaigns you've received and TV infomercials you've seen. In addition to all the advertising and direct-mail Dan prepares for his own products, services and businesses, there are hundreds of clients using marketing materials Dan has prepared for them. His full-page ads have appeared and do appear in magazines like **Inc.**, **Success**, **Entrepreneur**, **Moneymaking Opportunities**, **Nations Business**, the airline magazines, the tabloids, **USA TODAY**, **The Wall Street Journal**, and countless trade magazines.

Dan Kennedy routinely commands no less than \$9,200.00 for the simplest letter or ad to \$25,000.00 to \$50,000.00 per copywriting project, plus royalties. And he literally has a waiting list business, with clients standing in line and patiently (or impatiently) waiting for him to fit them in. Dan has been paid as much as \$50,000.00 in royalties from one letter. Nearly 70% of all clients hiring him to write copy once, return and continue.

Using one of his spectacularly successful direct mail letters, Dan demonstrates how the magic of the word "free" coupled with an almost too-good-to-be-true offer moves a lot of product. **These ideas alone could translate into thousands of dollars of extra profits you would not have earned without these powerful techniques and insights.**

As I've already mentioned, everything in this powerful resource has been proven in the marketplace. **You'll see precisely how each piece was created, what structure was used, and the logic behind each critical decision.** More importantly, you'll be able to take the lessons from each piece and apply them to your own copy for maximum results.

Literally a goldmine of easy to use, step-by-step copywriting tips, tricks & tactics that will increase anyone's sales and profits exponentially.

Consider your investment a painless drop in the bucket compared to the money you are going to lose in your lifetime without this powerful multi-million dollar, street-smart education.

It certainly has a top spot in my library and I have no doubts that it will pay for itself many, many times over. A definite A+++

Alan Fukuda
www.hawaiibiz.net

In Addition To This Multi-Million Dollar, Street-Smart Education - There's More Still!

I think you'll agree that the multi-million dollar ideas I've just told you about are far and away **the most comprehensive collection of proven, high-profit copywriting and direct marketing strategies you'll ever find**. But I want to remind you that this is just a partial inventory of what you'll find in this comprehensive course. There's much more than I have space to elaborate on here.

For example, you'll also get the following components that will kick your copywriting skills up to an even greater level of profitability:

- **Benefit from the Four Major Selling Principles.** Getting your prospects to take the action you want is much easier when you understand and apply these powerful principles. Put them to work in your copy and watch your leads and sales skyrocket!
- **Increase the selling power of all your copy by creating maximum response offers.** I'll let you in on a major secret. In today's market, your offer makes or breaks your success. Crafting a powerful, highly profitable offer is easy when you understand how. You'll get comprehensive details on how to do just that and start enjoying greater sales volume right away.
- **Pump up your profits with the Direct Marketing Power Formula.** You'll get detailed, step-by-step instructions for creating high profit sales pieces with minimum effort.
- **Insider's tips for creating powerful offers, guarantees, order cards, bonuses and everything else it takes for a winning sales package.**
- **Create Compelling Headlines Instantly.** You'll discover what's crucial to include in every headline, what to absolutely avoid, and ethical ways to "swipe" winning headlines from other ads and sales letters. Find out everything you need to create powerful, believable, high-impact headlines and start enjoying increased profits right away. When you're done with this section, you'll be a master at creating headlines that sell much more of what you have to offer.
- **How an ingeniously simple technique called "shifting the risk" can double or triple your sales immediately.** One of the greatest barriers to making the sale is your prospect's natural skepticism. They've been lied to, cheated, and burned by unscrupulous businesses more times than they care to remember.

You'll learn how to overcome this serious problem by "shifting the risk" completely off the customer and onto you - plus how to eliminate almost all real risk at the same time, and double or even triple your sales.

- **Discover how to avoid crucial copywriting errors that doom your promotions to be shot directly to the recycled file or trash bin.** These days, one thing is certain. The marketplace is unforgiving. If your copy slows your prospects down, confuses them, doesn't hammer home the benefits as powerfully as possible, or makes them work too hard - you're doomed.

Discover which crucial errors you absolutely have to avoid at all costs. And find out how to turn them around and add yet even more weapons to your Internet copywriting arsenal.

There's more. Much more including all the insider techniques for writing powerful sentences and paragraphs... how to identify your most compelling benefits... how to make optimum use of visuals and graphics... how to check copy to make sure it will sell before you ever invest a cent in it... proven testing methods for squeezing every last dime of profit out of your copy... and even more than I have room to go into here but I'm sure you get the picture.

"One word -- WOW! I was truly amazed at the amount and quality of the information provided in this great course. Copywriting is not my strong suit -- therefore I've bought several courses, eBooks, and memberships.....if only I had found this one first! Once again, Colin -- a truly superb course"

Diane Hughes
President, HNB Resources
<http://www.pcmemployment.com>

Here's How Profitable These Techniques Have Been For Others -- In Hard Dollars And Cents!

Now I realize I'm making some awfully big promises here. And I certainly don't expect you to just blindly take my word for it. So, listen to how well these strategies have worked for the individuals and businesses who've used them.

Look at the fantastic results people are getting!

"...increased our profits on one project by a very real 917%!"

"He's never failed to get results"

"The results were phenomenal!"

"You increased our sales by a whopping 328%!"

"... This is truly a masterpiece"

Order NOW and You'll Also Get An Incredible War-Chest of Ingenious Copywriting Tools and Resources Worth \$1914...Absolutely FREE!

I'm bending over backwards to load this course to the brim with proven, high-profit strategies, techniques, tools and resources. I've put together a package of 12 exceptional bonuses you can add to your copywriting arsenal. I'm doing everything I possibly can to make this [the ultimate package](#) for your marketing and copywriting success. Take a look at these powerful profit boosting copywriting tools and resources that will help you take your business to even greater levels of profit.

FREE BONUS #1: Marlon Sander's Direct-Response Advertising Success Seminar

In this audio seminar, marketing giants **Marlon Sanders**, **Declan Dunn** and **Jonathan Mizel** reveal exactly how to make more money in less time, and how to avoid the kind of profit-killing mistakes that bury most online businesses. The course is packaged as a double audio set and retails for \$197.00 but you **get instant access to these profit-boosting ideas absolutely FREE!**

If you order right now, we'll include this fantastic bonus at no additional cost. Whether you are marketing on the Internet or using conventional strategies like direct-mail and display advertising, you'll want Direct-Response Advertising Success Seminar in your profit arsenal.

FREE BONUS #2: Inside Secrets To Marketing On The Internet

Three leading experts on Internet marketing and copywriting. **Dr. Audri Lanford**, **Joe Vitale**, and **Declan Dunn** reveal their jealously guarded secrets on how to make all of your Internet marketing more profitable. Here's just a fraction of what you'll discover on these three separate, **one-hour interviews**:

- **How online copy differs from traditional copy - if you don't follow some basic rules, you're wasting your time and money.**
- The best ways to drive major traffic to your web site.
- **The single most important marketing method for succeeding on the Internet.**
- Incredibly effective low-cost and no-cost marketing techniques.
- **The best ways to structure an online offer... hard facts on what sells and what doesn't sell online.**
- Impressive success stories of companies you've never heard of... common mistakes to avoid.
- **How to cash in with affiliate programs... what the future holds for Internet marketing... and much, much more.**

The 'hard-copy' of this 3-tape set sells at \$99 when it's sold on its own. But it's yours FREE and you'll get **instant access** to this powerful information! (Real Audio required)

FREE BONUS #3: The 8 Key Secrets To Consistently Getting Tons Of Free Publicity - And How To Use It To Send Your Sales Through The Roof!

Free publicity can be a powerful tool for growing your business. Not just because it's free, but for the tremendous credibility that comes with media coverage. The good news is, getting all of the free publicity you need is a game. The only problem is, the rules of the game haven't been clearly stated - until now. This bonus report will give you a professional publicist's arsenal of tools for winning all of the free publicity your business needs.

You'll find out how to create a simple, powerful publicity plan, what to do to easily double or triple the amount of coverage you get, and a wealth of hot tips and techniques for converting publicity to increased sales. This report normally sells for \$20. But it's yours free.

FREE BONUS #4: Marketing Legend Ted Nicholas' Self-Publishing And Copywriting Secrets.

If you've been around direct marketing at all, Ted Nicholas' name is familiar to you. Ted's success with space ads and direct mail is legendary. He has single-handedly created campaigns that have sold over 200 million dollars worth of books for his company. Bob Serling had the pleasure of interviewing Ted for an hour. The interview yielded a 21-page report called, **Ted Nicholas: Self-Publishing And Copywriting Secrets**.

In this unique report, Ted shares the secrets of succeeding in self-publishing. Not just as a primary business, but also as a way of generating huge amounts of qualified leads for your existing business. Then Ted digs in and shares the secrets he's used to create the copy that sold 200 million dollars worth of his books. Some of the topics Ted covers in great detail include:

- **Inside information on creating riveting headlines**
- How to price products for maximum sales.
- **The secret of writing hypnotic body copy.**
- The secret of the "ultimate benefit".
- **How to test your copy... and more.**

Quite simply, Ted tells all!

If you want to profit from the experience of one of the most successful direct marketers ever, don't miss this riveting report. A bargain at its normal selling price of \$20, it's yours free.

FREE BONUS #5: Reprint Rights to The Magnetic Sales Letters Book-The Ultimate Collection of Winning Ads and Sales Letters

If you order now, you'll get the reprint rights to an unbelievable collection of some of the most profitable ads and sales letters ever written by the most successful copywriters in the industry. **Almost 300 pages of hard-hitting material you can use to get tons of hard-selling ideas for your own use.** I have sold these reprint rights for \$397 but if you act quickly you'll get the reprint rights to this KILLER book absolutely FREE! Mind you this is the very same book that sells well on Ebay and that master marketer Dan Kennedy offers as a bonus with his \$697 Copywriting Seminar package. Just tells you how valuable this book is.

You'll get an unbelievable collection of some of the most profitable ads and sales letters ever written by the most successful copywriters in the industry. Almost 300 pages of hard-hitting material you can use to get tons of hard-selling ideas for your own use.

Keep in mind, all these ads and letters have one thing in common: they all contain the **exact** words and phrases that *compel* people to send you money. And you too, can **use these words and phrases to create a sales letter of your own and cash in on the secret of the mail order millionaires.**

Simply "**steal**" the tested, proven, money-making words and phrases, from **Magnetic Sales Letters** and **use them to quickly and easily create a letter or ad of your own.** There's no thinking and no writing necessary - all the work has already been done for you.

You see, I know that each of these ads and sales letters are proven. They've made millions of dollars for the companies who mailed them! Now you can get complete, unedited access to this get-rich library too!

You'll also receive a FREE bonus report entitled **350 of the Best Headlines Ever Written** This report is a collection of headlines that have made their authors *serious* money.

FREE BONUS #6: Reason Why Advertising Manual

This advertising classic written by master copywriter John E. Kennedy is one of the most important marketing books ever written and we are pleased to be able to share it with you. If there is one single book you want to consult before launching a major advertising campaign, this is it. (\$29 Value)

FREE BONUS #7: Secrets To Creating Killer Net Ads That Sell

This book is a marketing education in itself. **You'll discover easy to use, step-by-step writing tips, tricks & tactics that will increase your sales and profits exponentially.** Here's just a fraction of what you will learn:

- **How To Quickly Master The Techniques That Turn Your Words Into Psychological Sales Magnets.**
- How To Fine Tune And Hone Your Presentations Into Razor Sharp Instruments, That Slash And Carve Through The Built In Subconscious Mental Blocks, Of Every Prospect That Sees It.
- **How To Cripple Sales Resistance With An Unstoppable Juggernaut Of Word Techniques That Go For The Jugular.**
- You Will Learn The Alchemy Of Sales Writing And How To Push The Right Mental Buttons That Activate The Emotional Buying Triggers In Every Reader's Psyche
- **How To Draw 1000's Of New Visitors To Your Website Anytime You Want To Present Your Product Or Service To Them Utilizing The One Technique Better Than Paid Advertising.**
- How To Write Compelling Ads & Presentations Ripping Your Competition To Shreds.
- **How To Launch You And Your Website From Obscurity To A Guru Omnipresence Overnight.**

This ebook sells at the author's site for \$29 but as part of a special arrangement with the author it's yours FREE

FREE BONUS #8: Reseller rights that quickly puts your investment back in your pocket

You get the reseller rights through our affiliate program to this top notch product that literally every entrepreneur needs. **Just two sales is all it takes to quickly get back every penny you invest in this course. That's right. You keep 50% of every sale.** Our affiliate program is only open to those that first purchase the course. We just don't want anyone selling this course. I don't have to tell you that two sales is a piece of cake especially when you have the credentials of 23 super star copywriters on your side. Imagine the giant profits you could be making if you already have a super-responsive customer list. Remember the early bird gets the worm - so you better rush if you want to cash in on this super-hot product. I can't imagine

a single person with the blood of an entrepreneur flowing through their veins, who could not make some serious money with it.

FREE BONUS #9: Writer's Friend Software - The Best Copywriting Tool You Ever Had!!!

There are times when I've felt that writing was like sitting down at the keyboard and opening a vein. And there have been times when I've felt the words would only come after I'd stared at the computer's monitor long enough for drops of blood to appear on my forehead.

If you've done even the smallest bit of writing, I'm sure you've experienced the same feelings I have, right? Well, I'm going to let you in on a little secret... ready? **It Doesn't Have To Be Like That Any More!**

Never again do you need to suffer the torments of long forgotten words and phrases. Never again do you need to put up with the headaches of brain-fog, writer's block or damned stubborn words that won't do what they're told. Never again do you need to endure endless hours waiting for that right word to **make your writing zing**. Never again do you have to grope around in the darkness of your mind to **find the words you want. A Solution To All Your Writing Woes Is At Hand!!!**

It's called **Writer's Friend** an *EASY-TO-USE software-based collection of over 311 Headlines, 1871 Clichés, Phrases and Sayings, 2447 Quotes by famous people and unknown authors and a place to store all your random thoughts and "text bits."*

Need a powerful headline for your sales letter, ad or web page, or maybe a title for your book? Forget thumbing endlessly through "headline cards." Open Writer's Friend and use your mouse to browse or search the headline section to be inspired.

Want to **make your copy easier to read so it gets better results**? Forget the brain-strain. Open Writer's Friend and use your mouse to browse or search the Cliché section for the words and phrases you need. This enables you to write how the "average Joe" on the street talks. And that's **Powerful Copy**. We have sold (and continue to sell) a ton of this "magic cure for writer's block" at our website <http://www.reprint-rights.com/wfriend.htm> for \$97 but for a limited time we are offering it free with this course.

FREE BONUS #10: FREE Critique of any/all of your marketing pieces and ads by master copywriter Russ Phelps

How much would it be worth to you to be able to hire one of the world's most sought after copywriters (who writes for millionaire marketers like Robert Allen) to put an end to the poor responses you are getting and transform all your ads and sales letters into powerful cash generators?

What if I told you that you could hire him to do this for you absolutely FREE! No charge. No catch. No obligation. Read on to get the details of this amazing-once in a lifetime offer:

Here's the DEAL: When you order the How To Write Million Dollar Ads Course **you'll automatically qualify to get a FREE critique of any/all of the marketing pieces and ads you are currently using by master copywriter Russ Phelps.** (Russ is a featured writer in that course, in which he spills some of his million dollar copy writing secrets.)

He normally charges \$750 per critique but after some arm twisting we were able to get him to offer you a **FREE Critique worth \$750 absolutely FREE!**

You see, Russ has written thousands of marketing pieces for direct mail, print, publicity, Internet, TV, radio, back-end marketing and ancillary marketing for more than 600 clients nationwide since 1978 - including Fortune 500 companies and many smaller businesses and entrepreneurs. Russ Wondering how good Russ REALLY is? Here is what Robert Allen and a few of his other clients have to say:

"Russ, you're awesome! I wouldn't be the smashing success I am without your wizard-like creative abilities! You are a key player with your fresh, hot marketing and advertising ideas. and the way you write so many terrific ads, sales letters and marketing pieces in such a pressure-cooker environment! You are a true master of the art of advertising copy writing and marketing magic - and a true example of grace under pressure. Keep up the outstanding work!"

Robert Allen

Best-selling author of Nothing Down, Creating Wealth and Multiple Streams of Income. Nationally-known wealth trainer, speaker and mentor to millionaires. Phone: (800) 371-9876 WEB: www.robertallen.com

FREE BONUS #11: Access to my exclusive Power Copywriting Secrets website

You'll also receive a 12 month FREE membership to the **Power Copywriting Secrets** website. Every month you're guaranteed to receive at least one audio seminar/special report loaded with the latest information on what's working best to sell even more of your products and services both online and offline. You'll get all this plus more if you promise to tell 3 of your friends about **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces That Sell Like Crazy** this week. Here's just a fraction of what you'll get:

- **Audio seminars presenting the latest ideas, strategies, and new techniques** that master copywriters like Ted Nicholas, Bob Serling, Dan Kennedy, Carl Galletti and others use to boost profits...
- **Interviews** with other successful marketers like Marlon Sanders, Declan Dunn, Jonathan Mizel, the legendary Peter Sun and others ...
- **Case studies** of marketing campaigns that have been hugely successful...
- **Answers** to all your most crucial questions...

and much, much more delivered right to your computer at least once every month. A bargain at it's normal selling price of \$197, it's yours free if you order now.

One Last Extra!

FREE BONUS #12: Dan Kennedy's Copywriting Clinic

Here's an unprecedented, totally irresistible and unbelievably generous "bribe" It's taken me a lot of arm twisting to be able to include Dan's **Copywriting Clinic** absolutely FREE with this offer. You get 6

Audios. (sells for \$129 on Dan's site right now) A very powerful shortcut, 'crash course' on the ins and outs of copywriting. You'll discover **97 specific tricks-of-the-trade** that Dan Kennedy uses to **consistently** pull in millions of dollars for himself and his clients. You can count 'em as you listen to these tapes. Please note that there is a nominal shipping fee for this bonus.

"I have been in the info-marketing business for years and have, in my quest to write compelling copy bought almost every book there is on copywriting. None of them come anywhere close to this SUPERB course. This is truly a masterpiece"

Felix Ibay,

President, BSA Associates, Markham, Canada

<http://www.successinformation.com/bsa>

OK! OK! So How Much Is All This Gonna Cost Me?

By now, I'm sure you'd like to know how much this unique and innovative course is going to cost? To be quite honest, you shouldn't be thinking cost, you should be thinking **investment**. **Sit down and ask yourself this question: how much would it be worth to you to be able to create compelling, benefit-packed letters or ads - that you could use to bring in money whenever you needed it?** \$10,000.00? \$50,000.00? \$100,000.00?

What's it worth to you (in both profits and peace of mind) to know with dead certainty that you'll be able to consistently produce web copy that will perform beyond your most optimistic expectations?

Now considering that the value of the bonuses alone comes in at **\$1914**, you might expect to pay in excess of \$350 for **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces That Sell Like Crazy**. But I have good news for you. That price isn't even close. The cost of this unique course is just \$197. However, as part of a nationwide marketing test, and for a limited time, I'm taking \$100 off the price, so **you pay only \$97**. I think you'll agree this is a tremendous bargain.

Here's why. This price includes everything I've told you about - plus **TWELVE** extraordinary bonuses. That's a full \$1914 less than what you would pay for just the bonuses if you were to purchase them separately. **It is the only course that delivers the proven, inside secrets of 23 of the foremost marketing experts in the world.** Secrets you can use to start cashing in on every ad and sales letter you ever create. And for **just a fraction of the price of other misleading, ineffective information that just eats a hole in your bank account.**

For that low of an investment, to substantially improve the results of all your marketing and to avoid the kind of profit-killing mistakes that bury most online businesses, you simply can't go wrong.

It Gets Better Still - Your Success Is Completely Guaranteed!

Now, in case you have any lingering doubts whatsoever, I want to make it foolproof for you. You see, I **completely guarantee** that the proven strategies and techniques you get from 23 of the country's leading marketing experts and copywriters will work for you. So here's what I'd like you to do. **Try this course for one full year with no risk whatsoever.** The risk is completely mine.

You can "test drive" every strategy and technique of all 23 experts as many times as you like. Prove to yourself that their wisdom makes a real difference in your sales and profits. If you aren't completely satisfied, I want you to ask for, and get, your money back. And, I'll let you keep all the free bonuses as my way of thanking you for giving this course a try.

That's how confident I am that this breakthrough course will change forever the way you do business and contribute mightily to your bottom line. The truth is, you'll never have to worry about a refund. Because once you use these ingenious, proven techniques and see the huge jump in your profits, I'm betting someone would have to wrestle you to the ground to get you to let go of this course.

"Truly the Ultimate Copywriting Resource you could ever hope to get your hands on. No sane marketer should be without it. Ignore it at your own peril!"

Bob Silber, JD

Author, Lecturer & Marketing Consultant
Ft. Lauderdale, Florida

<http://www.pressreleasemediamedia.com>

If You Want To Get In On This Limited Opportunity - You Need To Act Now!

If you don't get this powerful course, think of what you'll be missing - all the information mentioned here and a lot more. Your one time investment in "yourself" is a painless drop in the bucket compared to the money you are going to lose in your lifetime without this marketing know-how.

Heck, Let me quickly remind you: how many times have you flushed \$97 right down the toilet on different kinds of 'textbook-dull' copywriting and marketing courses that failed you? When you stop and think about it, doesn't it make sense to take advantage of this offer. You couldn't possibly ask for anything more. Plus all of the risk has been taken off your shoulders and placed squarely on mine. So why wait?

**[Click here to ORDER and Get INSTANT ACCESS](#)
to this multi-million dollar, street-smart education.**

Remember, **How To Write Million Dollar Ads, Sales Letters, And Web Marketing Pieces That Sell Like Crazy** will give you the crucial skills you need to kick your sales into high gear starting today. And year after year as long as you're in business!

Sincerely,

Collin Almeida

Collin Almeida, President
Success Strategies, Intl., Inc
Phone: 541-736-9631

P.S. This is a 100% fail-safe system *instantly* delivered to you by the best minds and top performers in the industry - the absolute cream of the crop. Once you discover their jealously guarded trade secrets you'll never again have to spin your wheels writing and rewriting your copy. You'll never again have to settle for poor results because of copy that sucks.

P.P.S. By acting right now, you get substantial savings, an incredible war-chest of eleven powerful copywriting tools and resources worth a REAL \$1914 that will make you even more money, and an iron-clad, risk-free guarantee!

P.P.P.S: Supplies of the Dan Kennedy Copywriting Clinic audio program is strictly limited and is subject to cancellation without notice. Order now to avoid disappointment.

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Mark Joyner

Mark Joyner has made millions of dollars by creating and selling Internet businesses.

His company, Aesop/Robot is a web marketing machine that offers more terrific books and products than any other single company.



Psychological Triggers



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Support

Order

How to Control the Mind of Your Prospects -- And Influence Them to Buy What You're Selling

by Mark Joyner, CEO, Aesop.com

Imagine what it would be like if you could **control** people's minds – and had the power to **motivate**, **influence** and **persuade** them to agree to practically anything you propose...what would that be worth to you?

The concept of mind control has always been **irresistible** to marketers and salespeople. Why? Obviously, because it plays a major role in generating **untold** fortunes for the privileged **few** who know how to use it.

As you **read every word** of this article, you will discover advanced psychological tactics that will **boggle** your mind. You will learn 30 ways you can use mind control to make your prospects buy from you – and, more importantly, how you can use the tactics ethically to **at least** double or triple your sales.

The diabolical tactics I'm about to reveal have been shown to generate **avalanches** of sales – virtually **unstoppable** landslides, in most cases. These psychological weapons are so powerful that I expect more money to change hands with the clever use of these devices than with any other marketing method known to man. Heck, these are controversially **potent**, that I wouldn't be surprised if they are **banned** from mainstream marketing in the near future.

What is Mind Control – and Is It Ethical?

Mind control and other devices of social influence are woven into the very fabric of our society. They have become so prevalent, particularly in the world of sales and marketing, that we often don't even take notice of their influence. For instance...

Have you ever wondered why companies such as Procter & Gamble and General Foods have been running those **contests** asking people to write down "Why I like" (product) " in 25-, 50-, 100 words or less?

Because, for the chance of winning valuable prizes, **droves** of people are willing to go on record as liking the product. This, in and of itself, is extraordinary because it creates countless **glowing testimonials**. But what's even more amazing is that the hundreds of thousands of people who testify in writing to the product's benefits consequently **believe** what they have written – and this curious **phenomenon** fuels unprecedented sales of the product!

When you use psychological devices like the one used in the above example, you glide ever so **smoothly** over people's natural **predispositions** that it's practically effortless for you to generate sales. This spells the **greatest** difference between the ethical form of mind control used in marketing, versus its evil stepbrother – the kind involving covert behavior modification techniques.

The latter concept of "mind control" probably conjures up intrusive devices reminiscent of the "Manchurian Candidate," that coerce or manipulate people to do things against their will, or even introduce electrical impulses that affect the cerebral cortex and produce robotic behavior in human beings. Needless to say, this is not the context of mind control that I am referring to – and neither is it the kind I would advocate nor promote in the field of sales.

Mind control, as used ethically in sales and marketing, is simply the process of using *natural* human predispositions to break down defense barriers that are obstacles in the sales process.

In this manner, your prospect is a **voluntary** and **willing** participant, and becomes **happily involved** in a buying decision that you have rendered painless and even enjoyable.

Here's the amazing part:

You can initiate your prospect's buying sequence at the snap of your fingers when you know the **secret codes** known as "**triggers**." These triggers activate a human predisposition that causes the prospect to buy without any resistance.

Obviously, these triggers usher in a revolutionary – and immensely more effective – era of selling. Here's how triggers compares to the traditional way of selling:

Traditional Selling entails the use of sales "scripts" that are both awkward and unnatural. You probably know them all – dozens of memorized closes, questions rigged with "tie-down" lines that trick the prospect into saying "yes," etc. This traditional selling sequence is **contrived**, and goes against the natural flow of the prospect. And even when customers buy as a result of these high-pressure tactics, it's not because they want the product but because they are cornered or intimidated into the sale. I don't know about you, but this sales model makes me feel like a **con artist** after I make a sale.

Selling with the Use of Triggers: When you "get into the mind" of your prospect, the sales process becomes a matter of just **pushing the right buttons** – or more precisely, the right triggers. Since you're going with your prospect's natural flow, and using a selling sequence to which your prospect is naturally inclined, you eliminate any resistance. Selling couldn't be easier.

Why do you think....?

Have you ever wondered how toy manufacturers are able to influence post-holiday, overspent parents to flock to toy stores in January? Perhaps even **you** might have found yourself irresistibly drawn to a toy store in January, and shell out money inexplicably for one more **unneeded** toy.

Do you know why? Hint: It's not because the prices are slashed – and neither is it because the kids didn't get enough toys over the holidays. There is a **calculated**, psychological scheme put into motion by toy manufacturers – and they know it **works every time** because they understand how the human mind works.

Wouldn't you want to know what that psychological scheme is?

How Triggers Were Discovered

Joe Sugarman, the best-selling author and top copywriter who achieved legendary fame in direct marketing, ran a highly successful mail-order company in the 1980s, JS&A (the forerunner of The Sharper Image). Joe learned on a **mass scale** which ad approaches worked, and which ones didn't. He studied the ads that achieved a high degree of success, and discovered that they were clearly successful because of certain **underlying** psychological triggers. He identified 30 of these triggers that activate psychological forces buried deep within the subconscious brain, and cause people to buy.

Result: Through the effective use of psychological triggers, Joe sold over **20 million** pairs of BluBlocker sunglasses, as well as countless other products. Joe also sold several **million** dollars' worth of product on QVC – sometimes in a **single** day.

In his new book *Triggers* Joe reveals his startling discovery of how to get into people's minds, eavesdrop on their thoughts, know what they want – and make a **fortune** in the process.

Cracking the Psychological Code that Reveals Untold Secrets

Just as the human genome cracked the genetic code that reveals **untold** secrets of the human body, Joe Sugarman's *Triggers* cracked the psychological code that activates a person's **buying sequence**. This is the **secret code** that has eluded the sales industry for years.

Folks, this is not the kind of selling you grew up with. This is **quantum** selling that goes beyond anything you've ever seen or heard.

*"This book will graphically teach you 30 ways you can **improve your chances of sales success** by understanding the psychology that Joe learned from years as a direct marketer...an education that cost him millions to learn. He has artfully taken this knowledge and applied it to the dynamic of personal selling and has crafted a book unlike anything you'll find elsewhere. This is a book that should be on every salesman's desk."*

-- Joe Girard is an author of 4 books, and is listed in the *Guinness Book of World Records* as the *world's greatest retail salesman*.

Joe Sugarman first discovered the power of psychological triggers years ago when he applied just one trigger on an ad, and it immediately **doubled** the response to that ad.

Here's an important question: Now that you know that the application of a single psychological trigger has been proven to at least double or even triple the response of any ad, what would happen when you use all 30 triggers?

If you're curious as to what you'll find in Joe's book, *Triggers*, here's a sneak-peek:

- Learn to effectively control the minds of your prospects, and **instantly** increase sales – whether it be in mail order, on the Internet or in face-to-face selling
- Proven tactics to alter the mindset of your prospects, and make them **unable to resist** buying whatever you're selling
- How to make your customer **sell himself** on your product or service – without any effort on your part
- How to initiate and **accelerate** your customers' buying sequence – no matter what product or service you're selling
- Use your knowledge of your prospect's nature to present your product in the way that is most **appealing** to your prospect
- Unlock the real fire power that lies dormant in your present sales and marketing activities – and watch sales literally soar
- How to use your prospect's own predisposition to draw him to your product or service like a powerful **magnet**
- Boost the psychological pulling power of your ad instantly without spending a **dime**
- How to use your prospects' most powerful emotions to achieve mega-watt sales
- How to discover your prospects' **innermost** desires, and use that knowledge to craft an offer that is irresistible to them
- How to tell an **engaging** story that prompts your prospect to want to do business with you

- How to use the most powerful force in selling to magnetize customers to your product or service
- How to tantalize your prospect's mind with blatant **psychological seduction** of the non-sexual kind
- How to instill psychological debt in your prospects to close an incredible number of sales
- Unleash the power of your pen to write psychologically **spellbinding** ad copy that will earn you a fortune and give you the ability to sell on a level you never dreamed possible
- How to instantly put your prospect in a receptive buying mode – and make your selling **effortless** and easy
- Learn the **insatiable** emotion people have that is powerful enough to drive your sales through the roof
- How to crank up the emotional volume of your sales message to make your prospect submit **unquestioningly** to whatever you propose
- How to use 1, 2 or a combination of several psychological triggers to double the results of your existing sales efforts
- Learn the same amazing psychological discoveries that have made Joe Sugarman and his students **millions** of dollars

Here's what people are saying about Joe Sugarman's breakthrough book:

*"A must-read for anyone selling anything to anyone! I write advertising copy that has to sell. If it doesn't sell, I don't eat. I live or die by how effective my words are at getting people off of their couches, over to a phone and calling up to order. And, I know that the only way to do this most difficult of jobs, is to trigger psychological forces buried deep inside the subconscious brain. If you want them to buy, you have to trip those psychological triggers, which create emotional reactions compelling people to buy. If you get really good at this, you will make **more money than you'll know how to spend**. Triggers is so good that using it gives me an almost **unfair advantage** over my former competitors! I'm so much more effective now, that my accountant is complaining about keeping track of all the extra money I'm bringing in for myself and my clients."*

-- Jeffrey Paul, author of *How You Can Make \$4,000.00 a Day, Sitting at Your Kitchen Table, in Your Underwear!*

*"Outstanding! Triggers goes way beyond just selling. Trigger #30 helped me generate **\$30,000 off one well-written letter alone**. For those who are serious and want to sell more, market better and communicate more effectively, I highly recommend you get Triggers, ASAP."*

-- Jim Bickford, San Ramon, California

"As a sales professional I found Sugarman's techniques new and refreshing. And I have already used them personally to improve my sales techniques. They work! They're not manipulative and can be applied to any product, service or price point. I strongly recommend this book."

-- Peter Wink, author of, *Negotiate Your Way to Riches*

*"I can assure you that if you are looking for marketing and business advice from someone that has made millions then buy and read this book. I have read hundreds of books on marketing and Joe Sugarman is one of the best and brightest on the planet. This book is something that you will not want to put down once you start reading and **it's worth a fortune** to anyone that uses the triggers he reveals."*

-- Joe Polish, President, Piranha Marketing

*"I've read many marketing and copywriting books. However Joe Sugarman's book Triggers, deserves it's own category. Frankly speaking, the art of influence and persuasion is so very necessary because it reaches down to the very core – at the emotional, very personal level of your prospect. This book is destined to become a **valuable collector's item**. I urge you to get your own copy, read it line-by-line, cover-to-cover, and watch how you too, will improve in every aspect of your marketing efforts."*

-- Nelson J. Vega, Buena Vista, New Jersey

"This book is about persuasion – knowing what will psychologically trigger people to buy. As the author of 113 books and over 500 magazine articles, I highly recommend this book to writers, publishers and anyone who has something to sell."

-- Dan Poynter, author of, *The Self-Publishing Manual*

You don't need a secret service agent to tell you that **secret knowledge equals power**. Joe Sugarman's *Triggers* contains secret knowledge you absolutely can't be without because it can make you **irresistibly powerful** in business, as well as in your personal life.

As you read the secrets that *Triggers* reveals, you will begin to see how they can make a dramatic impact on your business, no matter what your current situation is. It makes absolutely no difference what product or service you sell, what the price point of your product or service is, or whether you sell in person, by phone, by mail or via the Internet. With the strategic use of triggers, your business is poised for **record-breaking** sales.

Psychological triggers are quite literally a **gold mine** for marketers and salespeople who know how to **unearth** the gold. Joe Sugarman has done all the work for you – he has mined the gold, stripped off the debris, and polished it to perfection. Now, the gold is yours to have and use for business, as well as

pleasure.

WARNING: Use the 30 triggers only as directed. Over-use may be absolutely overwhelming.

I'm going to give you a little *caveat* right here – so listen closely. When you start selling with the use of triggers, your sales results will be so **amazing** that you won't want to sell any other way. Selling has never been easier, that you won't want to go back to your old way of selling.

When you get your hands on *Triggers* I am betting you won't be able to put it down. In fact, I'm betting that I couldn't pry it out of your hands if I tried. *Triggers* is overflowing with the most mouth-watering secrets you absolutely must have.

Are you beginning to see how the psychological weaponry of *Triggers* can put you on the **cutting-edge** of the marketing frontier? Now, the only question left to answer is: "**How many** of the 30 triggers do you plan to use, and **when** do you plan to use them?"

It's not hard to see that now is the best time to catapult your business to unprecedented heights. Don't let your competitors beat you to it, or they could use psychological triggers to run you out of business.

Here's the good news:

Now that you realize that applying powerful psychological triggers today will turbo-charge your business to **incalculable** heights, you'll be surprised to learn that you can have *Triggers* for a very small investment of \$27. Within 15 minutes, you will receive download and unlock information that will allow you to read Joe Sugarman's *Triggers* online. You can apply one or more of the psychological triggers to your sales and marketing activities today, and literally generate sales before the day is over. Click [here](#) now.

When you order by **1 December**, you will also receive the RealPlayer version of Joe Sugarman's outstanding **Advertising Secrets of the Written Word** tapeset. This is the audio version of Joe's phenomenal book with the same title, which has been drawing absolute **raves** from countless marketing, sales and advertising professionals all over the world. It is the ultimate resource on how to write powerful copy – from one of America's top copywriters and mail order entrepreneurs. This tapeset is sold separately for \$50.00, but it's yours **free** with your purchase of *Triggers*.

Try it now, risk-free. If you are not satisfied, just let me know within 30 days and I will issue a no-hassle refund. Although it is highly unlikely that you would be anything less than **thrilled** with *Triggers* should you decide to request a refund, the free bonus, *Advertising Secrets of the Written Word* is yours to keep and enjoy as my gift just for taking me up on this offer.

Joe Sugarman mastered the clever use of psychological triggers throughout his career, and came up with legendary successes that broke many of the advertising and marketing records of his time. I dare you to use *Triggers* in your business, and **create legendary successes of your own**. Take this challenge **now**.

Wishing you the best,

Mark Joyner

P.S. Frankly, I know nothing that could truly make a significant difference in your **net worth** than the infusion of Joe Sugarman's *Triggers* into your current marketing and sales activities. Oh, and did I tell you that the book is remarkably **entertaining**? Joe Girard, "the world's greatest retail salesman," has this to say:

*"There's one thing that captured me from the beginning of this book and kept me glued to the very end. It's Joe's sense of humor and his **incredible skill** in writing. He's a master of the written word and his stories and anecdotes are both fun to read, educational, and ones you long remember."*

Get [Triggers](#) now.



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Go Visit the Actual Psychological Triggers by Joseph Sugarman

<http://www.inforingpress.com/webletters1/triggers/>

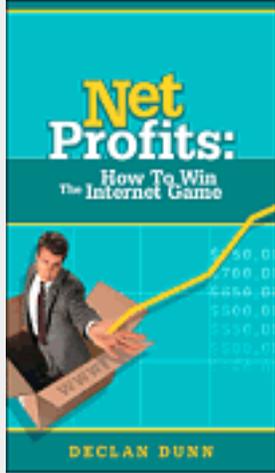
Declan Dunn



Declan Dunn is yet another of the great Internet marketers who's still having too much fun making money to retire to a tropical beach.

He is president of Active Marketplace and helps many large companies make money on the Internet.

Many large dot com failures would still be in business if they'd hired him instead of listening to their venture capitalists.



[Net Profits: How To Win The Internet Game](#)

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\$65,000 Affiliate. \$600,000 in 6 Weeks. \$750,000 Super Affiliate.

Discover Guerrilla Tactics of the Internet's Quiet, Profit Underground

Net Profits: How to Win the Internet Game **Power Your Business From Zero to Profits In 90 Days.** **Guaranteed.**

It constantly amazes me how most people lose money on the Internet, while a few know how to make money so easily, with little time or cost.

For example, think about Jeff Belton, the \$65,000 affiliate. A few years ago he began fooling around with an affiliate program. Soon his hobby became his freedom.

He made \$65,000 for himself and over \$300,000 for another business. He quit his day job. He literally has moved to the islands.

Imagine learning from Jeff, and other experts generating obscene profits on the Internet. What would it be worth to get practical strategies from people doing it in their own Internet business every day?

These case studies are not the people you read about in Newsweek, losing money; these are people dedicated to making real profits 365 days a year. **If you want to launch or improve the results for your Internet business, then this letter will be vitally important for you. Here's how:**

1. The key to profits on the Internet is Performance Marketing. You need to get your ads to pay for themselves with performance like a sale, a click, or a visitor you plug into your sales process. **Perform or Die is the new rule of Internet business.**
2. The key to making money in business is OPE, "Other Peoples Effort." You need to create a system for making a sale, then plug LOTS of other people into the sales process in order to have the potential for sustainable upward growth.
3. I am about to share with you the performance strategies we use to build highly profitable marketing campaigns for our Internet clients. These principles will work for anyone!
4. Even if you are on a startup budget, you can utilize these ideas. I explain how to develop an Internet business with limited funds quickly. In fact, you are the one we dedicate this book to...

Here is an overview of our approach to creating success on the Internet:

1. Find a large, easily reachable target audience.
2. Make them an offer.
3. Move them to an order form.
4. Follow-up.
5. Teach sales people to repeat the process.

Why do so many Internet companies fail to grasp this simple formula?

Because many businesses consider creating a plan AFTER their initial efforts have dwindled. Smart business people do this research at the beginning of the project so they do not WASTE valuable time and dollars on promotional efforts that do not make any sense. It's like trying to pour a foundation for a house without architects drawings. Remember, if you don't know where you're going, it doesn't matter how you get there!

In business, nothing matters but results. That is what **Net Profits** is all about.

"There is a revolution going on called Performance Marketing, powered by affiliate programs, search engine positioning and email marketing. **Declan is on the cutting edge of this revolution. Most people give you theory. He tells you what works and shows how you can do it too. "Net Profits" is the best performance marketing system I have ever seen, and heard. Period.**" Ola Edvardsson, AffiliateTips.com

There are 2 types of companies on the Internet; those who test, and those who lose money.

Which will you be? Nothing else matters. Here's why:

1. Internet hype is over. Today you have to generate traffic and convert it to sales quickly. **Being in the black is not a trend, it's a way of doing business.**
2. You need to create an Internet, autopilot system to take advantage. You will **discover the \$65,000 affiliate, who took just 2 hours a week** to generate sales in his spare time. While his results are exceptional, the way he achieved his goals are quite simple.
3. Getting performance out of your advertising is all that matters. Testing is the only way to get performance. For example, the strategy of the **\$600,000/6 weeks performance network** shows you how to price advertising based on results instead of guesswork. It is that simple.
4. This is a 10-Step strategy to launch or improve the results from your Internet business. You get real world case studies and exercises to apply what you learn to your specific business.
5. Net Profits is so powerful that I not only guarantee it, I will let you **test out special audio training and reports first to hear for yourself...absolutely FREE.**

You do not need experience or genius to win the Internet game. You just need to get the results. Maybe you think it is easy for one person to generate \$65,000, and over \$300,000 in gross sales for another company. It is easy when you know what to do...

All you need are performance and profits. **Net Profits is your guide.** Here's how:

1. Right now, 95% of Internet companies do not make near as much money as they should. The Net Profits workbook and CD audio seminar will give you the strategies and guidance you need to finally tap into the sales power of the Internet. It is a system designed to **power business and sales from 0 to 60 in 90 days or less. That's performance.**
2. In the next 5 minutes you will discover a simple, step-by-step strategy to launch or improve your Internet results in 3 months. **Guaranteed.**
3. Lots of people talk about doing business on the 'Net, but few really do it. This system brings together the best marketing experts (8 all together, never in one place before). I challenged each to better the results of the \$65,000 affiliate. How would they do it? Apply marketing genius to a challenge and you get ideas, **strategies you can use in your business today.**
4. At each step you are challenged to develop your own specific business using the Net Profits workbook and Action Plan. As you follow the complete, 10 Step Action Plan, you will find a strategy to test your idea **quickly and cost effectively.**
5. This system was developed in house at ActiveMarketplace and tested in a growing network of business small and large, just like you. There is nothing like this on the market.

Where Net Profits Come From...

Since 1995 I have worked with clients like ABC, PBS, MyPoints, and Network Solutions, as well as starting

up Internet companies for my commercial property company, ADNet International (<http://www.adnetinternational.com>). Influential publications like Business Week and Forrester have featured my approach to Internet marketing.

People have paid \$5,000 and more to hear me speak and teach at influential conferences and seminars. Now I want to share the power of my seminars through an innovative audio CD seminar, workbook, and basic training online that everyone can afford.

What I have learned comes from real experience applied to a specific problem. Today, the Internet is facing its biggest challenge.

That's why I wrote, and recorded **Net Profits: How to Win the Internet Game**. Mixing the experience of high end consulting with guerrilla marketing expertise, you get a complete strategy with low cost, high performance marketing techniques. Tested. Proven.

Nothing is left to chance in this workbook and CD set. The **Net Profits CD** is the gold nugget of the system. I went in the studio and recorded an exclusive seminar outlining the tested, proven system developed since 1996.

The seminar guides you through the 10-Step business system, with insights and techniques that help you improve your business. I share tips and practical strategies from high end business to normal people just like you, profiting on the Internet.

The challenge is to be profitable in your business now. Let's walk through the process together and put these steps into action. The new word on the Internet is Performance Marketing...making your ads earn money. Here's the Table of Contents from Net Profits workbook and CD set to show you the process:

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As you can see, nothing is left to chance. This is a comprehensive workbook and audio system aimed to help you quickly improve the results from your business.

What Clients Say About ADNet and ActiveMarketplace

"Julie and I were so excited when ADNet International helped us launch the XOOM.com Affiliate Community (<http://www.hitstosales.com/xoom>). But we never could have anticipated how many affiliates would take advantage of it. Traffic has been great. The area is loaded with great tips for affiliates, and it also has a great money-making opportunity from Declan Dunn for you affiliate-minded types..."

Kirsten Lambertsen
Marketing Manager, XOOM.com

"Declan's global perspective on the Internet affiliate marketing space proved invaluable in the planning and subsequent launching of our affiliate program. Dunn helped us define our market and develop a strategy for attracting and retaining affiliates. He also provided several valuable "dos and don'ts" -- items we otherwise would have learned the hard way. As when embarking on any new business endeavor, working with the established experts in the field is a critical (and economical) key to success."

Kathryn Wardell
Director of Business Development, eBags

"ADNet International's people are some of the most amazing "relationship marketing" experts I've had the privilege of working with. Despite the fact that they are widely regarded as the leading experts in "affiliate models" of marketing, they recognize this is just one tool for turning relationships into revenue. ADNet International has become one of our most valuable development partners, from providing special events like the Declan Dunn Audio Seminar for ReveNews.com to their unique merchandizing approaches for our music community FindTunes.com."

Brian Clark
President, GMD Studios

Why are you giving away so much in Net Profits?

The early release price for Net Profits is just \$67; usually these training products sell for up to \$97. But in the summer of 2000, I want to share a dramatic, initial reduction to spread the word as far as possible. Here's why:

Back in 1995 two close friends of mine, Marlon Sanders and Jonathan Mizel (both featured in Net Profits) taught me the essentials of Internet business. At that time I had what was arguably the worst headline in Internet history..."The Power Lies Not In Our Technology, But In Our Selves".

You can see I had a major problem. No one knew what I was talking about. It is easy to look back and laugh. Many times I go back in my memory and look at how frustrated I was, until I created my own Internet system. Now I want to share it with you, just like my two friends, my two mentors, shared their knowledge with me.

Grow your business. When you plug into the Net Profits system, you will see results. That is why I created this system. Because people need it now.

Why Net Profits Are Essential For Your Business Right Now

- Imagine one person, in his spare time of a few hours a week, generating over \$65,000, while the company he promoted made 5 times that much!
- Now imagine if you could have his case study, but instead of just following his story, you were shown a step-by-step strategy to apply to whatever product or service you are offering.
- Finally, if you could learn from the \$750,000 Super Affiliate, the \$600,000 in 6 weeks Performance Network, among a powerhouse of entrepreneurs, and apply their know how to your business, what would that be worth?
- **Normally I would price this at \$97. At that price it would be a bargain. But the real purpose of this book is to reach all the businesses on the Internet who are simply doing the wrong things and losing money. That's the majority.**

People simply don't know what to do; they claim to know the basics, but when you look at their Web Sites, you see the same mistakes. It's time to end the bad business practices without going broke.

Now I have created a system that is affordable and evergreen; that is why you get this entire system for \$67. Here's what you get:

1. The 180-page workbook with a step-by-step Internet business formula resulting in your action plan, and practical strategies, for your business. Each chapter begins with an overview, an interview of a case study, and exercises for you to apply to your business. You get spreadsheets for your own results, resources, and tactics unlike any you have read before. This book will be shipped, and you will get a digital version delivered immediately so you don't have to wait for the mail to come.
2. The audio seminar on CD, plus a special, audio basic training course (21 lessons in 2-5 minutes to help improve your results) available immediately.
3. A gift certificate for \$250 off of search engine positioning with one of the leading experts featured in Net Profits.
4. Plus if you order quickly, you will receive a free ActiveMarketplace appraisal of your business, with recommendations to improve your results. (\$50 value)
5. The total value of this package, with the book, CD, Performance Analysis of your Web Site, and Search Engine Gift Certificate, is \$367.

You get it for just **\$67 including the workbook (plus the e-book so you can read it while you wait for the real book to arrive), CD, and all the bonuses**, plus shipping, or \$37 for Net Profits e-book and 21 audio training system delivered immediately online.

Your Simple Guarantee

The Net Profits system is based on real people, real businesses, and real strategies. These people are no smarter than you are, no more experienced, but seem to know exactly what to do. If your Web business isn't generating significant income (and I mean at least \$4,000 a month), here's the reason why.

You probably don't understand what people really want to buy on the Internet.

This system is designed to help you understand. Now if you receive this workbook and do nothing, you will get nothing. The good news is that you can learn; it is not rocket science, and once you get it, you plug in ideas to quickly test and profit. Compare that to the real challenges:

1. The Internet still stands as the powerhouse business opportunity of its time. The Internet is real and powerful. If you don't profit for it, someone else will.

2. You are looking for a custom fit in an off the rack world. The Net Profits system is designed to help you find out what works quickly. Even better, it gives you step by step strategies that you can apply today, now.
3. Affiliate programs, viral email marketing, and search engine domination are the obvious keys to success. So why do so many people ignore the basics? Master what you can, identify what you must outsource, and learn how to take advantage of these 3 essential tools.
4. **Everything is guaranteed for 90 days, or 1 "Internet" year.** That's how confident we are that you will be able to put this into action quickly.

If you have put the steps into action, taking advantage of the next 90 days to improve or simply launch your business, and have not received much more than you paid for, then simply return the book and CD. No questions asked. It is that simple.

As CEO of ADNet International, I guarantee it.

The Internet is one of the most traditional marketing mediums; you have to quickly and simply get your targeted message across.

This training system is ready to help you. In fact, you can try it out for free right now:

**Begin with Free Audio and Action Plan, Part Of:
Net Profits: How to Win the Internet Game**

You can try out the Net Profits system for free -- **get the latest marketing techniques, with quick 2-5 minute audio training seminars** plus short, online text lessons on affiliate programs, search engines, viral email marketing, and much more. All geared to improve your sales and profits. Improve your performance now.

Name:

Email:

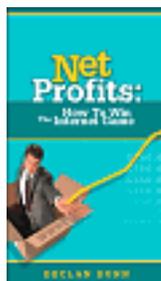
What will you do to act now, before your competition?

I look forward to hearing your answer. If you have any questions, don't hesitate to call 800-280-9807 Ext. 7725 or email.

Peace,
Declan Dunn

P.S. Remember that you [get the complete Net Profits package, including the 180 page workbook, the Net Profits audio seminar CD, and the complete, online audio training system, plus the \\$250 gift certificate \(\\$367 value\), for just \\$67,](#)

P.P.S. Finally, the release of the Net Profits training system comes with a free ActiveMarketplace Performance appraisal of your business. [Get this free analysis for a limited time only.](#)



**[Get Your Copy Of
Net Profits Now!
100% Guaranteed](#)**

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Go Visit the Actual Net Profits Site

<http://www.inforingpress.com/webletters1/netprofits/>

Aim at Your Prospect's Desires

This is still part of the Interest-Leading-to-Desire part of AIDA.

You're in effect nailing down one by one each and every benefit of your product, so your prospects totally understand what the machine will do for them in every way possible.

Although you are targeting a specific market, it's also true that each individual is different. What one bodybuilder assigns a lot of importance to, leaves another one cold. But the second will be persuaded to buy by something the first bodybuilder ignores.

Remember that list of product features I had you write in the first chapter?

And that list of how each feature benefited your prospects?

Now you weave them into the sales letter.

The simplest way to do this is just to connect the feature/fact to the benefit, using logical cause and effect

- This machine weighs 200 pounds, so it won't move or collapse when you're exercising hard. It protects you and your home's floors.
- This machine is especially designed by exercise scientists to increase the loss of hard to reach brown fat in your hips, thighs and stomach. That's why it reshapes your body more than conventional exercises or diets can do.
- This book contains explanations and samples of excellent web sales letters. Using what you learn in this book will help you write your own successful web sales letters, so you can make a lot of money on the Internet using the genius of the experts you've learned from.
- This machine won the "5 Gold Star" Award for Home Exercise Equipment Excellence by the industry's most prestigious foundation, so you can be sure you're getting the best machine available.

If a fact is about the product, it's a feature. When you explain how that product fact helps the prospect, it's a benefit.

Always keep in mind:

Add Value.

Use bullets to make financial comparisons:

- This machine costs less than a membership in a health club, plus you can use it in the convenience of your own home without forcing yourself to get out and drive to the health club and be embarrassed there by exercising in front of all those hard bodies
- It's cheaper to take a walk around your block, but will you continue that when it's raining or snowing? When it's 20 degrees below zero? When you exercise in your own living room you're safe from muggers and rapists and you can watch Oprah at the same time.

You don't want to use your entire letter to convince them they need to lose weight, only to have them go buy a pair of \$10 barbells instead of your machine. Some sales letters do forget this.

You must also position your product as the best and most cost-effective (it probably won't be the cheapest) solution to their product

- You could buy a cheap exercise machine at Wal-Mart, but do you want to entrust the safety of your body to a machine assembled by Chinese coolies? Your health to a machine that wasn't designed by a world class team of research scientists? Besides, you won't get our one year guarantee from Wal-Mart.

Some writers weave a lot of their bullet points into the text of their letters. It is good though not essential to use some as actual bullets. They break up the page visually and make your web sales letter easier to read.

Improvements in hardware and software will eventually make your computer screen as easy to read as a paper book, but until then, be kind to your readers.

**Remember this: Your prospect will buy IF AND ONLY
IF you arouse their emotions to make them *want*
your product**

However, their intellect also demands that the product "make sense" -- that they can believe that the product can and does do what you claim for it.

Bullet points should explain all features of your product in terms of how they benefit your prospect.

They satisfy your prospect's intellect that your product can do what you promise and is the best possible choice.

They should also help to arouse emotion by continuing to build your case that the product will solve their current pain/problem and deliver the promised future pleasure if they do their part.

Bullet points increase your credibility. The more credible the prospect finds your product claims, the more they believe that they too can lose weight. The more they believe that, the more likely it is they'll buy.

**They should also help to minimize as much as honestly
possible the pain of the transition your product will
require of them**

For example:

- This machine was designed by a team of scientists to burn brown fat with just 10 minutes a day of effort.

Yes, that 10 minutes of effort must be highly intense, but doesn't that sound easier than exercising an hour a day?

10 minutes a day is certainly easier to fit into your schedule than an hour. Anybody can find 10 minutes a day.

- This book can help you become a first class web sales letter copywriter, but I haven't told you that it's easy or automatic or comes just from one reading.

No, I advise you to read and study this book. I even advise you to write out each web sales letter, one a day.

That's easier work than collecting garbage for the rest of your life but it's hardly effortless either.

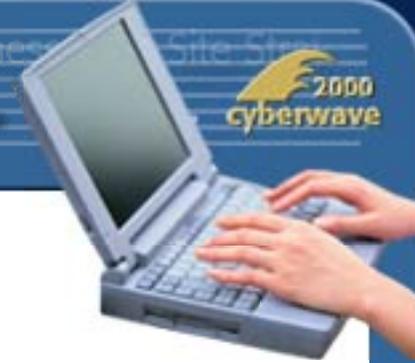
Think of all the logical reasons why your prospects should buy your product. Tie the facts of your product to the benefits it brings to your prospect.

Near the end, bullet points lead naturally to a summation of what the prospect will get, including all bonuses.

Jonathan Mizel

Jonathan Mizel has been marketing online since at least 1994. His Online Marketing Newsletter is one of the most respected ezines available.

He has reputation for telling his subscribers what works online -- before anybody else has heard about it.



Thousands have subscribed at \$195/year - thousands have paid \$3,000 to hear us speak, now, you are invited to:

"Discover how to uncover the secret revenue streams hiding in your Web site!"



- ▶ **Spark a stampede of traffic to your web site.** Discover the secret snowball effect of viral marketing, per-transaction advertising, and affiliate programs to funnel thousands of pre-qualified prospects to your Web site.
- ▶ **Develop products people are anxious to buy.** Do you use a "lead product" in your marketing? When you learn this simple trick, you'll jump-start your sales and get customers to fund up to 100% of your advertising costs. (This technique works regardless of your industry!)
- ▶ **Create killer sales letters and Web sites that sell like crazy.** How to write online ad copy that practically forces customers to give you their money. Use our proprietary copywriting formula and master the art of converting prospects into sales!
- ▶ **Discover high volume traffic generators that really work.** You'll learn how to really use banners, click-through services, search engines, e-mail marketing, and more to create a "greased chute" that propels targeted, responsive prospects through your order process so they buy now.
- ▶ **How to implement a dirt-cheap, high-profit opt-in e-mail program.** Using opt-in e-mail is the most powerful thing you can do for your online business, and yet, most entrepreneurs have no idea where to begin. Discover how to set up your list, create content, track readership, capture opt-in names, create a multi-step follow up process, and best of all, use e-mail as a secret weapon you draw from your holster whenever your business needs a cash injection!

Instantly improve your Web site's profitability

From: Jonathan Mizel
Kihei, Hawaii

Dear Friend,

If you want to know how the big boys (and girls) are driving truckloads of money out of the Internet, and learn how to inject these same magnetic techniques into your own marketing campaigns, you made it here just in time to take advantage of a win-win offer.

It's part of a marketing test that's got even my own staff calling me crazy.

Here's why: For the remainder of the test, which is going on right now, we're giving away the same library of tricks, secrets, formulas, and case studies we normally sell for \$1,327.00, and we are doing it free of charge.

All you have to do is act within 24 hours!

In a moment, I'll tell you exactly how to take advantage of the offer. But first, it's important to explain a little bit about who I am and why I'm qualified to teach you about Internet advertising and online marketing in the first place:

- While dozens of "Internet experts" have come and gone, we've built a solid reputation as writers of the acclaimed Online Marketing Letter, which has been published continuously since 1993. That's well before 99% of all the Johnny-come-latelys have even been online.
- We work with major Internet companies like Intel, MyPoints, OnHealth, Microsoft, and BestoftheWeb.com. Plus we consult with hundreds of medium sized companies as well as mom and pop businesses. While other experts peddle their get rich-quick-books, we are busy creating real live ad campaigns for the biggest names in e-commerce.
- We regularly appear in magazines like Inc. Technology, Entrepreneurial Edge, and Home Office Computing, as well as e-zines, e-books, and online publications like the SmartBiz, AssociatePrograms.com, and Mindspring's Hits to Sales Journal.
- We use real contact information and answer our phones during normal business hours. (Go ahead and call us. Our number is 808-874-0089.)

You are about to realize, like thousands of others, that because our clients, proteges, and subscribers are always on the Internet's cutting edge, and because we're smack in the middle of their marketing tests, you are uniquely positioned to learn the newest inside discoveries.

Best of all, since the breakthroughs we've spent six years compiling have just been updated, "digitized," and organized into a 507 page library, you can download them for free, but only if you act within 24 hours.

Join The Triumphant Business Owners And Entrepreneurs Who Write Back With Stories Like These:

"Using one of the techniques you taught me, I recently performed an opt-in test mailing which generated a 60.52% click through rate! I'll take that any day over the crummy (and expensive) response rate I get through regular direct mail."

Steven Richards
Charleston, SC

"Your methods are positively insane! You teach the stuff everyone else is afraid to, all the forbidden fruit! E-mail, search engine tricks, and lead generation techniques that are incredibly effective at bringing home the bacon!"

Marlon Sanders, President
[Higher Response Marketing](#)
Dallas, TX

"Your [library] is the most articulate, "brilliantly creative" compilation of information I've seen in or out of the computer industry in 20 years... a work of genius for your subscribers to draw from... I AM TOTALLY AWESTRUCK!"

Kim Ronson
Santa Clara, CA

"I implemented your "Ad Que" technique it immediately increased my revenue by 55%! That one tip paid for the newsletter many times over. I can't wait to implement them all!"

Bart Baggett
[Myhandwriting.com](#)

Without This Information, You'll Get Very Frustrated By These Two Gigantic Problems:

- The "experts" you rely on (i.e. your designer, Webmaster, Web hosting service, etc.) are technical folks - not marketers. They can make your web site look great and run like you want it to. But when it comes to writing ad copy, creating offers, and making sales, they know diddley-squat!
- The Internet, and the handful of marketing strategies that can actually make you money, are rapidly changing. Techniques that produce results today can be obsolete by the time you roll them out! Which means you'll lose money faster than you make it.

The key is knowing how to move on a dime - instantly, when the iron is hot! You'll never be at the mercy of anyone else when you know for yourself which online marketing promotions really work.

Here are just a few examples of techniques you'll discover:

- An easy trick you can use with any online order form that generates at least 30% more revenue. Implement it just once, and it pays off with each order. (You won't learn this anywhere else!)
- How and why to use the search engine GoTo.com. Not one in a hundred people know the secret of this amazing site. Discover the unique strategy and turn on your own private traffic machine for a little as five cents per visitor!

- How to use a simple software to test the response of headlines, prices, guarantees, and offers with multiple Web pages (don't worry, it's easy).

Why Give Away \$1,327.00 Of Million Dollar Formulas And Breakthroughs?

It's a sneaky way to show you the value of ***The Online Marketing Letter***. See, we already know that you'll profit immensely.

But rather than asking you to take our word for it, we decided to gamble on a marketing test, and see how many more subscriptions we'd sell if we offer you the very best of the techniques and breakthroughs we've discovered.

Sort of a bribe.

You get our 507 page library - which includes 24 back issues of our newsletter and a whole lot more. But only if you become a paid subscriber in the next 24 hours!

See for yourself how the strategies and formulas we publish are like dynamite in a gold mine. You can spark an explosion of new revenue into your business - without the risk. And you can prove to yourself that subscribing to ***The Online Marketing Letter*** is the smartest thing you can do for your business.

You Must Act Before The Test Is Over!

Now picture this:

60 days from today, your business is swelling with new sales, and generating thousands of dollars in new profits. (I'm not kidding. It's happened to many of our subscribers.)

Our techniques blew away everything else you ever tried! What's more, 80% of your customer service work is now on auto-pilot!

You can't waste months rummaging through the Internet. You can't afford to be left out. And above all, you can't let your competitors learn about the profitable techniques first - or they'll start eating up the...

Mountains Of Unclaimed Market Share That Could've Been Yours.

Chances are, you tell others (but not your competitors) about your incredible fortune. When they see how much money you're making, of course, they subscribe too.

Can't wait? [Click here now to order.](#)

That, my friend, is what we're banking on. And why we're offering you the amazing library for free.



"Jon, I have made so much money using your strategies over the years, literally hundreds of thousands of dollars, that it's nuts. I combined one of your ideas with a technique my partner and I have been using, and bang, and extra \$10,000 a month, plus 1,000 more opt-in names to add to our sales system!"

Scott Covert
eTradingProfits.com
Ontario, Canada

"As you know, you don't see testimonials from me on too many products, but I have been in marketing for 25 years, and I learn more with each issue. It's an amazing opportunity to learn from you. Thank you for teaching us all."

Sheila Danzig
Turn Your Computer Into A Money Machine
Sunrise, FL

"I know it sounds unbelievable, but I made \$7,820 profit in just five days using one of your email techniques. It was so easy, I almost feel guilty. Of course, I said almost -- I actually feel great!"

Michael Kimble
Group M Marketing
Austin, Texas

Here's how the library is broken up:

Section #1: The Business Owner's Guide To Web Site Marketing (\$297 Value)

In February, 2001, business owners from around the world gathered in Colorado and paid \$2,000.00 each to attend my millionaire-making workshop, The Web Marketing Power Summit.

In preparation for this event, I spent nine weeks combing through case studies from our clients and extracting the very best of the techniques and strategies we'd compiled. I carefully detailed how to duplicate their results, step by step, and packed it into a dense 150 page manual.

Listen: You'll be glued to the page as you learn how to use eye-popping strategies you won't find anywhere else. Strategies like these..

The secret of the "disappearing banner" and how it can generate click through rates of 5% or more. Plus, where to buy targeted, quality banner ads for as little as \$2 per thousand impressions.

- How to get thousands of hot prospects to "opt-in" to your list within 72 hours.
- How to use statistical programs, visitor counters, and other detailed analysis tools to track exactly what your visitors are doing, where they are going, and how long they are staying.
- How to use multiple domain pages and "mirror" Web sites to exponentially increase traffic.

But brace yourself. With these tricks and strategies, your Web site's income will explode.

Section #2: The Online Marketing Firepower Manual (\$780 Value)

Contains 24 of the most asked-for issues of my newsletter (plus they can all be downloaded).

Since the newsletter is published six times a year, this is four years worth. And 231 pages. Others paid \$780 for this same information. Now it's yours - free.

As you tear through these back issues, you'll discover incredible low-cost tips, tricks, and techniques like these...

Trap customers in your Web site- like a Las Vegas casino - until they buy.

- Seven secrets of creating winning information products that produce cash on demand.
- How to get customers to reveal the secret words that make them reach for their wallet.
- How to promote a multi-level business on the Internet.

Section #3: Search Engine Secrets Manual (\$100 Value)

In this manual, you'll discover the basic tenets for getting your site at the TOP of the search engines. Tons of information, sample META Tags, little known forums, and brand new tools to help you generate thousands of leads and sales using simple, easy-to-implement strategies.

You'll even find a "Quick-Submit" page with direct links to the submission pages of the eight major search engines. Register your Web sites and new additions in minutes.

Section #4: Direct-Marketing Firepower Manual (\$50 Value)

If you want to continue doing offline marketing, if you want to make a fortune selling information, if you want to know the real secrets of writing ads and sales letters that make millions, this no-holds-barred book will be a Godsend for you.

Section #5: Reason Why Advertising Manual (\$100 Value)

Thousands of "dud" web sites, supposedly designed to make money for their owners, do a laughable job of selling anything! Yet their owners wonder why they aren't making more money!

This timeless 1917 classic is the most potent remedy I know of. The author, John E. Kennedy, will make you really grasp how advertising is, in fact, "salesmanship-in-print." He'll open your eyes to the "active ingredients" your web site is starving for.

Just take a look at what other marketers are saying about these materials. (But please don't squeal about the fact that you're getting them free!)



"PHENOMENAL!!! I focused immediately on the sections dealing with writing persuasive advertising. I took your advice about benefit-orientation to heart and wrote a "kick-ass" ad for an MLM I'm involved in. I sent out 50 ads one night as a test and woke up to 6 sign-ups the next day!"

Jan Haraczy
Haledon, NJ
Ontario, Canada

"This is exactly the key information I need for my marketing campaigns. You've brought together sources and tools from a lot of different areas - which means I can go to Cyberwave instead of all over the Internet to find precisely what I need. If there's a new technique or piece of software we should use -- because it REALLY is profitable -- you're the guy who will tell us about it. Thanks a ton for the inspiration, practicality, cutting-edge knowledge and general online street smarts you're sharing with the rest of us."

Scott T. Smith
Copywriting.net
Longmont, CO

"Your effective marketing techniques, combined with your personal attention and concern for the success of those using them, is a priceless combination."

Art LaRiche
Atco, NJ

Can you see yourself becoming totally absorbed by this information, injecting your marketing campaign with new life, and experiencing a dramatic increase in sales? By now, it's obvious you can.

Here's how to stay completely up to date:

As the Internet grows and changes, we constantly discover new opportunities and techniques (like associate programs, loyalty programs, html banner ad tricks, per-click advertising, etc.).

Our staff, clients, and proteges are perpetually testing new ways of marketing their products and services online. And using our instructions, they scrupulously monitor their tests and campaigns.

Because we're smack in the middle of what they're doing, we're often very first people outside of their own organizations to...

Discover Which Powerhouse Techniques, Out Of Hundreds Tested, Buried The Rest By Incredible Margins!

As a subscriber to ***The Online Marketing Letter***, you'll be one of the first too. Here's what I mean:

The moment an issue is published, we shoot you an e-mail message with your password to our private web site. That's where you get to see and download (in printer-friendly format) all of the private, nitty-gritty case study details while they're still steaming hot.

Not only will you find out where the newest online gold mines are - and how to tap them.

Not only will you be privy to all of the newest tricks, formulas, and breakthroughs we discover...

You'll Also Find Out Why These Methods Worked So Well!

And you'll learn, step by step, how to duplicate our clients' results exactly. So you can start profiting fast - long before your competitors have a clue about what you're doing.

Best of all, if you act within the next 24 hours, you get to preview our newsletter, risk-free, for an entire year!

[Click here now to order.](#)

And thank God, we won't waste your time with a slew of time-consuming ways to bring a measly handful of extra hits to your site. No way. When you get your hands on our information, you'll take a quantum leap forward...

With Techniques That Are Proven To Bring You The Maximum Return On Your Advertising Dollars

Over and over again. For example:

- How to make even the biggest Web pages load blazingly fast. (Fact: Quick loading Web pages convert more sales!)
- How to enjoy multiple income streams as an affiliate. How to set up your own reseller or associate program with hundreds of other people selling your product!
- The number one market to sell to on the Internet and why 95% of all online entrepreneurs don't get it. (It's not MLMers, opportunity seekers, or some obscure niche market - it's right under your nose!)
- How to make your Web site deliver your product(s) digitally and process credit cards in real time so you collect money 24 hours a day, 7 days a week, hands-free.
- How to use targeted, personalized, e-mail marketing without spamming, getting flamed, or breaking the law. Where to get professional mailing tools for less than \$100.
- Microsoft FrontPage screws up your html code. But if you use it anyway (like we do) don't worry. Here's how to identify and "fix" the three main problems it creates.
- Template web pages from proven money making promotions.

Just one strategy can put thousands of new dollars into your bank account. Money that'll fall through your fingers, if you don't grab this offer now. Simply because you don't know what to do, or how to do it.

Don't Decide Now!

Like I said, we want you to see for yourself how the strategies and formulas we give you unleash new profits into your business.

So if you act within the next 24 hours, we're also going to extend your 12-month subscription on a risk-free trial basis.

Make A Guaranteed \$10,000 Or Keep Everything - And Pay Us Nothing

That's right. If you don't make at least an extra \$10,000 over the next 12 months, or if for any reason, the newsletter doesn't work out for you, there's no charge.

Listen: We're not interested in taking you on as a subscriber if you're not thrilled with what we teach - and how we teach it. And if we can't improve your sales, then we don't deserve to have you as a customer.

And get this: Since the materials are delivered electronically, you don't even have to return them! You can keep it all: your bonus manuals, the back issues, your resources, everything!

No Matter What You Decide, That's A Guaranteed Gain!

The worst thing that can happen is, you spend the next 12 months being privy to the newest, most powerful online marketing techniques on the planet, and you get the same library that others pay \$1,327.00 for at no charge!

The best thing that can happen is, you get just one idea that makes you a multi-millionaire, and send me a big fat check. (Just kidding - you don't really have to send me a check.)

The investment for all this?

For twelve months of the best, most profitable online marketing training you'll ever get, a package that's guaranteed to make you at least \$10,000 over the next twelve months, or your full subscription price back?

A risk-free, tax deductible \$97.00.

Like I said, once you've spent twelve months profiting from our strategies, we're confident you'll be a subscriber for years to come. That's because subscribers who use our strategies often become our best clients and friends.

You spend hundreds of dollars every year just to host your web site. Thousands to build and maintain it. And you'll spend plenty more to set up an "e-commerce" system. Still, after all this, you wind up with an embarrassing number of sales. Why?

Like many people, you are lost when it comes to marketing. And compared to all of the money you've already spent (and will continue spending), \$97.00 is laughably cheap. Isn't it?

Why Settle For A Disappointing Number Of New Sales?

Why spend thousands of dollars on testing (like many of my subscribers did before they discovered my newsletter) to find out which strategies really make you money?

Why gamble your cash away on far fetched tests, struggling and hoping that somewhere, somehow, you're going to discover a technique or strategy that really works?

Why torture yourself with weeks and months of puzzling research (especially if you don't have a marketing background) when you can find out, right now, exactly what you need to start profiting from every dollar, and every hour, you invest online.

Why Lose Even One Day To Your Competitors?

You've read the testimonials. You've read my guarantee. Face it: You can't lose. You will earn cash profits guaranteed. Otherwise, all of the techniques, newsletters, and bonuses are yours to keep. Period.

Don't throw away another dollar. Don't spend another year in the trenches. Don't waste another minute wondering if you can make money online. Make it happen. Right now.

Receive instant access by [clicking here now](#).

Or call 1-800-934-8731 and ask for the Online Marketing Letter. Just be sure to reference offer 10332.

Respectfully Submitted,

Jonathan Mizel

Jonathan Mizel

PS: Don't forget, I can only guarantee you'll get the bonuses if you act within the next 24 hours.

PPS: Just one of these blockbuster techniques will pay for your subscription many times over!

PPPS: Extra Bonus Alert! - When you subscribe, you'll get a free dealership program to resell the Online Marketing Letter!

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Bob Silber



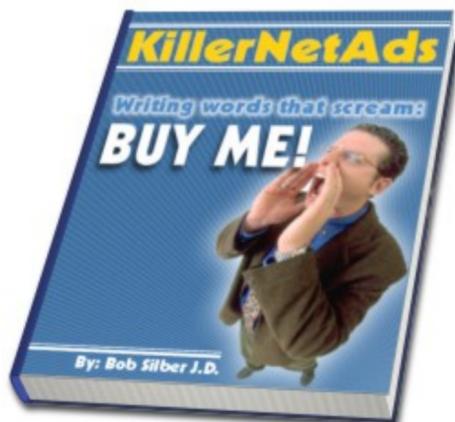
Bob Silber was one of the featured speakers this year at the Internet Marketing Superconference in Las Vegas. He is an Adjunct Professor teaching Business, E-commerce, Intellectual property and Internet law, at a major university.

In the past five years he has developed and marketed over a dozen successful informational products on the Internet.

Secrets To Creating Killer Net Ads

The Ultimate Marketing Techniques You Won't Find Anywhere Else!

Writing Words That Scream "Buy Me" !



You Can Have The Best Product Or Service, Mega Traffic To Your Site And Not Sell Squat !

**You know it's true. Without A Compelling Sales Presentation
You Are Dead In The Water, Period ! That Is A Fact.**

All That Is About To Change For You. You Will Now Have The Tools To Write A Compelling Ad Or Master Sales Presentation Every Time. One That Works Like Magic Whenever You Need It. Utilizing Unique Marketing Techniques You Won't Find Anywhere Else.

In the last 4 months I have read five or more books about writing ad copy and, without a doubt, your book "Secrets to Creating Killer Net Ads That Sell" was by far the best. It's because it doesn't just tell me how to write killer sales letters, it digs right down and SHOWS me exactly how to compose ad copy that really sells!

I have already increased sales on one of my products using a specific tip in your book. I now have your book's icon on the desktop of both my pc's. I will not be writing any more ad copy without it. You can quote me on that. Thanks for everything!

David Christensen
hostmaster@pagematic.com
www.pagematic.com

The Net Is A "Marketing Ploozza" If You Just Approach It Right !

You have heard people say that you can get rich on the Internet. I don't know that most of us can do that but I do know there is a lot of money to be made if you do it right. Professional Internet marketers, that have **mastered the techniques of writing compelling ads and powerful sales presentations**, quietly and consistently earn six figure incomes. It is not accomplished with some esoteric talisman and it is something you can learn to do with the knowledge in this book.

There is money to be made on the Internet but **you need a compelling and effective sales presentation**, regardless of your product or service, or you are dead meat. The beauty of the Net is that you have a virtual storefront, with a global presence, operating 24 hours a day without employees, high business rents, or the many other expenses associated with a retail operation, to drain your profits.

What a pleasant surprise after 2 yrs of being just a backend [sale] or buying just another rewrite of the same old stuff. Finally, something that gives you an edge, an insight to yourself. If you are selling reprint rights to this e-book please allow me the pleasure of owning a sure money maker. Keep up the good work Mr Silber. You are a breath of fresh air.

D.R. Lantz
dvdlnz@yahoo.com

Despite the awesome power of the Internet, why are 99% of the businesses failing?

The answer is **you need to do what works** and like everything else you need to spend a little money to make a lot more money. You can't just put up a website and be guaranteed instant prosperity. This ebook will show you exactly what you need to do and how to do it. Whether you need to start from scratch or just fine tune your ad or sales presentation, **you will now have the tools you need.**

"I've read it twice and I have to say it's a wonderful book! No one should try to market products on the Net without reading your book first..."

Miguel Alvarez
editor@e-ditorial.com
www.e-ditorial.com

Don't Fall Into The Same Trap As 99% Of The Online Businesses That Wither And Die!

Your good news is that most of your competitors won't make it and with the techniques in this ebook you will. It is common knowledge that every job, business, trade, profession and craft has techniques that must be learned in order to be successful. The Internet is no different. < If you are serious about making money If you are serious about making money on the Net remember it is not a get rich overnight business. Internet success takes time, effort and knowledge. There is no easy get rich quick method so you need to spend the time to learn to do it right. Either you will or you won't and your success will be determined on the choice you make.

Now what you are about to read is amazing but true. Most of your competition wants to successfully sell their product or service online but their downfall is that they are on a continuing quest to do it without spending a dime. They waste their time each day looking for free information and free services and expect to be successful. These same people may even have a successful business off-line and **yet they abandon all business sense** when they want to sell a product or service on the Net.

They know what they are presently doing is wrong because they aren't selling anything. The Net isn't working for them. Instead of jumping up and down with joy that they can make money with an online business for peanuts, compared to the cost of an off-line business operation, they stubbornly refuse to spend any money to learn the techniques to do it right themselves or even to outsource the work to those that have the expertise.

What they should know is that you can be guaranteed that none of the successful entrepreneurs are giving away all of their secrets, tricks, tips and knowledge for free. **That valuable information is reserved for their paying clients.**

**"Secrets To Creating Killer Net Ads That Sell"
Isn't Just An Ebook, It's A Marketing Education !**

The Psychological Magic Of Words - Writing Words That Scream "Buy Me" !

"I just finished reading "Secrets To Creating Killer Net Ads That Sell" and I have to say, thanks for sharing. When it comes to direct response, I'm all ears. And even though I've devoured almost every book on the subject (worth reading that is), your trip into the "mind of magic words" really provided some useful insights.

I love creating sales letters, and now I have "never before thought of systems" (by me that is) of "getting what I want" through persuasive conversation in print. I imagine with what I learned (and will continue to learn) from this to-the-point-book, I'll add another five or six thousand to my bottom line each month. So like I said, thanks!"

Chayden A. Bates
webmaster@ebookmarketing.com
www.ebookmarketing.com

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- You Will Learn What To Do And How To Do It.
- **You Will Fine Tune And Hone Your Presentations Into Razor Sharp Instruments, That Slash And Carve Through The Built In Subconscious Mental Blocks, Of Every Prospect That Sees It.**
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- You Will Learn The Alchemy Of Sales Writing And How To Push The Right Mental Buttons That Activate The Emotional Buying Triggers That Exist In Every Reader's Psyche
- **You Will Learn To Write Compelling Ads & Presentations Ripping Your Competition To Shreds.**
- You Will Draw 1000's Of New Visitors To Your Website Anytime You Want To Present Your Product Or Service To Them Utilizing The One Technique Better Than Paid Advertising, Guaranteed.
- **You Will Be Able To Launch You And Your Website From Obscurity To A Guru Omnipresence Overnight.**
- You Will Have Others Eager To Promote Your Business And Website.

[Click Here](#) Take A Look At The Table Of Contents. [Click Here](#)

"The information focusing on the human psyche was the key that I apparently have been looking for, to open the door of my understanding marketing in general. A damn good job!!!"

Nashid Rahmaan
nrahmaan@bellsouth.net

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Marketer Monique Harris from her site at sellyourbrainfood.com

Tuesday, July 6, 1999 - "Next I ordered a 3-line classified ad in the infamous DEMC e-zine, <http://www.demc.com>. (I say 'infamous' because they claim to have 275,000 subscribers.) I've tried... and tried... and TRIED to get my articles published in DEMC, to no avail. So I figured it was time to pull out the old credit card, and really get down-to-business. It comes out every Wednesday and Saturday, so I'll keep you abreast."

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Dave Kelly
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Interviews With DEMC & InternetDay With Tips From The Editors On Getting Published.

DEMC has a readership of over 275,000 subscribers and Internet Day has a readership of over 150,000 subscribers. You Will Learn what they look for, in their own words, before deciding to publish an article.

"Bob Silber's book is an innovating, down to earth book that grabs you by the hand and teaches you what you need to know to write a sizzling sales page that sells."

Teresa King
teresa@netswan.com
www.moneyswan.com

Here Is My Personal No Risk Guarantee & Promise

Try "Secrets To Creating Killer Net Ads That Sell" for 30 days. Put it to the test. Use it. If at anytime during those 30 days you feel that "Secrets To Creating Killer Net Ads That Sell" isn't everything we said it was, or if it isn't everything you expected it to be, or for any reason at all, then you can get a full refund.

We are so confident that you will agree with us when we say, "We Don't Just Deliver - We Over Deliver," that we will assume all the risk and offer this full money back guarantee! Just contact me, I will refund your money. No reason needed, no questions asked, period.

Wishing you success,

Bob Silber

"On that note, while I'm at it, let's talk about Bob Silber's "Secrets To Creating Killer Net Ads That Sell". I'm sure you guys have read it. WOW. Double WOW!

Not just an ebook on ad writing...uh, uh. More like a treatise on literary astistry (but don't worry, he DOES teach ya how to write that killer Net ad).

Bob is a Master writer. Yep. Read his book and you'll see..."

Kenneth Tang
kennethtang@micropreneurs.com

Been There - Done That

If You Are Serious About Selling On The Net, You Would Have To Be Crazy Not To Order "Secrets To Creating Net Ads That Sell", With Our Risk Free Guarantee Policy. It Pays For Itself, The Moment You Put The Techniques To Work, With Increased Sales. Isn't It Time To Learn To Do What Works?



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Bob Silber offers a unique approach, and shares some creative ideas, to writing ads & headlines that get results.

Bryan Kumar
bryankumar@yahoo.com
www.about-secrets.com

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Wow! Your new ebook, "Secrets To Creating Killer Net Ads That Sell" is just jam packed with value information and techniques I've never seen anywhere else. What a valuable resource for the Internet Entrepreneur!. Great Job!

Shelley Lowery
[info @web-Source.net](mailto:info@web-source.net)
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<http://www.informingpress.com/webletters1/killernetads/>

Mark Joyner

Mark Joyner has made millions of dollars by creating and selling Internet businesses.

His company, Aesop/Robot is a web marketing machine that offers more terrific books and products than any other single company.



Advanced Hypnotic Writing

Home

Support

Order

How to Use the Phenomenon of Hypnotic Suggestion to Turn Your Words Into Cash

by Mark Joyner, CEO, Aesop.com

"One sales letter from Joe did 30 times better than our entire telemarketing department. I fired the phone people."

-- Mike Geier, VP, Marketing, Caledonian

Over the last twenty-four hours, you have been **hypnotized** approximately 39 times.

I'll bet you didn't even know it. What, for example, do you think was happening when you last watched TV?

There you were, surrounded by distractions of all sorts – phone ringing, dogs barking, children playing, stomach growling – yet because something good was on, you were **spellbound**, concentrating only on the drama **unfolding** on that relatively small fraction of your environment – the screen.

You are also effectively hypnotized when you're surfing the Internet, when you're engrossed in a book, when you're lost in thought, as you're about to drift off to sleep, or even when a very attractive person walks by.

Yes, going by the definition of hypnosis as being "an altered state of consciousness," the average person is hypnotized about **39 times a day**.



So what?

Well, you probably didn't know that when a person is in this altered state of consciousness, that person is highly **suggestible**.

That means that person is more likely to **accept**, and **act upon**, suggestions that you make.

What does this mean to you? In terms of marketing, it means that you can zero in on your prospects' altered states and deliver hypnotic suggestions that would **induce** them to buy what you're selling. Easily, they can be compelled to obey whatever you suggest – as though they were **mesmerized** into submission.

What's more amazing is that they will find your suggestion **irresistible**.

Now, I can almost hear you thinking, "How else can I use hypnotic suggestion to get others to obey my commands?" There are numerous ways that it can be applied to any situation, both online and offline.

It would **blow** your mind if I told you how **powerful** the phenomenon of hypnotic suggestion would make you.

By the time you **finish reading this article**, you will have learned how to use hypnotic suggestion to turn your words into **money**. You will also discover the very same secret techniques used by world-renowned hypnotists, that give them power to **influence audiences**.

What a Genius Hypnotist Can Teach You About Marketing

*“We possess within us a marvelous force of **incalculable** power, which gives us mastery over ourselves and **others**...”*

Emile Coué, the 19th century French professor and Master Hypnotist, was known to have said those words. You're about to find out what power he was referring to, and how you can use it to your utmost benefit.

Here's a story that illustrates that power:

On the first day of the Fall semester, a university professor came to class carrying an amber-colored glass bottle containing a **clear liquid**. He announced to his 27 students that inside the bottle was a compound that, if inhaled, could make people feel “high,” exuberant, or even giggly. While he was talking, the bottle slipped “accidentally” from his hands and when it shattered, its contents spilled all over the floor.

Within a few minutes, most of the students sitting in the back rows started exhibiting inebriated-like behavior; i.e., they were acting **tipsy**; several students reported being in high spirits; and a few from the front row fell into uncontrollable fits of laughter.

The most curious thing about the incident was that the “mysterious” liquid was just **plain water**.

The experiment was just the professor's dramatic way of demonstrating the placebo effect – but what this episode really reveals is the phenomenal power of hypnotic suggestion – how mere **words** have the ability to cast a virtual **spell** on people. Clearly, the class had been **hypnotized** by the professor's words.

Through the use of hypnotically crafted words, phrases, suggestions or commands, most people could be made to behave in a **predictable way**, just like the students were when they were exposed to a substance which they were told was a potent chemical.

Fact: Billions of dollars worth of merchandise is sold by the power of suggestion.

It doesn't take months or even weeks to learn the **incredible** skill of creating hypnotic suggestion. In fact, you can learn it quickly and easily. Yet, when you learn how to take a suggestion and install it correctly into someone's subconscious mind, the effect is nothing short of **miraculous**.

Question of the Day: Can I use hypnotic suggestion so that my prospects will magically have the **uncontrollable** desire to send me money? [Read on to find out.]

Even if you don't know anything about hypnosis, it is very simple to learn. In a moment, you will learn step-by-step how you can use hypnotic suggestion to command anyone to **buy, agree, sign up, order, click** – or do anything you want.

Don't take my word for it. Within the next 5 minutes, I'm going to put the power of hypnotic suggestion to the test so that you will **discover for yourself** without a doubt that every word I say is true.

Monetize Your Words

Emile Coué, the world's most recognized expert on the phenomenon of suggestion, said: "A person's free **will** always *yields* to the **imagination**." This is an *absolute* rule to which there is no exception.

Since the imagination resides in the subconscious mind, and it is **susceptible** to hypnotic suggestion, can you see how planting hypnotically worded suggestions strategically could **greatly** influence the will of your prospect?

Your words could then turn into sales, and sales translate to money. You will literally be **creating money** from mere words. What would such a skill be worth to you?

How about those people who are not susceptible to suggestion?

Maybe you're wondering whether most people are actually susceptible to suggestion. Maybe you've heard somewhere that there are people who could never be effectively "hypnotized."

I've got news for you. It is almost impossible for hypnotic suggestion to fail. Statistically, less than 3% of the population is **unaffected** by suggestion. The rest of us have varying degrees of suggestibility.

Now, let me ask you a question: If you had a **97% batting average** at closing sales, would that be alright?

How to Bypass the Conscious Mind

Your conscious mind is the part of the mind that makes decisions and judgments from an extremely limited point of view. In other words, the conscious mind governs, limits, puts up **resistance**, builds barriers, obstacles, hurdles and much more.

The other part of the mind is the subconscious mind. This is the part that you are usually not aware of – yet it determines much, sometimes most, of what you do. In contrast to your conscious mind, your **subconscious mind lacks reasoning power**.

For one thing, it does not know the difference between reality and fantasy. It processes products of our **imagination** as reality. Therefore, a good suggestion repeated often enough and long enough will be accepted by the subconscious mind as true, **even when it is not true**. Your subconscious mind is programmed to run on **automatic**.

Here's a neat trick:

When you learn the way of bypassing the conscious mind, along with its limiting tendencies, you create the potential to deliberately plant suggestions into the subconscious mind. And it is by doing this that you artfully **bypass any resistance** that may be present within your conscious mind.

The process by which hypnotic suggestion works is natural, gradual and comfortable. Are you beginning to see how **easy** it would be to get your prospects to say "yes" to virtually any product or service you offer them?

Ben Franklin on Overdrive

“Give me 26 lead soldiers and I will **conquer the world.**”

What did Benjamin Franklin mean when he said that? Simply this:

Franklin knew that his printing press, **loaded** with the 26 letters of the alphabet, packed more power than any artillery when it came to revolution. Two centuries have gone by, and yet the world hasn't quite recovered from the monumental changes Franklin brought into being with just ink and paper.

Now, Joe Vitale – the grand master of hypnotic writing and the science of persuasion, as well as the author of the tremendously successful book, *Hypnotic Writing* and other best-selling books – has taken the power of the written word and shifted it into **overdrive**. [Read what people are saying about Joe Vitale [here](#).]

Since the original publication date of *Hypnotic Writing*, Joe, has amassed over 10 years' worth of extraordinary success, and has **perfected** the art of hypnotic writing. Joe has succeeded in taking copywriting to the absolute “bleeding-edge” of persuasion, and he is now ready to share the advanced techniques that have earned him and his students **millions** of dollars.

Joe's new book, *Advanced Hypnotic Writing* is an **unparalleled** sequel to his now-legendary *Hypnotic Writing*. But make no mistake about it: *Advanced Hypnotic Writing* is **light years** ahead of its predecessor.

Here's a quick **snapshot** of its contents that have never before been revealed anywhere:

- Learn the top hypnotic secrets that master hypnotists have been **jealously guarding** – which **empower** you to get all the orders you desire from your customers
- How to easily lead your prospect into a hypnotic state, and **program** him to be receptive to your offer – without his realizing you're doing it
- How to skillfully enter the **hypnotic threshold** of your prospects' minds so that they will accept, act upon, and **obey** your commands
- The top 3 things you must do to satisfy a **primal** need that lies deep within your prospects – and make them want to buy whatever you're selling
- How to **secretly** penetrate your prospect's **subconscious** mind and fill it with your powerful hypnotic suggestions
- How to instill in your prospects a **visceral** need they can feel at the **gut level** – and create a desire for a resolution that only your product or service can satisfy
- How to dazzle people with hypnotic sales letters that make them follow your commands
- How to use **outrageous** creativity as a hypnotic mechanism to pull in more sales
- Learn the ultimate secret to controlling the **public mind** – this is a diabolical principle of **hidden selling** that creates cash automatically outside of human perception
- Hidden commands you can use to make people do your bidding

- 8 hypnotic **devices** you can use immediately to get a guaranteed “yes” to your offer
- The 7 deadly things marketers do that make their prospects “snap out” of the hypnotic state and make the sales process grind to a screeching halt
- How to **melt** the resistance of even the most stubborn, skeptical prospect. [This slick hypnotic technique moves mountains.]
- Learn the greatest hypnotic secret ever revealed – this is an advertising “formula” that is absolutely indispensable as you embark on your hypnotic marketing expedition
- How to install a **post-hypnotic suggestion** in your readers’ brains so that if they can’t buy right now, they will be hypnotically compelled to **buy later**
- How to write intriguing headlines that cast a **spell** on your reader
- What to write in your website that makes people want to visit it, talk about it, and then, in the end, **buy whatever you are selling**
- Learn how to **saturate** your writing with intense, emotion-provoking language that sells every time
- Learn the exact words you can use in a sales letter that will make your customers whip out their wallets and buy from you
- How to write **tantalizing** copy that makes your reader’s mouth water with anticipation
- Learn the psychological tricks that make your sales letters impossible to ignore
- Discover little-known hypnotic language patterns that literally **dissolve** your prospect’s objections
- Get the **Top-Secret** Checklist – Joe Vitale uses this to pre-test the hypnotic quotient of his letters – pure gold!
- How to write a hypnotic headline – in under 15 seconds
- How to craft **embedded commands** in your writing that make people feel compelled to act now
- How to create **mesmerizing** stories and scenarios that grab the attention of your reader, and hold him captive all the way to the order page
- Discover the little-known **loophole** in the public’s mind that allows you to easily engage your prospects hypnotically
- How to drop hypnotic cues in your prospects’ subconscious that create an **instinctive** desire for your product or service

- What hypnotic strategies work online, but not offline – and vice versa
- Create your own hypnotic news releases using these proven models
- How to exploit the one proven hypnotic ad format that always works
- How to use hypnotic suggestion to compel editors to call within minutes of receiving your press release

Frankly, the above is a greatly **abbreviated** list of the heavy-duty content that *Advanced Hypnotic Writing* assembles in a single book. After all, the book contains the **exact same** power-packed material that **others have paid \$1,500** apiece for!

[The only difference is that those who paid \$1,500 also got one-on-one consulting with Joe.]

Yet, how much has Joe priced this absolutely **awesome** volume of hypnotic secrets? Not half (\$750) of the original price. No, not even one-tenth (\$150) of the what his past students paid for the same material.

OK, here's where it gets unreal. Joe has agreed to sell *Advanced Hypnotic Writing* for an **unbelievable** \$47 – but only if you **order** it by **12 November**.

This doesn't seem to make any sense whatsoever because Joe has already proven that he could easily get 30 times that much for the exact same information.

Well, Joe explained that he does want to make his book as widely distributed as possible by offering it at a price that people would be **crazy** not to take advantage of. The reason is this: He expects the wide availability of his book to generate consulting clients whom he can charge a minimum of \$2,000 per hour.

But that's not all – the price of \$47 includes a special bonus – Joe's first top-selling book, *Hypnotic Writing*. So you'll actually get both books for the price of one. This is the most **unbeatable** offer I've ever given. Don't delay. **Get it** now.

In keeping with Joe's reputation for **over-delivering**, you'll also get these **8 free bonuses** in addition to the 2 books, if you **order** by **12 November**:

* *Secret to Writing Power Headlines* – by Joe Sugarman, direct marketing legend and top-caliber copywriter

* 2 **eye-opening** reports featuring the **most persuasive** language methods you can use to create killer copy – by David Garfinkel, Master Copywriter

* The **secrets** of a certified hypnotist – and how you can use them to create an irresistible sales letter – by CJ Johnson, Master Stage Hypnotist

* 4 Explosive Reports on cutting-edge persuasion techniques by L. Michael Hall, Master of Neuro-Linguistic Programming; Robert Bly, Copywriter-Consultant; Rex Steven Sikes and Kevin Hogan

When you **get your hands on *Advanced Hypnotic Writing***, you will be moments away from **unleashing** the phenomenal power of hypnotic suggestion that will allow you to **turn your words into gold!**

One word of advice: When you receive your copy of *Advanced Hypnotic Writing*, please realize that the power to influence others through the written word is **awesome**. I urge you to use it with wisdom – and only for noble purposes. This is powerful stuff that shouldn't be shared with those who would use it for malicious intent.

I shudder to think how dangerous hypnotic power would be if it fell into the wrong hands. But just imagine how much worse it would be if your competitors got a hold of it before you did.

Consider yourself really lucky to be **one of the first** to learn about this new book release. Chances are, it will be months or years before your competitors catch on. And by then, you would have already used Joe's hypnotic secrets to the hilt that you would've already left your competitors in the dust!

Quite frankly, I do not anticipate anyone in their right mind to ever be dissatisfied with *Advanced Hypnotic Writing* because I am absolutely **convinced** that the hypnotic strategies you will learn are things you would never want to be without.

But if, for any reason, you decide after receiving your copy of *Advanced Hypnotic Writing*, that it isn't for you, I stand behind the product **100%**. Take as long as 30 days to decide if this book is all I promised it would be. Should you decide to return the book, just send me a note and I will **refund** your entire purchase price immediately.

By the way, do you remember that in the beginning of this article, I promised that I was going to put the power of hypnotic suggestion to the test? Well, I did it. My objective was to make you **read this entire article**. Thus far, you've read 99% of this 3000-word article, right? In writing this article, I simply planted a few hypnotic suggestions that I learned from Joe. That you did exactly what I suggested is indisputable **proof** that Joe Vitale's *Advanced Hypnotic Writing* really delivers on its promise!

Within 15 minutes of **ordering** the book, you will receive instant access to a password-protected site so you can read the book online. I suggest you read it from cover to cover. Take the hypnotic secrets for a test drive, and I guarantee that you'll start laughing all the way to the bank.

All the best,

Mark Joyner

P.S. Remember: To take advantage of this **unbeatable** deal of getting both *Advanced Hypnotic Writing* and *Hypnotic Writing*, as well as the 8 free bonuses – you must **order** no later than **12 November**.



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Go Visit the Actual Advanced Hypnotic Writing Site

<http://www.inforingpress.com/webletters1/hypnotic/>

Arouse My Greed and Fear of Loss With How Much Good Stuff You Got For Me

By the time your prospect gets to reading this part of your web sales letter, their desire should be aroused.

By now, they want your product but they're wondering: "What's the damage?"

So your job is to convince them that your product's benefits are worth far more to them than the price

The product story and bullet points have already aroused your prospect's desire for the benefits of your product.

As I mentioned, you should include a lot of bullet points that made comparisons that show how financially favorable your product is.

It's cheaper than many alternatives.

Products that are cheaper than yours are not effective in solving their product. Or perhaps there are hidden costs.

So your prospect is wondering how much you're charging.

Only a few web sales letters give out the price at the top of the letter.

I've noticed that this happens in two circumstances:

1. The price is far lower than comparable products. So low that it's negligible. The real issue is, do you want these benefits?

You could use this if your exercise machine sells for \$9.95. Anybody who wants to buy an exercise machine can afford that, and expects to pay much more. So anybody even halfway serious about buying an exercise machine has no excuse not to buy your machine for \$9.95, if it works at all.

2. The price is far higher than most prospects will pay, so you use the price as a qualifier. If the prospect cannot afford to pay, they can move on.

You could use this if your exercise machine sells for \$5000.

Mention that up front and the peasants will move on to another exercise machine ad.

However, these two alternatives are abnormal circumstances. Normally you'll want a price that most people can afford if they are in your target market.

Ideally, you should set a price that maximizes profit.

Normally, the higher the price you set, the more profit you'll make per sale but the fewer you'll sell.

The lower the price you set, the less profit you'll make per sale but the more you'll sell.

This is not totally true in all circumstances.

Some products actually sell better at a higher price, because the high price sends a signal to the prospect that the product is of high quality.

There actually is no 100% definite way to find this ideal point. Most Internet marketers who sell their own product tend to set their prices based on experience, intuition and common sense.

For a full discussion and possible solution, go to:

<http://mysps.sitesell.com/yousellmore.html>

Your price should come at the high end of a natural break. A natural break is \$10. Set a price of \$9.95, which is just under \$10.

Are buyers really so stupid that they can't see that \$9.95 is just a nickel less than \$10?

In a word, yes.

I've seen this point debated. The experts agree. They've tested and re-tested.

If you sell a product for \$9.95 and use the exact same web sales letter to sell the same product for \$10, you'll make far more \$9.95 sales than \$10 sales.

7 makes a good price point also. I think that there's a psychological reason for that.

If you see a product priced at \$37, which is a common price, the seller is sending you a signal.

\$40 is a natural break, so they should not charge you that price.

\$39.95 would be therefore be the normal price point. You see that price a lot.

So, if a seller prices that product at \$37 instead of \$39.95, it's like they're giving the prospect a break. They've backed up toward \$35. Not all the way, but enough to tell the prospect: You want the benefits of this product. You're willing to pay anything up to \$40. So I could charge you \$39.95 but I'm giving you a break and charging only \$37.

Therefore the prospect is more likely to feel they've gotten a deal, which helps reduce the possibility of buyer's remorse.

Another common way of adding value and making the prospect feel they are getting a good deal, is to add free bonuses.

The bonuses should be somehow connected to the product itself.

You could give your exercise machine buyers a free video that demonstrates how to work out on that machine. Maybe the manufacturer just automatically includes that video in with every machine. You make it a free bonus.

Bonuses should be inexpensive for you. If you have to pay \$40 for each video bonus you give away, it's not a good bonus unless you can add that into the price of your machine and still sell a lot.

You should make sure you explain the benefits of the bonuses. Don't just say "Free exercise machine video."

Include a number of bullet points for your bonuses. Sell your bonuses just as though they were the product itself.

Don't assume that just because the bonuses are free that your prospects want them.

The ideal is to have bonuses so unique and valuable that your prospect is willing to pay the price of the product just to get the bonuses.

If your bonuses have a legitimate money value, make sure you mention that. Many information bonuses now being given away did once sell for a high price. If the exercise video you're giving away with the machine costs or did cost \$19.95 in video stores, make sure you mention that.

However, don't inflate the "value" of the reports to a ridiculous degree. If your report is 3 pages of standard info don't tell me that it's worth \$1495.

Use the price and the free bonuses to build value. The more valuable your product is to the customer, the more likely it is they'll buy it.

What if they are convinced that they need and want to start an at home exercise program with a machine? And they are convinced your machine is the best one for the price they can afford

IF

your machine does everything you promise.

They're hung up on that IF.

If your product is as good as you say, they'll buy it.

But they've been burned before and they don't want to be burned again.

They want proof that your machine works as promised.

That's the job of your testimonials. Reduce or eliminate all fear of loss connected with the sales transaction.

Jeff Gardner

Jeff Gardner is President of Success Achievement Publishing.

He's one of the world's experts on free publicity. He has written courses on how to make money from free advertising.

WARNING: All Internet & Information Marketing Courses, Books, and Systems Are Worthless... Without a Hot Product to Sell! Now, you can discover how I make a six-figure income each year – with a proven system for creating cash-generating info-product ideas whenever I need them...

"The Lazy Way to Instantly Get Killer Product Ideas That Pull in Cash Profits 24-Hours a Day, Non-Stop!"

"Jeff's Idea Generator is one of my most used business tools. Whenever I need a product idea...or am even helping someone else with their own product ideas...I whip out his book and go through it writing down at least 10 possible ideas for any subject. Thanks Jeff for producing one of my most used resource tools."

- Terry Dean

<http://www.bizpromo.com>

"Discover how you can easily get ideas for in-demand Internet products – that sell for \$100 to \$1,000 or more each – in as little as 60 seconds or less! If you want to find a product that will sell like hotcakes, fill your bank account for cash, and have your customers begging you for more, you'll want to read this very special report"

From: Jeff Gardner
Tuesday, 3:56PM

Dear Friend:

How would you like to generate tons of usable "killer product ideas" every single day - even a winning idea every 60 seconds - that can pull in daily cash profits, even a full-time income online?

Now, you can! Over the last decade, I've spent hundreds of hours searching for the little-known secrets of how information and Internet millionaire marketers come up with SIZZLING HOT ideas for money-making info-products (books, audiocassettes, reports, videos, courses, manuals, and ebooks)... and now **YOU can use their proven, closely-guarded methods to generate virtually unlimited "fast cash" product ideas!**

Mark Nolan, marketing consultant, speaker, and author of the 100,000+ Copy Best-Seller "Instant Cash-Flow" says:

"Just one good idea can make you a millionaire! Jeff shows you how to get dozens of great ideas every day. (This system) could be worth a fortune to you!"

My name is Jeff Gardner and I've been selling information products for over 14 years. I first started my information marketing business in the basement of my home in Dodge City, Kansas. During the last decade, I've been fortunate enough to grow this part-time venture into a full-time, highly profitable business... with annual sales in the six-figures... and growing yearly!

Since I started selling selling information products, my life (and lifestyle) has changed completely:

- ✓ I've written dozens of books, courses, articles, and manuals for myself and my clients, including my \$100,000+ best-seller, Free Advertising Riches, and my \$100,000+ best-seller on marketing information by mail.

- ✓ I've been featured in magazines such as Income Opportunities, Opportunity World, Spare-Time, and others. I've even been featured on the national TV show, "Secrets to Creating Wealth".

- ✓ I'm paid up to \$3,000.00 to speak at \$6,000-a-seat Internet and information marketing seminars all over the United States - From Las Vegas, Nevada to Jacksonville, Florida.

However, I wasn't always successful at coming up with "killer ideas" for products. In fact, until a few years ago, it was hard for me to to squeeze even one "so-so" idea out of my brain.

A few years ago, after a month-long brainstorming session that left my brain hurting, I knew there must be a better way to come up with hot product ideas. So I spent the next few months buying books, courses, manuals, videos, and tapes... attending seminars and "bootcamps"... and talking with multi-million dollar information marketers...

All in the hopes of uncovering their little known secrets!

What I Discovered Blew Me Away!

After months of research, I uncovered **a handful of remarkable "Instant Idea Generators"** these "millionaire marketers" use again and again to create truckloads of money-making ideas that jumpstart their cash-flow.

I immediately put their tips, tricks, and secrets into action... and came up with project after project that filled my pocket - and bank account - with cash.

Using these newly-discovered idea generating tips, tricks, and secrets, I created many hot products that have made me \$100,000's in cash!

Below are the sales I made from just 6 ideas I created while I was testing these idea generating strategies in my own business:

Free Advertising Course	Sales: \$169,587.00
Free Advertising Audio Tape	Sales: \$22,470.00
Self-Publishing Course	Sales: \$119,988.00
Internet Advertising Offer	Sales: \$139,797.50
Internet Marketing Report	Sales: \$7,220.00
Book Marketing Report	Sales: \$9,210.00

\$468,272.50 From Just 6 Products!

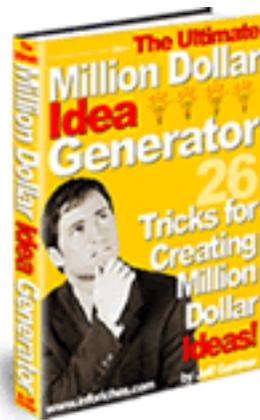
That's **\$468,272.50** in sales from just six products! That's almost **Half a Million Dollars...** and I continue to make more money, every day, using the exact same "idea-generating" methods and formulas.

But I'm not the only one making such huge profits selling information. Read what the owner of the multi-million dollar publishing company, M.O.R.E. Inc., has to say about the system I uncovered:

"Just a short note TO CONGRATULATE YOU for doing such an amazing job with your latest manual!! I just got it yesterday – and I'm excited! Your "Ultimate Million-Dollar Idea Generator" is just that! I've only read half of it so far - **AND I'VE ALREADY DISCOVERED 2 IDEAS THAT WILL PUT AT LEAST ONE MILLION DOLLARS IN MY BANK ACCOUNT!!!** I have discovered 2 powerful ideas (Idea Generator #12 and Idea Generator #7) that I didn't even know about and have never used before! You REALLY ARE A GENIUS!! Thank you so much for developing such a great product! I'm going to keep it on my desk at all times and use it whenever I need another MILLION-DOLLAR BREAKTHROUGH! Thank you!"
- Eileen K. Rohleder, President
Mid-American Opportunity Research Enterprise

Now imagine what you could do with the idea generating tips and tricks that created these six new info-products. How much money could you make?

Now, for the first time, I've decided to publish all of these idea-generating tips, tricks, and strategies into one power-packed system called:



The Ultimate Million Dollar Idea Generator!

YES! Every secret "idea generator" I've discovered is revealed in SHOCKING DETAIL!

Inside "***The Ultimate Million-Dollar Idea Generator***", you'll discover every single powerhouse tip, trick, and secret to instantly generate dozens upon dozens of powerful money-making ideas for online or offline information products!

Believe me, this manual will soon become worn, dog-eared, and wrinkled – because you'll use it more than almost any other book in your money-making arsenal!

Whenever you need an idea for virtually ANY information product...

**books
eBooks
manuals**

audiocassettes
videos
directories
reports
articles
guides
booklets

...simply flip open the "Million-Dollar Idea Generator"...

AND WHAMMO! You can INSTANTLY get a winning, money-making idea in NO TIME FLAT! It really can be that fast and simple!

Dan Kennedy, Internationally Recognized Author (*How to Make Millions with Your Ideas, The Ultimate Sales Letter, No Rules*), Speaker, Marketing Consultant (for clients like multi-million dollar infomercial company, Guthy-Renker), and a World-Renowned Copywriter, says:

"You've done a very good job of organizing and illustrating proven shortcuts to creating saleable information products. For the beginner, this is invaluable. But even for us 'old pros', it's a good guided exercise. Probably ought to go through it a few times each year. I'd bet a profitable new product would emerge every time."

As **Mark Nolan** – *the author of the \$3-MILLION DOLLAR Winner "Instant Cash-Flow"* – says, "**Just one good idea can make you a millionaire!**"

If you need a boost, a jumpstart, or a kick in the seat of the pants to help you get YOUR million-dollar idea, you need to get your hands on a copy of "The Ultimate Million-Dollar Idea Generator" now!

Want a sneak peek? Inside this totally-new "get-rich" manual, you'll discover:

How to create an entire information product that can easily sell for up to \$100 or more – without writing a single word! (See "Idea Generator #16")

How to instantly come up with a hot product idea that people will line up to buy – and beg you to take their money! (See "Idea Generator #1")

How to get ideas from the government – and get them to write your info-product for you! (See "Idea Generator #22")

How to take someone else's PROVEN WINNING IDEA – and use a special "trick" to make even MORE money with it! Never "test" again! (See "Idea Generator #7")

No Ideas? Not Sure What Will Sell??? Go from "Dry Brain"... to a gushing avalanche of ideas - instantly - using a little-known, but incredibly powerful "idea generating" trick! (See "Idea Generator #4")

How to use my remarkably simple "F.I.T.B." technique to create more info-product ideas than you know what to do with! (See "Idea Generator #14")

A powerful system I use to jumpstart my brain - and force it to crank out winning ideas by the bushel! (See "Idea Generator #25")

It's easier than A-B-C! Just flip open the manual to any page – and within moments, you can have a handful – or a truckload – of ideas for making money with info-products!

"The Ultimate Million Dollar Idea Generator is one of the best resources anywhere for getting product ideas. I consider it one of the most valuable resources I have. I've used it many times to get product ideas that have generated thousands of dollars in sales. You'll get so many product ideas that your biggest problem will be which one to do first."

**- Ron Ruiz, Publisher
The Business Fastlane**

These "idea generators" can quickly become your SECRET WEAPON for quickly and easily creating FAST ideas to fill your pockets with cold, hard cash!

Skeptical? Let me PROVE IT TO YOU...

I shared this amazing manual with a handful of the world's top money-making experts and information publishers – and the rave reviews have been pouring in!

Information marketing multi-millionaires like **Jim Straw, Dan Kennedy, Mark Nolan, Russ von Hoelscher, Eileen & TJ Rohleder, Al Galasso**, and others have given this remarkable manual their highest recommendations.

Jim Straw, the Publisher of The Worldwide Business Exchange and author of multiple mail order books, recently wrote:

Believe me, "***The Ultimate Million-Dollar Idea Generator***" can get just about anyone started generating money-making ideas. And, although Jeff promotes it for the purpose of creating "Information Product Ideas", the same tricks and techniques can be used to generate all kinds of ideas for new services and products of any kind... the system is the same, only the output is changed. - Since it only takes one (just one) good idea to make you filthy rich, "***The Ultimate Million-Dollar Idea Generator***" should be in every entrepreneur's personal library - and - it's cheap, too. If you can't generate a money-making idea using the tools in this book, you can't be helped. Order your personal copy today... even if you have to swipe the money from the kids' piggy bank."

If the world's top Internet, marketing, advertising, and information experts and gurus all agree that the Ultimate Million Dollar Idea Generator is "the real deal"... able to help you generate virtually unlimited money-making product ideas, day and night, non-stop... shouldn't it be in YOUR personal success arsenal?

"Perfect timing! I needed an "instant brainstorm" and... the ideas I got helped me decide to move on one project that I wasn't sure about. Now it's putting an extra \$500.00 to \$1,000.00 per month (in my pocket), and the others will eventually put several thousand in my pocket!"

**- Brian Maroevich, President
Avalanche Response Marketing Systems**

Of course, by now you may be wondering...

"Can I Really Make Money with Just a Few Product Ideas?"

You bet! In fact, take just a few minutes and you can find dozens of "Success Stories" of people who took a simple product idea - and turned it into a fortune:

Corey Rudl makes \$5 million a year, selling a handful of killer products from his websites.

Yanik Silver made \$51,351.94 in less than 7 months - with a killer product idea.

Terry Dean makes a hefty six-figure income yearly online, from his country home, selling hot products!

Harold & Sandy Moe made \$3,610,950 selling their hottest idea - a book titled *Make Your Paycheck Last*.

Mark Nolan sold over 100,000 copies of his "best idea" - a book titled *Instant Cash-Flow* - for \$30 each... and pocketed a remarkable \$3,000,000.00+!

Hundreds more are making money with profitable, cash-producing product ideas, including...

Marlon Sanders
Jonathan Mizel
Declan Dunn
Dan Kennedy
Jim Daniels
Michael Campbell
Ken Evoy
Jay Abraham
Gary Halbert
Marty Foley
Mark Joyner

All of these people (and 100's more) are making money right now... and all of their profits started with one simple thing:

A Killer Product Idea!

"I can honestly say that it (The Ultimate Million Dollar Idea Generator) is the best ebook I have ever downloaded! By the time I finished reading it, I had more ideas than I knew what to do with!"

- Troy Bracket
Profitable.com

[Click Here to Get Your Copy Now!](#)

Now, you can create all of the killer product ideas you'll ever need with The Ultimate Million Dollar Idea Generator! In fact, YOU can get your very own copy of this **EXCLUSIVE MANUAL** – for LESS than the price of dinner and a movie with a friend!

This book has become my "secret weapon" for creating powerful, cash-pulling information products. **And it has been worth many hundreds of thousands of dollars to me.**

And now, it can be Your Secret Weapon!

Yes, for a ridiculously low one-time investment, you can use my jealously-guarded information product generator to create dozens, even hundreds, of ideas for powerful, profitable, in-demand information products that sell like hotcakes. Yes, this amazing system really works!

Russ von Hoelscher, multi-millionaire marketer and author of *Stay Home & Make Money, How to Achieve Total Success*, and many more titles, says:

"Jeff has more take-it-to-the-bank money-making ideas in his toolbox than almost anyone in direct response marketing. In his new, 'The Ultimate Million Dollar Idea Generator', he shares some of his hottest ideas with you. My advice: get this great manual, read it --- at least three times, and start making lots of money."

******* WARNING * WARNING * WARNING * WARNING *******

You may actually get so many million-dollar ideas that you won't know where to start! However, wouldn't you rather have dozens and dozens of powerful, million-dollar info-product ideas... than to spend years trying to find just one? Wouldn't you rather have feast than famine???

If you're ready to turn on the "faucet" and discover how to let the best cash-pulling ideas "flow" out of your head, The Ultimate Million-Dollar Idea Generator is a MUST READ!

Plus, order now and I'll throw in - Absolutely FREE - **Four More Valuable Bonus Reports** that will help you get more ideas, in less time, with fewer headaches and hassles.

FREE BONUS #1:

The Insider's Tricks for Finding \$100,000 Products For Pennies!

(Value: \$19.95)

Now, You Can Quickly & Easily Discover if You've Got a Winning Product - Starting with Little or No Money! Using the Ultimate Million Dollar Idea Generator, you'll easily be able to create products highly-likely to generate "real profits". However, now you can test your products - for little or no cost - and discover whether or not your product is a winner BEFORE investing big bucks in marketing and promotion. These closely-guarded techniques can even reveal whether or not your product idea is a winner BEFORE you create it!

FREE BONUS #2:

52 Proven Information Product Formats

(Value: \$9.95)

Don't be stuck on ebooks! You can take the same information you'd sell in a \$20 ebook and sell it for \$50, \$100, even \$250 and more in a different "info-product" format! Get ideas for bonuses, packages, courses, and more... instantly!

FREE BONUS #3:

14 Ready-To-Go Templates to Help You Create Hot Titles for Your Info-Products, Quickly and Painlessly!

(Value: \$9.95)

A dull title for your information product can kill sales. A killer title can increase sales and can fill your bank account with cash! Now, with our 14 proven "fill-in-the-blank" title templates, you can create dozens of attention-getting info-product titles instantly!

FREE BONUS #4:

Mr. X's "10 Magic Methods" for Creating Super High-Profit eBook Ideas - Without Breaking a Sweat!

(Value: \$19.95)

Recently, we received special permission from a well-known Internet marketing expert (we'll call him Mr. X for now) to offer his "Secret Formulas" for creating hot ebooks ideas! Over the last few years, this Internationally-recognized Internet guru has turned his ideas into a hefty six-figure income that continues to flow in, non-stop, even while he's asleep or on vacation. Now he reveals exactly how he discovers the best, most profitable ideas for ebooks, membership sites, and other information products!

FREE BONUS #5:

7 Unusual and Painless Ways to Create Instant Info-Products - and Pocket Fast Profits!

(Value: \$19.95)

Stop worrying about "writing"... and start cranking out information products, quickly and easily! Using these 7 proven formulas for creating info-products, you can generate books, tapes, manuals, ebooks, reports, and more - in as little as a few hours! Best of all, you can even create products without writing a single word!

FREE BONUS #6:

117 Instant Internet Product Ideas!

(\$97.00 Value)

Normally, I charge from \$500 to \$2,500.00 to help a client brainstorm product ideas. Now, you can see the Ultimate Million Dollar Idea Generator in action - as I brainstorm product ideas "live" - and generate 117 ideas in about 60 minutes! Best of all, you can "steal" and use any or all of these products ideas - and use them to fill your pockets with fast profits.

FREE BONUS #7:

How to Make Fast Internet Profits with Resale & Reprint Rights!

Resale and reprint rights can give you a short-cut to quick Internet cash - IF you know which products are HOT - and which products to avoid at all costs. This Special Report, written by one of the Internet's top marketers, reveals how he started making fast profits with simple reprint and resale rights - and how you can start making money fast (while avoiding the landmines). Make sure you read this special report before you invest a dime in any reprint or resale rights offers!

FREE BONUS #8: Reseller Rights

Get Paid 50% Profit on Every Sale of the Ultimate Million Dollar Idea Generator This Site Makes For You!

Now, YOU can profit by sharing this breakthrough system with others - and get a commission check

every 2 weeks! Internet marketers like Corey Rudl, Marlon Sanders, Terry Dean, Declan Dunn, and Jonathan Mizel are teaching thousands of people HOW to market their products on the Internet! **Now that they know how to sell on the Internet, almost ALL of these people are HUNGRY for one thing: A Hot Product Idea!** If you sell any Internet marketing products or services... or are an affiliate for any of these types of products or services... this is the perfect product to promote! Use our powerful banners, ads, and links to pull in commission checks like steel to a magnet!

Just Do the Math and You'll Discover...

You will get your entire investment back for the complete Ultimate Million Dollar Idea Generator with **just 2 affiliate sales!** And that doesn't count the money you'll make using the system to create your own cash-generating products!

But I'll make it even easier for you to make your entire investment back - and then some, with an exciting new breakthrough ebook:

FREE BONUS #9: The Affiliate Program Training Handbook

23 Ways to Make Fast Cash with Little or No Money With Any Affiliate Program on the Internet!

(\$20.00 Value)

Internet Marketing Expert, Marlon Sanders, reveals 23 inside tips, tricks, secrets, and strategies for generating daily affiliate commissions - as an affiliate for InfoRiches.com - or any affiliate program on the Internet! Now, you can turbo-charge your marketing efforts without investing a lot of time and money... crank up your affiliate commission checks within days... and start making more money, faster and easier than ever before!

[Get Paid! Click Here to Grab This Entire System Now and Make Money Telling Others About InfoRiches.com](#)

Now, you can get all of these Nine Powerful Bonuses - worth \$196.75 - Absolutely FREE - when you grab your copy of The Ultimate Million Dollar Idea Generator!

"The Ultimate Million Dollar Idea Generator truly lives up to its name. I've never seen so many powerful idea generating techniques in one single place. The best thing is you give so many practical examples of proven successful products, along with ways to adapt them to my own market. So, it really IS possible to generate highly profitable infoproducts in 60 seconds or less. I've done just that and it even amazes ME! In fact, I had to go out and buy a notebook just to store all these terrific new ideas. And now that I've got the idea generation licked, I've already started work on creating the products. Thank you for a book that truly has transformed the way I do business. "Amazing" doesn't even come close!"

- Asoka Selvarajah

"Your Million Dollar Idea Book is awesome! As you know, I purchased it during its pre-release because I instantly recognized its value. It took me all but two seconds to decide. After reading your book I have at least 10 solid internet business ideas that I know will work (because I used your secret formula). Thanks again.

- David Frey

www.InternetMarketingBookstore.com

Stronger Than Steel No-Risk Money-Back Guarantee!

I'm so confident that my proven system will help you create mounds of exciting new product ideas, that I'm standing behind it 100% with this remarkable guarantee:

Get The Ultimate Million Dollar Idea Generator - and if you don't instantly believe it's worth 100 TIMES the amount you paid for it, let me know - and I'll refund every penny! No Questions, No Headaches, No Hassles! And you can keep all bonuses, worth \$196.75 - Absolutely FREE - as my gift for checking out my complete Million Dollar Idea System.

However, if you're like 99.9% of the people who get my system, you'll never want to let it go! You'll use it whenever you need another quick cash-flow idea!

"Jeff Gardner has done it again! 'The Ultimate Million-Dollar Idea Generator' gets your creative juices flowing. After reading it, I came up with three hot ideas to increase sales with new info-products that I can produce for pennies."

- **Al Galasso, President**
North American Bookdealers Exchange

I've been told by my marketing friends that this proven system should be sold for \$500 and up. Maybe they're right. But until they change my mind, **All of this, The Ultimate Million Dollar Idea Generator, and the Nine Bonuses, are yours for only \$97.00!**

**Save \$50.00 Instantly During Our
Market-Testing Phase:**

If you invest in The Ultimate Million Dollar right now while we're testing the InfoRiches website, you can **SAVE \$50 Instantly** - and get the entire package and All 9 FREE BONUSES - worth \$196.75 - for **Only \$47!**

**[Click Here to Grab the Entire Package -
and Save \\$50 Instantly!](#)**

Your investment is virtually nothing - compared to the amount of money you can make putting The Ultimate Million-Dollar Idea Generator into action. With just one sale of one product this amazing system can help you create, you can completely cover the cost of this system.

Here's the bottom line:

It's a No-Brainer! If you're truly serious about making money online or offline, **you can make more money, faster and easier, by having The Ultimate Million-Dollar Idea Generator in your arsenal!**

Right now, while it's fresh on your mind, **[CLICK HERE NOW](#)** to invest in your success and grab a copy of **"The Ultimate Million-Dollar Idea Generator"**. Even if you don't use it today, you will need this remarkable system sooner or later... I guarantee it!

Make TODAY the day you open the door to creating hot, fresh, cash-generating info-products! Once you order, you will instantly be able to download and use your personal copy of **The Ultimate Million Dollar Idea Generator**. And, within minutes, you could have a notebook full of profitable money-making ideas!

[Click Here Now to Get Your Personal Copy Of
The Ultimate Million-Dollar Idea Generator
System and All \\$196.75 in FREE Bonuses!](#)

Yours for \$uccess,

Jeff Gardner

Jeff Gardner
President, Success Achievement

P.S. Getting your copy of **The Ultimate Million Dollar Idea Generator** is truly a no-brainer! You can make back your entire investment with just one sale of one product you create using my proven system! I've made almost half a million dollars using this system. Those who have used my system are making mounds of money. And the world's top Information Marketers are raving about it. If you're not excited enough to order this now, check your pulse: You might be dead!

"Any time I get stuck for ideas, I know that I have a *gold mine* right on my computer, YOUR BOOK! If anyone is looking for a way to make money on the net, and doesn't have a product of their own, THIS book should be your bible!"

**- Dave Mizrachi, President
Atomic Media Works**

Contact Us By Email At:
webmaster@inforiches.com

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**Go Visit the Actual The Ultimate
Million-Dollar Idea Generator Site**

<http://www.inforingpress.com/webletters1/ideas/>

Dr. Ken Evoy



Dr. Ken Evoy exploded onto the Internet marketing arena several years ago with the publication of *Make Your Site Sell*.

He learned how to sell on the Internet by promoting his own custom investment software, Penny Gold.

Since then, his Site Sell has released other highly praised books and a web hosting service -- Site Built It -- that automates your marketing for you.

MAKE YOUR KNOWLEDGE SELL!

You -- yes, you -- can write a profitable e-book!

Presented by [Ken Evoy, M.D.](#)
Author of *Make Your Site Sell!*

Really? You, write a book? A saleable manual? A how-to guide? Yes, you can! There's an e-book in everyone. And yours is based on what you already know.

After all, you're unique, right?

You know stuff other people don't... things people would pay to know.

So you're already very close to profiting from your knowledge.

Now you just need to know...

- How to **pull it out of your brain**
- How to **publish** it
- How to **sell** it on the Net

In other words, how to make your knowledge sell!

By no small coincidence, *Make Your Knowledge Sell!* is the title of the book that Monique Harris and I have written... a proven system for creating, publishing and marketing your infoproduct, yourself.

MYKS!



[In a hurry? Click here for the 3-minute tour.](#)

MYKS!

"Make Your Knowledge Sell!" makes it possible for Y-O-U to develop **and sell your infoproduct!**

My co-author Monique Harris started out pretty much like you. She didn't use rocket science to achieve her tremendous e-publishing success.

In fact, not so long ago, Monique was an ordinary receptionist. But she wanted to learn more, and do more. A college dropout... but sincerely interested in searching herself for knowledge and capabilities that other people wanted, too.

So Monique wrote her first book, fine-tuned it, promoted it... and within two short years (well, they seem short now!) she was profiting daily from sales on the Internet -- and had become an infopreneur and speaker earning \$100K+ a year.

Now she's joined forces with me to publish this fantastic guide that enables other "ordinary" people to do exactly what she did. (Although, as you'll see... no one is really "ordinary," right?).

MYKS! shows you clearly, and exactly, how to publish your infoproduct. Then it shows how to build traffic that will buy from you on the Net. Absolutely everything is in MYKS!, from brainstorming to automating your order-processing (details further down).

It's all here. So, to answer the question that so many people ask...

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Yes, you **can sell your book!**

But first things first... How do we know you have in you something worth reading -- something people will pay for?

If Monique Harris found it, you can!

Consider these few examples... taken from the experience of other "average" people (or at least, they thought they were average)...

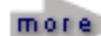
- A housing contractor, considering semi-retirement, is looking for an easier line of work. E-publishing sounds interesting, but he's spent his entire professional life with his head in blueprints. What could he possibly have to offer as an author? Hello? He's a walking gold mine to any homeowner or potential homebuyer! Like very **few** others on this planet, he knows what contracting scams to watch out for... how to get lumber at cost... traps to avoid... checklists galore for doing just about

everything in home construction... and much, much more. Sell it, fella!

MYKS!

*Wow, this is fantastic! I just finished chapter three and did some brainstorming and am just **amazed at all the potential** that you have opened up to me. I can write all kinds of books on how to fix it and remodel, and do a newsletter to contractors with new ideas and products. This is absolutely great. Pass on my HUGE thank you to Monique. Got to go now...it's time for chapter 4. Thank you!*

Jon DeJong, Contractor
Renovation site and infoproduct coming!
jdejong@ndnet.net

 [more feedback](#)

- A middle-aged woman is looking for an income stream that she can pursue from home, because she spends a lot of time taking care of her parents who live with her. She knows she has the energy and interest to become an e-author, but what to write about? What to write about??!!! She knows more than 99% of the population does about living with and caring for elderly parents -- and with today's aging population, that's a book market that's growing daily!
- Other examples... Where have you traveled, what did you learn, and what mishaps can you help others avoid? Yes, there are already hundreds of travel books -- but who needs a huge book on an entire continent when they're only visiting the locale you know so well? For that matter, who knows your own city better than you? Wouldn't you love to show it to tourists and business travelers yourself? Do it! Twenty-seven years old and like to bar-hop? Create your ultimate insider's guide to the best spots in town.
- What problems have you faced, or what mistakes have you made? How did you solve or fix them? What would you have paid to avoid them? What did you learn? Present and promote your knowledge properly, and others will **pay to learn** from your experience.

Still looking for your own example for this list? There are so many possibilities that the mind boggles. Make Your Knowledge Sell! (MYKS!) shows you how to find your special niche. Here's just one more real-world example for now...

How long have you been in your business? 10, 20, 30 years? You've learned so much, so gradually, **you don't realize how much you know!** It's a lifetime of information that people will pay for! Get started writing now!!!!

Everybody has literally hundreds of starting points!

All you need is some guidance and a plan of action that you can follow.

And we're not talking about just coming up with a few hopeful ideas. We're talking about creating a fertile, fully developed idea farm!

More on that in a bit. But first...

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MYKS! is the complete package

Let me emphasize that MYKS! covers far more than finding your subject. It's the entry point to a true infopublishing business. Our entire book supports you with a robust, step-by-step, "yes-we've-thought-of-everything" approach to publishing.

What are the questions...
... and the answers?

How do you brainstorm exciting ideas?... How to develop and publish it?... How do you promote it?... Who will read it?... Will it sell?... How should you process orders and "ship" your infoproduct over the Net?

The answers are what makes the difference between "wannabe" and "highly profitable author and Internet infopreneur." If average-person Monique Harris can make that leap...

... **you** can do it, too!

That's why Monique's book is so special...

Remember, Monique started out just like you.

Just as you will, she discovered that people wanted to learn about what she already knew. All self-taught. Self-promoted. And she's pocketing the profits herself, too.

Of course, **you will have one huge advantage** that Monique did not... you will have **her book!!**

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Monique's book provides years of street-fighting experience. Without the hard knocks.

In *Make Your Knowledge Sell!*, you will instantly benefit by having knowledge that took Monique Harris years to acquire.

Monique presents her wisdom in a fun, easy-reading, person-to-person style. And in a way that makes it easy for the "average" person to follow.

Pearls from a street-fighter.
No deep diving required.

With *MYKS!*, she's pulled it all together into one comprehensive package that walks you through the entire process of selling what's in your head.

Monique and I show how to...

- pinpoint what you know,
- find out who else wants to know it, and
- create an infoproduct that those other folks will buy.

And then...

- sell it successfully, again and again.

What's more, this is the stuff that **works** -- but we'll also help you avoid the mistakes, so you won't have to go through all the mind-numbing, time-robbing, profit-sucking trial-and-error.

And in every part of the book, there's a fortune's worth of up-to-the-minute online resources, tools, and income-building links that rise to the surface. Here's what Monique e-mailed to me when she sent her first draft...

Hi Ken,

Ken, I've been lecturing and writing on this subject for years. I didn't think I could put it all into a single book, but here it is -- the whole process, so that anyone can follow in my path, step by step!

Regards,
Monique

All you have to do is read it. And heed it. If you do, I guarantee Monique's collected knowledge will enable you to Make **Your Knowledge Sell!**

Now, more about that idea farm I promised...

What's different about this book?

It gives you a "brain shovel," not just a brain "dump"...

How do you start writing your own book, so you can begin to profit from it on the Internet? What you need is a "brain shovel".

This is the key -- Make Your Knowledge Sell! is a brain **shovel**, not a brain dump! Isn't that why you haven't written your first book already?

So many people are simply overwhelmed by that initial question... What to write about? Then, where do you start? How do you take that big pile of info and give it form and turn it into a genuine infoproduct? And finally, how do you sell and ship it?

Just ask Monique. As she did it, she learned. And...

... Bingo!

Remember what I said about not realizing how much you have learned? She realized! And she put all that knowledge down in this book.

MYKS! has all the powerful techniques she developed for focusing on saleable subjects within you.

Not only did she learn by doing it... she did it again. And again.

Let's get you started right now...

- What is it that you love to talk about? A hobby? What do you do for fun and games?
- What do you do day after day, without even thinking about it (like, child-rearing) -- think about what you tend to do in a typical day, and what you've learned from it.
- What sections of a book store or a magazine shop do you automatically gravitate toward? What kind of TV shows do you tend to like most? Movies?

Still drawing a blank? Here are a few examples of "starting points" to get your neurons firing...

MYKS!

Got the idea? GREAT! Monique's exercises go much further to strengthen and push the envelope. But see how far you've come already?

This could be the start of something big...as in "big **selling**"!

Now let's take your subject

and build it out to book size...

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What else is in MYKS! for you? A thousand ways to stretch your knowledge into a product worth thousands of dollars!

Once you've got the subject, Monique maps the entire infopublishing field for you, so you can take the ball and run.

She covers infoproducts from every angle, so whatever your style of thinking and working, MYKS! is perfectly matched to you. There are action steps, references and resources, worksheets, checklists, starting points for "blue sky" thinking, the works.

Let's look at a few excerpts
from the table of contents

As the comprehensive resource on infoselling, MYKS! weighs in at 337 pages. Consider what you'd learn (and profit!) by going to these pages alone!...

- **Pulling Profitable Ideas... From Thin Air**
Six detailed Idea-Generating Exercises for identifying subject matter in your own knowledge and the world you move in everyday.
- **How To Package Your Pearls**
Should you publish a manual, a booklet, e-book, video, audio tape, newsletter, conduct seminars, or what? Learn the best format for you and your target market, and how to package your knowledge like a pro!
- **Put Some Meat on Them Bones!**
Time-efficient ways to research your topic, fill out your own knowledge and become the expert in your field.
- **How to Turbo-Boost Your Output**
Methods and tools to make you more productive.
- **Name That Infoproduct...**
Your Title Can Make or Break You!
- **From First to Final Draft...**
How to polish it till it shines, and important elements that are often overlooked.

- **Fending Off the Info-Bandits**
What you need to know about copyright protection and handling competition.
- **Preparing to Sell and Ship**
How to build a bundle that sells!... Distribution smarts... We've included a special section on how to process orders, clear credit cards, and ship your product -- all automatically. Zero effort. Maximum sales.

And much more... Including the most comprehensive, innovative ways to market and sell your infoproduct.

Marketing? Selling? Isn't that expensive?

Quite the contrary! We show you how to do everything professionally, but on a shrewd, shoestring budget. Using the techniques in MYKS!, you don't have to be a millionaire, or already famous, or have a friend loaded with "seed money", or a relative in the publishing business... All you need is MYKS!

MYKS!

*Wow! Monique Harris and Ken Evoy - what a team! I know you believe in OVER-delivering, but I was staggered to see just how far you've gone this time. The "Make Your Knowledge Sell!" package is **the must-have Bible** for anyone info-selling on the Web. Congratulations!*

Allan Gardyne, Publisher of Associate Programs Newsletter
<http://www.associateprograms.com>
allan@AssociatePrograms.com

 [more feedback](#)

Want to see more? Glad to hear it! [For the entire Table of Contents, click here.](#)

Incidentally, there's something even this Table of Contents doesn't fully show. And that's the "Ken's Comments" that I've added throughout the book.

People who are familiar with our SiteSell! products know that I truly believe in OVERdelivering, and MYKS! is no exception. Everywhere I could, I've inserted these additional tips based upon my own experience.

Tips from Monique. Tips from me. And a wealth of information from us. Working in tandem, we've carefully prepared it all for maximum usability by you. Welcome to the team!

**Everything is here.
Really, all you have to do is...
read it...
and **do** it.**

Just like Monique did...

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Except, **you have one
huge advantage!**

From Day One, Make Your Knowledge Sell! puts you light years ahead of Monique's own starting point. And, if she became a successful, profitable author, I know you can. Guaranteed.

At her own site, Monique previously sold a set of printed manuals about infoselling for \$269. It was an awesome collection, loved and used by all who bought it. But here's what Monique e-mailed when she sent me her final draft of MYKS!

Hi Ken,

I thought I had just about everything in that \$269 kit. And even more in my first draft of **MYKS!** I couldn't believe how much more you wanted. You're a real "demon" about content. It was a challenge, but I've done it. **MYKS!** is four times the content, but at a lower price.

Ken, are we crazy?

Regards,
Monique

No, we're not crazy. I know there are thousands, hundreds of thousands of people who can use MYKS! productively if we make it affordable.

With MYKS!, you have the know-how, and you have the tools.

Don't be surprised if you see me in line for your product... 😊

As you'll see in a minute, we not only guarantee you'll love the book, we guarantee you'll succeed!

But I would be crazy to guarantee your success if I didn't give you every possible tool, help you every step of the way. So, to make sure you have all the tools you need, I've assembled for you...

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The Complete Infopreneur's ToolKit.

All the tools you need to become a completely successful infopreneur.

Tool #1: Make Your Knowledge Sell!

What more can I say about it?

It's already becoming the bible on how "everyman" / "everywoman" can write and publish profitable infoproducts.

What book could possibly compete? Well, "compete" isn't exactly the right word, but, young Skywalker, there is another...

Tool #2: "eBook SECRETS: How To Create & SELL Your Own Profitable eBooks On The Web", [by Ken Silver](#)

We're including this 420-page best-seller because Mr. Silver's massive book works with MYKS! wonderfully.

Ken Silver is an old hand at marketing, formally trained in it before going out on his own, and with a long history of off-line direct mail success. Ken is more conservative, has a different perspective, and has a lot of his own valuable ideas. Monique is more "youthful passion," I guess you'd say.

MYKS! and eBook Secrets are a perfect fit for each other -- like two hands pulling together. Want to double-check something? Need a second expert opinion? Ken's book, newly updated for MYKS!, is what to pull out of your ToolKit.

Tool #3: 186 Places To Promote and Sell Your Information Product Online

Promotional strategies that get the blaze going. Knowing how to

promote your information product is the single most important skill for successfully generating sales galore. It's like the match that you drop onto lighter-fluid-soaked coals.

Use this tool to promote your infoproduct like a rifleshot... er, make that a flamethrower!

How hot you want to make that fire is entirely up to you.

All the legwork has been done. Everything you need to know to make each resource work for you.

Monique used to sell this tool herself. It was a key part of her \$269 collection of printed manuals. Now it's a tool in your toolbox.

Tool #4: 120 New Places To Promote and Sell Your Information Product Online

New and updated, these income sources are totally **hot!** As soon as Monique and I agreed that her "186 Places" simply had to be in our **MYKS!** package, she immediately decided to supplement it with new places and some significant updates.

A total of over 300 resources...

... No mere bookmarks, either -- you'll get **detailed** descriptions and strategies for using other people's online bookstores, newsletters, e-book publishers, discussion groups and other infoproduct-specific resources to light your promotional fire!

Tool #5: The Online Infoseller's Jump Start Kit

Here's the meticulous planning document every infopreneur should have. Most people simply never get around to creating something like this for themselves. Their loss, your gain. Because here it is, an irreplaceable reference document, ready and waiting.

What's in it? An organized collection of planning tools and reminders that make it virtually impossible for you to go wrong.

- comprehensive checklists for designing Web sites, creating e-zines, and other information products
- Weekly Action Plans
- Master Marketing Module
- Weekly Progress Report Form
- templates, guides, and more.

All of the tools in the Jump Start Kit integrate with one another. They all add up to a system within the **MYKS!** system... a proven and powerful resource that gets great results.

It's so valuable, Monique still sells the printed version of the Jump Start Kit for US\$87 from her site. She wrote me...

Hi Ken,

I know that including this is going to cut into the

number of \$87 sales at my own site, but I agree -- if the **MYKS!** package is to be the single best resource for creating marketing and selling infoproducts on the Net, the Jump Start Kit simply **has** to be in it! It's such an **essential tool for success!**

Regards,
Monique

Agreed. You simply can't, and won't, omit anything important if you do this. All you have to do is check it. And do it.

What could be more valuable than that?

Glad you asked...

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Tool #6: My special Report on Reprint Rights, including a professionally written **Reprint Legal Agreement**

Reprint rights income made easy... whether you're buying or selling!

Some people aren't familiar with the reprint rights concept -- I certainly wasn't so let me briefly explain.

There are a lot more people who want to sell a book than have the know-how or interest for writing one. Sell them the reprint rights to your infoproduct.

Depending on the topic and the audience, you could get up to \$1,000 from each person who wants to purchase the rights. If you set a maximum of 30 people who are allowed to buy reprint rights, that's a quick \$30,000 in your pocket!

Create three infoproducts a year, and this adds up to a pretty good annual income. My report shows you how -- this is totally original material that you will read only in this report.

On the other hand, let's say you want to buy reprint rights. The special report shows you how to find them, negotiate and buy them, and then improve and package them, in totally original and uniquely profitable ways. Again, these techniques are described only in this report.

Right now a small number of sophisticated professionals do this on a regular basis. I do it. Ken Silver does it. You can do it, too.

But whoa! Look what I've found...

I was surprised -- no, I was flabbergasted! -- to find a lot of people buying and selling rights on a handshake basis. This is admirable, but when I told my lawyer about this, he started spinning in his grave -- er, crypt. Whatever.

Listen, the point of all this is to publish your e-book in a professional, profitable way. It wouldn't be professional of me to let you negotiate rights worth thousands of dollars without an appropriate legal agreement. After all, if you treat this right, you are really buying or selling a business.

So, with the benefit of all our collective experience, and after about \$1,000 worth of my lawyer's time, we drafted a professional general-purpose Reprint Agreement that you and your own legal advisor can use to tailor to suit your own needs. Use it to help protect yourself whether you're buying reprint rights or selling them.

You won't find this agreement anywhere else on the Internet!

This special report, with all its unique buying and selling strategies and with the professionally drafted agreement, is more than another tool in your ToolKit. It's an entire pull-out drawer of devices to use!

Tool #7: The MYKS! Automation Manual, including a \$500 Software Coupon

Picture this...

You've followed the guidance in MYKS!, you've published your infoproduct, people are coming to your website.

Now the key is automating your order-processing and delivery. Automation is where your business really takes off!

Automation is a mystery to most online entrepreneurs. But it's so important that we've created a separate manual just for this. No matter what your personal situation or resources, this manual points you in the right direction for automating.

For example...

- Are you the kind of person who would like to control your own business from A to Z? Automating could cost you \$5,000 - \$10,000. But we've put together an exclusive deal with a company that automates your whole online order-taking and delivery process. It enables you to sell your infoproduct automatically, with zero effort from you.

With the MYKS! \$500 coupon, the cost will be exactly \$1,000 for those MYKS! owners who want to keep it all "in-house." Want to grow your infobusiness even faster? The installation even includes your own affiliate-management software. (We have no financial relationship with this company and every other one of their customers pays \$1,500 for the same installation.)

If automating on your own is beyond your reach or simply does not interest you, the manual really comes into its own. It tells you exactly

how to automate order-processing-and-delivery, no matter what your personal resources, abilities, and desires...

- Can't get your own merchant account? No problem. After you read the manual, you'll blow past this barrier.
- Want another company to do it all for you? Sure. We'll show you the best companies to use.
- Do you have your own merchant account and are simply looking for a good third-party company to handle the technical side? Right. We've got this covered.

Here's the bottom line. No matter how you want to do it, you can! No matter what your situation, the Automation Manual frees you up from the menial tasks so that you can focus on the interesting stuff.

Tool #8: A free half-hour **personal telephone consultation** with **Monique Harris!**

You've read her advice, followed it, and you still have a question? Ask her yourself! Save this phone call until you've gone completely through the book, checked the rest of our ToolKit, and have some really good questions! Get your half-hour's worth!

Do I really need to say that this part of the offer is for a limited time? Everybody says that, but here the reason is pretty obvious... Monique will quite likely be swamped.

Monique Harris is a personable lady who enjoys teaching and helping others succeed.

But she's only human, and any half-hour could be worth hundreds of dollars to her (and to you!). There's only so much time in the day. So we might have to remove Monique's time from the ToolKit very soon.

If you buy today, though, there's no time limit on when you can take advantage of this opportunity. The right to one free half-hour consultation is yours.

MYKS!

Now that's a complete ToolKit! No matter what you need to run your infoproduct business, just reach in and the right tool is there.

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Undecided? Order the package now... Make up your mind anytime!

If you **ever** decide you don't like it,
just ask for your money back. Whenever.

I want our customers to have very high expectations. A nose for quality is a good trait for achieving success. So if Make Your Knowledge Sell! and the rest of our Success Package isn't everything that you are expecting, ask for your money back at any time. No reason needed. No questions asked.

How do you know you'll get the refund?

I want you to become a self-reliant infopublishing success. MYKS!
OVERdelivers. I'm only happy if you are raving-happy with it. So here's my guarantee to you...

If you feel that MYKS! does not deliver everything that you want and expect, simply tell me that you want your money back.

*I'll refund you immediately.
That's more than a guarantee.
It's a personal promise.*

*All the best,
Ken*

And there are...

- no time limits
- no exceptions
- no reason required.
- no strings of any kind.

And, just to put teeth into the guarantee, ask...

...The Better Business Bureau

We are members in good standing of the Montreal chapter of the **BETTER BUSINESS BUREAU ("BBB")**, an internationally respected, non-profit consumer protection organization.

I will **always** honor this guarantee.

Now let's say I refused someone (I wouldn't, but let's "just say"). That person would report us to the BBB. Please call them at 514-286-9281. Ask them about our company (GoodBytes -- quote them company number 7048) -- you'll see that our record is spotless.

Now let's go one step further.

When have you seen anything like the guarantee I'm going to describe next?...

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We guarantee your own infoproduct **will be successful!**

I know you'll **love** MYKS!. So let's go way past guaranteeing that you'll like the book... We also guarantee that you'll succeed when you use the book. In fact...

You will gross at least
1,000 times
your purchase price
within two years, or
we'll refund **10 times**
what you paid for MYKS!

That's right -- 10 times your money back if you fully use the strategies of the MYKS! package over the next two years and you don't pull in at least 1,000 times your purchase price. There is only one single, simple, common-sense condition (that protects both of us)...

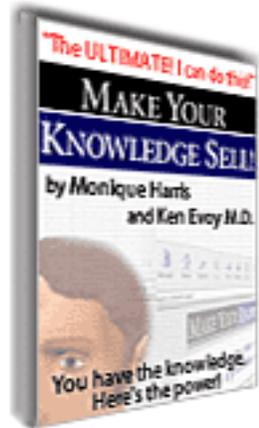
Make a full, honest effort over the two-year period. Use all the relevant techniques, tools, suppliers and devices in the Complete ToolKit, as appropriate.

That's it.

Like any other business, success at infopublishing requires some dedication and effort in the right direction. If you provide the dedication and effort, I know MYKS! provides the right direction.

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What value do you put on an investment in knowledge that turns into a lifetime of income-earning skill?



**It's complete. Guaranteed forever.
And all under **your** control.
Order this extraordinary package now!**

How big a value is the MYKS! ToolKit? Let's review...

MYKS! is a comprehensive action plan... everything for starting and building a successful infobusiness... presented in a highly readable (even fun!) format, in step-by-step fashion... and it contains all this...

- Make Your **Knowledge Sell!**
- eBook Secrets
- 186 Places to Promote and Sell...
- 120 New Places...
- Online Infoseller's Jump Start Kit
- Special Report on Reprint Rights, including prototype legal agreement
- Automation Manual with \$500 coupon
- A half-hour personal consultation with Monique Harris
- Satisfaction Guarantee
- "You **Will** Succeed" Guarantee

Consider what this would cost if available separately...

- There's MYKS! itself... more knowledge in a single book than you would acquire in a month of \$1000 seminars!
- The ToolKit also includes Monique's three manuals on promoting your infoproduct and jump-starting your business. Together they have a value of over \$200.
- My Special Report on Reprint Rights can open whole new income earning avenues to you, and the reprint rights agreement could save you \$1000 in legal fees.
- The \$500 coupon helps you automate and control of the order-taking and fulfillment process.

- People have paid \$40, \$50, \$60 and more for Ken Silver's book alone.
- And how can Monique even put a price on her time for the special one-to-one consultation?

MYKS!

*MYKS! is the book we've all been waiting for. If you're going to achieve success, you need your own product. As usual Ken has "over-given". Make Your Knowledge SELL! shows you exactly how, and step-by-step, how to move to the top of the Internet sales food chain. This book is so superior that it simply wipes out competitors as if they never existed. It's the **best product, at the best price.***

The above is from a review in All the Secrets
Phil Wiley, Publisher
<http://www.ozemedia.com/>
phil@ozemedia.com

 [more feedback](#)

Now also consider...

- The value of your own time. No trial-and-error for you. The time you'll save by using the MYKS! package is invaluable.
- How much you will earn as an infoauthor. There is only one thing more satisfying than that growing bank account...
- What is it? The confident feeling of self-reliance and independence when you realize that you did it... and that you can do it again!

[What is MYKS! **worth** to you?](#)
[More than it **costs**, guaranteed.](#)
[Click here and see.](#)

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**Go Visit the Actual Make Your
Knowledge Sell Site**

<http://www.inforingpress.com/webletters1/knowledgesell/>

Jimmy D Brown

Jimmy D. Brown is one of the best of the new generation of Internet marketing gurus.

Operating out of Manila, Arkansas, he turns out valuable new products at a prolific rate.

[Home](#)[Free Newsletter](#)[Web Promotion Tips](#)[Sell 300% More](#)[Affiliate Program](#)[Secure Order Form](#)

Looking for the Internet Success Ladder? [Click Here to Order](#)

Every order placed **before midnight** will receive **9 FREE bonuses, including REPRINT RIGHTS to 4 hot-selling products...**

Discover the Jealously Guarded Insider Secrets and Resources so valuable that they had to be locked in a vault.

How to Turn Any Web Site into an Instant Cash Machine which Automatically produces its own hits, makes its own sales, processes its own orders, and practically takes care of itself!

Please print this page out and take the time to read it very carefully...

From: Jimmy D. Brown

Friday, 9:47 p.m.

Re: "How to turn YOUR web business into an automated selling machine with the NEW Profits Vault 2.0!"

Dear Entrepreneur:

I **didn't stumble across a simple formula** one day while I was surfing the net.

My best friend **didn't reveal any secrets for success to me** while he was lying on his deathbed.

And this is really going to be hard for you to believe...

...I **didn't make \$5,000 the first week I started** marketing on the internet.

Now that we've gotten that out of the way :-), let's get down to the facts.

Aren't you tired of wasting your time and money on useless products, programs and packages?

During the past 2 years I have spent my time and money on the internet searching for useful web marketing information, resources and tools to help me develop and promote my home business. **I have wasted thousands of hours** sifting through the **endless supply of junk** to find the resources that are useful. **I have wasted thousands of dollars** sorting through the **useless products** in order to find the helpful ones.

And, in doing so, I have **assembled the most powerful and useful collection of web marketing resources available** anywhere online and **I'm going to share them with you...**

...that's right, you're just a few clicks away from **accessing everything I have learned and paid for during the past 24 months.**

Discover the Jealously Guarded Secrets of How **YOU** Can Quit Your Day Job and Earn a Full-Time Living From the Comfort of Your Home

Inside the Profits Vault you will find an arsenal of fresh web marketing products that we have purchased reprint rights to, brand new products we have developed ourselves and a roadmap to the latest products and services available to jumpstart your internet success.

The Profits Vault is for you if you would like to **learn...**

- ***How to write killer advertising copy that practically forces people to respond...even if you have never written an ad before in your life!***
- *How to EASILY increase your affiliate commissions in 2 days or less.*
- ***How to DOUBLE the subscription rate to your newsletter in less than 24 hours.***
- *Easy ways to create, sell and distribute your OWN information product.*
- ***A "secret" technique to increasing your prices while at the same time doubling or tripling your response rates.***
- *10 simple ways to Generate Product Ideas every 60 seconds - you'll never run out of ideas with these killer techniques.*
- ***How to get thousands of hits to your website without spamming...and without spending a penny.***
- *How to get an extra 5,000+ hits monthly to your site - absolutely free.*
- ***How to create a product in less than 2 hours, even if you don't have a creative bone in your body.***
- *15 easy ways to keep your customers coming back and spending their money with you.*
- ***25 Complete Web Site Templates Designed Specifically for the Small and Home Based Business Owner in Mind...You Can Use Them...Steal Them...Edit Them...And Post Them As your own!***
- *12 advertising secrets you must know if you want your website to become an order pulling machine.*

And that's just the beginning!

To be successful on the internet you need three things...

1. **A killer product** of your own where you can keep 100% of the profits, as well as back-end products to create multiple streams of income.
2. **A killer website** that practically forces people to respond to your offer time after time after time.
3. **A killer ad campaign** that generates more traffic than Friday night rush hour on the Los Angeles freeway.

The Profits Vault gives you a simple "recipe" to follow to develop all three necessities...and it's completely guaranteed!

Locked inside the Profits Vault you will actually find 13 separate internet training manuals to show you step-by-step directions for each of the most important aspects of doing business online:

Manual #01 - Internet Success Blueprint

Manual #02 - Info Income - How to Create Your Own Information Products

Manual #03 - Web Marketing Explained

Manual #04 - Killer Ad Bootcamp

Manual #05 - Maximum Profit in Minimum Time

Manual #06 - Websites-In-A-Box

Manual #07 - Ezine Profits Blueprint
Manual #08 - Website Strategies
Manual #09 - The Top Ten Collection: Software, Resources and Reports
Manual #10 - Quick and Easy Web Design Formula
Manual #11 - Internet Profits
Manual #12 - Business Edge Pack
Manual #13 - Email Marketing Strategies Revealed

Sound overwhelming? Don't worry, we've organized everything in a very SIMPLE, EASY-TO-FOLLOW blueprint that walks you through each section. As complicated as some people would make it to be, you can actually get started in about 5 minutes and be earning profits in less than 48 hours.

OK, so there are 13 manuals. Sounds great, but what is included in each of them?

Glad you asked!

Read along below (or better yet print this out) and you will find a detailed description of exactly what you will learn inside our training manuals. **And if you order before midnight on** I've got 10 bonuses waiting for you below as well...including reprint rights to your very own products to sell online!

Manual #1 "The Internet Success Blueprint"

This is kind of my "nuts and bolts" overview manual. It walks you through the basic steps you need to take in order to quit your day job and earn a full-time living online. You'll find details on creating your own product to sell, building a website and how to put it all together for a high-demand package that keeps the customers buying. The **Internet Success Blueprint** is an entire course by itself! In fact, I still sell it for \$29.95 at one of my other sites. More than just another manual, with ISB you receive...

- A 279 page **"answer all your questions before you ask them"** manual that walks you through a 16 step blueprint for, well, success! More on this in just a bit.
- 3 on-screen videos you download that actually **SHOW you how to do the "tricky" parts of online business**. You'll learn much more quickly by SEEING and HEARING too!
- The "Smart, Personalized Autoresponder Script" **currently being sold online for \$199.95!** **Why pay monthly for autoresponders when you can setup UNLIMITED autoresponders on your own website?** This pricey autoresponder script is yours free inside the Internet Success Blueprint Private Site!
- A simple, 10-page report on **how to achieve dynamite sales through autoresponders!**

The Internet Success Blueprint main manual explains, in full detail every step of the way...

- **Step 1: Everything you need to know about doing business online.**
- Step 2: How to write an info-product, or cheat and pick someone else's brain!
- **Step 3: How to find your "MAXIMUM PROFIT" price for your products.**
- Step 4: How to save hundreds of dollars by getting your website host right the first time out.
- **Step 5: How to pick the right domain name and make thousands of dollars from the extra search engine traffic!**
- Step 6: How to use simple tricks to write a webpage like the professionals, not the

amateurs!

- **Step 7: How to use words that SELL...really SELL!**
- Step 8: How to save time and money by making your own professional graphics.
- **Step 9: How to send your pages to your webhost, painlessly!**
- Step 10: How to sell online by accepting secure credit card orders without setup fees or monthly fees.
- **Step 11: How to bring in tons of targeted traffic that's "ready to buy"!**
- Step 12: How to make an absolute fortune with your own personal army.
- **Step 13: How to start several other profitable income streams.**
- Step 14: How to save time by automating everything you do.
- **Step 15: How to bring down the big money by selling your e-book for 20 times its normal price!**
- Step 16: How to cheat like crazy and miss out several steps!

You'll learn how to do it all on a **true "shoestring" budget**. I started with "Zero Dollars" and you can too! By learning the secrets and tricks that took me years to find out, you'll save hours and hours of valuable time and money that you can spend on more important things...

...like your family! :-)

You'll discover...

- **An easy-to-follow system for creating your own high-demand products to sell online and keep 100% of every penny earned.**
- *How to find a starving crowd desperate to buy your products and services before you even get started!*
- **How to Make Your Products Stand out in a crowded marketplace...even if there are 1,000 competitors exactly like you!**
- *How to get an unfair advantage over your competition to put you ahead of the pack.*
- **How to develop a direct response website that can pull in thousands of dollars in orders every single day.**
- *Insider techniques and strategies you must follow if you want your website to become an order pulling machine.*
- **How to choose the right tools to build your website to get the job done right...the first time.**
- *Keys that EVERY successful website have in common that can practically guarantee your success.*
- **How to pick the right web host for your site and how to save hundreds of dollars while doing it.**
- *How to guarantee continually growing online traffic to your website.*
- **18 ways to tell the world about your web site.**
- *2 ways to instantly get more back from every promotion.*
- **How to get MORE people to download your eBooks.**
- *How to capture email addresses to find your fortune in the follow-up.*
- **How to get thousands of hits to your website without spamming.**
- *How to get an extra 5,000+ hits monthly to your site - absolutely free.*

- **10 ways to tweak your web site using words, not money.**
- *The 4 best ways to market your affiliate program.*
- **6 must-haves for your site to get your customers to trust you.**
- *How to get your own domain name and web site, without paying a web hosting company.*
- **A little secret to increase your returns when ezine advertising.**
- *The one thing most internet marketers don't do - and why it costs them a TON of money.*
- **How to research the subject of your next book or article.**
- *3 sure-fire ways to make money with joint ventures.*
- **7 unique ways to make a CONSISTENT profit from your ezine.**
- *8 easy steps to DOUBLING your profits by next month.*
- **8 innovative ways personalization can explode your profits**
- *The 5-point checklist for getting advertisers to your ezine.*
- **101 places to promote your ezine and grow your business.**
- *How to get your site reviewed for free...and win customers as you do it.*
- **8 steps to increase your newsletter advertising revenue.**
- *Top 10 proven strategies for successfully getting high rankings in the search engines.*
- **7 commandments of writing highly effective sales letters.**
- *7 powerful tips for building a highly successful affiliate marketing group.*
- **Top 42 most powerful ways to build a targeted and friendly prospect contact list.**
- *Top 7 tips for skyrocketing the effectiveness of your email marketing efforts.*
- **6 basic and simple ad tips to immediately increase your effectiveness.**
- *7 quick tips for producing better results from your ads.*
- **Killer strategies for making the most of free advertising.**
- *10 insider tips for successful ezine advertising.*
- **How to REALLY get people to read your advertising.**
- *10 motivational triggers that make people buy and how you can use them today.*
- **10 order-pulling ways to end your sales letters to generate more purchases.**
- *How to write the perfect classified ad that always gets the job done.*
- **How to create the perfect autoresponder follow-up messages to turn "browsers" into "buyers."**
- *How to make sure your autoresponder messages are being read and not being deleted.*
- **The secret to sprinkling gold-dust onto your product to convince people to buy.**
- *11 quick tips for writing your own e-booklets for instant profit online.*
- ***Most* online entrepreneurs are failing!...Simply because they don't know this.**
- *10 tips for creating more responsive headlines instantly.*
- **Much, much more - everything you need to know to create and sell your own infoproducts!**

And, of course, with the **Internet Success Blueprint Private Site**, you'll do more than READ about doing business on the web...

...you'll also SEE how to do it with our 3 video tutorials!

We'll show you exactly how to do those "tricky" parts that sometimes leave people wondering "how." Watch the secrets you've read about come to life right before your eyes....

- VIDEO 1: How to save time and money by **making your own professional graphics**.
- VIDEO 2: How to send your pages to your webhost, **painlessly!**
- VIDEO 3: How to save time by **automating everything you do**.

As if that isn't enough, you'll also receive your own **FREE copy of a \$199 autoresponder script** that you can add to your website to create UNLIMITED autoresponders!

Smart, personalized autoresponses are the ultimate online marketing tool because they use the phenomenal power of "Spaced Repetition" and "Personalization" to massively increase your sales!

It has been well documented that it usually takes six or seven contacts with a potential customer before they purchase from you. "Spaced repetition" is simply the act of sending several "follow up" emails to your visitors thereby increasing your sales. Smart autoresponders automatically send out emails at regular intervals to "remind" visitors that they saw your product. Letting your visitors know that your excellent product is still available to purchase is the first "key" to converting a visitor into a sale!

The next "key" is to personalize the message. Think of all the spam you get that's addressed to "Dear Friend". How often does that end up in the trash? Now think of messages that begin "Hello Andy!" Those emails are much friendlier in appearance and a lot more likely to be read. Hence, they increase your conversion ratio even further!

With this FREE autoresponder script...you can accomplish both!

Please note, as much as I'd like to, I cannot offer technical support on this free script. If you purchase the script through [Impact Lessons](#) at the full price of \$199.95, they offer unlimited technical support.

This is just the "overview" manual of the Profits Vault. The remaining manuals take an "in-depth" look at each step you need to master to do what I do...earn a six-figure income online, from the comfort of your living room!

Manual #2 "Info Income - How to Create Your Own Information Products"

With the exception of sex sites (shame, shame, shame) information is the #1 sellable product online. To be really successful on the web you need to own a product that you control. A product that is yours and yours alone. A product that you created, you own the rights to and you keep 100% of the sale from.

With our "Info Income" course we reveal a step-by-step plan that anyone can follow to create their own high demand information products to sell on the internet. Yes, ANYONE. That means you. Instead of paying an extra \$60-\$100 for the expensive courses online, you will be learning all the secrets from the masters in this course as part of the Profits Vault.

As you read through this easy-to-follow course you will discover...

- **The 6-step "sequence of success" that guarantees your success!**
- *How to roll out your business starting with less than \$200.*
- **The 15 rules of information publishing success you must know and follow if you want to succeed. If you don't know or follow these rules you won't succeed.**
- *The profile of the ideal product. If what you want to make money from doesn't fit this profile, it won't make money.*

- **How to develop the ideal product. NO OTHER book on the market goes into such detail showing you how to develop a product that people want to buy!**
- *The most common mistake made by people starting their own information publishing business, and how to avoid it.*
- **The little known secret that will enable you to DOUBLE YOUR PROFITS.**
- *An extremely simple but effective way to come up with a killer sales letter. This is the same technique used by copywriters who charge \$1,500.00 to write an ad or letter.*
- **How to create a product in less than 2 hours, even if you don't have a creative bone in your body.**
- *How to make up to 5, 6 or even 10 times your money!*
- **The 3 most important words you must know to succeed. If you don't follow the advice in these words you will fail!**
- *The 22 things that people want and will pay through the nose to get.*
- **The "Small Book of Big Ideas" - this special report contains 254 product and marketing ideas.**

You can be creating your own hot Internet products every month by following the simple system revealed in this manual. All you have to do is just follow the product development "recipe" we reveal in the manual.

Manual #3 "Web Marketing Explained"

In this 143 page eManual you will discover a proven, step-by-step system for quickly and easily setting up your own auto-pilot, cash producing, internet business...100% guaranteed. This easy-to-use formula reveals to you the insider secrets of how to turn any website into an instant cash machine which automatically produces its own hits, makes its own sales, processes its own orders and practically takes care of itself...without spending a penny!

Just a few of the things covered in this manual are...

- **How to track your customers and know exactly how much every single visitor is worth to your web site...and how this affects your bottom line.**
- *How to use a FREE program which can show you how many visitors you have, which pages they visited at your site, and what keywords they used to get there.*
- **90 Free Programs you could use to track your stats**
- *28 Free Or Low Cost Ways to Start Your Own Affiliate Program*
- **How to absolutely, positively know the best sites to advertise on using proven and "Scientific" Internet marketing methods.**
- *Why the "content" model 99% of Internet experts are presenting just doesn't work for the majority of web sites. One of the reasons is that you end up competing with large corporations who have dozens of workers assigned to beat you out...and why my "Scientific Internet Advertising" system is 100 times more powerful.*
- **Why simplicity (and not technology) is the key to your success on the Internet.**

- How to get a "starving crowd" of hungry customers to visit your web site.
- **How to create a Unique Selling Position which completely eliminates all product sales resistance.**
- How to sell 5 times as much in any affiliate program as every one of the other affiliates in the same program.
- **Learn the "Insider Secret" software millionaires use to create wealth online...and how you can follow in the exact footsteps with your current products**

These are just a few of the techniques which I have learned in my Internet experience. Not only will you learn all of this, but you will also learn insider secrets such as:

- **A "Secret" technique to Increasing Your Prices while at the same time doubling or tripling your response rates.**
- How to increase the effectiveness of your web site using a technique which has been around for years, but most Internet Insiders have never even heard of it.
- **How to increase your response rates by 27% by adding one specific thing to all of your pages.**
- Why you are probably currently selling the HARD way online...and how one change in your mindset makes selling online 1000% easier.
- **The one specific "test" you can do to find out whether you are selling the "right" product for the Internet.**
- The "Mastermind" technique we used to double our response rates...using only two words!
- **2 "Devious" Little plans we use to choose the best headline for our products and services within 24 hours...**
- 5 Quick and Easy Steps for increasing your headline's effectiveness.
- **How understanding the 4 Powerful Human Motivators will affect your web site's selling process.**
- How to make your product ten times more valuable in your customer's eyes without spending one extra red cent.
- **How to make every one of your web site visitors feel special...and how this causes them to whip out their credit cards and order from you.**
- How the word "**FREE**" could actually hurt your web site...and how to make sure this word is only used for "Good" results.
- **How to Design the absolute best selling process for any web site...and how I can prove it to you beyond a shadow of a doubt!**
- Why being an expert with the computer can cost you money...and why some of the most successful Internet marketers barely know how to turn it on.
- **The One Lie Internet marketing experts tell you which has cost me 50% of my sales for 2 years!**
- How to use the right graphics to double your sales rates.
- **Which kinds of graphics cost you money.**
- A neat "html" trick for making your pages load faster...and causes more traffic to stay longer and buy more.
- **How to Know if Your Product is going to be a "Big Flop" online before you start advertising it.**

- *How to pick a winning Internet product in 2 simple steps*
- ***My 5 "rules" about any product or project idea...if you want to get maximum money in minimum time.***
- *3 Ways Any Internet business can increase their profits...*
- ***The quick and easy three step method for spotting Hot Internet Trends***
- *How to spend 1/10th of your current time working online...and make 10 times the profits doing it.*
- ***Why working too long and hard will hurt your Internet business***
- *My Quick and Easy 7 Step Formula for Advertising any Web Site...Advertising online is easy, if you know this simple formula*
- ***The absolute best way to spend your advertising money...no IFs, ANDs, or BUTs!***
- *You need good ad copy...but learn the 1 Specific Technique that can be 1,000 times more important to the success of your web site than your ad copy.*
- ***3 step paint-by-numbers system for coming up with your own Unique Web Position***
- *How to Overcome Buyer's Resistance in 90% of your web visitors...and how this can cause you to sell 3000% the number of products you normally do.*
- ***How understanding one key sales word which starts with a "T" can mean \$1,000s of dollars in additional profits to your web business.***
- *How to set up a "flawless" and "sweatless" web site selling process where you aren't even involved.*
- ***Create Your Own Instant Cashflow downloadable information products featuring password protection and more...***

All of this is presented in a simple to use formula for web site profits. Once you get a hold of it, you will begin following the plan immediately. Then, you will refer back to it again and again...

Tips such as:

- ***Step-by-Step Start-Up Guide - How to Pick a domain name. Which web host to choose. Where to get a free merchant account. How to take orders. How to fulfill orders.***
- *How to develop dozens of multiple streams of income which all run on auto-pilot*
- ***How to spot an Internet leech who is waiting to suck your last drop of life's blood and creativity out of you.***
- *How to spot a diamond in the rough just waiting to help you earn thousands of dollars in new profits*
- ***The 3 Laws of Joint Venture marketing...and why most JV deals flop (Joint Venture marketing is the quickest way to earn big profits in a short period of time when done correctly)***
- *How to Start your Own Affiliate Program...and how to build a huge affiliate network with tens of thousands of people selling your products for you.*
- ***4 Rules for having a successful affiliate program***
- *3 Ways to Build Credibility in front of your customers...and how much it will cost you if you don't!*
- ***The ONE reason people buy...and how this affects your sales***
- *The Right Questions to ask any web designer...and why most \$15,000 web sites don't sell!*

- **The 2 words a web designer says which cost you money...and why you should run for your life if you hear them.**
- *The web design software that only takes minutes to learn - a 5 year old child could use (or her 70 year old grandma).*
- **The greatest secret to becoming an awesome copywriter...and how anyone who has the guts can do it.**
- *Giving your product the right title can jump it's effectiveness by 300% or more...and I have proven it.*
- **The 3 jobs your title must do...or you will miss out on hundreds of sales.**
- *The biggest reason for Internet marketing failure...and how to avoid it at all costs.*

Now, we could quit right now and you'd be ready to order, right?! But, that's just 1 manual out of 14 included in the Profits Vault!

Manual #4 "Killer Ad Bootcamp"

One of THE biggest problems that I see that contributes to the failure of 95% of online businesses is POOR ad copy. Whether it be for classified ads or sales letters on websites themselves, the sale is either made or lost with ad copy. Sadly, many people just do not know how to write compelling ads that prompt the desired response...a sale.

Not to worry! I have put together an incredible course to be included with your Profits Vault Membership. You'll receive a free copy of the **Killer Ad Bootcamp** - a complete digital workbook for creating killer advertising.

Here are just some of the incredible secrets you will learn in this course:

- **A sure-fire, 12-step system for offering your products and services so people buy them NOW!**
- *How to write killer ads that get the order virtually every time...even if you have never written an ad before in your life!*
- **Step-by-step instructions, including 12 separate worksheets that practically create the ads for you.**
- *A "fill-in-the-blanks" advertising creation system for ads and sales letters!*
- **How to Ask Yourself the Question That 98% of businesses fail to ask themselves which practically guarantees your success in any business!**
- *Insider's Secret Backbone of ALL Successful Advertising that 90% of People have never figured out!*
- **How You Can Use Your Competition To Increase Your Sales For You!**
- *How to Write Passionate Advertising Copy that gets people drooling for your products and services!*
- **24 Power Words to Use In Your Advertising to Increase your sales response on every single ad you write!**
- *How to make your advertising friendly and conversational to make them confident in ordering from you!*
- **2 Step System to developing a Uniqueness to Your Business which absolutely leaves ALL competitors in the dust!**
- *How to Increase Your Sales Income by As Much as 297% or More by spending only a couple of pennies more on each of your packages!*

- **How to get people to take action NOW every time!**
- *How to Increase the Value of ALL of your products or Services to double or even triple your profits off of everything you sell!*
- **How to Increase your response rate by 245% or more by writing a Special Risk-Free Guarantee!**
- *4 Insider Secrets to Every Successful Guarantee!*
- **How to Make An Offer People Can't Refuse!**

And if that wasn't enough, you will also learn:

- *Why most advertisers have their prospects almost sold...and then lose 50% of their orders at the last moment and you can change that simply and easily!*
- **6 Proven Ways to Create Killer Order Forms!**
- *How One Headline can outsell another headline by as much as 1800% without a single change in the salesletter itself!*
- **3 Insider Secrets for Successful Headline Writing!**
- *8 Proven Headline "Recipes" and How you Can make money with every single one of them!*
- **How to Make Sure you come up with a winning headline every time you sit down to write!**
- *How two little marks on your salesletter increase sales by 20% and why they should be placed on every ad you create!*
- **How You can create Lists of Benefits which get your prospects drooling for your products and services!**
- *3 Myths which are destroying your salesletter's response rates!*
- **4 Steps of every sales process!**
- *8 Keys You have to have in every salesletter to succeed!*
- **5 Secret Techniques to closing your prospects!**
- *Step-by-step checklists for each section of writing killer ads that make certain you have done everything EXACTLY as you need to in order to write the perfect ads.*
- **My detailed 50-step checklist to make sure every one of your ads is ready to go before you roll it out. This complete checklist (Which we use to check every single ad we create or evaluate) is one of the secrets to our advertising success. Our advertising would be no where near where it is today without this amazing success checklist!**

Everything you need to know to write advertising for your web business is spelled out completely, in easy-to-understand, easy-to-follow steps that even a beginner can understand and apply.

Manual #5 "Maximum Profit in Minimum Time"

We've obtained reprint rights to an insightful eBook from Peter Sun, **Maximum Profits in Minimum Time**. This amazing new eBook gives you the marketing secrets from a \$195 / year newsletter. It includes 11 back issues of his newsletter, normally sold at \$19.00 each (That's \$209.00, in case you don't have your calculator handy :o). and put them all into one, easy to read manual.

He calls it "**How To Make Maximum PROFITS in Minimum Time.**" It has eleven back issues of his \$195/year newsletter.

Here is what one business owner had to say after applying one of the Peter Sun techniques contained on page 57 of this manual: "We spent \$10,000 in a year on marketing consultants with **NO RESULTS!** I used some 'Peter Sun Theories' and got an increase in income of around **\$40,000 for one month.**"
Frank Kaslik, Newcastle.

You can see this and many other proven ads and strategies in Peter's new manual.

You'll see how one person generated over **\$15,000 extra in 2 days** with a new approach to advertising. (See his ad on page 25 of this manual.) Or another person who took **\$143,000 in sales in less than 2 months** with a direct mail campaign. Previous results, using his old techniques, were dismal (see page 20).

There are over 39 proven ad and letter examples for you to learn from -- but that's not all.

Here's What Else You'll Learn:

- **How To Turn \$200 Into \$16,000 In Less Than 14 Days With Effective Ads.**
- *How To At Least Double Your Profits in Less Than 30 Days.*
- **How A Service Provider Got 85 New Customers in 9 Days.**
- *A Simple Technique Used By A 19 Year-Old Girl to Make \$1,000.00 Per Week!*
- **How One Business Tripled Its Sales By Giving Away Something FREE!**
- *How To Get \$15,000 Worth Of Free Advertising For Your Business Each Year*
- **15 Easy Ways To Keep Your Customers Coming Back And Spending Their Money With You.**
- *The Amazing Secret Of Getting New Customers For Your Business.*
- **How To Use Cheap Classifieds And Two-step Marketing To Make Up To \$10,000 A Week In Extra Sales.**
- *How An Ad Increased Sales From \$1000 to \$8000.00 Per Month by Changing It's Style!!!*
- **An Ad Technique That Brings in \$40,000.00 Per Month To A Home- Based Business!!!**
- *How To Make \$25,000.00 A Month With Low Budget, High Profit Projects.*
- **How To Steal Customers From Your Competitors Using A Little Known Direct Mail Technique.**
- *9 Words That Brought In \$65,000.00 in 14 Days.*
- **How To Turn Price Shoppers Into Profitable Sales - Even If Your Prices Are Higher Than Your Competitors.**
- *How To Make An Extra \$100,000 A Year Publishing Your Own Newsletter.*
- *How To Market Your Products To The World Using The Internet.*
- **The 7 Deadly Marketing Mistakes - And How To Avoid Them.**

- *An Amazing System That Generates Up To \$55,000.00 Per Week With A Simple Follow-Up Technique.*
- **6 of The Top Selling Products on The Internet and Why.**
- *A Simple Method That Brought In An Extra \$48,000.00 A Week!!!*
- **A Phone Script That Got An Astounding 95% Appointment Rate!**
- *11 Words That Earned \$500,000.00 in 3 Months for An Elderly Lady!*
- **A Letter That Sold \$100,000.00 Worth of Videos in Less Than 5 Weeks!!!**
- *A System of Using Press Releases That Brings in \$11 Million in Sales Each Year With NO Advertising Costs!!!*
- **8 Easy Steps That Will Get You Positive Media Attention.**
- *How to turn \$200 into \$16,000 and make all your advertising up to 500% more effective.*
- **How to steal customers from your competitors using low cost direct mail strategies.**
- *Amazing Secrets of powerful offers that instantly attract a flood of new customers.*
- **How to use cheap classified ads and two-step marketing to make up to \$10,000 a week (or more) in extra Sales.**
- *The seven deadly marketing mistakes-and how to avoid them.*
- **How to get \$15,000 worth of FREE Advertising each year...Plus lots more.**

Manual #6 "Instant Websites"

I'll be real honest with you. Designing a website isn't a very easy thing to do. It's not an easy thing to explain to someone HOW to do it, either. It takes a lot of practice to create killer web designs. For the beginner, it's virtually impossible to create an attractive website that looks professional, but not boring.

That is, it's virtually impossible UNTIL NOW!

Instead of spending months learning how to create your own professional website and instead of spending hundreds, even thousands of dollars to have someone create a website for you, with your Profits Vault membership you will have immediate access to our **Instant Websites** collection of templates.

Instant Websites is a collection of 25 webpage templates that are ready-made for you to simply PLUG in your own information. It's as easy as typing a sentence with your keyboard. In fact, we've got predesigned messages waiting for you to make it SUPER easy to edit one of these templates to create your own personalized website. For example: Where you read "Yourwebsitename.com" you simply highlight the area and type in your name... In our case, it would be ProfitsVault.com. Each of the sections are just as easy to customize.

In **literally** a matter of MINUTES you can have your own customized webpage ready to upload. (Don't worry, we'll show you how to upload the webpage as well!)

These ready-made webpage templates work with any HTML editor like Frontpage, Dreamweaver, AOLpress, Netscape Composer and virtually any other editor you want to use. (Again, don't worry - if you don't have one, we'll show you where to download one for FREE)

A professional website is a MUST if you want people to take you seriously online...and with **Instant Websites** you'll be taken seriously almost immediately!

I sell these 25 templates separately for \$24.95, but I'm including them FREE as part of your Profits Vault membership! Just another reason why YOU benefit from joining the Vault!

Manual #7 "Ezine Profits Blueprint"

This incredible eManual teaches you how to earn up to \$2,000 a month from your own ezine. You will learn fresh ideas for growing your opt-in mailing list and unique ways of earning cash week after week.

The "Ezine Profits Blueprint" will reveal to you...

- **A quick and easy guide to building any ezine mailing list.**
- *7 ways to get more subscribers to your ezine this week.*
- **Exactly how I took my ezine subscriber base from 24 to 3,023 without spending a penny of my own money...and how YOU can do it too!**
- *The #1 insider technique for attracting new subscribers in less than 48 hours.*
- **Discover 7 announcement services that will promote your ezine for free.**
- *4 quick tips for creating announcements that get results every time.*
- **How to create a steady stream of new subscribers to your ezine week after week.**
- *Drive up your ezine subscriber base by submitting your ezine to 67 free ezine "hot spots" on the web.*
- **How your ezine can actually multiply your exposure in the search engines and how to milk this for all it's worth!**
- *How to get center stage in OTHER publishers' ezines!*
- **512 ezine publishers who participate in ad swaps.**
- *A categorical directory of 415 ezine publishers who accept articles.*
- **4 secret ezine promotion ideas...bet you've never heard of them!**
- *How to quickly and easily design an attractive and profitable ezine.*
- **Access 1000's of free, fresh articles that you may reprint in your ezine.**
- **7 incredible ways to make more money with your ezine by the end of the week.**
- *7 insider secrets for creating your own ezine magnet that attracts advertisers like crazy.*
- **A secret formula for determining how much to charge for your advertising and how many ads to publish in each issue.**
- *4 ingenious ways to use incentives to get a quick boost in your ad sales.*
- **3 advertising agencies that will actually buy out your ad space for their clients.**
- *Why selling advertising space in your ezine may be costing you profits!*
- **A winning sample letter you can send out to other ezine publishers to obtain free advertising.**
- *State-of-the-art software to track ezine ad swaps...yours free.*
- **How your ezine can be used to capitalize on the most effective method of advertising online and how this means more money in your pocket.**
- *3 subtle ways to soft-sell your subscribers issue after issue.*
- **How building trust with your ezine is the secret to your success.**
- *4 quick ways to build trust with your opt-in mailing list.*

Manual #8 "Website Strategies"

If anything was missed along the way (it wasn't!) then this manual covers it. Actually, this manual covers a few of the strategies that often get overlooked.. Many internet business owners get so excited about the possibilities that they forget about a few of the basics of success. The internet changes like lightning and this short report gets you up-to-date in a matter of minutes.

Covered in this manual are...

- **7 secret website strategies you're not supposed to know.**
- *Why email marketing is losing its effectiveness and how you can still reap enormous profits while your competition wastes their time.*
- **How to quickly and easily get people to link to your site, join your affiliate program or advertise in your ezine.**
- *1 simple advertising technique that works like a charm every time.*
- **How 1 subtle change in your advertising strategy can actually TRIPLE your response rate.**
- *How to personalize your website copy to include every visitors' name by simply pasting in our free java snippet.*
- **Discover how to create a sense of urgency by including today's date in your deadline...without ever needing to update your webpage!**
- *How a simple change to my website tripled ezine subscriptions and how you can benefit.*
- **Learn how to create popup windows at your website - 23% of your visitors will respond.**

Manual #9 "The Top Ten Collection: Software, Resources and Reports"

In addition to the invaluable tools inside the Profits Vault, I've also assembled a nice selection of free software, resources and articles available throughout the internet. These are included in the "Top Ten Collection." You'll have access to a FRESH, updated set of links to the latest free, USEFUL web marketing tools online.

Just a few of the things you will be able to do with these tools are...

- **100% FREE Software...**
 - **eBook Compilers: You'll find 10 different 100% FREE eBook compilers, including a software program that creates .pdf files.**
 - *eBook Submission Tool: Take advantage of incredible viral marketing by automatically submitting your ebooks to over 50 websites with your free, fully functional ebook submission software.*
 - **Classified Ad Submission Software: Automatically draw hits and sales from 6,131 classified ad sites with your free, fully functional classified ad submission**

software.

- *Search Engine Ranking Software: Soar to the top of the search engines, while dramatically increasing traffic to your website, with your free, fully functional ranking software.*
- **Link Validation Software: Avoid embarrassing broken links and other website "no-no's" with your free, fully functional site checker software.**
- *Password Protection Software: Create your own subscription based, "Member's Only" section on your website with your free, fully functional restricted access software. Allows you to password protect any portion of your website and sell subscriptions in order to access it. Great for information based sites.*
- **Newsgroup Blaster: Automatically get your ads pulling from an additional 152 newsgroups that allow blatant free advertising with your free, fully functional newsgroup submission software.**
- *Website Submission Software: Skyrocket your website exposure by generating worldwide traffic with your free, fully functional submission software.*
- **Web Design Software: Impress your visitors with a killer website. Your free, fully functional website design software walks you through a simple, step-by-step system for creating up to a 7 page website in a manner of minutes. 8 sleek, professional templates and hundreds of color schemes make web design quick and easy.**
- *Graphics Creation Software: Quickly and easily turn your website into a streamlined, attractive hot spot with your free, fully functional 3D graphics designer software, complete with over 30 professional templates.*
- **100% FREE Resources...**
 - **Free Website Traffic: Incredible viral marketing tool that is completely free and is already generating thousands of hits per DAY for me.**
 - *Remotely Hosted Scripts: Increase the appeal of your website with over 22 cgi scripts that do not require CGI access, CGI programming or CGI installation. Now you can take advantage of having your own free for all links page, chatboard, message board, form mailer, password protected pages, interactive polls, mailing lists, your own search engine and more...cost free and hassle free!*
 - **Affiliate Program: Automatically draw an unlimited amount of resellers into your new or established program with your free announcement to 1,000's of individuals who promote affiliate programs.**
 - *eBook Directory: Grab the knowledge with your free access to the largest ebook directory online. You'll be able to browse through and download your choice of 12,000 ebooks. (That's not a typo...12,000!)*
 - **Fresh Web Marketing / eCommerce Articles: An incredible collection of web marketing and web business articles. Alphabetical, categorical listings are easy to access and a site search engine makes browsing a cinch. This award-winning site is arguably the best source of marketing knowledge online today.**
 - *Free Web Marketing Tutorials: Whether you're new to the web or an advanced internet marketer, you'll glean valuable and useful information with 17 free online tutorials covering everything from generating instant traffic to perfecting your website presentation to garnering top positions in search engine rankings. Highly recommended.*
 - **Free Ad To 100,000+ Per Year: Blast your ads to a guaranteed 100,000+ prospects a year with your free weekly mailing list ad submission.**
 - *Free Ezine Tutorial: Access an *excellent* tutorial on creating your own ezine, along with insightful information on planning, preparing, promoting and PROFITING from your own email newsletter.*

- **Accept Credit Cards: Take advantage of 26 different payment options. Accept credit cards and checks from your website without spending a penny. No merchant account needed, no setup fees, no hassles. If you're not accepting payment online, then you're losing money.**
- *Search Engine Success: Discover the "real" insider secrets to high search engine rankings. Don't waste your time with outdated information (and if it's more than a month old...it's probably outdated) when you can have access to daily updates and fresh advice for achieving search engine success. You'll learn what to do to improve how search engines list your site, browse through the latest tests and studies of how search engines are currently operating and benefit from the latest methods of obtaining high listings.*
- **100% FREE Articles...**
 - **Ad Copy: How to Write Killer Advertising That Practically Forces People to Respond**
 - *Affiliate Marketing: How To Easily Increase Your Affiliate Commissions In Two Days or Less*
 - **Web Promotion: How to Increase Your Website Traffic by 100 Visitors a Day in 7 - 10 Days! Free!**
 - *Ezine Marketing: How to DOUBLE Your Subscription Rate in Less than a Day!*
 - **Search Engines: How to Receive a Top 20 Position on the Search Engines**
 - *Buffet Style Marketing: 243 Tips, Tricks, Techniques and Tools to Help You Get More Hits, Visitors, Traffic, Customers, Repeat Visits and, of course, more Net Income*
 - **Information Products: How to Create, Sell and Distribute Your Own Informational Product**
 - *Viral Marketing: The Six Simple Principles of Viral Marketing*
 - **Joint Ventures: How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month!**
 - *Ezine Articles: How To Write Your Own Articles and Gain Free Advertising For Any Website!*

Manual #10 "Quick and Easy Web Design Formula"

In this short report you will learn the insider secrets to creating a website that produces results. Explained in easy-to-follow language, the "Quick and Easy Web Design Formula" makes it easy for anyone to create a killer website.

Some of the ideas I share with you in this report are...

- **12 advertising secrets you must know if you want your website to become an order pulling machine.**
- *The results from years of web design research and tests delivered to you in 30 seconds.*
- **Where to download FREE software to quickly and easily create a website that gets results.**
- *How to design the absolute best selling process for any website.*
- **How to write a killer sales letter that almost forces people to respond.**
- *The biggest key in advertising that practically guarantees your long-term success.*
- **What you should concentrate on more than your ad copy...and how it can improve your**

advertising effectiveness by an astounding 70%.

- *Why listening to what your 8th grade grammar teacher taught you can ruin your chances of a sale.*
- ***The 1 simple change to your sales letter that makes it more believable. This alone can DOUBLE your profits.***
- *Discover the age-old advertising technique that makes people buy over and over again.*
- ***How to lure your customer in like a fisherman and create a sense of urgency that prompts them to order NOW.***
- *The best way to gain trust in the mind of your customer. Do you know it?*

Manual #11 "Internet Profits"

Let's face it, you put your business on the web for one reason...

...to make a profit!

This short report gives you a blueprint for generating internet profits that anyone can follow regardless of what product or service you are offering online. Most of the information can be easily applied within 48 hours.

Included in this report is...

- ***A 7-step, paint-by-numbers system for increasing your internet profits.***
- *Where you can get 1,000-5,000 hits per month for only \$10.00 to \$50.00...that's only a penny per hit!*
- ***Discover the absolutely, positively best advertising for maximum results.***
- *How to get thousands of dollars of free ezine advertising month after month.*
- ***A quick and easy, 8-step formula for writing and publishing articles in other ezines.***
- *How to gain market intelligence on your competition and skyrocket your own exposure almost overnight.*
- ***How to quickly and easily draw resellers into your affiliate program.***
- *Discover a free service that will announce your affiliate program to thousands of potential resellers.*
- ***A simple and easy way to get 100's of leads every week.***
- *Get your ad pulling from 10,278 classified ad sites within minutes.*
- ***Discover a free service that will submit your press release to 1,000's of internet media contacts.***
- *Forget about "multi-submission" sites. Blast your free ad to 200,000 DIFFERENT directories with one click of the button.*

Manual #12 "Business Edge Pack"

I'll be real honest with you...

...there are thousands of people out there on the web trying to earn a living. What separates you from them? What guarantees your success among the multitudes?

The "Business Edge Pack" that's what! This manual includes 'How to Give Your Business An Edge Over Your Competitors' and will show you step-by-step how to increase the profits of your business and help you to stand out among the many.

Inside its covers you will learn...

- **How to quickly and easily increase your profits without reducing your prices or spending any extra on marketing - 100% guaranteed!**
- *How to get new customers, have more effective promotions and sell more to your existing customers.*
- **24 proven marketing strategies...**
- *11 sales letters for you to use to increase your sales.*
- **How to give your business an edge over your competitors.**
- *How to avoid the 10 marketing mistakes that are fatal to your business.*
- **How to DOUBLE your business.**
- *The "Golden Rule" of ALL successful advertising.*
- **How to write an ad that is up to 500% more profitable.**
- *How to get more sales by overcoming the 3 reasons why people with money won't buy from you.*
- **14 easy ways to keep your customers coming back to spend more money with you.**
- *How to quickly increase your sales and profits.*
- **A ready-made reference library of sales letters that can easily be adapted to suit your business.**
- *"The Unfair Advantage Letters" - a special program that is full of proven sales letters that you can use to help increase your business.*
- **18 best ways to maximize the results from your advertising dollars.**
- *How To Increase the number of sales you get from all your ads, letters and promotions.*
- **17 laws of effective advertising.**
- *115 headlines you can use or modify for incredible response.*

Manual #13 "Email Marketing Strategies Revealed"

Whether you're starting a new business or have been in business for years, if you're not using **effective e-mail marketing strategies** in your business, it is probably costing you a **fortune** in advertising dollars and in **huge profits**!

No, I'm **not** talking about "spam" . . . I don't practice nor endorse the use of spam mail. That is the quickest way to get your business shut down. I'm talking about **responsible and ethical** e-mail marketing that can **skyrocket your profits immediately** and build your business faster than any other technique I've ever seen!

Find out why this is **the best marketing technique**, period. And why using this technique may very well be the best thing that ever happened to your business!

You see, no matter what other type of marketing technique you're using for your business, if you're not using responsible e-mail marketing successfully, **you may be flushing most of your advertising dollars, and profits, down the drain.**

Over 95% of online businesses are making **3 very lethal mistakes** that are costing them **their entire business!** They have found a very efficient way of **blowing** their entire advertising budget! Unfortunately, most businesses don't know any better. Therefore, unknowingly, they are committing **financial suicide.**

Responsible and ethical e-mail marketing: is **safe and risk-free**; costs just **pennies** to roll out; lowers your operating costs **significantly**; increases your profits **dramatically**; and it totally **eliminates** the 3 deadly mistakes that most businesses are making!

Find out what most business **don't** know and probably **never** will:

- How to **eliminate** the three most **lethal**, and **costly** mistakes that **everyone else** is making without even realizing it!
- How to use e-mail marketing responsibly and ethically so you never get in trouble with your customers or your ISP - **no matter what type of business you have!**
- Discover why most businesses **will fail** unless they start using responsible e-mail marketing strategies **right now!**
- How to turn a **lot** more of your web site visitors into **loyal, repeat** customers!
- How to **quickly** build your business using responsible and ethical e-mail marketing - absolutely **risk-free!** Start seeing profits almost **immediately.**
- Discover why **every marketing technique** eventually boils down to "effective e-mail marketing." (Learn this and it will **multiply** the success rate of all your marketing efforts!)
- How to build your own "**targeted**" e-mailing lists to maximize profits!
- Learn a simple technique that will get people to **willingly** give you their e-mail addresses and **welcome** future mailings from you.
- How to create an e-mail sales message that **gets their attention** and makes them **respond!**
- How to build the kind of relationship with your customers that other companies only **dream** about - turn new prospects into **loyal, lifetime customers!**
- Where to go to get inexpensive, and even **free** e-mailing software.

- *How to start receiving orders from customers within a few days, and sometimes within **just a few minutes**, instead of waiting up to 2 weeks for a response.*
- *How to **automate** your business so you spend **less time** working on it.*
- ***And much more . . .***

You Can't Lose With Our Guilt-Free NO Risk Guarantee and Access to The Entire Program and Every One of the Bonuses...ALL For ONLY \$49.95!

You will receive 9 incredible bonuses if you order today...

In addition to the 13 informative manuals locked inside the Profits Vault, if you order **before midnight** you will also receive 9 incredible bonuses...

FREE BONUS #1 (\$49.95 Value)

You receive a copy of an incredible 45 chapter web marketing course, "**Killer Marketing Secrets Revealed.**" This comprehensive web marketing course covers just about everything and features the knowledge of web marketing "guru" Terry Dean. Inside this manual you will discover...

- *How to **increase response rates 1800%** by tomorrow afternoon.*
- *A **5-step formula** for turning prospects into customers.*
- *How to write advertising that **practically forces people to respond.***
- *The **12 ingredients of the successful advertising** recipe.*
- ***5 insider secrets** to writing million dollar sales letters.*
- *The 4 parts of a powerful guarantee...and how this can **increase your sales by 200-300%.***
- *6 simple ways to **keep visitors coming back** to your website.*
- *How to **add 1,000 subscribers to your ezine** every month.*
- *An **8-step system for creating free advertising** by writing your own articles.*
- *The **#1 reason** why internet marketers fail and **how you can avoid it.***
- ***3 necessities for following up** with your prospects.*
- *How to **produce a guaranteed full-time monthly income** on the internet no matter what business you are in.*
- *How to **reach millions of people for pennies** using ezines.*
- ***3 killer ways to profit from ezine advertising** that you can start using today.*
- *How to **quickly and easily create your own information products.***

And that's just the start. You'll also discover within **Killer Marketing Secrets Revealed...**

- *3 web business principles **you must live by if you want to succeed online.***
- ***6 models of success** to build your online business around.*
- *A 10 step outline for **creating your own internet success story.***
- *How to **create a risk-free money making proposition** using Joint Venture Marketing.*
- *A **simple 4-step technique for finding joint ventures** that you can profit from.*
- *4 ways any internet business can **easily start making backend sales** immediately.*
- *A **quick 7-step system that anyone can use** to develop a theme store on the internet.*
- *13 killer ideas you can use for **immediate profits** on the web.*

- **3 simple ways to earn money** in virtually any honest affiliate program.
- An **informative guide** on reprint rights ... are they right for your web business?
- 7 sure-fire recipes for internet failure ... and how **you can avoid them**.
- 7 ways to **add 100 subscribers** or more to your ezine **daily**.
- 3 lessons every small web-business owner **must learn** from the collapse of the larger sites.
- The 2 **best auto-pilot order producing techniques** that you can use for your online business.
- 6 clones that can **do much of your traffic building work for you**.
- **57 killer resources** that internet marketers can begin using NOW.

I know what you're thinking. How can this possibly be free? Well, it is! No strings attached. But, even all of this is not all that is included in **Killer Marketing Secrets Revealed**. There's even more. Once you download this bonus, you will also find...

- How to **use psychology in your internet advertising** by understanding the four aspects of the human mind.
- How to once and for all **stop wasting your time and money** online.
- A simple 5-step plan for advertising your website which **you should follow every single day**.
- Why digital publishing is the **ultimate online business**.
- The truth about **earning \$1,000 or more weekly from affiliate programs**.
- 5 principles every successful affiliate follows to **earn huge commission...and you can too**.
- Eight new year's **resolutions** that you can make anytime of the year.
- 5 lessons every internet marketer **needs to learn** from direct mail experts.
- How to develop **your own \$2,000 a week internet strategy**.
- A **simple 3-step formula** anyone can follow to **create full-time internet success**.
- 3 often **overlooked steps** for qualifying leads.
- **5 internet myths** still floating around ... you don't believe them, do you?
- The **most powerful internet secret** of all ... do you know it?
- 7 internet marketing mistakes that are **destroying your business**.
- How to come up with **fresh ideas to drive more traffic to your site**, increase your sales and multiply your profits.
- Where to find **thousands of low cost or even free programs** which can **automate** much of your internet marketing work.
- The top 10 reasons why your internet marketing is failing ... and **what you can do about it**.
- The 3 words your web site absolutely **cannot live without**.
- How to **produce exceptional results** in your business by implementing the exceptional methods of "upside down marketing."
- An easy **4-step method of testing your advertising** and 3 tools you can use to get started today.
- The 1 "**Secret**" of internet marketing that every single successful internet marketer will agree upon.

FREE BONUS #2 (\$24.95 Value)

"**Online Success Strategies**" can be found ONLY as a bonus in the Profits Vault Private Site. Featuring the web tactics of renown internet marketer Shelley Lowery, you'll discover inside...

- How **PERCEPTION** can turn **skeptical leads into paying customers**.
- How to create Niche-sites for stellar profits.

- **The SECRET to creating niche-sites quickly and easily.**
- *Impact words that sell like crazy.*
- **Give Your Graphics A Professional Look without the Price.**
- *Creating Keyword Specific Doorway Pages A Step By Step Guide*
- **Autoresponders - Put Your Business On Autopilot**
- *10 STEPS TO SUCCESS IN DIRECT MARKETING*
- **A Crash Course in Ezine Publishing**
- *35 Deadly Website Sins That will Kill Your Business!*
- **Cross Promoting With Recommendations**
- *Creating, Managing and Building Your Opt-In Lists*
- **Autoresponder Courses: The Automated Marketing Tool**
- *How to Create, Sell and Distribute Your Own Informational Product*
- **The Art of Writing Effective Web Site Sales Copy**
- *Dynamically Update Your Ebooks with JavaScript*
- **10 Website Essentials to Increase Your Sales**
- *Write Reviews to Increase Sales*
- **Creating Your Website's Promotional Strategy**
- *How To Create An E-book & Drive Massive Traffic To Your Site By Giving It Away...*
- **An E-zine Publishers Survival Guide**
- *Creating Your Professional Image on the Internet*
- **Write for Publicity**
- *Increase Internet Sales with Free Trials*
- **10 Marketing Tips For Success**
- *And much, much more!*

FREE BONUS #3 (\$24.95 Value)

While the Profits Vault is a comprehensive library of web marketing / eCommerce knowledge, we've also developed a step-by-step tutorial to walk you through every bit of the information you find inside. The "**Online Success Blueprint**" neatly organizes all of the information inside the Vault into a "do this first" and "do this after that" set of instructions that shows you not only EXACTLY what to do, but in what order to it.

Ask the thousands of members inside the Profits Vault what their favorite and most helpful part of the private site is and the overwhelming majority will point to the "**Online Success Blueprint**". More than just "information" - we show you how to put it all into action and find real success on the internet.

FREE BONUS #4 (\$97.00 Value)

The real money earned online is in OWNING YOUR OWN PRODUCT. You keep 100% of the profits. And you can even get thousands of others to sell your product for you. Why be an affiliate in someone else's reseller program when you can start your own? That's where the real money is. Of course, you've got to have a product.

Included as a bonus in your Profits Vault membership is the "**Turnkey eBusiness Product Bank**". Yep, you will receive royalty-free reprint rights to 4 hot, high-demand products. You can sell them yourself and keep every penny of every sale.

You receive the products themselves, plus you receive a ready-made webpage template to upload to your own website. We even have a nifty manual to show you how to setup your own account to accept credit cards. Every bit of it can be fully automated!

The products sell from \$14.95 - \$29.95 each. Just sell a couple of them and you've already earned your Profits Vault membership fee back again!

FREE BONUS #5 (\$29.95 Value)

Traffic Virus 2.0 Submission Wizard includes a suite of 17 automated submission tools. All are completely automated - meaning you simply complete ONE form and press ONE button to submit your ads. And, they are 100% completely free to use.

Just a few of the things you will be able to do with these tools are...

- *Automatically blast your ad to an amazing 225,000 search engines, ffa link pages, directories, classified ad sites and message boards with one click of a button!*
- *Drive traffic to your website by completing one simple form which posts your FREE ad to 403 online message boards that accept advertising.*
- *Generate thousands of dollars in free publicity by submitting your free press release to hundreds of media contacts.*
- *Harness the power of classified advertising by blasting your classified ad to the top 800 high-traffic classified ad sites.*
- *Unleash the power of viral advertising with 5 free traffic generating systems that can expose your ad to an amazing 500,000 people!*
- *A 100% free affiliate tracking program to launch your own affiliate program.*
- *Ad-free autoresponders to automate your advertising and skyrocket your follow-up sales.*
- *A unique online graphics generator tool to create your own killer website graphics.*
- *Cutting edge website templates - just plug in your information and you've got an instant website.*
- *An online FLASH tool that allows you to instantly create your own flash screens.*
- *3 incredible webmaster tools to give you an unfair advantage over your competition.*
- *Step-by-step webpage builder tutorials that walk you through every step of creating killer websites.*
- *Free web promotion software to promote any web business.*
- *A 100% free online marketing toolbox full of goodies for the web marketer.*
- *And much more!*

FREE BONUS #6 (\$9.95 Value)

You receive a copy of our report, "**The Handbook to Reprint Rights Riches.**" This is my own personal report on using reprint rights to other people's products to create multiple streams of income and skyrocket your own online profits in less than a week. In this short report you will discover...

- *How to purchase hot, turnkey businesses for less than \$20 and then spiral them into your own information empire.*
- ***Insider Secrets to Quickly and Easily Creating Multiple Streams of Income With Reprint Rights.***
- *How to Produce a Guaranteed Monthly Income Using Reprint Rights.*
- ***5 Hot Reasons Why Reprint Rights Can Increase Your Profits By as Much as 300% In Less Than 10 days.***
- *4 Simple Ways Reprint Rights Will Explode Your Internet Business....almost overnight!*
- ***How to Use Reprint Rights to Add 100's to Your Ezine Mailing List in just a few days.***

- *How Reprint Rights Can Help You Out-sell Your Competition...even though you're selling the same items!*
- **How to Sell More of Your Product While RAISING Your Price...regardless of what you are selling.**
- *A Secret Method for a Sure-Fire Increase in Your Affiliate Sales.*
- **How to Automatically Generate More Traffic To Your Website.**
- *36 Incredible Items You Can Use to Develop Your Own \$50,000 a Year Business Strategy.*
- **7 Hot, Turnkey Internet Businesses You Can Purchase for Under \$20...and keep 100% of the Profits Forever!**

FREE BONUS #7 (\$97.00 Value)

Nineteen of the world's marketing masters came together in San Diego and put on a seminar that no one will ever forget. We acquired rights to the "**Methods of Marketing Masters**" transcripts from this incredible Super Conference.

We have included them all in our "private site." You get 21 transcripts in downloadable ebook form sharing every word spoken at this conference. In all, you receive 759 pages of information, available elsewhere on the internet for \$197 and up!

Included in this all-star lineup are...

- **Ted Nicholas**, *"The Secrets of Writing Million Dollar Sales Letters," 70 pages.*
- **Brad and Alan Antin**, *"How to Create an Order-Pulling Marketing Plan That Works - and How to Keep it Going Every Day," 94 pages.*
- **Mike Roth**, *"How to Create a Killer Salesletter That Puts Cash in Your Pockets Fast," 53 pages.*
- **Dan Poynter**, *"Learn How to Publish Your Own 'Electronic Book'," 84 pages.*
- **Raleigh Pinskey**, *"Get All The Free Publicity You'd Ever Want to Have," 27 pages.*
- **Paul Hickey**, *"How to Make Money While You Sleep With Your Own 900 Number," 35 pages.*
- **T. Harv Eker**, *"Learn How to Find, Steal or Create Million Dollar Business Ideas Every 60 Seconds," 28 pages.*
- **Bill Brooks**, *"How to Get People to Eagerly Buy From You," 37 pages.*
- **Tag Powell**, *"Discover Some NEW Power Marketing Strategies," 38 pages.*
- **Dan Reynolds**, *"How to Make \$100,000 a Year Producing Your Own Special Interest Videos," 20 pages.*
- **Chuck Abbott**, *"Learn How You Can Make More Money in a Week Than Most Lawyers Make in a Year," 35 pages.*
- **Ron Legrand**, *"Learn the Secrets of a Marketing Genius Who Sold Over 35 Million Dollars Worth of Homes," 29 pages.*
- **Ann Boe**, *"How You Can Use The Incredible Power of Networking to Make Your Fortune," 32 pages.*
- **Mark Victor Hansen** (*Chicken Soup for the Soul*), *"Learn How to Make \$1,000,000 on Every Book You Write," 36 pages.*
- *Plus 5 other great e-book transcripts...we're keeping them a secret!*

FREE BONUS #8 (\$97.00)

Free Access for 12 full months. We put a "\$97.00 value" on this bonus, but it's actually worth a lot more. As

we make updates and changes to the Vault, the value continues to rise!

FREE BONUS #9 (Priceless)

Although everything is spelled out in great detail in the Profits Vault, I realize that some of my clients are still going to have questions. So, just to make sure all of the information that I am providing will work for you I am going to offer **personalized one-on-one** assistance with your web marketing.

Inside the Profits Vault Private Site you will find a simple form where you can submit any questions that you have about web marketing, writing ad copy, etc. I will examine these questions and answer each one of them personally by email. In this way, I will be able to provide you with personal, one-on-one assistance as you need it.

You Can't Lose With Our Guilt-Free NO Risk Guarantee and Access to The Entire Program and Every One of the Bonuses...ALL For ONLY \$49.95!



GUARANTEE: If the Profits Vault is not everything that we say it is and you are not completely satisfied with it, then we will refund every penny of your money with no questions asked.

That's more than a guarantee, that's a promise.

For **Only \$49.95** you get full access to everything...

- Manual #01 - Internet Success Blueprint (\$39.95 value)**
- Manual #02 - Info Income - How to Create Your Own Information Products (\$24.95 value)**
- Manual #03 - Web Marketing Explained (\$29.95 value)**
- Manual #04 - Killer Ad Bootcamp (\$29.95 value)**
- Manual #05 - Maximum Profit in Minimum Time (\$24.95 value)**
- Manual #06 - Websites-In-A-Box (\$49.95 value)**
- Manual #07 - Ezine Profits Blueprint (\$19.95 value)**
- Manual #08 - Website Strategies (\$9.95 value)**
- Manual #09 - The Top Ten Collection: Software, Resources and Reports (\$19.95 value)**
- Manual #10 - Quick and Easy Web Design Formula (\$9.95 value)**
- Manual #11 - Internet Profits (\$9.95 value)**
- Manual #12 - Business Edge Pack (\$19.95 value)**
- Manual #13 - Email Marketing Strategies Revealed (\$14.95 value)**

Plus if you order **before midnight** you receive all 9 bonuses...

- 1. Killer Marketing Secrets Revealed (\$49.95 value)**
- 2. Online Success Strategies (\$24.95 value)**
- 3. The Online Success Blueprint (\$19.95 value)**
- 4. Turnkey eBusiness Product Bank (\$97.00 value)**
- 5. Traffic Virus 2.0 with Reprint Rights (\$29.95 value)**
- 6. Handbook to Reprint Rights Riches (\$9.95 value)**
- 7. Methods of Marketing Masters (\$97.00 value)**
- 8. Full Access to the Vault for 12 Months (\$97.00 value)**
- 9. Personalized One-On-One Assistance (Priceless!)**

The total value of the items inside the Profits Vault are valued at a **whopping \$697.90 sold separately!**
Average price is **\$29.12 per manual...**

...buy you pay **less than \$2.00 per manual** by joining the Profits Vault Private Site!

It's all yours for only \$49.95.

Please take action today. The updated Profits Vault is very new and we are only extending this introductory pricetag of \$49.95 for a few more days. I'm not kidding with you when I tell you that soon the price of access to the Profits Vault is going to be \$97.00. The only way to guarantee the bonuses and the special price is to take action today.

[Click here now to take action today and receive access to the Profits Vault "private site" and receive all of the bonuses](#)

[Take Action Now!](#)

Sincerely,
Jimmy D. Brown

[ORDER NOW FOR ONLY \\$49.95](#)
[Remember, You have absolutely No Risk With Our Guarantee!](#)

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Reach Jimmy D. Brown of ProfitsVault.com at...
P.O. Box 1021, Manila, Arkansas 72442
E-Mail: webmaster@ProfitsVault.com

Go Visit the Actual Profits Vault Site

<http://www.inforingpress.com/webletters1/profitsvault/>

Lee Benson



Lee Benson lives in Reno Nevada yet makes his money by "gambling" on a *sure thing* called email marketing. He is one of the world experts in this field.



[Affiliates Earn 55%](#) | [Frequently Asked Questions](#) | [Contact Us](#) | [Order Now!](#)

How a **free** email strategy spawned **\$43,169** in sales from **a single, two-page email message**

*** R E V E A L E D ***

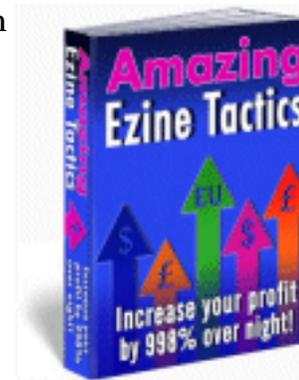


Discover how to build your own **profitable opt-in**, loyal subscriber base of **lifelong customers** who *buy time after time*, just like clockwork - as well as effectively use existing opt-in bases to advertise to.

Plus... how to **sell** to these people, *again and again*, with just one short email message! All the **secrets** of successful opt-in email are revealed in just seconds.

Discover the hidden secrets of marketing with free electronic newsletters...

No matter who you are, where you live or how much experience you have... I'm about to teach you a 100% foolproof formula that guarantees to raise your profits using free ezines or you don't pay a single penny.



What our members are saying....

"I actually grossed \$22,225 with 15 minutes hands-on work using just one of your automated strategies. I'm gob-smacked!"
Simon Grabowski, CEO of GetResponse.com

100% Guaranteed, Or "Triple Ya Worth" Back!

WARNING The **80% discount** package, unlimited free one on one consultations and the 3 powerful bonuses valued at over \$395.00 are price-guaranteed only until midnight on 19th November 2001... don't miss out on this rock-bottom price!

Referred by: Richard Stoker
Date: 16 November, 2001

Dear Friend,

Listen up, because what I have to say beats any secret success guide or 'proven marketing formula' hands down, **GUARANTEED**. It already builds profit on a daily basis for thousands of our members, and can do the same for you right now.

You're about to discover how my strategies generated \$43,169 over the course of 3 months starting with a single, free email announcement that took me literally 20 minutes to write.

What's more, you're going to learn how **YOU** can implement the same techniques with a no-cost marketing plan that works for absolutely ANY online business, **GUARANTEED**. It's simple to implement and quick on return.

The system being revealed to you now is completely practical. No over-hyped theory fluff, just true profit producing power that's used by today's true marketing heroes.

By the time you've read this, you'll know how to:

- Use my amazing "dime into dollar" **click-bang** formula that guarantees a profitable return on investment every time. No need to blindly advertise ever again! It's like following step-by-step "paint by numbers" instructions.
- Blast your current profit margin to pieces and **save** literally thousands of dollars on contacting customers and distributing sales material. I'll show you how you can do it for **FREE** and still earn more than you currently do.
- Send your hit counter **spinning** like a Ferris wheel using a special concept that guarantees a flood of traffic every single time! I spent 2 hours last month using this, and generated an additional 29 orders. The crazy thing is, it never costs a dime.
- Inspire **UNLIMITED** trust and get your current and future prospects begging for more of your expertise (this alone has indirectly generated thousands of extra dollars at **NO** cost - I'll reveal how, exclusively)
- Utilize an **AMAZING** secret that when used properly will result in skyrocketed profits. (My good friend Simon Grabowski, CEO of GetResponse.com, tells us how he used this technique to reap \$20,720 in profits using a completely automated and free system).. less than 2% of people even know about this.
- Successfully track and monitor **every** advertising campaign using a special tracking system that's only available to our members (*Worth \$149 and can't be found anywhere else!* - Special unlimited-use bonus, if you order today)
- Multiply your profits by **998%** and turn a **zero** cost ezine strategy into thousands of dollars worth of back-end sales.

- Utilize my paint by numbers, **start-to-finish** guide to ezine marketing. Add a high 5-figure additional income stream to your yearly salary with this alone.
- Get Lee Benson (author of *this* package) to be on hand at every beckon call, waiting to help and guide you whenever you feel you need a pointer in the right direction. Worth over \$250 per hour in consultancy charges, yet **free** to you.
- Use these amazing techniques with **ANY** online business. Small, medium or **Fortune 500** - it doesn't matter! Whether you're targeting horse riders or business folk.. these techniques will generate **MORE** profit than ever, that is absolutely guaranteed.

Forget lies, scams and bull-bloated hype. If you're looking for **hard facts** with no fluff attached, here's the real truth:

- The owner of GetResponse.com implemented my marketing strategies. The result? \$20,720 in the same week resulting from just **one** technique.
- In the month of May 2001 over \$24,500 in sales were generated as a result of **free ezine marketing** campaigns directly for this website, and my partner's site.
- I've received personal testimonials from top marketers such as Anthony Blake, Gary Shawkey, Andrew Fox and over 100 other top marketers who use my strategies daily.
- If you don't profit as much as you expected using my strategies, you don't pay a bean for the package. In fact, you can keep the package for free.

In an exclusive new members-only website, I'm spilling over 4 years of **real** vital "insider" step-by-step tactics on the power of marketing using email newsletters.. allowing you to join the **1%** of highly knowledgeable Internet marketers who....

Sell Like **Crazy!**...

What our members are saying....

-- The Best Guide To Profiting With Email, PERIOD! -

"After working with Lee Benson for over 2 years, I can honestly say Lee is the master of email!

Together, we've embarked on many profitable ezine marketing campaigns. Using one technique Lee details in the ebook, we grossed over \$20,000 with a special announcement that cost us zilch.

Follow Lee's advice, implement his strategies and replicate them for your own venture, and I guarantee you can reap awesome rewards!"

*Simon Grabowski.
CEO of GetResponse.com
simon@getresponse.com*

In the next 30 seconds I'll reveal the secrets.. here's the 4-step success formula:

1.. Absorb the knowledge: You'll discover how to develop long term profits as well as quick bursts of immediate income. I'll give you the step by step strategy my partner and I used to

collectively reap over \$30,000 one month using free email marketing strategies involving absolutely no hands-on work (it has **nothing** to do with spam)

2.. Know the market: Follow several hidden links and surefire strategies to easily mine your target market. Add 5,000... 10,000... even 100,000 new targeted prospects to your marketing efforts fast, free and easily. Absolutely no spam involved and extremely targeted. Never waste advertising dollars again.

3.. Craft your marketing: I'll show you how to turn one letter into \$10,000 pure profit. I'm not talking blatant sales talk here either, and you don't even need to be a good writer. Using this one technique alone, I added 500 people to my affiliate opportunity which pulled in \$15,534 over the course of the following two months. It's simple to replicate this strategy again and again (heck, I do it all the time). Whilst I obviously can't guarantee your results, I can say with complete honesty that what you're about to learn are the EXACT same techniques that the "richest of the rich" use to generate their large incomes online.

4.. Specialist advertising: Using our powerful tracking tool and click-bang success formula, you'll learn how to turn \$1 in advertising money into \$10 in **profits**. You can put this system on autopilot and use it again and again. Turn \$100 into \$1000, \$1000 into \$10,000 and so on. *This is exactly how the "big dogs" on the 'net do it!*

It's all attainable through the power of ezine marketing. Ezines are simply opt-in newsletters and info-blasts sent by email. For you, this means a no spam, 100% ethical and **110% surefire** way to reach literally millions of targeted prospects, for **free** or low cost.

But with the response rates of conventional advertising going down and down, what's needed is a new approach to keep up with this marketing trend. An approach that works day and night to pull in prospects like wildfire.

What I will show you is how to reach prospects using targeted informational email blasts that they request. You can pull in response rates as high as 10-15% over and over again **absolutely free** (once you learn the techniques)

"It all sounds too good... how can it be possible?"

You can look at the facts above and smirk in skepticism. But the truth is, I've personally produced \$20,000 or more with single one-page email announcements to a targeted market I've built absolutely free.

All it requires is two elements...

1. The ability to reach your market and **keep them**.
2. The option of selling to them at **low cost**.

My exclusive guide teaches you how to reach thousands, even hundreds of thousands of these people at once, reducing time, effort and money.

Here's how to do it...

1. Put your marketing efforts on autopilot and use your website and a follow-up sales technique to grab 100 or more new prospects daily, free of charge.

(Even if you don't yet have a website, I'll show you how to do it)

2. Send them compelling, educational info related to their area of interest (and your target market). It's not as hard as you think (And I'll prove it to you!)

3. Your trust will be gained quickly by hundreds even thousands of prospects (relating to your

target market). What you have now is a vehicle for ultimate sales!

A company I work closely with (and one you've probably heard of) is GetResponse.com, makers of what many people are calling the world's greatest autoresponder. They developed a base of over 100,000 targeted prospects over the course of two years. Now they gets hundreds more daily.

The shocking thing is that every email announcement sent to their list announcing a new product boosts company profits immediately by at least **\$10,000** every time.

Our last joint announcement reaped **352 orders** for a reoccurring monthly service we offer. It took just **15 minutes** to write the sales letter and absolutely no time to distribute it by email to his targeted prospects. Instant, logical, no-hyped profit-generating power. What's more, we earn \$5000 **every month** from that one email - even though it was sent over a month ago!

I can teach you how to use the same techniques. It needn't take two years to develop your targeted base either. Instead, I'll show you how to make use of existing marketing loopholes that allow you to reach **100,000s** of people absolutely free.

It's not rocket science, it's simple and effective marketing. But without the right guidance, it can be difficult. Let me show you how to do it, **in no time at all**.

And that's only the tip of the iceberg!

You'll also learn...

- How to develop **unlimited** trust, credibility and online fame using a simple method that only takes **1-2 hours per month**. This technique is free and used alone can increase your sales by a whopping 50%!
- How to get your affiliate program off the ground and add literally hundreds of dedicated promoters **absolutely free** within one week, using a little known no-cost joint venture ezine marketing technique.
- How to start your **own** newsletter, **free of charge**, without using unprofessional ad-driven services like Listbot and Topica. This one tactic alone could save you hundreds in mailing list costs! (It already has for me)
- How to joint-venture with a hundred other ezine publishers and reach all of their prospects free of charge. I hit **5 figures** in profit last time resulting from 324 sales generated by reaching 250,000+ people. (Update: Over **1500 orders** have now been referred from this one technique... four times the previous profits)

Oh and by the way, I said I reached them **free** of charge.

- How to **stop** receiving pitiful 0.001% response rates and use announcement marketing to generate a huge **10%** or more response with a superb conversion ratio.
- You'll discover **every** insider secret and profitable tactic I've encountered in the past 4 years of being in business online. What's more, I'll detail how you incorporate these techniques into your **own** business for total success.

No profitable ezine marketing technique is left uncovered. I've sifted through the hype, spent the past 4 years testing marketing strategies and as a result have created an electronic guide and toolkit unlike **any** other in existence.

What our members are saying....

"Packed with **POWERFUL** information"... Anthony Blake.

"Lee Benson's EzineTactics book is packed with powerful information you can use right away to make your ezine or even someone else's ezine (as in advertising) more profitable, targeted and useful to your online marketing arsenal.

Lee breaks down how to use ezines tactically into easy to understand and highly applicable methods. Even I am using many of his strategies in my ezines!"

Anthony Blake
Ablake.com Success Forum
tony@ablake.com

The Definition of Insanity...

.. is doing the same things day in, day out, when they're not producing the required results for you.

If you want...

- > Increased Online Sales
- > Development of Long-term Profits
- > A Free & Effective Promotional Campaign
- > An Internet Marketing System That **WORKS!**

Then invest less than the price of a cup of coffee per week, for a year, and you'll get **lifetime access** to our instantly available members-only private website.

In just **30 seconds**, here's what you'll receive:

- A downloadable and online version of my jam-packed ezine marketing strategy handbook that's essential for any Internet marketing campaign.
- You'll also receive free one-on-one consultations by email. Whenever you need help, simply type me a message, click send, and I'll get back to you with a full reply.

Think about it.. even the cheapest of consultants charge anywhere from \$50 per hour upwards (with the most expensive costing **\$1200** p/h or more!). For a limited time, this whole package costs less than \$50. It's impossible for you to lose.

Whether you sell ebooks, widgets or ship teabags around the world...

Profit, or Your Money Back, Guaranteed!

Speaking of guarantees, here's the score...

The Triple Your Money's Worth, String-Free Warranty

It's simple. If you're not absolutely, entirely and utterly thrilled with your purchase within one year from the date you bought it, you get a **full refund** plus you'll get to keep any of the material that you've already downloaded from our website.

All I ask is that you give it chance, for your own sake. Yes, these strategies do work. My advice will

make you profit, I absolutely guarantee it... but only if you take action and follow the advice for your own inspiration.

If you don't make a return on your investment with my package, I don't want your money. Instead, you will get a full refund of **100%** as well as the knowledge you've earned from the package and the free consultations giving you at least **three** times the worth of your investment.

You can't lose, I've absolutely ensured that.

What our members are saying....

"I Am Absolutely Amazed - Almost Too Good To Be True!"

"I've known Lee for a while now, and his invaluable marketing advice plus his professional newsletter have always inspired admiration.

When he launched this new package, I was immediately curious to see what he'd been working on for the past few months. One word sums up my findings:

WOW! I cannot believe he's letting it go so cheap! I feel like I've gone from "net newbie" to "ezine guru" within literally days.

The included ezine tracker will become immediately useful for tracking my ad campaigns, and his personal support is top notch.

Lee, what can I say - You're **over-delivering** on my expectations.. a Kudos is well in order! (Although I suggest you raise the price!)"

*Andy Knowles,
andy@letstalkfilms.com*

What's more, order by midnight on the **19th November 2001** and I'll throw in the following free bonuses, worth over **\$437.00**...

Bonus # 1 - Incredible Ezine Advertising Tracker, worth \$147.00

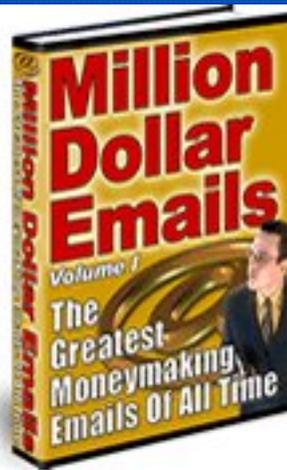
Imagine being able to track where **all** of your prospects are coming from, so you can ultimately decide the effectiveness of your ezine advertising campaigns.

Our ingenious online service will track **exactly** how many people have visited your site through an ezine advert. You'll be able to see online, in **real-time**, how many hits you've received.

By clicking a button, you'll receive your own special URL to use in each ezine advertising campaign you embark on. By logging in to our special members area, you can keep tabs on how your campaigns are progressing and how many people have visited your site. This service is worth **HUNDREDS** of dollars on it's own!

This is **NOT** a CGI script to install on your own server... this is a fully fledged, *professional tracking system* that has been setup on our servers using the latest technology and design.

Bonus # 2 - How One Single Email Made \$94,000+ In 24 Hours



"Our Newest Resource Reveals The Amazing Secrets Behind The Net's Most Successful Email Campaigns"

Discover how a bunch of the world's most successful marketers let us in on their *secret* for churning a total of over **\$1,000,000** from one single email announcement. You'll discover how YOU can replicate the same success almost immediately. *We do this time and time again!*

"Million Dollar Emails: The Greatest Collection of Moneymaking Emails Ever!"

"Million Dollar Emails" is a new ebook that contains some of the most successful and persuasive emails ever written. It's jam-packed with real life emails that have been proven to work by the top Internet Pros and eCommerce leaders.

And, here's the best part, in many of the examples, you'll see the exact numbers and results from their campaigns. Response rates, sales figures, and other insider information all culled from their private records. This information has been totally confidential - until now.

I couldn't believe the caliber of experts and corporations we got to step forward to share their winning examples, contributors like:

- **Corey Rudl (www.marketingtips.com)**
Corey is one of the top Internet marketing minds on the planet. His 4 online businesses get over 500,000 visitor EACH MONTH and do over 5.2 million dollars in sales online every year. Corey lets you in on a simple email that brought in over \$400,000.00 in revenue.
- **Stephan Mahaney (www.searchenginehelp.com)**
Stephan really spills the beans about an email message responsible for over \$800,000 in sales. (Which doesn't even take into account the still ongoing renewals, affiliate sales, and new sales that are still being built on the foundation of this one email sales campaign). This email was the cornerstone of what is now a multi-million dollar business. Wow!
- **Logos Research Systems Inc. (www.logos.com)**
This electronic-book publishing company gives you the low-down on an email that sold \$300,000 of a product with a special pre-publication offer (more than enough to pay for the costs involved).
- **Joe Vitale (www.hypnoticwriting.com)**
Joe is heralded as one of the world's top direct response writers and a master at hypnotic writing. You'll see a collection of some of his best work as he takes you behind the scenes of several emails responsible for \$68,500.00 in orders.
- **Michael Campbell (www.searchenginecommando.com)**
Michael is one the top search engine experts and author of "Nothing But Net". Michael shares several winning email examples and how he was able to get a 68% response and over \$10,000.00 just by asking one simple question.
- **Allen Says (www.thewarriorgroup.com)**
Allen is the founder of one of the largest member's sites on the Web. He reveals a simple email that netted him \$15,000.00 on a Sunday.
- **Bob Gatchel (www.internetcheapskate.com)**
Bob is infamous for his "cheapskate" Internet marketing style. He'll be sharing exactly how he made over \$30,000.00 in one weekend, selling a product he didn't own and never

touched, all while sitting naked in his hot tub with his wife. (You've got to read this one to believe it!)

- **Robert Allen (www.multiplestreamsofincome.com)**
NY Times, best-selling author Robert Allen showcases an email that drove his new book from #450 on Amazon.com to the #2 spot in just 24 hours.
- **Vail Resorts (www.snow.com)**
Vail Resorts, comprised of world famous Vail, Beaver Creek, Breckenridge and Keystone resorts in Colorado, lets you in on exactly how they implement their offline and online email collections along with incredible results at minimal costs. (\$179,987.00 in directly traceable sales.)

And, that's still just the tip of the iceberg because I also managed to track down even more proven examples from experts like:

- **Jonathan Mizel**
- **Marc Goldman**
- **Jeff Paul**
- **Markus Allen**
- **Marty Foley**
- **Kevin Donlin**
- **Scot Dantzer**
- **Harmony Major**
- **Jimmy D. Brown**
- **Kunle Olomofe**
- **John Harricharan**
- **Wes Blaylock and many more**

Now, I'm sure you can see why we titled this resource "Million Dollar Emails". Together these emails have produced much, much more than \$1,000,000.00 in sales. This collection of winning emails covers examples from multi-national corporations all the way down to a small, local "mom and pop" Mexican restaurant.

That way you'll be sure to find a model to use for your own business.

Listen, these are not theories.

By carefully studying these real world examples, you'll be on your way to creating your own winning email. Imagine, once you've created your own moneymaker - there's practically nothing left to do but click, send and make money!

But, there's more still...

Here's What Else You'll Discover Inside This Unique Reference Guide:

- **The art of getting no complaints or spam accusations**
We already talked about why spamming (or even being accused) is a recipe for disaster.
- **The simple psychological trigger to huge double-digit response rates (you won't want to send out another email without using this technique).**
- **7 little-known online (and offline) ways to massively increase your opt-in list.**
- **What to write in the subject line so your message gets opened and acted on.**
According to eMarketer, Americans get an average of 15.2 email messages a day (and that number continues to rise) so unless your email's subject line is compelling - your message wind up in the trash faster than you can blink. (Ouch!)
- **How to nourish your email list so recipients look forward to every email.**

- **How to make your winning emails do double and triple duty (wait until you see this one).**
- **The simple question that resulted in a massive 38% response rate and much, much more...**

Don't Spend Another Minute Struggling to Come Up With Your Own Powerful Emails Without This Resource At Your Side!

Never again pound your head against the wall trying to figure out what to say in your next email pitch. Inside this new ebook is your chance to meticulously study some of the best email messages on the planet. Find out what makes them work and how you can use the same formulas for your own messages.

Bonus # 3 - One-on-One Consultation With The Author!

Unlike most hunk o' junk ebooks on the market, I'm proving my worth by giving you absolutely free, *one-on-one* **unlimited support via email**. If you have any questions about a particular ezine marketing technique or are stuck in any way, you can email me any time and get a full, detailed answer to help you out.

Maybe you're asking yourself any of the following questions right now...

- Where is my strategy going wrong? How can I change it to sell more?
- Where can I advertise effectively without wasting valuable dollars?
- Are my adverts any good? Can I get anyone to critique them?
- What do people think of my product? Do they like my website?

Join today and I'll answer **any** of the above questions, and **any** of your own too.

Think about it - most business consultants would charge anywhere between \$25 - \$750 per **hour** for their support. I'm offering it absolutely free with your purchase of EzineTactics. And when you find out the price, you'll wonder how I can do it.

Bonus # 4 - Unlimited Lifetime Membership Updates

I usually sell access to my exclusive membership site on an annual basis - that way, the majority of people would keep renewing their membership year after year.

But join me today and you'll receive **lifetime access** to the exclusive members only private website. No renewal fees, no further costs, yet **unlimited** product updates.

This week alone we added two invaluable ebooks to our exclusive members-only site worth over \$40. They're being sold right now on other sites. But having bought resell rights to these products, I can now offer them free of charge to you.

TIME-LIMITED OFFER: 80% Discount Until 19th November 2001

The price of the entire package, including the ebook, bonuses and free one-on-one consultations has been reduced by a **whopping 80%**. Guaranteed for the next three days only. The usual \$235 fee has been slashed to an insanely low **\$47**.

This includes everything... the book, the bonuses (worth \$437 on their own), plus unlimited one-on-one success coaching by email for a year. You won't find anyone else on the 'net that offers such quality support at this price, I guarantee it.

The \$47 covers **lifetime** access to the private site. There are no renewal charges, yet you continue to get free updates of the book even years after your purchase.

Look... if my package doesn't take your business to sky-high extremes, you can simply request a refund. I won't fill you with hype or false promises. It only takes one click of a button for me to request a refund from my processor and you won't have to wait weeks for the check to arrive in the post... it'll be handled instantly online.

The only way you can lose is by not ordering. Your profit is at stake! If you don't order, you don't profit. If you do, you **will** profit or you get a full 100% refund.

Order today and within **30 seconds** you'll be sent your own user name and password to access our private website and download the ebook and the bonuses instantly via email. You can get started literally within the next 3 minutes.

Order Today, 100% Risk-Free!



Ironclad, 100% One Year Guarantee

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Remember, your purchase is **100% guaranteed**. If you don't like what you see or if you don't feel my package will help you profit at least 10 times the amount you pay for it, then I **want** you to request a refund. I'm determined to help you succeed.

If you have any questions, you can [contact me](#) at any time. I'm here to help.

Sincerely,

Lee Benson

Writer of "**Amazing Ezine Tactics**"

P.S The special offer ends **19th November 2001**. Order now at the special price of only \$47 for a **lifetime** membership including **unlimited** lifetime use of the bonuses included and unlimited ebook updates. You'll never view e-business in the same way again!

P.P.S Try this package **risk-free** for a whole year (although you can request a refund **any** time before). If you don't profit as much as expected, you don't pay us a dime. Simply email or call me and I'll issue a refund the same day. The charge will be reversed immediately on your credit card.

P.P.P.S Whilst it's impossible for me to guarantee your results (how could I? I know nothing about you nor your skills and experience), let me say this: If you don't feel that this course generates **enough money** for you at any stage over the next year, just let me know and I will refund your purchase price - absolutely no questions asked. I sincerely mean it.

What our members are saying....

"... Superb Creation of Lee Benson"...

"I've followed your marketing career over the past year and a half, and every time I read more of your work I realize how much you make sense.

This time you've really broke all records! The ebook is superb, the tracker is invaluable and the support, well what can I say, I expected such great response from a guy like you!

Keep up the excellent work (and I know you will!)"

James Daniel
jamesdaniel@mailandnews.com

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Go Visit the Actual Ezine Tactics Site

<http://www.inforingpress.com/webletters1/ezinetactics/>

Dirk Dupon

Dirk Dupon was born in Belgium, Europe, and has been active online since the very beginning of the Internet.

He is the webmaster of <http://www.smart-web-promotion.com> and he also publishes the "SmartPromotion Newsletter".

★★★★★ "Web Site and E-zine Promotion Made Easy!"

How FREE Tips, Tools, Tricks and Techniques can turn
your Web Site or E-zine into a real profit machine.



**Comes with +200.00\$ BONUS
GIFTS!**

"Instant Delivery!"

*"The chapters take you through the real stuff on how to get noticed on the Internet and offer active links that get you where you want to go in a hurry. It makes sense, it's easy to read, and it won't confuse you."
ZDNet Lab.com*

[In a hurry? Click here to order!](#)

Dear Internet Friend,

You know that the main purpose of a Web Site or E-zine is to share information or help people solve a problem, right?

Helping people is fantastic, and makes a person feel good.

But wouldn't it be great if you could share information and help others, and in the meanwhile **make good money doing this?**

I would think so :-)

But this can only be done if you give your Web Site or E-zine lots of publicity, so that those people who search for information will know you're out there for them.

In other words.. you'll need to **promote your stuff, if you want to be found!**

Forget the HYPE...

Internet promotion or marketing isn't as easy as some people claim.

If you have been on line for some time, you already know this. You can't just put up a free web site and wait for thousands of visitors to show up.

Most Internet marketing courses tell you what to do, but they never reveal to you how to do it profitably without **wasting hundreds of dollars in unnecessary and expensive projects!**

Forget Internet marketing theories too...

What you need are **concrete steps and specific directions** to take to build and market your web site, E-zine or business for maximum profits with a minimum time and money.

Take it from me:

I used to spend a lot of cash on site submission and announcement services, I ordered every search engine placement, marketing and "High Traffic Manual" I could lay my hands on, and guess what?

I wasted a lot of money, and absolutely **nothing happened!**

So I gave up optimizing my web pages to please the search engines and decided to learn from how the pro's did it.

To my big surprise, I discovered how the heavy traffic Web Sites with thousands of daily visitors, and E-zines with large subscriber lists, all used **FREE promotion and advertising techniques to become -and stay- successful!**

I was **shocked and excited at the same time** when I found it out!

Of course, I started copying their smart promotion tricks and tips, and finally I started to **make** money, instead of **spending** money!

Today, months later, I run 3 well visited web sites and 4 E-zines, all producing an extra income...

.. and I keep the cash I used to spend on marketing and promotion experiments right **in my own pocket :-)**

And now I'm sharing these tips with you, so you too can get the same result!

Testimonials:

Hello Dirk,
Thanks for your E-book. I'll be happy to include this in one of my upcoming issues of OPPORTUNITY UPDATE E-Zine.
Heather Colman, Opportunity Update E-Zine

Dirk, your "Web Site and E-zine Promotion Made Easy!" E-book is the best on the web of its kind. There is so much information in this book that I decided to work on it during my vacation. And it is paying! Thanks!
Odete Martins Bigote, www.portugueseprincess.com

"I just wanted to compliment you on your incredible E-book! I have been marketing online for 3 years, and this is one of the best resources I have found. I expect my

E-zine subscriber base to grow like wildfire after applying the techniques you have outlined."

Troy J Hoecherl, No-Cash Networking

"I am a beginner and your ideas made it possible for me to accomplish an online business. Your book is one of the greatest places to get up to date information on Internet Marketing, and the best part of all is that it comes with some amazing bonuses! Thanks again!"

Dr. Fetcu Dumitru, www.transterm.ro

Remember the saying; "If you build it -they will come"?

Wrong!

I'm sorry, but if you build your web site, nobody's going to come!

Your mom might come to check it out - but that's it! Once you're ready, you need to focus your efforts on promotion and marketing, that sounds more like the truth!

And I am going to show you how to do it, the smart way!

If you care about your on line publication, I advise you to read this page to the end. I promise it will be the smartest info your eyes will ever see on line.

Everybody knows by now that a high traffic Web Site, or a popular Newsletter, can make you good and honest money.

Maybe you already have your own site or newsletter... but don't reach the audience you'd like to?

If you think that submitting your web site to a few search engines will attract visitors to your site, well; **wrong again!**

Yes, you will get a decent amount of traffic from the search engines, but there are much more techniques to create a popular web site than this!

But the good news is: this E-book will teach you how to do it good, effectively, fast, and the smart tips and tricks in it **won't cost you a single penny to use them.**

(In a hurry? You can have a FREE DEMO copy delivered right into your mailbox via our smart autoresponder. Just [click here to bring up the form.](#))

If you're looking to increase traffic -or get more subscribers- and start the Internet Cash Machine to work for you, with as little time, cost and effort as possible then **"Web Site and E-zine Promotion Made Easy!"** is exactly what you need.

Use the FREE tips and techniques in this book, and take advantage of the more than **100 absolutely FREE on line resources, tips and services** and you will get 1000's of clicks to your web site, or sign up 10.000 subscribers to your newsletter in 1 year... **just like I did!**

Listen, I am not a "computer wizard or techno guru", and I never went to any business training or marketing course.

To be honest, I hardly know how to code a web page in HTML! :-)

But I managed to create some popular Web Sites and E-zines, despite the lack of these techno skills!

So, if I can do it, you can do it too, and I will share my "secrets" with you!

"Thanks for your most enlightening 'Web Site and E-zine Promotion Made Easy!' E-book. To say it taught us a lot is an understatement! Extremely valuable lessons were learnt by us."
-Ron Hotchkis, worlde-books.com

"Web Site and E-zine Promotion Made Easy!" was written to get you started right away. You don't need any knowledge of on line promotion or a big advertising budget to become successful.

You'll do it the smart way... and **FREE!**

The book explains in easy steps how to do it right and professionally, **for a price less than the average web design book** in your high street bookstore, **or a (one time) Web Site submission by one of the submission services!**

And what's even better, every time you'll use this book, you'll discover new promotion techniques... and they will always work!

Plus, you'll do it in an extremely user friendly way -the hyperlinks take you to the right places with a single mouse click- and you get a **LIFE-LONG FREE UPGRADE**, meaning that you'll always have the latest info at your hands!

Do you know any other author that gives you this kind of customer service?

If you do, please [let me know](#), and I'll buy his product :-)

More testimonials:

"I just want to let you know that this was one of the best E-books that I have have purchased to date, the resources are great. The only other E-book that had a lot of useful information that I had purchased was take online payments."
Bill

"I would like to thank you for helping me get my site YouHealthy.com listed on the search engines. After months of trying to figure out what the problem was I realized, as noted in your book, that my web editing program was flawed. I switched editors and now I am seeing results. Thanks very much!"
-Dennis, webmaster, YouHealthy.com

"I decided to take the time to read your E-book today - and I'm glad I did! It's well formatted and contains 3.74 metric tons of useful info (roughly). Thanks for making it available!"
-Kent E. Butler, Publisher, Custodial Engineer

"I was pleased with the format of your E-book. There are so many theories out there. Not many get down to the actual "how to" of internet marketing. You told me what to do and how. Thanks for covering what most don't."
-Pam Renovato

"Just wanted to tell you that you have a great E-book! After reading "Web Site and E-zine Promotion Made Easy" I started my own successful E-zine and E-books. Thanks!"
-Vern Anderson, youroportunities.com

There are no "secrets" or "magic" involved.

If you want more visitors to your web site, or more subscribers for your E-zine, you'll going to have to spend some time promoting it -there's no other way!

"If you don't promote it, people just won't come! Nobody will know that you're there, if you don't tell 'em!"

You will promote your on line publication...

... **without** buying an expensive marketing or promotion course from a so called "Marketing Guru" who charges 500\$ an hour for his advice, offering nothing but minor improvements that will be outdated a few months later!

... **without** using spam, ad banner services, bulk email, FFA-pages, or other disagreeable techniques that do not work, and risk loosing your ISP access!

... **and without** spending big bucks on a Multi Level Network program or another money wasting opportunity that makes only the founders rich!

Believe me, promoting on the Internet has never been easier. It's fun, it's simple... and if you do it good, you will make serious money from it.

Now you can learn how to do it right from someone who found it out the hard way... **yes, me! :-)**

Introduction

I admit it, I made all the mistakes a newbie can make.

I used rotating banner services. I paid for ten thousands of banner impressions on other peoples web sites. I placed classified ads in newsletters... but it didn't bring me more visitors or subscribers. My hit counter seemed to be frozen...

Soon I learned that it takes time and intelligence to create traffic.

To help your Web Site/E-zine survive, I have collected **hundreds of links** to the most efficient web sites and FREE online services.

Links that would otherwise take you years to discover, all lined out for you in a logical order, to save you many hours that could be spent much better.

Thanks to the amazing power of the Internet, you can get access to all these proven methods and tips within a few minutes from your own hard disk!

Order today and you'll create a successful Web Site or Newsletter in no time, that's **100% guaranteed!**

And what's more, if you download my book today, I'll give you **over 200.00\$**

worth in **BONUS GIFTS!**

-Note: The E-book software can be used on any Windows 95/98/NT/2000/ME PC and there is also a Macintosh version available for instant download.

Try it out for FREE!



The Demo Version of my E-book got rated with **5 stars, that's the highest rating possible for shareware**, from the ZDNet critics.

[Click here to see what they wrote about it,](#)
[and then test drive the FREE DEMO!](#)

Order the DeLuxe Version

Why order the DeLuxe version?

Well, it's simple; the DeLuxe version contains much more -and constantly updated- information, and you'll receive the latest updates when the book has been modified... **FREE**, and this **for a LIFE TIME LONG!**

Here's just a small selection of what you will find:

- An updated list of FREE Web Master and Publisher resources and tools to help grow your Web Site or Newsletter. **100 useful links have just been added!**
- You'll have access to **free content for your E-zine** so that you do not have to write a word.
- Clever links and secret tips** to help organize and succeed your online promotion campaign.
- Useful search engines tips** that you can't live without when you want to do it right, and **FREE software** to get your web site a better ranking!
- Dozens of proven examples of **original marketing methods** that work on -and off-line. Easy explained, and invented by the most experienced Internet Marketers.
- Tips how you can **save money and get discount** on advertising rates in Newsletters and all kinds of great products.
- Tips on how you can grab your visitors attention when they get to your web site, and ways to **make them beg** to send you more info.
- You'll become an advertising expert on a **shoestring budget.**

- You'll learn the most important steps to take **before** you start promoting...
- You'll get a list of places to spread the word about your E-zine.
- You'll make the search engines **return to -and love- your web site automatically!**
- You'll discover tips for smart web site design, and low-cost but **highly effective** web site promotion tools that will have a dramatic effect on your traffic!
- You'll let FREE ads and opt-in email **work for you.**
- You'll discover **original** E-zine list building tricks and advice, and get a list of useful E-books, articles and on-line services to grab from.
- You'll receive simple but successful web site promotion tips that will make your hit counter crash.
- You'll learn how to use auto responders and earn money while **you literally sleep.**
- You'll make money from selling **other peoples products**, and create your own E-book from the first letter to the final product.
- You'll accept credit card payments via your web site without even having a bank account, and all the work will be done by the credit card company, so you'll just have to cash in your monthly checks.
- Life long **FREE update when there's a new version out**, etc.

Of course there's much more in the book than I can sum up here, but I think you're already impressed, right? :-)

But that's not all!

If you order today, you will get the following **incredible BONUS GIFTS**:

"Autoresponder Magic!" E-book

Everything you need to know about using autoresponders, with proven examples, written by the most famous Internet marketers. Comes with complete **resale rights!**

Value \$17.00!

[Click here for more info.](#)

 **"Your First Month of Web Site Promotion"**, by Terry Dean, takes you, quickly - **step by important step** – through the marketing of your site in that first **critical** month. In just a **few hours a week** you'll be on your way... to building a **strong foundation** for the generation of future, **long-term** traffic.

Value 17.00\$!

[Click here for more info.](#)

"Self-publish at the Speed of Thought" E-book

This is a Best Selling Title at Amazon.com, and we give it away **free!** Learn how to self-publish your **own thoughts** and your **E-books** with the best selling eBook author and self-publisher.

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[Click here for more info.](#)

▶ "How to Make up to \$700 or More on the Internet in Only

7 Days or Less!" E-book

Learn what affiliate programs are, how to choose the '*right*' one, and how to get the most **bang-for-your-buck** advertising using a few simple **no-cost** methods!

Value \$39.95!
[Click here for more info.](#)

▶ "How to Increase Your Website Sales up to 1700% in 17 Days

or Less!" E-book

This information-packed E-book will show you how to fully exploit the true potential of E-zines (electronic magazines) using **jealously-guarded** secrets...

Value \$39.95!
[Click here for more info.](#)

▶ "Internet Cash Machines!" E-book

The Simple 4 Step System To Create Your Own Internet Cash Machines!

Value \$14.97!
[Click here for more info.](#)

▶ "7 Secrets To Unlimited Traffic" E-book

Find out about targeting, E-zines, search engines, and other techniques that take advantage of the power of the Internet to bring **more traffic** to your own web site.

Value \$9.00!
[Click here for more info.](#)

▶ "Yahoo! Secret Classifieds Report"

Yahoo! Classifieds receives a reported 12 million hits a day. Did you catch that? 12 million hits! I don't know about you, but that's more hits than my site receives. So, maybe you and I would like to tap into their traffic, shall we? Discover a simple formula to produce between 200-400 hits a week from Yahoo! Classifieds.

▶ You get a FREE personalized Demo Copy.

This copy will contain your own unique reseller ID, so if you give this Demo Copy away to your visitors/readers/clients, and they order through your own link, you **make 50% of every sale!**

▶ The "Info Product Masters Course" E-book

This brilliant course is written by the famous marketer Ken Evoy. It is an incredible useful and exciting E-book that will show you how you too can create, publish and sell an E-book in 10 simple but effective steps.

▶ **"How to Write Ad Copy that Will Make Your online Sales Explode" E-book**

Needless to say this is one of the most important lessons you'll ever come across. Learn to use the power of words.

▶ **"Newsletters Galore" E-book**

An E-book that's filled up with newsletters that you can swap ads with, submit your articles to and obtain the info you are looking for.

▶ **"Absolutely Free" E-book**

Over 100 free programs, scripts, and services to help you make the most of your web site.

▶ **75 Money Making Reports**

Showing you to make money on and off the Internet with simple tips, you've never thought off -but will give you a nice income!

▶ **Free HTML-Tutor**

Create a smooth loading web site with the right HTML-code and checking tools.

▶ **"Web Page Starter Kit"**

This tool will build you a practical web page. Hundred public domain graphics, and lots of links to additional resources are included.

▶ **50% Affiliate Commission**

You will earn your money back as an E-book reseller. A few sales will make up your purchase! (Reseller details are inside the book.)

▶ **Instant META-TAG generator**

This handy submission booster, by Eee Jay Softhouse, dresses up your web site for the search engine party :-)

▶ **Web Template Machine**

Design excellent web pages without moving a finger! Select the look of the web site you'd like to have, click your mouse, and you're settled! Talking about a real time saver!

Value = priceless!
-How much can you charge your time?

▶ **EXTRA BONUS: WEAVER SPIDER SUBMISSION TOOL**

Weaver Spider is a software program that will register your web site to the biggest and most visited search engines in the world! You will never find an easier way to submit your site, and the program is completely configurable.

Tip: you can charge people up to **20.00\$** for a search engine submission with this tool!

▶ EXTRA BONUS: FREE WEB SITE SUBMISSION!

I will submit your web site manually to the major search engines!

Value \$19.00!

If you count right, you'll see that the BONUS PACKAGE contains information worth no less than:

\$206.87!

Why all these bonuses?

Well it's simple. Inside the bonus material you are guaranteed to find a tip, trick, idea, technique or concept that you can use to profit from. I have assembled the best bonuses to get you started in the right direction.

Now, what about the price of all this?

Guess what? You can order this unique promotion package online instantly, not for **\$49.99** or **\$39.97** like I've been advised, but for **ONLY \$29.99!**

This is a unique offer, that's been seen nowhere else!

Order today, and you'll design a smart web site, promote it to the most important places, plus you'll get regular money from E-zine advertisers, affiliate programs etc...

... in other words; you'll become a successful Net Publisher, and this on a ZERO advertising budget because most tips are completely **FREE** to use!

Dear reader, if you put this letter aside, without ordering, we both lose out.

I lose out on a modest sale and you throw away what could be the greatest chance for you to finally make it on line!

100% NO-RISK MONEY BACK GUARANTEE!



Examine it, and use it for 30 days without risk!

If you are not fully satisfied with my book, you may let me know within 30 days from the date of your purchase and you will **receive a full, no-hassle refund** -and you also get to keep the FREE bonuses forever!

In other words, "**Web Site and E-zine Promotion Made Easy!**" is guaranteed to help **fuel your on line publication or business to the top!**

This proves how much I believe in the power and effectiveness of "**Web Site and**

E-zine Promotion Made Easy!"

So, why wait? Take advantage of this **Special Price Offer now!**

I will not add a script here that tells you this offer will expire before midnight because every smart person will realise that this price WILL someday go up as I add new tools and tips to it weekly!

Remember the saying:

"There are two ways to get to the top of an oak tree. One is to climb the tree, the other is to sit on an acorn and wait."

There are also two kinds of online business owners... those who get started climbing, and those that wait around for something to spring up beneath them...

Now, I don't have to tell you which one succeeds, do I?

After you have made the payment, you will be able to directly download **"Web Site and E-zine Promotion Made Easy!"** plus all your BONUS GIFTS!

(The software can be used on any Windows 95/98/NT PC, and there is also a .pdf version available for Macintosh or other operating systems for instant download.)

You can order with any credit card via our 100% secure server.



P.S. [Click here if you've decided not to order.](#)

Testimonial:

"I've been involved in network marketing for almost 10 years. I know so many people trying to learn HOW to build their network marketing business on the Internet, I believe your E-book will be a great asset to them. Thanks!" Clark Formaniak, TheMLMChallenge.com



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**Go Visit the Actual Web Site and Ezine
Promotion Made Easy Site**

<http://www.inforingpress.com/webletters1/webpromotion/>

Use 3rd Party Validation to Establish Your Credibility

Say you meet someone new at work. As soon as they're shaking your hand, they start telling you how wonderful, friendly, smart, creative, kind and humble they are.

Do you believe them?

But what if a mutual friend whose good judgment of people you trust is introducing them to you, and it's your friend who tells you how wonderful, friendly, smart etc this new person is?

Do you believe your friend?

That's why you want to include testimonials in your web sales letter.

Readers know YOU are going to tell them your exercise machine is great.

Of course.

You're the one selling it. You're not going to tell them it's lousy.

They want to know whether "real people" -- who have no financial interest in whether or not the reader buys the product -- thinks it's a good product.

One of the contributors to this volume Yanik Silver rates testimonials so highly that he puts them above the headline on his pages.

Here're some things to remember about testimonials:

1. An expert's testimonial is stronger than Joe Blow's, but you should also include plenty of testimonials from Joe Blows because your prospects are Joe Blows.

They are impressed that the expert likes it, but also want to know that mere Joe Blows such as themselves got good results.

So if an Olympic gold medallist swears by your exercise machine, make sure you include their endorsement, for

sure. If you or the equipment manufacture did NOT pay the Olympian for this endorsement, mention that.

But also include testimonials from ordinary athletes.

2. If possible, give the testifier's full name, location and email address. Give as much contact info as they give you permission to use.

(Don't print any testimonials without the testifier's permission, unless you do so anonymously, and such testimonials are probably worse than nothing.)

We've all seen ringing endorsements on sales letters from R.B in Peoria IL.

Who's R.B. in Peoria IL? We can't check with them to see if they continued to lose weight.

Many testifiers won't want to include their email address because they don't want to be bothered with answering email about their endorsement. This is understandable, but try to get at least their full name and location.

3. Edit the testimonial to fit bad English, but keep anything that makes the testimonial more credible.

It's easy for an unethical marketer to write a fake testimonial such as: "This product works great."

However, if the testimonial goes into more detail and has some quirky aspects and reads as though a real person spoke it, it will be more credible even if it is signed R.B., Peoria IL.

I'd give an example, but I'd be faking the aspects that make a real testimonial sound real.

4. When you're asking for, suggesting and writing testimonials from your satisfied customers (It's fair to write them as long as you do write only what they've told you. Don't make anything up. And make sure they agree to the wording you come up with.) try to get the details of specific beneficial results they've received.

- "I lost 80 pounds in 2 months just by using your

exercise machine while watching Oprah."

- "Four months ago I was laughed out of the local bodybuilder gymnasium. So I bought your exercise machine and used it every day. Last Saturday I took home the gold medal in my division."

Of course those testimonials target different prospects, but they're powerful for their particular benefits.

Testimonials with specific results achieved are far more powerful than "I liked your product."

5. Sprinkle your testimonials into the body of your web sales letter so that the prospects can't miss them.

Some marketers have so many testimonials that they create a separate web page for them.

Dr. Ken Evoy has written that on his site the testimonial page is one of the least popular. Probably because prospects know you're not going to put any bad comments there.

6. Do include testimonials that mention problems, especially if they were easily overcome. That could be powerful.

"After I used your exercise machine for two days, the left arm broke off. However, your customer service number was friendly and helpful. They shipped me a replacement part by Overnight Mail for no charge and it's been working perfectly for the last six months."

Most prospects understand that small things go wrong in every business. If you are good at making problems right, that's a big plus.

"The first month I used your machine I almost sent it back for a refund, because I lost only 5 pounds. However, the second month I lost 40 pounds. In another month I'll be my ideal weight. Hooray!"

A lot of weight loss product prospects will be ecstatic to lose 5 pounds a month on a program they can maintain. Right now they're gaining 5 pounds a month after every fad diet they try.

7. Use testimonials that mention a large variety of benefits.

- "Not only do my buddies ask me how I developed such terrific biceps, a chronic backache I'd had for years went away."
- "Not only did I lose 50 pounds, but now my husband loves what my strengthened groin muscles do for him. I have energy and I even appreciate Oprah more by exercising while I watch her show."

8. Include as much variety as possible.

- "I was almost my ideal weight, but I had a stubborn roll of flab around my waist that I couldn't get rid of no matter what exercise or diet I used. After using your machine for 10 minutes a day while watching Oprah, my husband loves to put his hands around my waist."
- "I was so heavy -- 600 pounds -- I could barely leave my house. I was scheduled for dangerous intestinal bypass surgery when I found your web site and decided to give exercise a try first, even though the doctors told me that with my metabolism it was useless.

"I had to start out slow. Even 10 minutes a day while watching Oprah left me worn out. I threw out all junk foods and kept using your machine.

"Now I'm up to an hour a day, down to 420 pounds and feel reborn. My doctor calls it a miracle."

With enough good testimonials like that, any real prospects should want to be your product.

One potential hurdle remains.

Your prospect doesn't know you. They've never heard of you. What if they buy your machine and something goes wrong?

Scott Covert



Scott Covert is a specialist with a unique niche.

As dotcoms turned dotbombs have discovered, the clickthrough rate of banner ads has steadily declined to just a smidgeon over 0%.

Except for the banner ads designed by Scott Covert, who keeps his clients and customers in profit.

You'll discover his banner ad secrets on his web site.

Higher R.O.I.

How I've generated over \$2,000,000 in sales online!

Customers Click Here
To Download The
Latest Version Of
"The Banner Advertising
Traffic Machine"

Free Banner Ad Profit Secrets

Powerful tips to get higher click rates, higher quality traffic, more opt-ins, and more sales.



Scott Alan Covert
[Email](#)

Customer Hotline:
705 749 2225

Order Now

**(And be reading the
book in 5 minutes!)**

If time is of the essence
and you have the budget,
and you want maximum
experience on your side
from the get-go, you can

Hire Me

to make your banner ads
instead of buying the book
and doing it yourself. As of
Sept. 2001, I've helped my
clients' companies
generate over \$2,000,000
in online sales resulting
from the banners I've
made for them.

**Listen to RealAudio of
Ken McCarthy
interviewing Scott**

HERE'S A REALLY STUPID QUESTION:

*If You Could Buy \$2 - \$10 Worth Of Profit For \$1,
How Much Profit Would You Buy Every Month?*

(Obviously you would buy as much profit as you could afford to, and you'd do it every month.)

I'll Show YOU How To Use The Simple Strategy That's Generated Over \$2,000,000 In Sales.

**Get Tons Of Qualified Visitors, Month After Month,
And Turn Staggering Numbers Of Them Into Customers.
It Worked In 1998, And Still Works In 2001!
Yet Almost Nobody Is Using It!**

Stop Playing Guessing Games With Your Web Business TODAY

Scott Alan Covert
November 9 2001
Peterborough, Ontario, Canada

I've got two **free bonuses** for you ...
but you've only got one week to get
them. [Click Here.](#)

Dear Website Owner -

I'll get straight to the point. While most online businesses are struggling to get visitors to their website, **I've tested and perfected a sure-fire way** to drive hordes of qualified visitors to your site, month after month, year after year, and turn a bigger percentage of your traffic into customers than you thought possible.

The secret? Contrary to popular belief, if you've got an in-demand product and a good website, you can profitably buy as much traffic as you want.

Now hold on a second - before you get scared off about the idea of spending money for traffic, let me ask you this:

If you could make \$2 to \$10 clear profit for every \$1 you spent on advertising, how much advertising would you buy? (Dumb question, right?)

Well, my revolutionary approach to online advertising can make that possible. In fact, some of the biggest names in Internet marketing have used (and now endorse) my proprietary techniques to improve their results by up to 1100% (that's not a misprint), and now you can too.

I truly believe that this is hands-down the most powerful online business promotion strategy that exists today ...

Banner Advertising!

[Part 1](#)

[Part 2](#)

[Part 3](#)

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266 Charlotte #284
Peterborough, ON
Canada K9J 2V4
705 749 2225
[Email](#)

Clients Include:

[DailyBreath](#)
[uramazing.com](#)
[wz.com](#)
[marketingtips](#)
[ActiveMarketplace](#)
[FoundMoney](#)
[AmazingFormula](#)
[HigherResponse](#)
[KennedySite](#)
[07-LadyLuck](#)
[WebContactPro](#)
[ArmChairTycoon](#)
[Easy-Loans](#)
[InvisiblePath](#)
[TelLearn](#)
[TheStream](#)
[MarketWize](#)
[MilitaryRecruiting](#)
[Landry.com](#)

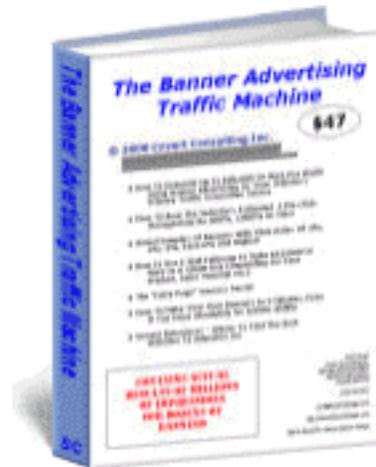


[Email my assistant Heather](#) if you have any questions about ordering, custom banner design services, etc.

[Order](#)

What you don't know about banner advertising might amaze and surprise you:

- over 80% of the billions of dollars spent for website promotion is spent on banner ads
- most of this money is spent by large corporations for "branding"
- a very small group of "little guys" like me know how to use banners to sell products
- May 1998 - NetRatings.com reports average banner click rate of 1%
- October 1998 - NetRatings now says the average is down to .5%
- April 1999 - CBSMarketWatch reports the average banner click rate is now .15% (15 out of 10,000 people who see a banner, click on it - ouch!)
- I've been making banner ads with click rates of 2%, 3%, 4% and even higher since 1998



I was hesitant to write a book about Internet marketing because of the intense competition and confusion. But after breaking the million dollar sales mark, I figured it was time to describe and share what I've learned. So I created "The Banner Advertising Traffic Machine". It's a brand new 60+ page book with a **money-back, no-questions, life-time guarantee.**

In it you'll find:

- **Actual Samples Of Banners With A Click-Rate Of 2%, 3%, Even 4% And Higher!**
- How I've Used E-Mail Followup To Make Over \$10,000 In A Single Day (This will depend on what you sell, your targetting, etc.) - **2 pages**
- **How You Or Your Webmaster Can Make Your Own Banners In 3 Minutes Even With ZERO Artistic Ability - 5 pages**
- The "Entry Page" Success Secret - **3 pages**
- **The "Seven Key Steps" To Banner Advertising Success - 4 pages**
- Actual Banners Made For My Clients - **19 pages of examples!**
- **Instant References - Where To Buy Banner Advertising (And How To Do Your Own Advertising Research In Minutes) - 5 pages**

Before going any further, I want to let you know that if you're busy, serious, and have the budget, [you can hire me](#). Or you can save yourself \$1153, [buy the book](#), and do it yourself.

Banner advertising is far more powerful than any other form of online promotion I've ever seen. If you make money buying 10,000 banner impressions, you can go out and buy 50,000, 200,000, or a million more impressions. **Grow your profits geometrically, at will.**

"In the last seven years, I've only recommended two Internet books. I now add Scott's manual "[The Banner Advertising Traffic Machine](#)" to this very short list.

There is simply no other reliable source I know on how to design banner ads that get RESULTS. And, as if that weren't enough, Scott covers:

- 1) how to find the web sites that will generate hot prospects who're right for your offer,
- 2) how to negotiate the best rates with web site ad managers,
- 3) how to use e-mail to convert your traffic to profits, and
- 4) how to avoid a number of very common, and expensive, pitfalls that almost no other Internet writer I know talks about.

The information Scott presents will be equally useful to affiliate marketers and even ezine marketers. It's one of the finest overviews of the Internet marketing process I've seen.

Anyone who has a web site and wants to drive more traffic to it who does not get Scott's manual will be really missing out.

I don't know who needs this manual more, beginners who need to get started on the right track or us "old timers" who need to shake the cobwebs from our heads. This is a MAJOR resource that everyone in the Internet business needs to have."

- Ken McCarthy
- [Amacord.com](#)

Order

I haven't seen any form of Internet advertising that can be multiplied and expanded this quickly and easily. You can do this every month, month after month.

"The Banner Advertising Traffic Machine" is based on REAL banner ads that are kicking butt right now and successful banners dating back as far as mid-1998.

I'm going to tell you how to make banner ads, how to design them for a high click-through rate ("CTR"), what to make them link to (hint: NOT your home page!), and where to buy your advertising.

With banner advertising you get very scientific results within a couple of days after your campaign starts. You can compare multiple banners and see which ones do well and which ones need to be replaced or removed. You are constantly LEARNING what works and what doesn't work, and you can do banner advertising on a FAR bigger scale than any other online promotion tactic.

Am I on to something? Here's what a couple of advertising managers have said after I bought banner advertising on their sites (they were astounded by how well my banners did!):

"Scott, your clickthroughs on banners were Briefing's highest for the month of November. Other advertisers would do almost anything to get their cost-per-click down to levels anywhere near to what you have achieved. Congratulations on coming up with dynamite creative."

- Cass Rhymes, Briefing.com

"You rock!"

- Kimberly Trupp, SmartClicks.com

Jonathan Mizel, veteran speaker at over 200 Internet marketing seminars and owner of [www.cyberwave.com](#) (well worth checking out, by the way), told me:

"Scott, your techniques increased our banner response rate by over 1100% !"

While I'm dropping names here I'll quickly mention that I've made banners for [Internet Marketing Center \(Corey Rudl\)](#), [Internet Marketing Challenge](#), [Marlon Sanders \(higherresponse.com, amazingformula.com, veteran Internet marketing seminar speaker\)](#), and [ActiveMarketPlace.com \(Declan Dunn, Patrick Anderson etc.\)](#).

Michael Campbell (author of "Nothing But Net") used my techniques to make his own banners that got as high as an 8% CTR in some tests!

In the report I tell you how I design banners that far exceed today's "normal" click rates. I've figured out how to push peoples' buttons and make them click, despite the continuing decrease in performance of banner advertising campaigns in general.

You will quickly learn all the tricks and secrets it's taken me 3 years to figure out, and which are currently generating **hundreds of thousands of dollars a month (example: October 2001 was over \$400,000)**, in the estimated 45 minutes it will take you to read "The Banner Advertising Traffic Machine".

Now tell me ... when you think of banner ads, do you think of something like this? ...

"Scott,

Thanks for the help! You're awesome. I not only am getting a 6%, and 1.7% on some of the banners you've made for me but I also saved 50% on my advertising costs on my first banner ad campaign just by using your suggested techniques in buying impressions! Thanks again."

- Rolf D. Rasmusson

"Other advertisers would do almost anything to get their cost - per - click down to levels anywhere near to what you have achieved."

- Cass Rhymes,
Briefing.com Ad Mgr.

"Hi Scott,

When I first tested [banners I made with your techniques] in some general banner networks, I was getting approximately between 1 - 3% (wish I would have kept better stats)."

- Kirk VandenBerghe,
HeartCore Corporation

"Dear Mr. Covert -

I would just like to say a very big thank you.

I purchased the banner advertising report last night. It is fantastic, perfect, everything you said it would be. I have been making banners all day and they look great. I put them on my site to test them and hey presto - They don't look like banners.

Even my own father who has never clicked on a banner since being on the Internet, clicked one. He was amazed."

- Neil Groom in the UK

"Hi Scott,



Looking For A New Car?

[Click Here!](#)

Just \$3 Over Factory Invoice! We Promise!

I made this in about 3 minutes. This is the kind of thing you probably think of as a "banner ad" (you know - those things at the top of web sites that you almost NEVER click on?)

This is NOT the kind of banner ad I make, and it's not the kind of banner ad I TEACH people like YOU to make! Instead ...

- I show you how to make banners that perform a "disappearing act" - people click on them *without realizing* they clicked on an ad
- how to make banners that use a few devious techniques to capitalize on specific "clicking and curiosity" habits that ALL web surfers have
- how to make banners that give you a lot of traffic, but at the same time, QUALIFIED visitors (a high click-through rate is useless if you're not attracting people with money who are in your market - people are not irritated by being "fooled" into clicking a banner - so long as they ultimately get what they want!)

You can make these banners by yourself using software that you probably (95% chance, I'd say) already have on your computer. If not, you can get the software quickly, for free. YOU DON'T NEED ANY ARTISTIC ABILITY.

In the report you'll learn the two types of banners I originally relied on, what they look like, how to make them, and WHY they work so well. You'll also learn the new styles and variations I have tested and continue to test, right up to last month!

The book will also point you to an archive of real emails which have generated hundreds of thousands of dollars in orders.

This archive of cash-generating emails is reality, not theory. You'll quickly grow to understand how to "break the mold", write subject lines that get people to open the message. You'll learn how to let your personality come through; combine stories, tips, and articles, and MAKE SALES. The most important thing you might learn is that, while unethical spammers are shameless about emailing, legitimate ethical opt-in email list owners tend to be too timid and don't maximize the sales from their lists!

After you know how to make banners which will get a high click-rate, plus how to organize your overall online business model around a "banner ad front end", it's time for you to find out ...

WHERE TO BUY BANNER ADVERTISING

Where you buy banner advertising is crucial. You can pay anywhere from \$3 to \$60 CPM (Cost Per Thousand Impressions) to have your banner show up. You can even get 1,000,000 impressions for as little as \$2700 from one special source described in this report (that's just \$2.70 CPM!)

The absolutely crucial thing you need to learn is how to balance the price you pay for advertising with the quality and targetting of the actual web pages your ad is going to show up on.

I made some banners following your style. One of them was getting around 18% when I first put it up ... YEE HAW!

Your Banner Advertising Traffic Machine is simply brilliant. The banners you created for my book are generating click-throughs as high as 8%.

Thanks for restoring my confidence in banner advertising. Keep up the great work!

Sincerely,"

- [Michael Campbell](#)
- [Author of the famous Internet marketing book "Nothing But 'Net"](#)

"Thanks for your superb BATM book. I can now see that banner advertising DOES work, IF you use the right strategy and the right banners, as you recommend.

In fact I would go as far to say that for ANYONE looking to make real money on-line, your book is a definite *must have*!

If after reading your book, anyone still thinks that "banners don't work!", well, they seriously need their heads testing!"

Sincerely,

- Simon J. Hill
- [ArmchairTycoon.com](#)

You'll also learn ...

- how to avoid getting ripped off by advertising managers that tell you "You need to buy 1,000,000 impressions to do a statistically meaningful test." That's utter nonsense. They're just trying to make a bigger commission
- a list of the major ad networks
- how to SEARCH for low-cost, highly targetted individual web sites to advertise on
- websites that have LISTS of sites to advertise on, plus banner ad articles and research results
- how to haggle on price (you can easily save ten, twenty or fifty times the price of "The Banner Advertising Traffic Machine" on a single ad buy if you know what to say to the advertising manager)
- whether it's best to advertise on specific sites, or *networks* (collections) of sites
- how to scope out sites and evaluate how well your banners will probably do based on the type of site, position of the banner, and other make-or-break factors, BEFORE you spend your money
- how to get the highest possible percentage of your visitors to voluntarily join your email directory, how often to email to them, WHAT to email to them, and how to protect yourself from threats and flames from people who FORGET that they voluntarily joined your list!

[Order](#)

Banners Are The Most Scientific Advertising Method Ever

I was always too lazy to do proper statistical analysis of direct mail - the numbers were too small, the response took too long. How well direct mail does is a blurry issue. Now the scene is totally changed.

In a banner advertising campaign, you can test a banner 5000 times in 1 to 5 days typically. That's FAST.

Today large corporations are just dumping money onto the Internet, watching their CTRs drop, and paying "graphic artists" to make banner ads for them. I've had ad managers tell me that big corporations refuse to use anything but the pretty (*pretty ineffective*) banners they paid some graphic artists a fortune for. They reassure themselves that they are "branding" themselves in spite of their low click rates. **Could you afford to do business that way?!**

I've tested banners with solid backgrounds, animation, headlines that would work well with direct mail, etc. **None of them came close to working as well as the banners I've made which are based on my own secret techniques.**

These design techniques are so powerful that even though one of our banners put on Yahoo! was, much to our surprise and dismay, totally untargetted, we got a click-through rate of over 4%.

Just to show you how instant and scientific this gets, here's **some daily click-through results from our stockads.net campaign** (when you buy banner advertising, this information is always up-to-date and available to you whenever we want it). You can be

the LAZIEST online marketer in the world and still get up-to-the-minute detailed statistical results in seconds:

Page Views	Unique Views	Clicks	Unique Clicks	Click-thru Percentage
5,077	2,798	194	174	3.8%
6,895	3,607	253	220	3.7%
7,856	4,240	288	259	3.7%
6,979	3,853	282	246	4.0%
4,460	2,295	220	198	4.9%
3,813	1,930	166	147	4.4%
5,907	3,166	217	185	3.7%
6,513	3,535	257	226	3.9%
7,572	4,049	321	266	4.2%
9,910	5,592	358	325	3.6%
7,723	4,008	332	289	4.3%
4,311	2,111	212	183	4.9%
4,558	2,275	227	194	5.0%

Speaking of click rates, maybe you've seen some web pages that summarize "the best banner ads" based on click-through rate. You can find these ads through bannertips.com and other sites.

But there's a HUGE problem with almost all these banners from a business standpoint. Can you figure out what that is? That's right, most of them get a huge click-through rate (8% to 14%!) by offering something that is NOT the front-end for any profitable online business model that I can think of!

The advertisers are going to have almost no luck converting those clicks into MONEY. Go see them for yourself.

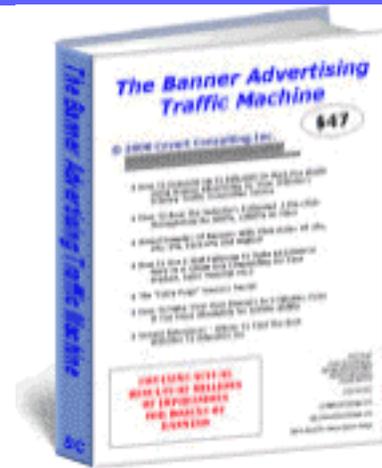
Great click-through rate (CTR) + poor business model = waste of money and effort. A high CTR is not enough; you need a business model that involves a high-profit item which can be sold online, with the **right people** clicking your banners: people who can be turned into buyers.

Free Assistance And Updates!

(This Is Really Valuable To You - Please Read)

After you've bought the report I can provide you with some (limited but personalized) free assistance, by email only. All I ask is you keep the requests and questions as brief as possible.

"The Banner Advertising Traffic Machine" is delivered to you via secure, password protected website which makes it easy for me to notify you by email when I UPDATE it. I'll include the latest password to the members-only area where the report is hidden.



How's that sound? This report costs a tiny fraction of what you stand to gain in the very near term, by making ultra powerful banners, using them to attract the right people, advertising on the right sites, and linking your banners to special web pages.

Even my tips on haggling with ad managers could save you 20+ times the cost of this manual.

And if it doesn't help your online business become a lot more profitable, I'll give you your money back.

In 5 Minutes You Can Download And Be Reading "The Banner Advertising Traffic Machine"

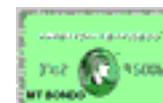
No-Questions-Asked Lifetime Money-Back Guarantee

Unlimited access to "The Banner Advertising Traffic Machine" is \$47 (US\$) by Visa, Mastercard, Discover or Amex, with billing done through ibill.com. You also get whatever else I add to this password-protected website as the weeks and months go by. **Your membership never ends**; when I make changes and add bonus pages to this hidden website, I'll send you an email and let you know. *However, please note that your billing will appear as "30 Days Access"*.

The report will not be mailed to you. You are purchasing password access to an Adobe Acrobat format book (63 pages) plus the monthly bonus web pages, **from a members-only website directory**. Immediately after your credit card is approved you will be given a username and password to access this Members-Only area. **You can be reading this book, plus the monthly bonus strategy and ad results pages, 5 minutes from now.**

Purchase securely through [ibill](http://ibill.com), our authorized sales agent.

Members get unlimited access to download "The Banner Advertising Traffic Machine" current edition plus any bulletins and bonuses.



Your purchase implies **your agreement to** a) not share or transmit, reorganize or resell the manual or its proprietary techniques in any format outside your own business; b) not share the username and password you purchase with any entity outside your own business, c) not set up a banner ad design and/or consultation business using the methods described in the manual, d) use the manual's techniques only for your own business.

If you can only pay with a money order, please make it out to Covert Consulting Inc. and mail it (\$47US) **along with your email address to:**

Scott Covert
266 Charlotte Street #284
Peterborough Ontario
Canada K9J 2V4

Email scott@banneradmagic.com if you have any questions about ordering options.

Sincerely,



Scott Covert

P.S. For more information on personalized banner ad design and placement services, visit <http://www.banneradmagic.com/banners.htm> - personal clients get a copy of The Banner Advertising Traffic Machine for free!

P.P.S. "The Banner Advertising Traffic Machine" is money-back, no-questions guaranteed to dramatically increase your online business's profits. **And since it's delivered on the Web, I'll be updating it periodically and mailing out a new password to every buyer!** So you're getting more than just a "report", you're actually getting an **ongoing subscription to the most powerful banner advertising information available, anywhere!**

* Any income figures I mention (for example, "up to \$90,000 per month") is an example from the actual websites I manage. I have personally generated over \$1,000,000 in website sales from banner ad leads. Your individual results will depend on the quality and profitability of what you sell, your individual efforts, and the quality of your website and other promotional tools. I certainly cannot guarantee that you will generate any specific amount of money with your own website.

[Affiliate Program](#)

["\\$1,000,000 Resources"](#)

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[Host Our Banners For \\$\\$\\$](#)

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[BannerTips.com](#)

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Go Visit the Actual Banner Ad Magic Site

<http://www.inforingpress.com/webletters1/banners/>

Terry Dean



Terry Dean and I have something in common. We both have been pizza delivery guys.

He's since gone on to become a highly respected Internet marketing guru who teaches people how to make money online with infoproducts.



If You've Always Wondered Why One Dotcom Succeeds While Another One Fails...

**There are 2 Keys to Internet Success.
You Already Know 1 Of Them...**

The 2nd One May be the Final Piece of the Puzzle For You To Generate Traffic, Make Sales, and Profit Online...

What would **you do** with an extra **\$33,245** this weekend?

I went out and bought myself a Mustang GT convertible. That's getting ahead of my story though...

There I was...standing in front of 72 people hanging on my every word. They paid **\$997 each** to be there.

I made a bold claim. I told multi-millionaire Ron Legrand I could generate **\$10,000 or more within 3 days**...anytime I wanted. He told me to "Prove it." So, I flew down to Dallas, Texas to do a "Live" on the spot Internet promotion in front of these Bootcamp participants.

It was make it or break it time. They would soon find out whether I was the real deal or not...

It's been **24 hours** since I started the test. We were now visiting my online shopping cart. I was going to show how many orders I'd received in the last day. I was visibly a little nervous...sweating bullets.

Technology is sometimes unreliable. If you've been online for any amount of time, you know that. Servers can lock up. Secure order forms can break down. Any time you're using technology, something has the **potential of going wrong**. I was hoping nothing went wrong this time.

I type the web address into my browser. I type in my username and password. I'm now logged in. I push the "Orders" button and my orders from the last 24 hours pop up. I count 1...2...3...4...and keep right on counting. **Over \$13,500 in orders** were sitting in the cart.

Everyone saw the results of online marketing right in front of their eyes. They were **shocked**. Some of them almost couldn't believe it. My business has **NO employees**, yet I had produced more income in 1 day than many people do in months. Yet, it had only taken me around **30 minutes** of work!

No one in that room can ever deny **Internet marketing works**...They saw it firsthand with their own two eyes.

The orders kept coming in...The total was \$33,245 after two more days. This one ad had produced **\$33,245 in 72 hours**. The best part of it all was that over **90% of this money was pure profit**. The only expense was a small amount in product fulfillment. I had ZERO marketing and advertising costs.

"It was the most amazing money-making event I've ever WITNESSED in my whole life! When you first mentioned it on the 2nd day at the LIVE "Internet Money Machine Bootcamp" in Dallas, I was anxiously anticipating your email.

At midnight that night, I turned on my laptop computer in my hotel room waiting for your email. When I read it, I knew it was going to be a WINNER! I said to myself "I have to have what he is offering!" And I did, the next day.

The next morning, I was truly impressed when you showed us in REAL TIME how you made **\$13,500 overnight!** I was even more impressed when I found out that you made **\$33,245 in 3 days!** And most of it was pure PURE PROFIT!

Incredibly amazing! You just gave me a real, documented and UNFORGETTABLE live experience of how to create "**Instant Cash Flow on Demand!**"

And you know what Terry?...After that momentous event, I knew without a doubt in my mind, that **ANYONE - including myself - can do it, too.**"

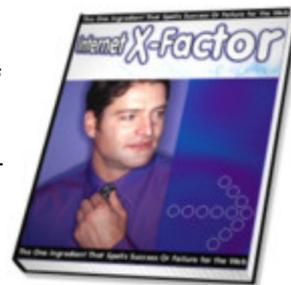
Joel Christopher - <http://www.successaccess.com>

"The Internet X-Factor" affects everything you do online...

You can go the rest of your life only experiencing small trickles of online sales...if any. OR You can make the decision to once and for all really start doing business online just like I do. It's your choice.

Here are just a few of the things you'll discover:

- **3 Easy Ways** to Increase the Immediate Profits of Any Internet Marketing Promotion...Break any of these three rules and you could lose **90% or more of your response**.
- Why YOU have a **mind-numbing advantage** over every major **multi-million dollar financed Dotcom** on the web...and why they should be shaking in their boots about competing with little old you.
- How to Make Your Customers Fall Head Over Heels in **Love With You**...and Literally Force them to **Buy from You** Again and Again...even though they have no idea why they're doing it!
- Why Setting Up a "Mini-Site" May Be The **Biggest Mistake** You Could Possibly Make Online...and How to Be **100% Certain** Exactly What Your Web Site Should Look Like.
- The #1 Reason Visitors Get Confused At Your Web Site...and how to **hypnotize** your visitors into *whipping out their credit cards* and buying from you.
- How to Generate Multiple Streams of Internet Income by Developing your Own **Wealth Funnel** (I currently receive 16 checks a month from different companies).
- How to Quit chasing after nickels and dimes. Learn the insider millionaire marketing secret of **earning \$1,000 or more** from your average customer.
- How to Eliminate All Competition...Follow our method and it doesn't matter how crowded the marketplace is. Customers **can't even think** of doing business with anyone else.
- **3 FREE Secrets** Any Affiliate Can Use to Guarantee They sell more products than any other affiliate in the programs they're in...You'd better watch out if your competition finds out about this before you do.
- The one FREE tool that dropped my marketing day by a literal **3 hours**...every single day. Now I have more time to relax, play, and spend with my family...all because of this **one misunderstood tool**.



You'll also learn...

- The Quick and Easy Writing Method...How to write attention grabbing, credibility inspiring, order producing email follow-up messages. **You've never seen anything even remotely like this.**
- 8 Ways to Write Emails That Produce Thousands of Dollars in Sales...**overnight.**
- Why 99% of ezines are pure garbage...and are actually **costing their owners business**...Money they could have made if they changed **ONE aspect** of their marketing.
- 17 Web Writing Rules to Guarantee Your Visitors Drop Everything They're Doing...Because They're **spellbound by the incredible magic** you've produced on your web site.
- How to Come up With Killer Article Ideas **every 12 seconds**...anytime you want...on absolutely any subject.
- Why You probably should never start an ezine...and how to do a "personality test" to find out which one of the 3 marketing methods is right for you...personally. **Who cares what works for others?**
- 7 Insider Secrets to generating **100 pre-qualified leads or more daily** for your products and services...on full auto-pilot.
- 4 Steps to Generating **\$1,000,000 in FREE Publicity** using only email...and How to do it again and again as often as you want.
- How to generate **\$30,000 or more** without ever spending a single penny on advertising...and why you may

never want to pay for online advertising again!

- 10 Ways to Increase Sales From Any Special Offer...If you're not using these secrets, then **you're leaving thousands of dollars** on the table every single time you make an offer.
- The 10 Internet X-Factor Rules for Online Marketing...Understand these rules and you'll know more about Internet marketing than most **4 year business graduates!**

If I covered every piece of information you'll learn about earning automatic profits online, then my bullet list above would have to be well over 20 pages...This isn't just some little 10 page ebook full of graphics blown up to make it look like 50 pages.

This is a real **141 page ebook** jam packed with training materials to send your business to the next level. I didn't waste space putting in all kinds of cute little clipart or HUGE letters to make it look bigger. You don't want to waste your time on useless pictures.

I also didn't hire out any of the writing...**No one else wrote a single word of this ebook.** A little known secret in writing is that a majority of information products are ghostwritten by someone other than the expert...even when you're expecting to receive marketing information that can be the life or death of your business.

Don't you want the information right from the expert who did it...and has **proven in front of a live audience YOU can do it too?**

I **cut through the fluff**...and have written every little secret I know about fully automating your business, creating web sites that sell, and generating traffic at little or NO cost.

Here are a few unsolicited comments customers have made about my products...

"Thank you so much for the information you share in your newsletter, in your products and on your site. You might like to know that, using some of the things you teach, I've secured \$60,489.00 over a 6 month period! What you teach works - BIG TIME"
Mickey Wong, owner of Easy4all Internet Solutions

"Terry is so far ahead of the rest, it's not even funny. He offers VERY informative and easy to follow instructions on how to make your website produce more income. And he gives you twice the usable information of his competition at HALF the price. I have always found him to be friendly, honest, and helpful. He has absolutely put a ton of money in our pocket following his advice, and we've only applied about 10% of what he teaches."
Frank & Marie Garon - <<http://www.internetcashplanet.com>>

"...I forked over my \$29.95 and \$39.95 and even \$249.95 for all of the courses that were going to make me the big money. So, I all but gave up on my dream of working from my computer at home...until I saw your internet marketing course.
I'll admit, when I first read the details about your course I figured that you were just another guy out there wanting my money. I almost didn't purchase it, but you offered a "no questions asked" money back return, so I figured "What the heck?" I read your course and put into practice what I learned from you.

I didn't make \$10,000 the next week. I didn't buy my first yacht in a month. And I didn't retire at age 30. However, I DID quit my job within just a few short weeks of getting your course and now I work from my home, earning a very nice living online. I bet you're not surprised.

All those years I spent dabbling and experimenting...I knew there was a way to earn a substantial income doing something that I love, and you showed me how to do it. And so, even though you may not know me all that well, there are thousands of customers all around the world who do."

Jimmy Brown - <<http://www.profitvault.com>>

The 141 page Internet X-Factor ebook will teach you every dirty little secret you need to earn maximum profits online...**while working only a few hours each week** on your marketing. It will open the door up to an almost unbelievable lifestyle where you choose how much money you want to make...No one else assigns you a limited paycheck anymore.

6 Special Quick Start Guides For Your Business

The Internet X-Factor also contains 6 bonus sections teaching a **step-by-step system** showing exactly how to use every technique you've learned in the course.

These six Quick Start Guides will teach you everything you could ever want to know about the Internet X-Factor for **Six Different Types of online businesses**. The six businesses you'll have complete Internet X-Factor systems you can follow in the next few hours are:

1. Affiliates - You don't even need your own products to use the Internet X-Factor. This Quick Start Guide will tell you how to sign-up for free in the best programs...and how to outsell every single affiliate in those programs. You can **receive multiple streams of income and never sell a single product** of your own.

2. Product Sites - Do you sell a line of products you ship to your customers? If so, then this Quick Start Guide is the one for you. Many marketing books ignore YOU when they talk about setting up their marketing, because their **systems don't work for "real" products**. Find out how you can use the Internet X-Factor in your online marketing.

3. Infopreneurs - Creating and selling eBooks and other information products is as close to a dream business as it gets. This Special Quick Start Guide will show you every thing you need to do to sell information products online...Including our Special Secret technique that **triples your sales rate...while reducing refunds to almost zero**.

4. Local Businesses - This Quick Start Guide was created for the local shop. Do you have a retail shop that sells to a local market? If so, then you'll want to spend your time in this guide. It will explain to you why most Internet marketing information won't work for you...unless you make a few minor adjustments. This report tells you how to make those adjustments and how you can **drive a stampede of customers to your store** anytime you want.

5. Membership Sites - Do you have a paid membership site? If so, then this Quick Start Guide will show you how to apply the Internet X-Factor...so you'll never have to hunt down or beg for members again. My own membership site has dozens of people signing up every single day...and I really only use **ONE tool to do it**. Find out how you can use this same tool and build your membership into the thousands.

6. eZine Publishers - Running an ezine used to be an almost guaranteed way to profit online...2 or 3 years ago. Today it's not quite so easy. Ninety percent of ezines have trouble even signing up a few thousand subscribers. Find out how I've built my ezine to over **50,000 subscribers**...and how to earn maximum profits on every single issue you publish. It's actually quite simple...once you know the secret.

The Internet X-Factor ebook is in Free Adobe Acrobat Reader format...which means it can be used on both IBM compatible and Macintosh computers. **If you have a computer, then you can read this book.** You won't need any expensive outside software to open it. It cannot be used by WebTV at this time.

It is a 700 KB download...which should only take a couple of minutes on a regular dial-up connection. When you order, you will instantly receive the download information by email, and can start looking at it within **10 minutes**.

Now Let's Talk About Your Special FREE Bonus Items...

I'm bending over backwards to provide you with all the tools you need to start making money online today...so I'm including 3 very special bonuses for a limited time only.

Special Free Bonus #1: 500 eZine Publishers Ready to Publish Your Articles

Hundreds of ezine publishers are waiting for you to send them your articles. That's right. Send them an article and they'll publish it to one thousand, ten thousand, or even a **hundred thousand subscribers**. You don't have to spend a single penny to get your products in front of thousands of people.

One problem...finding ezine publishers has been a long time consuming job...so most marketers have never done it. This special bonus is a comma delimited text file containing 500 ezine publishers who want to publish free articles.

It includes the publisher's name, email address, publication name, and web address. You can import it right into

your email software and mail merge out letters with all of the above information on them. You'll have an **unfair advantage** over all the other article submissions right off the bat...because you can **personalize your letters to the ezine publisher**.

This list can be invaluable to you...so it is hard to put a price on it. If I were to sell it separately, I would probably price it at \$97.

Special Free Bonus #2: Email Review by Terry Dean

You can't just send out any email and expect to earn **\$33,245**.

It has to be written following my model. Even though I detail every step of writing a killer ad piece, I know some people will still want a little extra help. So, I'm including something I know is way more valuable than the whole package itself...my time.

I will **review any one email letter that you send to me for FREE**...putting it through my rigorous 5 part checklist test. I will then email you back my opinions in each category and any suggestions I have for you to improve it.

I now charge \$500 an hour for phone consultations. This one is done by email so I can do it at my leisure...so I'll value it at a discounted \$200. Please act quickly as my time is extremely limited and this will be the first bonus I eliminate from this offer.

Special Free Bonus #3: 6 Months Free Updates

Internet information changes quickly...so resources can change overnight. To keep you up to date on the latest Internet marketing developments...and their influence on the Internet X-Factor...you'll receive **6 months of free updates** by email for this product.

You'll receive an email every month giving you additional resources, other ways of applying the information, and more quick start guides. If something in the material changes, you'll be notified immediately.

A good price for these updates would be \$19.95 a month...which brings us to a total of \$119.70 for this bonus.

It Costs Less Than One Classified Ad

This is the same information I teach at **\$997 and \$1,497 seminars**...Plus those attendees have to pay for airfare, hotel, and meals. They also have to anxiously wait for the events.

You can get the exact same information at a fraction of the cost...and you can have it in your hot little hands in minutes.

The price for everything...including the **Internet X-Factor training course**, all **6 X-Factor Quick Start Guides**, the **\$591 in special bonuses**...is ONLY \$67.

That's less than most classified ads will cost you. You can hold the key that unlocks the door to online profits, follow my step-by-step Quick Start Guides, and get my personal support for less than **you'll waste on one misplaced ad!**

As a special test offer, you can get it for the next few days for **ONLY \$37**.

100% Unconditional No Questions Asked Money-Back Guarantee

Please understand that I can't legally promise you to make a certain amount of money. I don't know your background, your ambitions, or just how much effort you'll put into my system. SO I'm not going to promise you'll make \$30,000 in 30 days...or anything silly like that. I've been doing this for a while. I'm not going to even promise you'll fully duplicate my results.

What I can guarantee is that you'll be **100% satisfied**. If you decide that this package just isn't for you within 90 days, for whatever reason, then you can get a **100% refund** of your money. All I ask is that you send me a simple email stating that you have destroyed any hard copies and have deleted my information and bonuses off your hard drive...and I'll immediately refund you completely of every cent you paid.

There is nothing you have to return and no hoops to jump through. Just send me an email stating the above at Terry@bizpromo.com and you'll receive the full refund. **No Questions Asked.**

Take Action Now

I'm not going to guarantee the **\$37** price to last...

My Free Email Review will only be available for a very limited time...until I get overwhelmed with review requests. You can only assure yourself these two benefits by taking action today. **I reserve the right to change this offer at any time.**

You can order online right now by clicking here...

Simply fill in the secure order form and you'll be given instant access. It's only **\$37**, is totally risk free, and comes with **\$591 in free bonuses** not available anywhere else.

Yours in Success,
Terry Dean

P.S. How much is it worth to you to have a proven system that works...including a complete Quick Start Guide for your online business? Where else will you find someone who was willing to **stand up and PROVE their system** worked...in front of a crowd of people? Sure, anyone can claim they know how to make money online while they **hide behind their web sites and ebooks**. It's another story to prove it live. Take action today and you can be on your way to Internet success by applying the Internet X-Factor.

[Click Here Now...](#)



**Go Visit the Actual Internet Success
X-Factor Site**

<http://www.inforingpress.com/webletters1/xfactor/>

Neil Shearing



Neil Shearing is one of those multitalented prodigies we all love to hate.

Not many of us can become respected Internet marketing experts in our spare time from studying for a PhD in Cancer Research.

He launched ScamFreeZone in 1997 as a consumer protection site, to warn people about the many scams online.



About Neil Shearing

Internet Success Blueprint

by Neil Shearing, B.Sc.

"When I Got Out Of Bed This Morning, I Discovered I'd Sold **\$870.55** Of My Products While I Was Asleep!" [Click Here For Proof!](#)

Here's How **You** Can Do This Too...

Hi, I'm Neil Shearing,

Let me ask you a question...

Are you looking for a way to make some extra "pocket money"?



Are you looking to pay off your debts and breathe easily again?

Maybe you want the best for your new family, and you know your current "9 to 5" job won't ever provide the comforts you want for them?

Whether you want to earn an extra \$100 to \$200 per month, or start a full-time business, I've found the perfect no-risk solution for you...

Profitable From **Day One!**

I wrote the "**Internet Success Blueprint**" specifically to help Internet beginners start making money online.

It's a complete guide to starting a profitable home business on the Internet.

That's right, PROFIT-MAKING. I've been selling online since 1996, and my business has been profitable since day one!

Honesty Statement: Here's [proof](#) of my earnings. In just one night I earned \$870.55! [Click here](#) to see a screenshot of my inbox!

Please remember, that's not "earnings per month" or even "per week", but **MONEY IN MY BANK** from just one day. How many days like that would you need to double the money you make in a month?

Here's a second example... a dozen orders in nine hours... [Click here](#)

I'm sharing this information with you to illustrate a point...

YOU REALLY CAN MAKE MONEY ONLINE. Learn from an expert... someone who has gone from nothing to \$870.55 in one day.

In "Internet Success Blueprint" I show you EXACTLY what to do to make money, in plain English.

You can "bootstrap" your business from zero dollars to untold riches by following the 15 steps.

Every single step necessary to start earning money online by WRITING and SELLING your own info-products is covered in super-sharp detail. All you have to do is follow the step-by-step plan.

Each part of the blueprint can be performed as you read it which means that you can start making money almost immediately. Soon you'll be treating yourself to the little luxuries you know you deserve.

What's An Info-Product?

An info-product is, quite simply, the most profitable product you could ever imagine!

You simply write a short report, an article or an e-book then sell it to others across the Internet over and over again!

In "**Internet Success Blueprint**" I explain a really easy way to create e-books by picking someone else's brains!

Why Sell An Info-Product Online? Because It's Very Easy And Very Profitable...

Selling an info-product online is one of the smartest decisions you'll ever make.

Info-products can be...

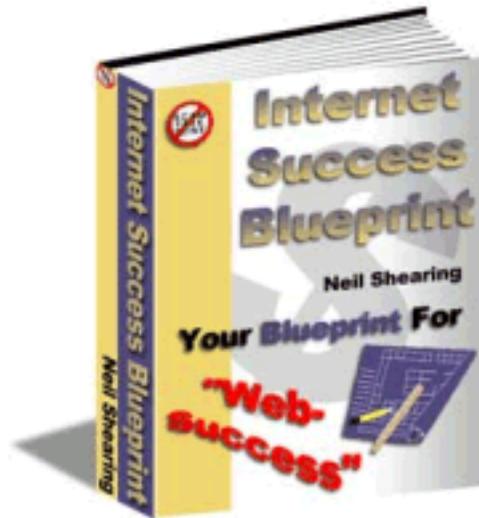
- Produced for nothing
- Distributed for nothing
- Sold for profits of up to 1000%!

95% of online businesses are losing money. Of the 5% that are making money, nearly all are **selling info-products** .

If you want to start earning money online, you need to join the successful 5% and start selling an info-product.

The "**Internet Success Blueprint**" contains all the step-by-step details you need to start writing and selling info-products online.

Won't it feel great to generate profits that you can use to treat yourself, your family and your friends?



An Investment In You And Your Family That's **Totally Risk Free**

The steps in "**Internet Success Blueprint**" have been specially designed so that you can follow them without spending any money, which means there's no risk!

Honesty Statement: I explain how to start your business with ZERO Dollars, and that's what I did. But sometimes spending money on a piece of software or a service can help you race forward. In each step I point out where spending money would help, but none of the extra spending is essential.

Plus, the "Internet Success Blueprint" is covered by the best guarantee ever seen for an e-book!

So you can order your copy, risk free and follow all the steps, risk free!

You and your family will see the profits almost immediately and you'll have the satisfaction of knowing that you didn't have to spend any of your "rent" money to get the business started.

You Decide How Much Effort To Put In, And How Much Money To Make

The "**Internet Success Blueprint**" allows for unlimited flexibility. You can spend one hour a week, or ten hours each day depending on your circumstances.

Your new business fits easily around you and your family. This great flexibility also allows you to determine how big, or how small you want your new business to be.

You may be happy earning an extra \$100-200 per week, or may want to build a business large enough to retire, it's up to you.

Hit The Ground Running Because You Don't Need **Any Previous Knowledge** Of Anything!

As I mentioned, the blueprint has been designed for Internet beginners.

It requires NO knowledge of the Internet, NO techie-speak and NO knowledge of running a business.

Everything you need to learn is clearly laid out in the blueprint, which means that the learning curve is tiny. You won't spend hours trying to master a new skill, or studying textbooks.

You can get started immediately. With each completed step you'll get a great sense of **accomplishment and satisfaction** which will further boost your confidence.

Unsolicited Testimonial -

"I bought "Internet Success Blueprint" on the night of April 20, 2001. I read it cover to cover. My head exploded!

Seriously, your book is excellent. Not only do I think it is worth every penny but it is worth far more than what you charge for it. You overdelivered and I thank you for writing a great book which is going to be enormously helpful to me".

Elizabeth Morrow
Texas

[Click here for more customer comments!](#)

Every Single Key To Your Success
Is Anticipated...
...And Every Answer Is Provided

The step-by-step plan of "nuts and bolts instructions" as Richard Smith from New Zealand called it covers every single step you need to know to start making

money online.

The plan explains, in full detail...

- how to write an info-product , or cheat and pick someone else's brain! (Step 2)
- how to find your "MAXIMUM PROFIT" price (Step 3)
- how to save hundreds of dollars by getting your website host right, first time (Step 4)
- how to pick the right domain name and make thousands of dollars from the extra search engine traffic! (Step 5)
- how to use simple tricks to write a webpage like the professionals, not the amateurs (Step 6)
- how to use words that SELL...really SELL! (Step 7)

Wouldn't you like to know how to write emails that get responses like this?...

Unsolicited Testimonial -

"I reached for my credit card BEFORE I finished reading your email!"

Don Wilson
www.dewagencies.com

[Click here for more customer comments!](#)

- how to save time and money by making your own professional graphics (Step 8, MOVIE)
- how to send your pages to your webhost, painlessly! (Step 9, MOVIE)
- how to SELL online by accepting secure credit card orders without setup fees or monthly fees! (Step 10)
- how to bring in tons of targeted traffic that's "ready to buy"! (Step 11)
- how to make an absolute fortune with your own personal army! (Step 12)
- how to start several other profitable income streams (Step 13)
- how to save time by automating everything you do (Step 14, MOVIE)
- how to bring down the big money by selling your e-book for 20 times its normal price! (Step 15)
- how to cheat like crazy and miss out several steps! (Step 16)

For the full table of contents, [click here](#)

I explain how to do all this on a true "shoestring" budget. I started with "Zero Dollars" and you can too!

The "tricky" parts are even explained in three Quicktime movies!

Why just READ? You'll learn much more quickly by SEEING and HEARING too!

By learning the secrets and tricks that took me years to find out, you'll save hours and hours of valuable time that you can then spend building your success in other areas, or even on a break with your family (spending some of

your profits on them).

Unsolicited Testimonial -

"For a beginner the tutorial movies alone would be worth the small \$27 fee. You could not get that info out of a class for \$27! I can recommend your product to others on that basis alone, not even having looked at your manual in detail. "

A few hours later John wrote back....

"Since I wrote the first eMail earlier this morning I had a chance to look at your manual in more detail and I'm more and more pleased with my investment! Great info for any entrepreneur!"

John Talipsky,
www.talipsky.com

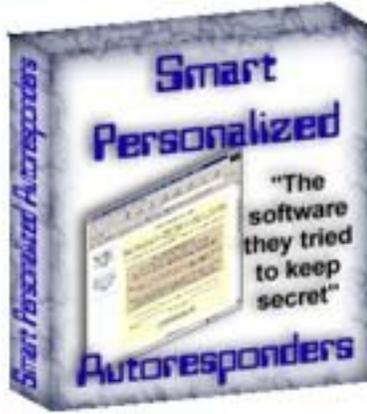
[Click here for more customer comments!](#)



**Valuable Bonuses, Not Available Anywhere Else,
Give You The "Killer Edge"!**

Order by **MIDNIGHT November 17** and I'll include these FOUR valuable and unique bonuses worth \$328.95!

- "Smart, Personalized Autoresponder Script"
Value \$199.95



I had this piece of software custom written at a cost of several hundred dollars! It lets you to create unlimited smart personalized autoresponders!

I'm sure you've seen examples of this script in action...boxes on websites say "sign up for a free article a day for a week" and ask for your name and email address. If the emails you receive are addressed to "Dear John"...that's a smart personalized autoresponder!

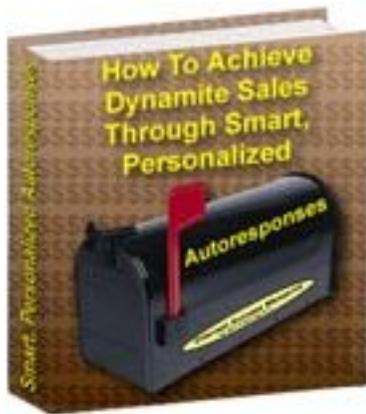
It's a well-known marketing fact that repetition and personalization increase sales dramatically.

All the top Internet Marketers are using scripts like this one, but **they're not selling them because the tool is so valuable!**

I want you to be fantastically happy with your purchase, so I'm including my script as an additional bonus...a \$199.95 value!

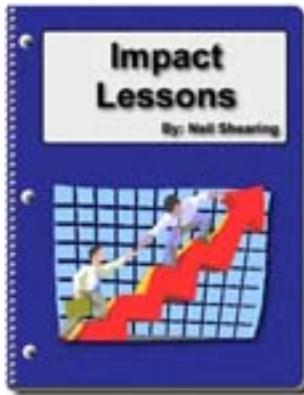
Please note, as much as I'd like to, I cannot offer technical support on this free script. If you purchase the script through [Impact Lessons](#) at the full price of \$199.95, I offer unlimited technical support.

- "How To Achieve Dynamite Sales Through Smart, Personalized Autoresponses"! Value \$79



This electronic report is packed full of juicy hints and tips to help you maximize your sales using your new script! It is professionally-produced as a PDF file and is NOT available ANYWHERE ELSE for love nor money! It can **only** be accessed with the SPA script!

- "Impact Lessons" Value \$25



These "top-quality" lessons reveal other secrets and hints about Internet marketing. Normally, people sign up to receive one each day for a week. But I've included them in this special "easy to print and easy to read" bonus file.

Rave Reviews Of Impact Lessons -

David said...

"This is the first succinct advice about Internet marketing I've ever received. Congratulations!"

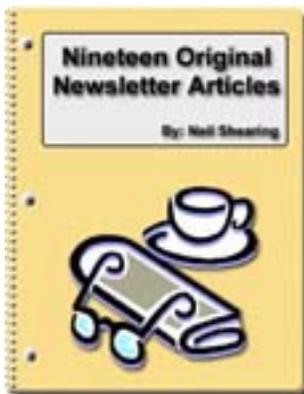
Kelly said...

"Your impact lessons were great!!! Of all the programs I have looked at and received info from, yours were easiest to read and understand"

Melanie said...

"Each lesson has given me the courage and encouragement to try something completely new and actually feel I can be a success!"

- Nineteen Original Newsletter Articles
Value \$25



Writing an ezine is one of the best ways to build a list of people who trust you, and want to buy from you.

But writing an ezine is hard work.

In this file I've included nineteen of my original ezine articles for you to copy and paste. Bingo! Your ezine is written in half the time!

Internet Success Blueprint
by Neil Shearing

Totally Unique Feature

Additional Help From An Online Expert Is Always Free, And Just An Email Away

Also, there's free, unlimited help from me by email. If you get stuck, or need some advice from the guy who literally "wrote the book", just email me.

I'll get back to you the same day with an answer.

This help alone is worth thousands of dollars (Another famous Internet marketer charges \$1080 per hour). Just imagine how "unlimited free support" will help you achieve your goals more quickly and get you into the "earning zone" faster.

Unlike some "marketing experts", I'm here to help...as John found out...

Unsolicited Testimonial -

"Hi Neil,

Wonderful idea - I'm onto it now!
It's so good to have someone who you can go to for help and constructive advice.
Many thanks!

John Bowes.
www.certifieddomains.co.uk
PS. I really enjoyed and learnt a lot from your site and products.

[Click here for more customer comments!](#)

Internet Success Blueprint
by Neil Shearing

Totally Unique Feature

Don't Just Read! See And Hear Too

The "**Internet Success Blueprint**" comes with three Quicktime Movies!
You'll see me doing exactly what I describe in the e- book. Follow along with me, and your learning curve disappears!

Movie One:
Learn How To Create Professional Graphics In "Paint Shop Pro"!

Movie Two:
Understand The Mysteries Of FTP By Watching How It's Done!

Movie Three:
Save Hours Of Valuable Time By Making A Useful Browser Homepage!

No other quality e-book online comes with this feature!

Unsolicited Testimonial -

"I've just finished 'Internet Success Blueprint'. I very much enjoyed it. It was a nice easy read and the detail, scope and connections are most impressive. I really liked the videos - your voice-over style is most effective

Ian Robertson
Helensburgh, Scotland

[Click here for more customer comments!](#)

You've Arrived At Exactly The Right Time!

Customers tell me that I could easily sell the "Internet Success Blueprint" for \$99.95, but while I'm testing a new marketing strategy, I'm dropping the price to JUST \$27!

That is not a typo...not a misprint! This power-packed manual of 279 pages, 3 Quicktime movies and \$328.95 of valuable bonuses is currently **just \$27!**

Honesty Statement: At just \$27 I make very little money after my overheads are deducted. This price is exactly half of equivalent packages available on other websites. I reserve the right to increase the price of "Internet Success Blueprint" without notice. The price you see today may have increased by tomorrow.

Don't Risk A Dime Of Your Money "Screaming Insanity Guarantee"!

This three tier guarantee is the Biggest, Baddest and Boldest guarantee ever seen on a digital product, and I offer it on Every Single One of my products!

Here's how it works...

When you place your order, I won't charge your card!

That's right. If you request a refund within two days of purchase, your credit balance won't be touched and you'll never see a charge from my company on your statement!!

But this is a open-ended guarantee...

I DON'T want you to think you HAVE to ask for a refund within 48 hours...that's NOT the case...

You can have a 100% refund at any time up to ONE YEAR from your purchase day..."at any time and for no reason"

Most websites only offer a teeny weeny "30 day guarantee". But I'm so confident that you'll love the "**Internet Success Blueprint**" AND will make money with it that I'm offering this incredible guarantee...

Unsolicited Testimonial -

"Your e-book is probably more use to the average person than an expensive university course!"

Richard Smith
Dunedin, New Zealand

[Click here for more customer comments!](#)

But there's more!

I have such confidence that you'll LOVE my e-book AND it will make money for YOU that I'll pay you back THREE HUNDRED PERCENT after one year.

That's right. If you're not delighted after one year, simply ask for your money back and I'll refund 300%!

You can have a total, complete refund at any time up to one year. But if you follow the blueprint for a year and don't make money (an unlikely situation), I'll refund 300% to say "thanks for trying". You don't have to prove you tried, there are NO strings attached to this guarantee.

I won't even ask why.

Plus, you get to keep the valuable bonuses!

And I won't even ask you to delete your copy of "Internet Success Blueprint"!

I'll cheerfully refund your money, no "ifs, ands or buts".

Here's a summary...

Best Digital Guarantee EVER!	
First 48 Hours	No-Charge Period
First Year	100% refund! Just ask
Second Year and beyond	300% refund! Just ask!



100% ScamFreeZone Endorsed, Backed And Guaranteed

While we're on the subject of guarantees, I want to extend this personal promise to you. ..

"All information you provide when ordering will be kept secure, and in complete confidence. Your trust is my primary concern. To see my dedication to consumer protection in action, visit my major website, www.ScamFreeZone.com. It receives tens of thousands of hits every day.

I am very proud of the ScamFreeZone and the morals it promotes.

It goes without saying, the guarantees I extend to you about my product, your information and your security are cast in stone.

You can order my e-book with total peace of mind knowing that you have a 12-month "no questions" guarantee and my personal assurance that your information will be kept totally secure and confidential. I specialize in helping people make their first purchase online as easy and comfortable as possible".

Start Towards Your Goals This Minute With An Instant Download

The "**Internet Success Blueprint**" is available for instant download. You can start right now. Begin making money and reaching your goals immediately.

I've made downloading so simple, your Grandmother could do it!

And if you have problems, I'm always here to help...

Unsolicited Testimonial -

"Hi Neil!
Thanks so much for your prompt help. You certainly break it down into bite-sized pieces; perfect for the complete idiot! Thanks again!"

Hilary Stewart
Staffordshire, England

[Click here for more customer comments!](#)

For Windows users I created EXE files that you simply download and click on! All the files will be created on your desktop in a folder called "success"!

For Mac and Linux users I created an SIT archive, you'll need Stuffit Expander to open it which is a free download. (WebTV users, please [click here](#)).

The Internet Success Blueprint can be used from anywhere in the world! I've used it in the USA, Scotland and England. Anyone in Canada, Australia, South Africa, Sweden, Holland, New Zealand, Singapore or any other country can use it too! (and yes, people from those countries have bought "Internet Success Blueprint" in just the last month!)

A Rave Review From An Internet Expert!



Michael Campbell, author of the famous "Nothing But Net" book, is widely accepted as the Internet expert on search engines. In one year he generated over \$750,000.00 in sales with virtually no advertising costs. Recently he said this...



"Hi Neil,

I just reviewed your book - the "Internet Success Blueprint" - and I really liked what I saw.

I'm going to recommend it as my "If you are new to the Internet, read this before you buy anything else" book.

Congratulations on providing such a clear and well written source of information.

Best regards,
Michael Campbell
President & C.E.O
Dynamic Media Corporation
www.dynamicmedia.com

Don't Put It Off, Action Is The Only Way Forward!

It IS possible for YOU to make money online.

The "**Internet Success Blueprint**" has been specially designed to show you exactly what to do.

Every single step is clearly laid out for you in plain English. As you progress, you'll feel a great sense of achievement and happiness because you will have shown *yourself* that you can do it.

Your confidence will soar.

Even better, you'll start earning money to spend on yourself and your family.

They'll be impressed and appreciative!

Don't forget. If you're not totally delighted I'll refund at least 100% of your money at any time in the future, no questions asked!

Unsolicited Testimonial -

"I read through it last night, and I think it's far and away the best forty bucks I ever spent in my life!"

Michael Kendall
Silverdale, Washington

[Click here for more customer comments!](#)

...and he was reading the old version!

Since then the book has been totally rewritten and improved by 1000%. Plus the price has been slashed to **just \$27!**

The next step is yours to take...

Just fill out this form to pay instantly by Visa, Mastercard, American Express, Diners or PayPal...

Name

Address

Country

Postcode/Zip code

Telephone

e-mail

If clicking the button doesn't do anything, please [click here](#)

Comments or questions? Please
email me personally,
neil@scamfreezone.com

To learn more about the author,
[click here](#)

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S.Devon, England
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P.S. There's no risk whatsoever in making your purchase right now!

No-one else offers a 48 hour "cooling off" period on digital products...that's because I want to you make the decision right now and get the jump on your competitors!

Go Visit the Actual Internet Success Blueprint Site

<http://www.inforingpress.com/webletters1/blueprint/>

Jerome Chapman

Jerome Chapman has made ezine ads his special marketing niche. He has recently begun a private members only Internet marketing site.

HOME

SIGN UP NOW

MEMBER LOGIN

SUBMIT YOUR E-ZINE

MAKE MONEY

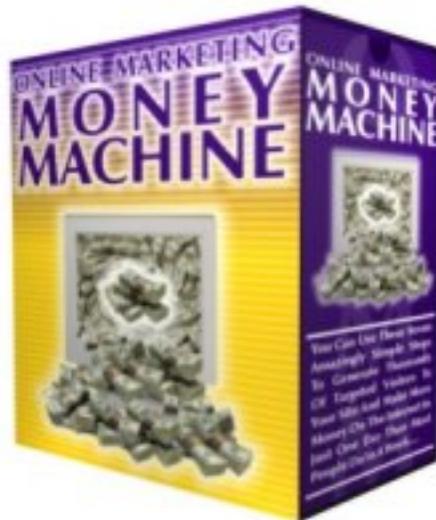
CONTACT US

Lost Your Password To Our Members Area?

Just enter your e-mail address below and we will send your password to you!

E-mail Address

You Can Make an Absolutely Guaranteed Minimum **\$700 or More on the Internet in Only 7 Days or Less** with Your Risk-Free....



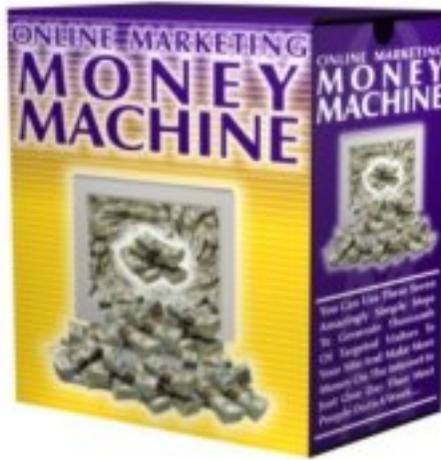
If You're Tired Of Losing Your Butt On The Internet Spending Lots Of Money Getting Very Little Back Just Trying To Make A Few Bucks For Yourself Want To Increase Your Web-Site Sales By Up To 1700% Or More And Join The 1% That Sell Like Mad Then I Want To Help You Today!

Special Time Sensitive Notice: Sorry But the *Deadline* For Free Software Free Money Account Risk-Free *Online Marketing Money Machine* Free Resale Rights Free E-Books And Our Biggest Ever **Over Two Hundred Dollars Off ... Discount**, is Today, SATURDAY NOVEMBER 17TH...

****IMPORTANT**** You'll also get **Internet Cash Machines** for **only \$1** in the members area when you sign up for your **Risk-Free Online Marketing Money Machine** today....

Dear Internet Friend,

My name is Jerome Chapman and I've developed for you an amazing *Online Marketing Money Machine* .



This *OMMM* will drive a tremendous amount of **traffic & profits to your web page**, using the quickest, easiest, and most profitable ways possible....

No matter who you are, where you live or what your sex, age or race is, by the time you finish reading what may be the most important letter you'll ever read, you will know....

- How to get an *Online Marketing Money Machine*test drive it risk-free before you even decide to keep it....profit from it...drive traffic to your site with it....make up to **seven hundred dollars or more** on the Internet in only **7 days or less** with it.
- How to **increase your web site sales** by up to **1700%** or more **in less than 17 days** using your new *OMMM*.
- How to join the **1%** who have web sites that **sell like mad**.
- How to **make \$700 an hour** with one simple letter. I'll give you the exact letter and show you how to use it.
- How to get **FREE** duplication and marketing rights to **9+** software programs. (These would normally cost you hundreds of dollars.)
- How to get the **Ultimate Ad Tracker v2.1 software absolutely FREE** (normally \$49). Turns loser ads into profitable ones and can **save you hundreds** of dollars when advertising your site.

- How to get a **FREE copy of the Cash Flow e-Business e-Book**, with marketing and redistribution rights, so you can sell it or give it to your customers as a bonus. (Full rights would normally cost you up to \$300.)
- How to get **one of the Largest Electronic newsletter directories** on the net as just part of the ***OMMM***

When you sign in to your ***Online Marketing Money Machine***, you can actually start sending customers to your web site within minutes.

Take for instance, one of the powerful tools within the ***OMMM*** that will retrieve customers for you.

When you type in keywords or a description of your customers into it you'll automatically have a group of ***targeted*** prospects standing in line....

....begging to visit your web site and purchase from you.

If you're currently operating a business over the Internet, you could notice an almost immediate increase in profits to your web site using this one, very powerful, tool.

These days, everybody wants to know how to generate ***massive amounts of traffic*** to their web site. That's why what I'm about to tell you will change the way you profit from the Internet.

You'll learn the exact same methods of marketing your Internet business....

....that made it possible for me to quit my day job of fixing air conditioning and appliances and trade it for the comfort of working from my recliner.

I'm currently sitting on the couch, typing on my laptop - and I still haven't changed out of my robe.

Listen! I promise you that I'm so confident your web site will generate traffic and profits with this that I'll let you test it for **Months** before you make your decision.

Just some of what you'll learn will blow your mind. For instance....

....When you find out the inside secret tricks to ezine advertising, you'll increase your chances of Internet success

by up to 1700% or more. Just think, most people are doing it all wrong....

....I'll show you the right way!

Oh, are you asking, "What the heck are ezines?" Glad you asked!

E-zines are electronic newsletters sent by e-mail to a list of people who have chosen to be subscribed to them.

This will assure that your ad gets noticed and that you send your message directly and only to the audience you're trying to sell to.

When you place a Top/Exclusive ad you automatically stack the odds in your favor for getting instant ***targeted*** traffic to your web site!

Plus, your ***Online Marketing Money Machine*** has within it, as just one of the very powerful marketing tools you get, a database from which you'll be able to promote to up to 11,827,268 ***targeted*** customers....

....YES, you read that right, **MILLIONS** of people who would love to purchase from your web site today. In fact this number is automatically updated each day as people are removed from or added to the lists....

....so you're welcome to check out the count on a daily basis.

Remember, these are all opt-in lists, which means every single person has chosen to be subscribed to the list on their own.

Okay, so how can this help you? Let's say you run an Exclusive ad that goes out by itself to just 40,000 of the many millions in our data base....

Say 1 out of every 100 purchases for \$20 more than the product cost you....

You would profit \$8,000 with just one e-mail announcement going out to only 40,000 people.

If you placed the same ad going out to 300,000....

....and had the same sales ratio....

....you would make about \$60,000 in instant online profits.

You know what's really neat?

You can generate traffic and profits to your web site within 24 hours of the ad going out. In fact, when you gain access to your **Online Marketing Money Machine** you'll be able to send your advertisement to millions of people all by yourself within minutes....

....and never get blamed for SPAM of any kind. And that's not half of what you'll get when you own an **OMMM**

This product can literally cause your web site to make sales by the hour by using only methods that work.

You can stop staying up late at night worrying about search engine placements.

You won't have to worry about placing your site with **free for all** link sites....classifiedsdirectoriesnewsgroupsetcto get little or **NO** results.

You can launch an extremely lucrative web site using your **Online Marketing Money Machine** as your one and only power-house Internet marketing tool.

I guarantee you'll get results!

TopEzineAds.com generates over 95% of its Internet traffic and profits by using this system. That's right! You don't have to learn how to do a hundred different things just to get a few people to your site.

We've used this for ourselves to make \$30,000+ per month for just one of our Internet websites.

Thousands of other Internet businesses are using it to help them make up to \$2,000+ per **DAY**. You're probably tired of losing money on the Internet and want an easy solution to making unlimited profits with something that actually works for a change.

Listen! You can take an ad that doesn't even work for you....Change the position....and make more money than you ever thought possible....

You'll thank me when you find out how easy it is to make thousands of dollars more by simply changing the position of your ad.

Have you been wondering if the position of your ad makes a difference when it goes out in an electronic newsletter?

You bet it does!

Here's how simply changing the position of an ad can guarantee results for you....

Ads at the top of the e-zine generally get a greater number of responses than those at the bottom.

One thing you definitely don't want is to have your ad grouped with a bunch of others. Readers tend to hit the ** advertising section** and skip over it.

Experience has shown us that an ad can get NO responses when placed along with many others at the bottom of an e-zine.

The **SAME AD** in the **SAME EZINE** can get a tremendous response when it's at the top, all by itself. It's kind of like having your ad on the front page of a magazine....

....compared to being placed in the back where your ad doesn't even get noticed.

The database portion of your ** Online Marketing Money Machine** makes it easy to identify which e-zines offer the most effective advertising options.

You'll find out....

If you want to find electronic newsletters that offer Top Solo Ads or Exclusive Solo Mailings for your message....

....select that option from a drop down list and it will be included in your search criteria.

You'll also retrieve ezines that will place your ads and articles for **FREE!**

I took a survey that asked our customers what their favorite part of the ** Online Marketing Money Machine** was, and was amazed to find out how many of them favored the **Top Ads Directory**.

We've literally been fortunate to receive hundreds of testimonials from folks just like you that weren't making a dime on the Net. Listen to what just a few of them have to say....

TESTIMONIALS

"Don't take my word for it....Check out what others are saying"

Mark Joyner

CEO, Aesop Marketing Corporation says "Yes, I genuinely use this site all the time"

I was going to write a review for Jerome Chapman's "Top Ezine Ads" site that talked about the value of ezine advertising, and how a detailed directory of ezines is such an indispensable part of your promotion arsenal.

Then I realized, what better thing to say about it than: "I use it."

Yes, I genuinely use this site all the time. I would be insane not to. He calls his product an "Online Marketing Money Machine". Yeah - that's a bit over the top, but it really is an accurate description of what he's built. Once you understand how to use it, it will literally make money for you time and again.

If you're on this list, you probably know a little something about the success I have had on the net. And Top Ezine Ads is one of the resources I've used that helped me get there:

I don't think I can give a higher recommendation for something. The best part is, they are offering a 90% discount right now, so I highly recommend getting it now. This is an indispensable tool.

All the best,

Mark Joyner

CEO, Aesop Marketing Corporation

"I have already made \$400 within 2 days using your ezine advertising methods alone."

Hello, I am Hal Friedman and I have been trying to make money on the internet for quite a while now. I have spent thousands of dollars on different marketing courses etc. but nothing ever worked.

Until You!

I have already made \$400 within 2 days using your ezine advertising methods alone. You sure are right when you say it makes a big difference being at the top of the ezine rather than being buried in the bottom.

Thanks for developing a great product and most of all, for giving me hope that I really can make money on the Internet.

Sincerely,
Hal Friedman
Moto869@aol.com

"Exclusive ads has allowed me to double my sales"

I want thank you for putting together the best E-zine list on the net. TopEzineAds has allowed me to stop wasting time and money with ads that don't work and go for the ones that do work. Using Exclusive ads has allowed me to double my sales in the last 2 months. Thanks again,
Randy Zakowski

"The income that was generated within the first three weeks was phenomenal!"

The Online Marketing Machine is literally the best affiliate program that Top Biz News has promoted.

The income that was generated within the first three weeks was phenomenal!

Jerome provided us with a killer sales letter and we started the marketing process. We promote The Online Marketing Machine through Top Biz News, added a signature line, put a popup window on our main site and use the same sales letter on our free for all (ffa) link pages, plus we placed a few classified ads in other newsletters.

Thanks again, Jerome, for giving us a tremendous product that sells like "hot cakes" and also a product that is very much needed in the marketing world!

Teresa Williams
Editor of Top Biz News
<http://www.topbiznews.com>

"TopEzineAds sells like crazy!"

I've promoted a lot of affiliate programs, looking for the one that gets me the most money for the least amount of hits. So far, it looks like TopEzineAds is

the winner!

It's a great product. A lot of other ezine directories don't let you zero in on what you want, like solo ads only, or top ads only, etc. This is the only directory I use (need) for all of my ezine advertising.

Now that Jerome has added all the ebooks, reprint rights to software, expert advice on unique, little known marketing secrets and more, I can safely say that you will LOVE getting this! Give it a try, Jerome's OMMM system really works!

Jonah Klimack
jonah@adtrackz.com
<http://www.adtrackz.com>

You'll target your customers to make instead of break your business.

Targeting is essential to any profitable, marketing campaign.

Targeting is simply the process of advertising to people who fit the profile of those who buy your types of products and services. Sometimes this is obvious and sometimes you need to approach targeting from a more subtle angle.

Do more men than women use your products?

Do people in a certain age group make up a large percentage of your customers?

Once you've identified who your customers are, then you can concentrate on advertising methods that reach those people. Try to think of the other things they would be interested in....

....What sort of hobbies are they likely to enjoy?....

....Which industries have a high percentage of individuals who fit your target market?

It is a very common mistake for business owners to think that if they just advertise to enough people they will make sales. The secret is not how many people see your ad....

....it's how many of the **RIGHT** people see your ad!

For example, if you're selling cat collars, you want to advertise only to people who have a cat. Spending advertising dollars to reach those who don't would be a waste of money.

Check out this example....

Here's an example of how you'll save big money while making the same number of sales.

	UN-targeted Mailing	Targeted Mailing
Circulation	100,000	10,000
Cost per recipient	1/2-cent	1/2-cent
Total cost of ad	\$500	\$50
# that fit the profile of your buyers	10,000	10,000
# of sales (assuming that 1% of your target market makes a purchase)	100	100
Cost per sale	\$5.00	\$0.50

The UN-targeted mailing didn't result in any more sales and you would have saved \$400 by mailing to the targeted list.

How will you target your customers? Just look what happens....

You'll easily find your type of customers.

Publishers of e-zines enter keywords that describe their audience along with a description of their publication. They also list their advertising rates, circulation, types of ad placement available and other information critical to helping

you make informed choices.

If you're trying to get your message out to people who enjoy cooking, sports, home based business, Internet Marketing, etc....

....just type in your keywords....

....press search....

....Bingo, you've got a list of e-zines that reach the people who tend to buy your products or services!

I'll even show you exactly how to get ALL the **FREE** advertising you could ever wish for and it takes just a few minutes.

In fact, you can be making money in just 5 minutes or less....

You can actually make your web site profit just 5 minutes from now.

You can be profitably promoting your site within minutes of signing up for the "members only" area where critical information is at your fingertips. You'll gain instant access to your ***Online Marketing Money Machine*** and can start sending outrageous numbers of customers to your site immediately.

How many products have you found on the net that will search out, with just a few clicks of your mouse, e-zines that will send your message to all of their subscribers?

You can search out only newsletters that accept articles....

....e-zines that offer top ads....

....exclusives....

....and even publishers that will let you advertise on "targeted" web sites that have the customers your looking for.

I've only seen one, mine, and I developed it! This could make you **thousands of extra dollars** each month.

How many companies actually use what they preach about?

I guarantee you that ours does....

Plus that's not half of what runs the system I've developed for

you.

I've also spent thousands of dollars on resale rights of other products and services so that you could have them FREE....

....just for trying the ***Online Marketing Money Machine*** out.

I know you'll love me, and I'll probably get an e-mail from you thanking me, because I'm going to let you take it for a test spin.

I've sold this system for as much as **\$249**....Just a few months ago sales soared when I dropped to **\$94**....and now you won't believe what I'm doing. **It's NOT \$94 anymore** - and you can try it first.

And, if you catch the ***deadline***....

- You can get a copy, along with duplication and resale rights, of the software program ***Creating Profitable Classified Ads***.
- You can get a copy, along with duplication and resale rights, of the software program ***Building A MLM Empire Using The Net***.
- You can get a **FREE** copy of ***E-Mail Marketing Strategies Revealed!***....and eliminate the three most lethal and costly mistakes that everybody else is making.
- You can get a **Free Joint Venture Lesson**....How to **Start With Nothing And Create Great Wealth**....From Other's Overlooked Assets.
- You can get a copy, along with duplication and resale rights, of the software program ***Special Consumer Alert***.

You'll think I'm crazy and you'll love me at the same time!....

Go **AHEAD AND TEST DRIVE IT**. You can try the ***Online Marketing Money Machine*** for **120 Days** before you decide to keep it and can have access to it within about **60 seconds**....Plus, you're guaranteed to make a **minimum seven hundred dollars** or more in only 7 days or less....

Keep reading and find out how you can test this out first BEFORE you decide to keep it or not!

Plus, try it today and you get these ***7*** bonuses **absolutely FREE**....

*** 7* FREE BONUSES JUST FOR
TESTING IT ON OR BEFORE
* * SATURDAY NOVEMBER 17TH* ***

I've paid thousands of dollars for resell rights to some of these....

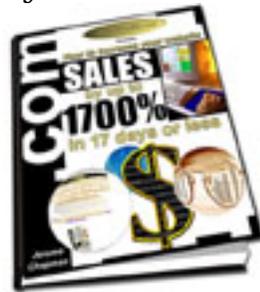
....so that I could pass them along to you, for **FREE**.

I truly believe that if I ***over-deliver*** to you, I'll have you as a client and friend for life. :)

First -- I have a **surprise bonus** that is not even one of the 7 free bonuses below, because it will only be available for a few more days. After that we're going to be promoting it on a different site and won't be able to give it to you for Free. It's **eBook Marketing Explained** which sells for \$37.97 at ebookmarketing.com.

I've made arrangements with Chayden Bates and you can get it **Absolutely Free**, if you act quick.

I'll also show you where to go and get an absolutely



Free copy of ***How to Increase Your Website Sales by up to 1700% or More in Only 17 Days or Less*** (**\$39.95 value**) and a **Free** copy of



How to Make up to \$700 or More on the Internet in Only 7 Days or Less (**\$39.95 value**)
Plus, I've made arrangements for you to get a Free
***lifetime* membership access** to the site that you'll get the **Free eBooks** from and you'll never have to pay to be a

member for life (\$97 value) And NO, You won't have to pay a penny for anything while you're there, just to get them for Free....I have you covered!

I'll only be able to offer you the Special Limited Time Bonuses above (\$214.87 value) for a few more days, so act quick....Here are some other bonuses you'll get right away....

FREE BONUS # 1

You get the **Cash Flow eBusiness eBook** which gives you a step-by-step explanation on how to market and promote any business, product, or service, on or off the Internet. (Most tactics will cost you absolutely NOTHING!)

It comes with worldwide marketing redistribution rights so sell it or give it to your customers as a bonus. You could even start your own affiliate program with it. (Hint, hint!)

This would normally cost you up to \$300 for full rights, but you can get it today absolutely FREE because I already spent the big bucks on full rights for you.

FREE BONUS #2

You get the Ultimate Ad Tracker Tool v 2.1 Tracks your ezine ads....banner ads....text ads....web site ads....for your program....and all of your associate programs. This tool will eliminate the ads that don't work and save you tons on advertising. **You would normally have to pay \$49 to the developer, Wes Blaylock for this powerful tool, but I paid him \$500 for complete rights to it so I could give it away to you as a FREE bonus.**

FREE BONUS #3

You get E-Mail Marketing Strategies - Revealed! Eliminate the three most lethal and costly mistakes that everybody else is making. I highly recommend this one by the way. **You'll find it on the net for \$19-\$39+, but I have the rights to it and so you get it FREE.**

FREE BONUS #4

You get Hands On Site Selling E-Book. The titles says it all and it's available for instant download to our members. **This one is normally a free eBook anyway, but I had it customized and you can give it to your customers as a free bonus if you like.**

FREE BONUS #5

You get to make \$700 An Hour. I'll give you the very same letter that earned me \$700 in

one hour. What's cool is you can sign up FREE....use the same letter....and earn thousands of dollars in just a couple weeks. I could sell this separately like crazy for big bucks, but would rather see you get it FREE.

FREE BONUS #6

You get a Free Joint Venture Lesson....How to Start With Nothing And Create Great Wealth....From Others' Overlooked Assets And Be The Knight in Shining Armor For Doing It! You can literally make MILLIONS without having your own product, service, being a seller of an affiliate program etc.... by strictly doing ONLY Joint Ventures.

FREE BONUS #7

You get 17 of the biggest and best electronic newsletter directories on the net. I've spent years searching them out so you don't have to. You'll be able to reach literally millions of subscribers from many of the best ezine directories on the net.

I've sold the *Online Marketing Money Machine* for as much as \$249. A few months ago I decided to drop to \$94 to see what would happen to sales....They Exploded! And I'm happy with the response, but....

Check out what happens if you try it today....

Go ahead and test drive this *Amazing System* Today...
*** SATURDAY NOVEMBER 17TH*** ...

...You're GUARANTEED "Instant Access" to your private site, the complete marketing package, your *Online Marketing Money Machine*

Plus....get your 7+ Free bonuses even if you decide not to keep your *OMMM*

...for our lowest price ever - ONLY \$47!That's less than 13 cents a day....PLUS get a...

100% UNCONDITIONAL NO RISK GUARANTEE

You have **No Risk** when you become a part of the TopEzineAds members only club. If, after giving the ***Online Marketing Money Machine*** a test run, you don't earn at least an **extra seven hundred dollars or more** in 7 days or less on the Internet and/or triple your daily web traffic....you have an amazing 120 risk-free days to prove our system ***does*** work....

If any time within that period you decide **seven hundred dollars** a week is not enough for you....or you simply don't want our products and services any more....just let us know and you'll receive a complete, no-hassle refund of every cent you paid.

Success Is Yours,

Jerome Chapman
TopEzineAds.com

P.S. -- Please don't miss the deadline and sign up on or before **SATURDAY NOVEMBER 17TH** After all, you get to test it risk-free before you even decide to keep it!....

P.S.S. -- Also, if you **sign up by the deadline I'll work with you personally** and guarantee you an explosion of Internet sales and profits. I won't be able to do this much longer because my work load is getting really heavy and I only have time to work with a small group of serious prospects....

CLICK THIS BUTTON >>>> **SIGN UP NOW**
SAFELY AND EASILY WITH OUR
SECURE ONLINE SIGN UP FORM.
YOU'LL ABSOLUTELY LOVE IT!

3166 Crest Colony
Corpus Christi, TX. 78415
[Contact Us](#)

Go Visit the Actual Top Ezine Ads Site

<http://www.inforingpress.com/webletters1/topads/>

Yanik Silver



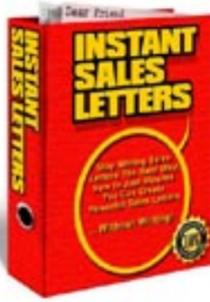
Just 28-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites...and he's only been online full time since February 2000! He believes almost everything people have been taught about making money online is completely wrong. His Internet success techniques only require a simple web site and you don't even need to know how to put up your own web page. (In fact, Yanik still doesn't know HTML).

He is the author and publisher of several best-selling marketing books and tools.

When I first read his book Autoresponder Magic I slapped myself on the forehead and asked Why didn't I think of that?

When I read his book Million Dollar Email I slapped myself on the forehead and asked What next?

The idea for this book popped into my mind, so I am indebted to Mr. Silver for that as well as for his contributions to this book.



"Amazing! Just point and click and you can be on the way to having kick-butt sales letters!

A brilliant idea!"

Joe Vitale, author,

There's A Customer Born Every Minute

"When I ran across your "Instant Sales Letters" on the web I purchased it immediately. Of all the things I have bought over the web yours is surely the most valuable."

Ken Kerr,

Author "Mouse Power" and former Creative Director of Disney Imagineering and project manager of EPCOT Center and Disney Japan

"If you want to write a killer sales letter in record speed - but don't want to struggle with finding the right words, get Yanik's Instant Sales Letters kit. Instead of having to nervously face a blank screen, you'll be met with templates for sales letters galore. I've already started using the Testimonial Request Letter & Fax Form. And guess what?... 5 new endorsements in less than a week. I've always been hit-and-miss in this department - (not knowing what or how to ask) - so I'm very pleased with the results. This kit is a godsend for small business owners like me!"

Monique Harris

Author, Make Your Knowledge Sell
<http://www.SellYourBrainFood.com>

[Click here to see dozens and dozens of testimonials...](#)

Stop Writing Sales Letters The Hard Way! Here's How To Turn Any Ordinary Company Into A Booming Business...

"In Only 2 ½ Minutes You Can Quickly and Easily Create A Sales Letter Guaranteed To Sell Your Product Or Service... Without Writing!"

Looking To Increase Your Business?

Just Fill In A Few Blanks And *PRESTO...*

You've Just Created A Powerful, Money-Making Sales Letter!

Dear Friend,

How much is one good sales letter worth to your business?

Suppose you could sit down, write a simple letter to your prospects and customers, mail it and then have your phone start ringing off the hook.

Imagine...one letter could bring you tons of hot leads and new customers, get them to keep buying over and over again, reactivate 'lost' customers, and even provide you with a constant stream of referrals. So anytime you need more business - you simply turn the tap on... it's like having the goose that lays the golden egg.

Sounds too good to be true?

Well, it isn't if you have the right tools. You see, dollar-for-dollar, nothing provides a better

return on investment than direct mail and it doesn't matter what product or service you sell.

Think about it. A sales letter is the most powerful employee you could ever hire. For about the price of a cup of coffee - it will relentlessly go out and deliver your message perfectly, every time. It will never call in sick. It will never complain. And it will never quit on you. Simply put, a powerful sales letter is like having a little automatic, money-making robot working for you, tirelessly...day and night.

But Creating That Winning Sales Letter Is The Hard Part...

It could take you years and can cost you a small fortune to figure out just the right combinations that make some sales letters work - while others fall flat on their face.

But instead of knocking yourself out trying to come up with just the right sales letter, you can now have an entire collection of hard-hitting, profit-generating sales letters for your business, ready at your beck and call.-- announcing:

"Instant Sales Letter Templates"

In just 2 ½ minutes you can fill-in-the-blanks of these simple (yet extremely powerful) sales letter templates instead of staring at a blank piece of paper.

At Last! Every Sales Letter You Need Is Already Written For You...

Maybe you're a sales rep looking to attract more leads...no problem! Just click on the Business to Business folder and you'll instantly have access to a powerful lead generating letter that pulls in qualified prospects like paperclips to a super-charged magnet. Never cold call again!

"Yanik, I absolutely love these letters, this package FAR exceeded my expectations. I was very reluctant first because I've seen some packages of business letters and they were bad - some of them very bad. There are some books with letters that are horrible, a while ago I had a computer program Top Producer (for realtors) and there was a selection of sales letters - I wouldn't dare to send any of those letters to my prospects then, they sounded like canned letters and one could spot it right away. Yours are excellent, brilliant, just as doctor ordered. Dynamic, smart, with a rhythm...! It is so easy to use, it is mind boggling - I like especially your joint ventures proposal letters, they are fabulous."

Wanda Loskot
www.loska.com

Perhaps you own a retail store or a restaurant and want a quick way to increase your business? - Easy! Click open the *Retail/Restaurant* folder and you'll find a letter guaranteed to produce an immediate "cash surge" whenever you want.

"I sent a letter based on your template two weeks ago. I used the "reason why" method. By Tuesday (4 days later) we had increased sales by \$6000 and received 1000 new prospects. Then I sent a follow-up letter to the same...It is Wednesday as I write this (5 days later) and we have increased sales over this short period by another \$9000... and received another 1000 new prospects! By the time I finish with this promotion, I expect to have increased sales by about \$20,000 and will add another 2500 potential customers to my mailing list. The cost for this promotion is about \$760 in free goods (at my cost) and the time to write the letters. So, that's a 26000% return and a new customer base of 2500 users."

Dan Loyer
www.ink-jet.com

Are you a professional? Well, you'll get an entire folder, filled with letters to generate more referrals (without asking in the office), reactivate old patients/clients, introduce new

services and lots more. Any physician, chiropractor, dentist, accountant, lawyer or veterinarian can use these letter templates to quickly and easily grow their practices.

"The best letters I have read. I have gone through a few other templates and suggestions by other people, no one impressed me so much."

**Dr Hisham Abdalla,
Auckland, New Zealand**

Or do you operate a service company? Then you've got it made. Inside your folder you'll find letters guaranteed to sell more of your service, spur referrals and even gather powerful testimonials.

"I achieve about a 30:1 sales ratio using a sales letter you provided. That is outstanding!"

**Ben Pedersen
The Pedersen Group
Alamo, CA**

There is even a new section just added that's devoted to Network Marketing and Business Opportunity templates. I can promise you these definitely are not the same stale letters you see flying around all over the Internet.

"Thank you, Thank you Thank you. You wouldn't believe the sales I'm getting after the new templates you gave us. Then again, I guess you do believe the success I'm getting. I got probably 15 sales in the last 2 days."

**Paul Banks
Greensboro, NC**

And get this - I've just added a brand new section for selling information products (online and off). Perfect for ebooks, manuals, membership sites, etc. Inside this section, you'll find the long-form sales letters that are the workhorse of any direct marketing company. They're based on my proven sales letters that have generated nearly half a million in sales.

"Within a week of signing-up for the "Instant Sales Letter" I received two \$339.95 orders for my home business development system. That's with no personal contact at all. The things that I learned from the techniques and templates contained in your sales writing e-book have already paid for itself 13 times over! If this pace continues my business will explode. So far, your program has been everything you say it is and more."

**Raymond M. DeGrendel
Oscoda, MI 48750**

Ready to get started?[Click Here](#)

**Now, No Matter What Product or Service
You Have To Sell -
You'll Find A Sales Letter That's
Already Written For You...**

But get ready for a shock. These sales letters are unlike anything you've ever seen before. If you're expecting some boring collection of business letters, like those available at any bookstore or on a CD-Rom, you've got another thing coming.

You won't produce sales using those outdated, boring letters -- with their stodgy writing: "In reply to your letter dated... and pursuant to... and wherein... blah...blah...blah"

Zzzzzzzzzzz...

Can you say B-O-R-I-N-G?

These letters may get you an 'A' in English class - but I can guarantee you they'll never sell any of your products or services! So unless you're looking to help subsidize the post office - you need to use sales letters that sell.

"Was starting to think that your methods wouldn't work for my business, but I sent out some emails written using your style and methods and the head of a new program wrote me this: "Would you consider writing a few ads? You're really good." SO I GUESS IT DOES WORK FOR MY BUSINESS!"

**Amy Hutton
Palm Beach Gardens, FL**

And that's why I want to let you in on a little-known secret to creating powerful sales letters, by sharing this story with you...

* * * *

In 1904 a man named Albert Lasker, the head of the Lord and Thomas advertising agency, received a peculiar note. The note read:

"I am in the saloon downstairs, and I can tell you what advertising is. I know that you don't know. It will mean much to me to have you know what it is and it will mean much to you. If you wish to know what advertising is, send the word 'Yes' down by messenger." Signed - John E. Kennedy.

Unknown to Kennedy, Lasker had been searching for the answer to this question for over 7 years. He immediately summoned Kennedy, a relatively unknown copywriter, to his office. During this fateful meeting Kennedy uttered 3 words that changed advertising forever. Those words were "Salesmanship in Print".

* * * *

A simple concept, yet nobody has been able to improve on it.

And the results?

Well, here's what happened with the first client who used this new principle: A washing machine company was on the brink of bankruptcy. Lasker and Kennedy rewrote their ads using salesmanship in print principles, and within 4 months the company had doubled its advertising spending. Also before the year was up it had tripled its sales and built a new plant - all thanks to their new ad campaign.

What's more, Albert Lasker was said to have made more money than anyone else in the history of the advertising business. (Which is just another incredible testament to the power of salesmanship in print.)

And You Too, Can Use This Secret To Make Yourself a Fortune!

Be warned, unless you understand how to apply salesmanship in print - your letter is destined to fail.

Did you know that the industry average for direct mail is a meager 0.3%. That's just 3/10 of a percentage point. Pitiful. However, when you start using these powerful sales letter templates you can expect to see results in the 3%...5%...10%...15% range and even higher.

"Hi Yanik, I wanted to write to you and thank you for the excellent sales letter you wrote for my new home based business. So far the lead response has been 4 times the statistical average. You have a real knack for writing in a style that "gets into the head" of the target customer. Thanks to you, I have gotten a large response to my advertising campaign. Thanks a Million!"
Dr. Steven Vaughn
Rhino Ventures
Bowie, MD

In fact, I recently had a letter get a 17% response rate (and the responses are still coming in) simply by using these timeless, yet extremely powerful principles.

**Okay, Now I Hear You Grumbling:
"But I Can't Write" or "I'm Not Creative"**

Actually, that's the whole point of these sales letter templates. Even if you can't write a grocery list and if you don't think you have a creative bone in your body -- you can still create powerful, profit-producing sales letters just by filling in a few simple blanks.

It really couldn't be any easier unless I put the stamp on for you. That means, in about 2 painless minutes, you'll have a sales letter ready to go...without writing!

Which Of These Fill-In-The-Blank, Sales Letter Templates Could You Use To Grow Your Business?

- Turn 'lost' customers into active, paying customers or patients.
- Compel current customers or patients to immediately send referrals to you.
- Introduce new products or services and sell them right away.
- Create a surge of hot, qualified leads, sales appointments and new customers.
- Gather testimonials that are worth their weight in gold.
- Quickly move overstocked merchandise. (You'll get a template based on the letter I wrote for a small medical equipment company that generated \$9,794.00 in sales of overstocked equipment. In just a few days the entire inventory was sold and it only cost \$257 to send out.)

"I had the perfect opportunity to use the [overstock] letter...this week! I tailored the letter and faxed it to 50 prospects on Tuesday.... By Friday, I had received 8 phone calls and 1 Signed Contract for \$14,000!

Thank you for the great letter idea. I look forward to the opportunity of using more of your great ideas for making Big Bucks!"
Steve Daniel
Antioch, TN USA

- Create a massive "cash surge" using special events and sales anytime you want.
- Fill your seminars with interested prospective clients and patients.
- Attract new subscribers to your professional newsletter.

✓ Practically 'force' new customers to buy from you over and over again.

With **Instant Sales Letters**, you'll get all of these, plus 49 more hard-hitting, profit-generating sales letter templates guaranteed to produce results for you, every time you send them out. And it doesn't matter if you own a professional practice, service company, retail store, restaurant, or even sell business to business - these letters will add your bottom line right away.

Okay, So What's The Cost For This Incredible Resource?

Well, realize that this collection of sales letter templates could easily sell for thousands of dollars. In fact if you asked a top copywriter, like myself, to produce 39 sales letters for your business, you'd be charged in the neighborhood of \$10,000 to \$50,000.00, not including royalties.

(I currently charge a minimum of \$1,500.00 per copywriting project -- and that's for the really small jobs). So at a bare bones minimum you're getting thousands and thousands of dollars worth of powerful sales letters at your disposal.

But I'm not going to charge you anywhere near that amount or even my minimum project price. **In fact, your total investment for all 39 money-making, fill-in-the-blank sales letter templates is just \$39.97.** The money you'll earn as a result of these proven letters can very easily pay you back hundreds (probably thousands) times your meager investment.

So what's the catch? Why am I practically giving these letters away?

Well, it's really quite simple. Since you're accessing these directly from the Internet I have no inventory and no fulfillment costs. I don't need to pay anyone to take the orders over the phone (though, you are welcome to call me at 301-656-2424 to rest assured that I am a real person). This way I can pass along my cost savings to you. So you win and I win.

4 FREE Bonuses For Ordering By Midnight **Sunday, December 02**

Bonus#1: As a special free bonus for acting immediately I'll also give you a copy of a special e-book "**Surefire Sales Letter Secrets: How To Create a Fortune in Your Business With Powerful Direct Mail.**" This is a \$39.95 value.

"I recently bought your Instant Sales Letter Kit. As a bonus, Surefire Sales Letter Secrets came with it. This book really exceeded my expectations. I read it all in one sitting and couldn't put it down. It is so concise, yet says so much. I found it very clearly written, to the point, well organized and packed with tremendously useful information, but not too long. You have an amazing ability to get the most content with the least amount of words. I'm finding myself referring to it constantly as I write."

Ruth James
Rockland, CA

Bonus#2: My **Surefire Direct Mail Profit Worksheet.** This pre-done spreadsheet gives you a powerful analysis tool for all your direct mail projects. You simply enter in basic information like number of pieces mailed, mailing costs and

number of responses -- then this worksheet automatically performs the important analysis calculations for you -- instantly! This essential tool is another \$39.95 value.

Bonus#3: Fill-in-the-blank Email Templates. You'll find all kinds of market tested and proven email templates for just about all your e-commerce needs - take a look:

- A complete series of autoresponders follow-ups that you can use and model for your own product or service.
- Setting up high profit Joint Ventures with other site owners.
- Getting links to your site to increase your traffic.
- Special offer emails you can send to your opt-in list for immediate (and huge) profits. (This template is based on the proven email that brings me \$1.00 per email sent - take the size of your opt-in list and you do the math!)
- Submitting articles to Ezines for thousands in free advertising.
- Recruiting your own powerful force of hundreds, even thousands of affiliates all selling your product or service. And lots more...

Bonus#4: Ultimate Sales Letter Tool Box: All The Openings, Bullets, Copy-Connectors, Selling Words, Phrases, Guarantees, Closes, and P.S.s You'll Ever Need To Create Killer Sales Letters (A \$39.95 value).

Then the next day we received this update from her...

"Last night, right after I had read "Ultimate Sales Letter Tool Box", my husband came home with a couple of sales letter drafts he and his boss had been slaving over for days. Just for the fun of it, I looked them over...and instantly saw what was needed. While the main body of information was there, they lacked good openers, transitions, connectors and a close. Using the lists in the "Tool Box," I put them in (I just LOVE those lists). What a difference it made! Now the letters are so much more compelling (and very professional) and I'm sure will get responses. My husband's boss loved the changes. I should be charging him!"

**Ruth James
Rockland, CA**

This manual actually started out just as a personal resource to use whenever I sat down to write copy for a client or my own company. In fact, I really wasn't planning on making this available until a fellow marketer pleaded, "I gotta have a copy!"

And it's true; this is the kind of resource I would have killed for when I was starting out. But it's yours absolutely free if you act quickly.

This reference guide makes writing any sales letters you want a snap! Take a look at what's inside this free bonus:

- **133 Magical Openings That Makes Readers Beg For More.**

Never again be stuck on how to start a letter. Your opening is one of the most important parts of the letter, that's where readers decide to keep reading or just toss your letter.

- **333 Greatest Selling Words and Phrases.**

Certain words and phrases have been proven over and over again to produce results. Now, you'll have a ready-reference of tested words and phrases for your next marketing piece.

- **226 "Bucket Brigade" Copy Transitions and Connectors.**

This is my absolute favorite section in the entire manual. And you'll get 226 ways to smoothly and seamlessly connect every paragraph. This section alone is worth your admission price.

- **55 Powerful Fill-In-The-Blank Bullet Templates That Sell!**

Powerful bullets make sales letters sizzle! And you'll get dozens of quick and easy ways to create selling bullets.

- **22 Powerful Ways to State Your Guarantee.**

A well-worded guarantee can multiply your sales. It's true. And instead of falling back on "satisfaction guaranteed", you can take advantage of these proven examples.

- **31 Closings That Make Prospects Whip Out Their Wallets.**

Here's the part where most letters totally wimp out -- it's not enough to just write "call today" because people won't. In this section you're handed 31 of the most profitable examples of how to close your letter for maximum results.

- **32 Compelling P.S.s That Make Prospects Buy.**

Your letter's P.S. is critical. That's your last chance to turn a prospect into a customer. And now you've got 32 tested samples to use for your next sales letter.

"Your Ultimate Sales Letter Toolbox is ON POINT! Wow! I can't believe you packed so much great information in that one 40-page book. You could have sold that by itself -- it's just that good. I hate having to read through pages and pages of info to get what I need, and love the quick and easy reference format that the Toolbox provides. I'm going to be referring to this little goodie with nearly EVERY sales letter I write from now on. It'll save me some work."

Harmony Major
www.homebasedheaven.com

Well, there you have it. With these 4 bonuses, and the Instant Sales Letter Templates, you've got a complete system for creating your own winning sales letters - right now!

Together these four free bonuses are worth more than triple your investment in the **Instant Sales Letter Templates** -- but they're all yours absolutely free when you order by midnight Sunday, December 02

100% Risk-Free Guarantee:

Your success in using these powerful, pre-done sales letter templates is completely guaranteed. In fact, here's my 100% Better-Than-Risk-Free-Take-it-To-The-Bank Guarantee:

I personally guarantee that if you make an honest effort to try just a few of these proven sales letters in your business, you'll produce at least 100 times your investment in profits within the next year. That's right, 100 times extra profits you wouldn't have made if you didn't send out these sales letters. You've got a full 12 months to prove to yourself these templates really do work. But if you aren't 100% satisfied, let me know and I'll issue you an immediate, no-hassle refund right on the spot. Plus, the free bonus gifts are yours to keep regardless, just for your trouble.

Is that fair or what?

That means you can try out all the sales letters at my risk, while you see if they work for you or not. And if they don't produce, I honestly want you to ask for your money back. And I'll let you keep the free bonus gifts as my way of thanking you for giving the sales letters a try.

There is absolutely no risk, whatsoever on your part. The burden to deliver is entirely on me. If you don't produce immediate profits using these instant sales letters then I'm the loser, not you.

Believe it or not, I even have a testimonial from someone who asked for a refund (to prove that I will honor the guarantee):

"Your helpfulness and graciousness has been most appreciated. Your customer service has been extraordinary and you have made me feel humbled to ask for a refund. Thank you so much for your help.

The above words about you are genuine - I would let you use them as a testimonial but don't know if a testimonial from someone who gets a refund is much use - although I suppose it might show you are a man of honour and honour your guarantee."

Dale Reardon
Professional Web Site Hosting Solutions
Tasmania, Australia

Look at it this way -- \$39.97 is really a painless drop in the bucket compared to the money you're going to waste on ineffective mailers and marketing this year. That's why...

**You Really Can't Afford Not To Invest In
These Instant Sales Letter Templates!**

It's easy to get started right away. Just [click here](#) and you can have immediate (and unlimited) access to all of the **Instant Sales Letter Templates** right on the spot. You just fill-in-the-blanks, right on your own computer. No retyping and no recopying. It couldn't be easier or faster.

Get ready to create a flood of new customers, get them to buy over and over, and refer others - just by using these powerful sales letters. Why not take 2 ½ minutes now to create a powerful sales letter for your business? [Order Now!](#)

Sincerely,



Yanik Silver

[P.S. Click here if you've decided not to order.](#)

P.P.S. Just think! You'll never again suffer through the pain and hassle of trying to write a powerful sales letter yourself. Or pay big

bucks hiring a top copywriter. Now, you can get everything all done for you, practically handed to you on a silver platter. You simply fill-in-the-blanks...and you're done in about 2 ½ minutes -- flat!

(Order now through our Secure Server, and get instant access!)

[Click Here Now](#)

Or if you prefer, you can [Click Here](#) to get a printable order form to mail or fax to us.

For Information about the Instant Sales Letter's affiliate program, [Click here](#)

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Phone 301-656-2424 Fax 301-656-2471 Email
yanik@surefiremarketing.com

Go Visit the Actual Instant Sales Letters Site

<http://www.inforingpress.com/webletters1/instantletters/>

Jim Edwards



Jim Edwards is a dynamic and entertaining speaker who has developed, marketed operated outrageously profitable online businesses for both himself and his clients since 1997.

Jim writes TheNetReporter.com, a syndicated newspaper column helping "nontechnical" people use the Internet for both fun and massive profits!

Joe Vitale



"Mr. Fire" Vitale is an explosive "results only!" marketing consultant.

Joe has helped over 200 authors and publishers write, publish and promote their books.

His reputation for writing powerful copy is well known

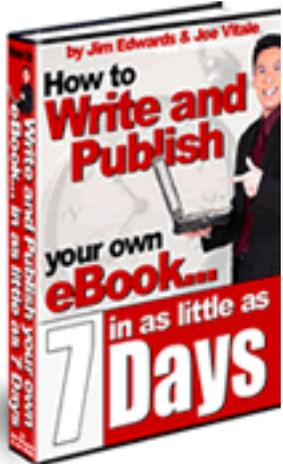
Joe has written too many books to list here, including the brand

new "Spiritual Marketing"---which people are calling a masterpiece---and "The Seven Lost Secrets of Success"---which one company bought 19,500 copies of!

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“How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days – even if you can’t write, can’t type and failed high school English class!”

"I've had great success with ebooks -- they've changed my career, my bank account and, in general, my life!

Doing my first two would have been 10 times easier with Joe and Jim's step-by-step information, and I would have made even more money with this information as well. If you're planning to write your first -- or your next -- ebook, trust me -- this is the information you've been waiting for!"

David Garfinkel
Author, "Advertising Headlines That Make You Rich"
www.adheadlines.com

Discover the secrets to having your own, outrageously profitable ebook written and published as quickly as

... only 7 days from today!

With **your own** ebook you get...

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the world (just need a phone line)

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- Prestige and recognition as a "best selling" author

Dear Internet Friend,

If you want the financial independence and passive income stream from selling a popular ebook, the satisfaction and prestige that comes from being an author, and if you want to do it while you're still *young* enough to enjoy it... then this might be the most important letter you'll ever read.

Here's why:

We'll teach you how to write and publish your own **OUTRAGEOUSLY Profitable eBook** with less than a week's work – even if you feel like you can't write a complete sentence, can't type to save your life and still have nightmares about finishing term papers!

Now that's certainly a tall statement, but let us show you how it's very possible, in fact, quite straightforward to turn out your own highly successful ebook using the methods we'll teach you in this course...

This is one amazing book!

I started in immediately after receiving it and have only stopped long enough to write you! This ebook lives up to it's promise... and then some.

It shows you everything you need to know to write and perhaps even more importantly, make money from your own ebook - FAST! What a time saver. The tips and strategies are so good I can't stop reading it!

Kenrick E. Cleveland
Author, "Max Persuasion"

www.maxpersuasion.com

"Learn How To Talk Anyone Into Anything, Anytime."

**You need proven experts to guide you straight through
the process... with no bull**

Joe Vitale has helped over 200 authors write, publish and promote their books!

Joe "Mr. Fire" Vitale is an explosive "results only!" marketing consultant and author whose reputation for writing and promoting books online is legendary!

- Just one of Joe's ebooks made him \$45,000 in only 3 months!

- Joe has published several best-selling ebooks - including "Hypnotic Writing", "Advanced Hypnotic Writing", and his latest, "Spiritual Marketing".
- Joe recently made \$2,000 in one night promoting a single ebook... and what makes that even more amazing is he didn't even write it!
- Authors have paid Joe as much as \$1,500 to consult with him via email about their books!

Jim Edwards, a newspaper columnist and author, has published and sold several best selling ebooks including, "Selling Your Home Alone" and "The TEN Dirty Little Secrets of Mortgage Financing".

An ebook information product Jim recently co-created went over \$90,000 in sales in less than 5 months!

**You need step-by-step details spelled out quickly!
... by a team that can teach you the ropes.**

Between the two of them, Jim and Joe have written, created and sold *hundreds of thousands of dollars* in ebooks and info-products online.

They have helped hundreds of authors.

If you want to learn how to quickly and profitably turn out your own best selling ebook - these two will help you do it through this ground-breaking ebook!

"I think that if William Shakespeare and Charles Dickens were online, they'd spend lots of time visiting Joe Vitale's and Jim Edwards' site to learn how they could write and publish their own eBooks in as little as 7 days."

Jay Conrad Levinson
Author, "Guerrilla Marketing" series of books
www.JayConradLevinson.com

Here are just some of the amazing secrets, tips & techniques this course will teach you

- The *sure-fire* secret to creating an ebook that sells like crazy while having more fun than you ever thought possible! (page 43)
- How to quickly avoid the #1 Mistake authors make that causes them to take months or years to write a book... so you can finish in just a few days. (page 63)
- A step-by-step explanation of how one author sold \$15,561.49 worth of ebooks in

less than a week. (page 108)

- The absolute "bullet-proof" best ebook to write and sell online -**FAST**. (page 27)
- The "right" way to publish your ebook so virtually everyone connected to the Internet can buy it and read it. (page 48)
- How one author used Download.com to expose his book to 3,198 extra potential readers in 3 months... with no advertising costs! (page 157)
- 3 *Proven* methods for turning out a highly profitable ebook in record time... even if you have no idea what to write about. (page 65)
- The "7 Commandments" of ebook formatting and how one "sin" can cost you plenty in time and sales. (page 75)

If you want to be successful, imitate successful people. It's just that simple.

While a LOT of self-proclaimed experts will tell you how to write an ebook, none have the credentials of Jim Edwards (just one of his ebooks, written in 1997, still covers his house and car payments -- amazing!) and Joe Vitale (his very first ebook sold 600 copies in 48 hours, making \$45,000 in just 3 months).

Jim and Joe have put together an incredible guide. Since 1996, I've read just about everything on how to write and market an effective ebook ... this is far and away the best resource I've ever seen, full of how-to tips and step-by-step instructions that will literally help you write an ebook in 7 days.

When you're ready to make real money as an ebook author, buy and read this!

Kevin Donlin
Author, "Guaranteed Marketing"
www.guaranteedmarketing.com

- The fastest and BEST strategy to generate \$\$\$ thousands of dollars in ebook sales... sometimes in just a few days! (page 92)
- Quickly and easily overcome the single greatest obstacle any author - new or experienced - ever faces! (page 63)
- The single "Step" that virtually guarantees success in writing and selling your ebook. (page 20)
- How to accept virtually every major credit card on the planet for a paltry \$50 setup

fee and no minimum monthly fees! (page 175)

- How writing about a subject you hate can actually make you rich! (page 25)
- How answering one simple question virtually guarantees your success with your very first ebook. (page 31)
- How to structure your ebook so it creates not only sales, but "passive income" for months and years well into the future. (page 89)
- How to harness the power of your subconscious mind to practically write your ebook on total "auto-pilot". (page 39)
- How including just one simple image file on your website can skyrocket your ebook success and sales into the stratosphere. (page 179)

I put off writing an eBook because I didn't know how to start.

Now just 24 hours after reading "How to Write and Publish Your Own eBook in as Little as 7 Days" I already have my own ebook underway!

I just love your simple step-by-step, day-by-day instructions. This is one eBook I won't hesitate to recommend to anyone thinking about writing an eBook.

Thank you for finally making my own eBook a reality.

Vaughan Davidson
www.KillerCovers.com

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- Discover what they learned about making money quick off a thin and easy to write ebook.
- These are people just like you... who jumped in, wrote a book, and are making money passively day and night.
- Through in-depth interviews they reveal their secrets to YOU...
 - Marketing secrets - how to explode ebook sales virtually overnight!
 - How they write and manage their time with schedules so hectic you'd wonder how they have time to get anything done... let alone author a book!

- What works and what doesn't in the "real world" online publishing.

Here's the bottom line on this incredible resource...

"How to Write and Publish your own eBook in as little as 7 Days" will guide you step-by-step to:

- Identify a Target Market with laser-beam focus
- Create an ebook idea that will sell
- Write your ebook quickly and more effortlessly than you ever dared to dream possible
- Get free editing services
- Publish your ebook to sell through the web
- Start marketing, selling and making money with your ebook online!
- ... and much MORE!

Next time you meet somebody at a party - how about telling them you're a best-selling author?

Has a nice ring to it, don't you think?

You bet! Well, that's exactly what can happen with Jim and Joe's new guide. You could get bragging rights in as little as a week (plus, a whole wad of money to boot).

Ebook publishing has changed my life and maybe it will for you too. You'd better believe if I was starting out today - I'd grab this ebook right away for a turbo boost!

Yanik Silver
Author, "Instant Internet Profits"
www.instantsalesletters.com

Warning: Do NOT buy any course on how to write your own ebook unless it meets the following criteria:

One: Explains exactly how to choose a subject that has an audience *eager* to purchase it!

Two: Shows you not only how to write an ebook for profit, but also to enhance your career and have a lot of fun in the process.

Three: Shows you step-by-step how to publish your ebook so that virtually everyone - regardless if they own a PC or a Mac - can buy, download and read it without problems.

Four: Demonstrates how to create a "passive income" stream by including simple, yet powerful elements in your ebook.

Five: Gives you the big, unbiased picture about marketing and selling your ebook online... then gives you the tools to go do it!

Six: Is written by someone who doesn't just talk useless theory... but gives you the benefit of years of online publishing and selling experience straight from the "front lines".

This information is priceless

- Joe and Jim regularly get paid hundreds of dollars an hour for their time.
- In fact, Joe recently *sold out* a "e-class" training where he taught authors to conceive, write and publish their own ebook. Joe charged \$1,500 to let these authors in on his proven secrets!
- Joe and Jim have both spoken at Internet conferences and summits where attendees paid thousands of dollars to hear them speak.

In summary, here's what you get:

You get immediate access to the breakthrough ebook "How to Write and Publish your own eBook in as little as 7 Days" along with some very exciting bonuses for acting now.

If you respond right away, you pay the introductory price of only \$ 29.

Act immediately and receive the following bonuses

Since we know it's 100% to your benefit to act right away, we want to sweeten the pot and give you every possible reason to say YES today!

If you respond immediately, you'll also receive the following:

FREE Bonus REPORT: Guerrilla Marketer Jay Conrad Levinson explains 5 highly effective online marketing methods that don't cost ANY money! This is an *extended* interview you will not find anywhere else.

*Jay charges \$100's of dollars for his time and this report is easily valued at \$250!

FREE Bonus REPORT: Interview with Joe Vitale - In this 24 page interview Joe spills his guts by detailing his success with his latest success, "Spiritual Marketing". This is the same interview Joe sells on his website... so you know it's worth getting just by itself.

FREE Bonus REPORT: How to accept virtually every credit card on the planet and set up an affiliate program that automatically signs up your affiliates, tracks their sales and cuts them a check every 2 weeks... all for only a \$50 one-time setup fee and no minimum monthly fees - ever!

*This REPORT will easily save you \$275-\$500 in application fees and headaches.

FREE Bonus eBook: "Million Dollar Emails" - the full version of the ebook that exposes the email secrets of some of the web's greatest marketers of all time. The emails in this book generated over \$1,000,000 in online sales... just think what you can learn from them!

*This amazing ebook sells all over the web for \$19 - but you get it FREE just for giving us a risk-free try!

You can't lose with our 100% , ironclad, money-back guarantee

By the way, these bonuses -- valued between \$525 and \$875 -- are yours to keep even in the unlikely event you decide to take advantage of our ironclad money-back guarantee:

Your satisfaction is assured through our no risk, you-can't-lose, 100% , no-questions-asked, iron-clad money-back guarantee.

If for any reason, you aren't thrilled and satisfied with your purchase, just contact us within 30 days and we'll refund 100% of your purchase price.

What we're saying is don't decide now if "How to Write and Publish your own eBook in as little as 7 Days" is right for you.

Try it out for one full month - risk free.

If it doesn't help you overcome any stumbling blocks to writing your own ebook, if it doesn't guide you step by step through picking a topic for a market begging to buy it, if it doesn't show you how to market your book to the widest audience possible, if it doesn't take you by the hand and teach you exactly how to get your words down on paper even if you can't "write" or type, if it doesn't make creating your own ebook easier than you ever dreamed possible, then we don't want your money... we'll give it all back.

You have nothing to lose (and a successful, money-making, prestige and self esteem building ebook to gain) because regardless, the FREE bonuses are yours to keep just for giving us a try.

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It doesn't matter if it's 2:00 a.m. in the morning!

You will be downloading and reading the ebook and incredible bonuses within just a few minutes... and using it to get **your very own ebook written and published in as little as 7 days!**

To your success,

Jim Edwards and Joe Vitale

P.S. -- This gem **will** be sold for \$49. The introductory price of \$29 is a "Buy it NOW before it's gone" offer... so act fast!

P.P.S. -- Let's be blunt: If you pass on this offer, will you have an ebook or not one week from today? Probably not!

You'll still wish and want it, but you won't write it or make money from it. Face it. Most of what you need is instruction and encouragement. Get this book NOW and have your own ebook as fast as one week from TODAY! Wouldn't you like to be making money and bragging about your passive income within a week?

Act now! Buy now! Your satisfaction is guaranteed. [Click here!](#)

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Satisfaction Guaranteed -- Or Else

All sales transactions involve a degree of risk to the buyer, because of the money at stake.

Studies have shown that when we buy something our pulse rate and breathing goes up - the act of buying something is a stress on our bodies.

Even when we buy something we really want, there's a small risk involved.

Your prospects don't buy exercise machines from you every day, so you must do all you can to reduce the risk involved for them

That tool is the guarantee.

A common guarantee is 30 days.

This is so wimpy it's an insult to the prospect, and it's poor marketing.

According to what I've read, the government requires that 30 day guarantee, so that company is trying to get by with the very minimum.

Encouraging?

The longer your guarantee, the more you'll reassure your customers that you stand by the quality of your product

Look around at other exercise machines. How long are their guarantees? Make yours longer.

Some marketers have a lifetime guarantee. That is probably unrealistic for a piece of physical equipment such as an exercise machine that will certainly breakdown, eventually.

A year long guarantee is good for most products. That's long enough to reassure your prospects that you stand by your product. It's long enough to properly evaluate almost any product.

Many marketers treat their guarantees as swords hanging over their head. As soon as it's over without someone

asking for their money back, they breath a sigh of relief.

Yet experts testify that they have fewer returns the longer they make their guarantees

Give buyers only 30 days to evaluate a product and they make a point of evaluating the product within 30 days. If you fail, they want their money back.

Give them a year and they'll forget or feel too embarrassed to ask for their money back.

Now, is it possible that some of your buyers will put the machine into a closet, forget it for 10 months, find it during their spring cleaning, remember your year long guarantee and return it for their money back?

Yes, some might. But it should not happen a lot as long as the machine is of high quality. If you're really scared, put aside a reserve of money for that contingency.

No product pleases absolutely everyone. You're going to get some requests for refunds. Count on it. Just do it as quickly as possible. If you can't do it in a friendly way, at least do it in a professional way.

In the 1980s I answered a classified ad for a book that would tell me how to make money from writing. I felt reassured about the risk involved because the ad said there was a 30 day guarantee.

In a few weeks I received a small -- and I do mean small, the height and width only slightly larger than a conventional paperback book -- booklet on selling information by mail.

It was a short booklet -- 40 pages at most -- and had a lot of wide margins and big print.

It gave some useful information but very little relative to the cost of \$10.

At that time, \$10 was worth a lot more than it is now, and especially was worth a lot to me, because I was still married.

I compared that \$10 booklet to two benchmarks.

1. I'd bought a large, textbook-solid book that went into great depth on mail order marketing by William Cohen in a local bookstore. It was a classic at the time, and for all I know is still being updated and reissued.

It cost \$10 or \$15 and contained at least 1000 times more information than that booklet.

2. I'd bought Joe Karbo's classic THE LAZY MAN'S GUIDE TO RICHES. This contained some information on mail order, but the heart of the book is how to use affirmations for personal improvement and accomplishment, a new concept to me at the time.

Compared to both of these this booklet -- published by a respected long time successful mail order guru, by the way -- came out way behind.

It would not be worth \$10 even now. Even now, such a booklet should only be used as a free giveaway. It would have made a decent free report bonus for the *real* product.

I read it quickly -- not hard since it was so short -- and mailed it back a day or two after receiving it. And waited for my promised refund.

And waited. And waited.

After some months, I wrote to follow-up asking for my \$10. That was too much money to me then to just forget about.

I kept waiting. No refund.

Finally, after threatening to do so and still not receiving a refund, I wrote to a legal authority, probably the Postal Inspector.

They eventually sent me a check for \$10 from the mail order company, and included a note that the company's president had written them about me.

In that note he accused me of being an "information thief." One of those despicable people who buy his extremely valuable products with no intention to pay for them, just to get the incredible information contained in that booklet.

I was enraged at being called a thief just because I dared to

find his booklet not worth \$10 and claiming my right to a refund within 30 days.

But what could I do? I wrote the legal authority back but I'm sure that some clerk didn't care and just threw it away. I did get my \$10 back so I had no basis for legal action.

Maybe some lawyer could have found some way to make me some money from the accusation, but I didn't think of that then.

But what do you think I'd do if that happened now, with the Internet available to help us complain to the world?

I'd write my complaint on a website and I'd post to every mail order discussion board in existence.

I wouldn't stop until anybody doing their due diligence on the company online would not fail to learn that the mail order company would refuse to honor their guarantees unless you complained to the legal authorities, and even then they'd insult YOU and accuse you of being the dishonest party.

Do you want any of your customers to do that to you if they're honestly dissatisfied with your product and therefore use your guarantee?

After you have reassured them that you guarantee their satisfaction, it's time to start ordering your prospects around. If they are still reading, they want your product.

They now know in great detail how it will benefit them. They know it has benefited other people and that they have no risk in buying it.

If they're still reading, they want you to tell them what to do to get the benefits of your products.

Mike Litman & Jason Oman

Mike Litman hosts the most dynamic success oriented, personal development radio show you've ever listened to.

Listen to him every Thursday night at 9:00 PM EST at <http://www.mikelitman.com>

Mike's business partner, Jason Oman, wrote this next sales letter and is also the co-author of their book, *Conversations with Millionaires* mentioned in the letter.

Mega-Millionaire, Robert Allen says, "If you want to make millions, read this letter."

"Amazing Money Secrets of 7 Self-Made Millionaires Can Get You All the Success and Happiness You Could Ever Want, And Eliminate Years of Struggle & Wasted Effort!"

How do I know?...I was the one who interviewed them!

- '1-800-FLOWERS' CEO, Jim McCann
- 'Chicken Soup for the Soul' authors, Mark Victor Hansen and Jack Canfield
- Rich Dad Poor Dad co-author, Sharon Lechter
- Multiple Streams of Internet Income author, Robert Allen
- Plus 3 More Money-Making Geniuses You'll Read About In This Letter&

Now YOU Can Get Every Secret I Squeezed Out of Them Delivered To You Automatically In Less Than 3½ Minutes!...PLUS 2 Amazing FREE Bonuses!

Dear Internet Friend,

It's a fact you can't deny. These 7 famous self-made millionaires **know** the secrets, tips, techniques, and strategies for making millions of dollars.

How much is even one of their secrets worth to you and your success?

Suppose you could sit down and have each of these 7 millionaires reveal **all** of their biggest money-making gems to you, one right after another.

Imagine...each of these multi-millionaires helping you make your **own** mega-fortune. Just one of their secrets makes you a **ton** of money each and every month *for the rest of your life*. But, instead of learning just one secret, you learn **over a hundred**.

It's like owning the detailed maps to 100 buried treasures.

Sounds too good to be true?

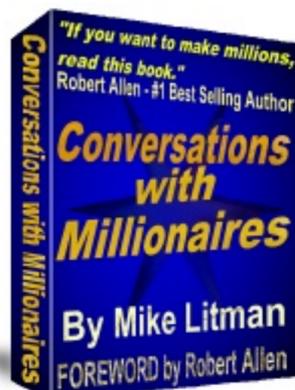
Well, it's not and there's **proof**. You see, *thousands* of people have already become millionaires, starting with nothing but **these** secrets. Could you be next?

Think about it. What if *you* knew the exact secrets, techniques, and strategies that have made **thousands** of people into millionaires starting from scratch?

**But It Could Take You 20 or More Years,
Maybe Even the Rest of your Life,
To Learn These Secrets On Your Own...**

It could take you the next 20 to 50 years and cost you **millions** of dollars to **learn what these millionaires know**.

But, instead of knocking yourself out trying to discover the tried-and-true methods that are time-tested and proven to work, you can now **get this entire treasure-chest** of hard hitting, money secrets anytime you want to make more money now - announcing the new e-book:



**"Conversations with Millionaires -
What Millionaires Do To Get Rich,
That You Never Learned About In School!"**

In just 3½ minutes from now you can **get every secret I squeezed out of all 7 money-making experts** at your beck and call, instead of spending the rest of your life *still searching* for the answers.

How is this possible?

Because in *Conversations with Millionaires* you'll **read the actual transcribed interviews** I did with each and every one of these 7 genius money-makers. Each interview was a half hour to a **full** hour long. When you read them you'll **see for yourself** how I practically forced them to reveal every single money gem they could possibly jam into the time we had together.

**Finally! 7 Self-Made Millionaires Reveal
Every Secret You Need, All In One Place...**

The incredible secrets you'll learn in **Conversations with Millionaires** are secrets you simply can't find anywhere else.

For each one of the million-dollar sessions you'll read, I came up with every question you can imagine that could help you **learn how these self-made millionaires became so incredibly wealthy**. You'll **get the benefit** of all the hours I spent asking people what they most wanted to know from each of these experts.

A number of these questions were actually **shocking**. But I asked them anyway because I wanted to **get every money-making and profit-producing nugget** I could get out of them while I had the chance...wouldn't you?

They even answered questions they had never been asked before by **anyone!**

You'll **read all these nuggets**...plus you'll **discover how they can make you more money** starting in as little as 30 days.

You see, I *knew* you wouldn't want me to let them leave anything out. So, I just put myself in your shoes. What would **you** want to learn most from each of these millionaires? So, you'll **get everything** out of them I could possibly get.

Here's just a small sample of what others have said about **Conversations with Millionaires...**

"Awesome! A fiery, practical, inspiring and informative powerhouse collection! Mike is a fire-breathing interviewer who pulls the gold out of the gurus. Get this ebook! It's fantastic!"

**Joe "Mr. Fire" Vitale, Author of 'Spiritual Marketing',
www.mrfire.com**

"Conversations with Millionaires is pure wisdom straight from the people who achieved what you are shooting for: The goal of becoming a millionaire! While other books tout theory, Conversations with Millionaires gives you the truths from people who have actually done it. You won't find better information or advice anywhere."

Chris Widener, President, MadeForSuccess.com

And just look at what co-author of the best-selling book series **'Chicken Soup for the Soul'** said during my interview with him...

"This interview is way better than I could have ever dreamed of."

Excerpt from my interview with Mark Victor Hansen

Believe it or not, Mark and his partner Jack Canfield have sold **over 70 Million copies** of their books!

What's even *more* amazing is the fact that these books are filled with 101 short stories from other people. So Mark and Jack didn't even have to *"write"* these books! Yet they still sold **over a billion dollars worth** of books and related products!

Wouldn't you like to know how they're doing it? You'll discover how in **Conversations with Millionaires**.

Plus, here's more of what you'll learn just from Mark alone:

- The **simple** step you can take to become a millionaire starting today
- The only **real** asset millionaires have&It's something you already have too!
- **The 7 most common characteristics of millionaires**
- Mark's magical 4-Step Formula for Massive Success
- The *miracle* method that takes **less than a minute**...and can make you a millionaire in no time flat!
- Mark's idea about goal setting that goes against **all** the "experts" advice!
- His Incredible Secret for Creating Instant Rapport with Anyone!
- And so much more! There's just **too much to list!**

Here's what someone recently emailed me and said about this interview&

"Hi Mike, The tapes arrived today. I listened to Mark Victor Hansen as I drove around. Awesome interview. Best I've ever heard!"

Morton Guyot - Sydney, Australia

And all that was *just the beginning* of what you'll learn from Mark in this **powerful ebook!**

Grammy Award Winning Musician, **Kenny Loggins** said this about Mark Victor Hansen&

"Mark inspires people to create a life where you can have whatever you dream of."

Kenny Loggins, Grammy Award winning musician

Next you'll **read the mind-blowing session** with Mark's partner, **Jack Canfield**.

Jack came up with the winning title for the Chicken Soup series. You'll **learn how he came up with the title** that sold over 70 million books during this part of the book. It's a secret **you** can use to come up with million-dollar titles and ideas for yourself as well.

Jack is also a well-known self-made millionaire, business expert, and self-esteem guru who has appeared on TV shows like: **Good Morning America, The Today Show, the NBC Nightly News, 20/20, Eye to Eye, Oprah Winfrey, Caryl & Marilyn, Terri Bradshaw & Friends and CNN**.

Here's a small taste of what you'll learn from Jack in **Conversations with Millionaires...**

- Jack's success secret that **launched** Chicken Soup for the Soul to the top of the best-seller's list...use this secret yourself to

multiply your income **immediately!**

- 2 incredible ways to **triple your income** and **double your time** off...you're gonna knock your head against a wall for not doing these 2 things sooner!
- A **simple** technique one man used to completely dominate his industry during a recession...*while everyone else was going broke!*
- The single, most important **key to getting whatever you want in life!**
- How to **instantly** overcome any fear!
- The power of unstoppable self-esteem and how you can **get it now!**
- Jack's secret formula for feeling like a **champion** everyday!
- 2 little-known ways to *automatically* and **instantly** improve any area of your life faster than you may believe possible...both of these methods are *pure* genius!
- The money-making secret Anthony Robbins never told you & about *himself*...and how it can **catapult** your income almost overnight!
- How you can successfully use the **power** of the universe to cash in now!
- #1 life defeating **mistake** that you make *all the time* and how to immediately stop doing it!
- The best-kept secret of the rich **finally** revealed!

Maybe you'd like to learn how to apply these secrets to an internet business. Well, how would you like to learn the Internet secrets of&

How To Make \$94,532.44 in 24 Hours Online?

Robert Allen, is the author of 3 best-sellers, *Nothing Down*, *Creating Wealth*, *Multiple Streams of Income*, and the just released book, *Multiple Streams of Internet Income*. Robert made **\$94,532.44 in 24 hours** online and in this exciting interview you'll learn how he did it & how you can **duplicate his results**, plus&

- How to **become financially free** on just a dollar a day!
- The secrets to creating **multiple** lifelong streams of cash flow!
- 3 incredible money mountains and **how to climb them all the way to the top**
- How your **own** Internet fortune may be just one click away!
- How to **create a legacy** that lives on and on!
- How to quickly create financial security online!
- The top **7 money secrets** of the richest people!

And you'll **learn all of that** in just a tiny fraction of the full hour you get with Robert!

Want to make a lot more money in your business than you're making now? If so, then, you must **check out my interview with Small Business Expert, Michael Gerber.**

He's the author of the best-selling book, *The E-Myth* and is responsible for the success of **thousands** of small businesses. In chapter 5 of the book you'll learn:

- **The biggest mistakes almost every small business owner makes** and how it instantly **KILLS** any chances you had for success!
- How to **set up your business to give you freedom to live the life of your dreams!**
- The small *incident* that happened in 1952 that completely changed the way you **MUST** do business if you *ever* expect to **make serious truckloads of money!**
- How to create winning leverage in *any* business and **create massive profits**
- How to **create a business that gives you more profit and more life**
- How to **differentiate yourself from your competitors** seemingly overnight
- The 3 *magical* ingredients you **need** to have for a successful business formula

There's so much great stuff in this one session alone there's just no way I can do it justice by trying to *describe* it all! You just have to **read it for yourself** to fully **realize all the benefits you'll get from it.**

So, for now, take a look at what another successful business owner had to say about ***Conversations with Millionaires...***

"When I read Conversations with Millionaires, I was floored! The people in this ebook understand achievement and are masters at transferring that knowledge so anyone can duplicate it. Mike's ability to draw out just the jewels from these titans is amazing. It's like he was reading their minds. Get this ebook! Read it over and over. It'll be worth thousands, and maybe millions to the fortunate people who own it."

**Mike Brescia, President of Think Right Now Publishing,
www.ThinkRightNow.com**

How the Richest Entrepreneur's In The World, Work Their Money-Making Magic!

I also interviewed Sharon Lechter, the co-author of the blockbuster best-seller, **Rich Dad Poor Dad.**

Sharon and her partner Robert Kiyosaki make **millions of dollars every month in passive, residual income.** It's what I call "Effortless Riches". It means they'll **continue making millions of dollars every month for the rest of their lives** whether they ever work another day or not.

Want to learn how you can do it too? You'll **learn how in Conversations with Millionaires!**

Plus, you'll also **learn things from Sharon** like:

- The **single**, most common characteristic that **all** millionaires possess&you'll never be a millionaire *without* this crucial lesson!
- The **#1 Money Mistake** of the Poor and Middle Class
- How to **never** 'pay' for the luxuries **you want** in life
- The #1 key to starting **any** successful part-time business&an absolute must for **any** home-based entrepreneur...especially you!
- The little-known way **the rich get richer** and how you can too
- How the government can actually **help** you get rich!
- How to achieve the Rich Dad's *Power Mindset*...so you can **turn anything you touch into pure gold!**

And you'll **get all of that** in less than half of the full hour-long, information-packed session with Sharon!

You'll also **get the amazing session** I did with a man named Jim McCann who started the company, **1-800 FLOWERS!**

Can you imagine becoming a mega-millionaire and **Forbes Magazine's**, "**Entrepreneur of the Year**" all starting with just a single telephone number?

Jim can!

You'll **learn exactly how he did it all** when you **read my interview with him.**

You'll also learn&

- How he 'really' got the idea for the 1-800-FLOWERS phone number that started his **million dollar empire!**
- The 2 vital success factors of **all** entrepreneurial success!
- The major money lesson you **must** learn from **Bill Gates'** success story!
- The #1 key you must have to become a success in **any** business
- How to stay extremely focused at **all** times&no matter what!
- What you **must** learn from Jim's 2 major business *mistakes!*
- **The greatest success strategies behind the success of 1-800-Flowers** and how you can duplicate it for yourself
- Jim McCann talks about **the power of the Internet** to make you money *now!*
- **The #1 myth** in business today&and **how to protect your business** by applying this strategy today!
- How to *correctly* brand yourself and **get customers lining up** outside your door **waiting to hand you their money!**

If this sounds too good to be true to you, then read what this recent email from another satisfied reader says...

"Success leaves clues. Your ebook Conversations with Millionaires, gives the reader all the clues they will ever need to succeed in whatever their heart desires. I am recommending this ebook to everyone I know and come to know. Thank You for an awesome job of asking all the questions I would have (if I had been given the chance)."

Don Nicholes

I get emails like this all the time! People just can't get enough of **Conversations with Millionaires!**

Listen. There's really NO question about whether these millionaires know the **secrets of making millions** of dollars day in and day out. Each one of them is walking, breathing, and **living proof!**

The only question is whether you want to **get the results these secrets can bring you** too!

You'll **get the greatest collection of millionaire interviews ever** recorded and put into one easy and fun to read e-book! It's a complete e-book in a PDF file. You can instantly download it and read it right on your computer. All in the next 2½ minutes! All the secrets are here for you to **take advantage of them.**

You've heard from other people about how incredible this ebook is and you know how **powerful** these secrets are. The **real-world proof** is in the fact that these secrets have made these money-making experts well over a BILLION dollars! Don't you want to **get your hands on them** too?

You'll even **get my interview with "The Godfather of Chocolate Chip Cookies!"** His name is **Wally 'Famous' Amos** and in this chapter you'll learn&

- Famous Amos' **secrets to making your ideas become a reality now!**...nobody knows this better than **the man who made a fortune from chocolate chip cookies!**
- How Wally legally lost the ability to use his own name and how he turned it around to create an amazing comeback...**knowing this could literally save your financial life someday!**
- **The #1 mistake all entrepreneurs make...**you must hear this today!
- The most powerful strategy Wally Amos uses from the great Napoleon Hill's writings! You won't believe this until you **read it for yourself!**
- The biggest action step you can take right now...another **must read** if you want more out of life!
- Wally Amos's central core principle of **total life success!**
- A **\$1,000,000** success principal revealed LIVE! Wally 'Famous' Amos gives you the goods!

Ready to **get started?** [Click Here Now!](#)

**Now, No Matter What Business You're In -
You'll Get Secrets That Can Catapult
You To Mega-Millions!**

But get ready for a shock. These interviews are unlike anything you've ever seen before. If you're expecting some boring collection of back

and forth banter, like those interviews on some of the TV talk shows, you've got another thing coming.

You definitely **won't** be getting some outdated, fluff-filled, put-you-to-sleep reading here. Instead you'll feel like you're right there in the studio with us hanging on every word and getting more and more juiced up and excited with every second that passes!

In fact, here's what Robert Allen said after I interviewed him to **discover his million-dollar Internet secrets...**

"Mike, your show was awesome. And your energy was higher than any talk show host who has ever interviewed me. And I've been on hundreds of shows."

Robert Allen - Best Selling author of, 3 NY Times Best-Sellers

Then after that, Robert read the whole book and offered to do the Foreword for it, here's an excerpt from what his Foreword says&

"As I read the radio interviews that Mike Litman has compiled throughout the years, I'm taken aback by the incredible information his guests have shared. You can almost feel their passion flowing off the pages as you turn them. Almost like you're there in the radio studio, listening in on their live interview. Conversations with Millionaires is not only a book, but a guide for those looking to achieve more abundance and riches in one's life. As I said, success leaves clues. You'll find all of them as you turn the pages in this soon to be business classic."

Robert Allen

You'll **read the rest of what's in Robert's Foreword** when you **download *Conversations with Millionaires*** from the member's only section. You'll have [instant access](#) to it the minute your order is processed.

With ***Conversations with Millionaires***, you'll **get all 7 of my most popular interviews**, plus all the hard-hitting, profit-generating secrets revealed in each of them!

Okay, So What's The Cost For This Incredible Collection of Million-Dollar Secrets?

Well, considering that you'll **get this rare collection of secrets** containing over 6 hours of hard-hitting information from 7 different multi-millionaires, it could easily sell for **hundreds** of dollars. Over 6 full hours is long enough for a complete one-day seminar.

In fact, if you tried to get any of these 7 millionaires to speak for a one-day seminar you'd have to pay them \$5,000 to \$20,000 or *more...each!* That would be a minimum of **\$35,000** (7 X \$5,000 = \$35,000) or more.

And you'd still only get a fraction of the secrets I *squeezed* out of them during all these sessions.

So at a bare bones *minimum* you're getting thousands and thousands of dollars, (if not millions of dollars) worth of *powerful* and **proven** money-making secrets all at your disposal.

But I'm not going to charge you anywhere near that amount, or even the minimum price for just one of these speakers. In fact, your total investment for all 7 **FULL** interviews packed with tons of **million-dollar secrets** is **just \$19** when you [order now!](#) The money you'll earn back as a result of these proven secrets can very *easily* pay you back thousands (probably MUCH more) times your meager investment.

"Mike, You rock!! I bought 'Conversations with Millionaires'...I've read it and am amazed with the information you present. Your interviews are exciting, informative and a genuine pleasure. I would have paid \$270.00 for the book. Keep up the good work!"
Eric Reynolds

So what's the catch? Why am I practically giving all these secrets away?

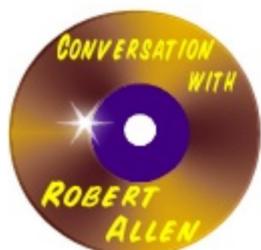
Well, it's really quite simple. Since you're accessing all of these directly from the Internet I have no inventory and no fulfillment costs. I don't need to pay anyone to take the orders over the phone (though, you're more than welcome to call me at 212-725-3616 to rest assured I am for real). This way I can pass along my cost savings to you. So **you win** and I win.

2 FREE Bonuses For the First 100 People Who Order Immediately!

When I sat down to write this letter to you I wanted to offer you something that you'd be *plum crazy* not to jump on immediately. Something incredible that can make you even *more* money right away.

So, as a special FREE bonus for acting immediately, you'll not only get everything I've mentioned above, but **you'll also get...**

BONUS #1: The incredible LIVE audio recording of the interview I did with Internet mega-guru Robert Allen!!! You'll **hear it right from your computer**. This was a **once in a lifetime** interview that will go down in history as not just an interview...but an **EVENT!**



Remember...in this breakthrough session, Robert not only revealed...

How To Make \$94,532.44 in 24 Hours Online...

But, he also went on to reveal...

- How to **become financially free on just a dollar a day!**
- The secrets to creating **multiple** lifelong streams of cash flow!
- 3 incredible money mountains and **how to climb them all the way to the top**
- How **your own Internet fortune** may be just a click away!
- How to **create a legacy** that lives on and on!
- How to quickly create financial security **online!**
- **The top 7 money secrets** of the richest people!

And that was just the beginning! You'll **hear the rest of the secrets** when you **listen to this history-making recording** of our session together.

This recording alone could *easily* sell for \$29.95 or more. But, it's yours **FREE** if you act fast!

PLUS, when you [order now!](#) you'll also receive...

BONUS #2: You'll also **get a copy of my newest exciting ebook, *Conversations with Marketing Masters*.**



This is a special collection of my most popular interviews with famous marketing wizards like:

- **Mark Nolan**, who revealed how to **make over \$3,000,000 all from your kitchen table** just like he did! (You'll learn exactly how he did it all in startling detail beginning on Page 3)
- **Melvin Powers** - He's known as the Godfather of mail order. Nobody else alive knows more than he does about making money in mail order and direct marketing!
- **Brian Keith Voiles** - Brian is known as the king of creating marketing that *yanks* in the profits! He's been hired by the biggest names in the industry to help them **make millions in profits!** (He's continuously paid over \$10,000 to do what you'll learn about on Pages 33-48)

But remember, these two EXTRA bonuses are only available if you [order right now!](#) There's just no way I can give these special bonuses away to *everyone* on the Internet. That would make me the *plum crazy* one. So, like I said, you must [Order Now](#) to **take advantage of these special free gifts!**

This free recording and ebook alone could make you back triple your investment in **pure profits** in the next 60 to 90 days - - but it's all yours absolutely free when you **order right now** by [clicking here](#).

On top of all that you can also be rest assured that your order is backed by my...

100% Risk-Free Guarantee:

Your success in using these powerful, **proven** secrets is completely guaranteed. In fact, here's my 100% Better-Than-Risk-Free, Take-It-To-The-Bank Guarantee:

I personally guarantee that if you make an honest effort to try just a few of these proven secrets for yourself, you'll make at least 100 times your investment back in spendable cashflow within the next 6 to 12 months. Plus, you'll also at least DOUBLE your free, spare time to spend however you choose during the next 12 months. That's right, 100 times your investment back plus double the freedom and spare time. You've got a full 12 months to prove to yourself that these secrets are for real. But if you aren't 100% satisfied, let me know and I'll give you an immediate, no questions asked, no hassle refund on the spot.

Is that fair or what?

That means you can try out all the secrets completely at my risk. See if they really do work for you too. And if not, I honestly want you to let me know and ask for a refund.

There's absolutely **no risk** at all on your part. I've put the risk completely on my own shoulders. You **make more money** and **get more free time** or you get your money back. Believe me, my reputation and career are a lot more important to me than a few measly bucks. So, you really have no risk whatsoever and I have it ALL.

There are NO more excuses. It's time to take action. [Order your copy](#) of ***Conversations with Millionaires*** immediately and **take advantage of the special free bonuses.**

Look, if **you're truly serious about making incredible amounts of money** there really is no substitute for learning from 7 different millionaires plus 3 additional marketing geniuses who have all done it.

Click [here](#) now to **get your own copy of *Conversations with Millionaires*** and to **guarantee your free bonuses** as one of the first 100 people to **respond immediately**. There's no way you can lose - unless you wait too long to order.

Yours for Success,

Mike Litman

P.S. Important **UPDATE:** Due to the overwhelming response to this

offer, it could end as early as tomorrow. Don't delay! To **get your free bonuses** Click [Here](#) NOW...Remember, you have a full 1 year money back guarantee with no questions asked!

P.P.S. Also remember, if you want things to change **YOU have to take the first step**. I've made it as easy as I possibly can. There's just NO reason not to [order now](#). Don't let yourself miss out on this incredible offer. Click [Here](#) NOW!

[Click Here Now To Get Your Copy of Conversations with Millionaires Using Our Safe and Secure Order Form](#)

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litradio@aol.com

Have questions? Email me at the link above.

[Affiliate Program](#)

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Dana Point, CA 92629

Go Visit the Actual Conversations with Millionaires Site

<http://www.inforingpress.com/webletters1/millionaires/>

Kevin Donlin



After quickly rising to success with his first business, Guaranteed Résumés, Kevin decided to share the marketing secrets that allowed him to go from a complete unknown in that field to hiring two of his former competitors in three years.

Kevin works from home and makes six figures following his own advice.



SM

"How to Double Sales in Your Small Business ... in 20 Minutes a Day ... With an Easy, Completely Different Approach to Follow-up Marketing."

"NEW action manual shows you exactly how to uncover the profit gold mine hidden in every small business -- yours included. Guaranteed!"



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[Affiliates](#)

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"Follow-up marketing, if properly executed, is an extremely effective tactic. Kevin has brilliantly made this rather complex topic easy to understand. *Anyone* can do this. When you're ready to make more money today, read this book."

Mark Joyner
CEO, [Aesop.com](#)

"In any business, the REAL money is never in the first sale. It's always in the follow-up sales. Kevin Donlin's guide is the first and only one I've ever seen that shows you a proven, easy, foolproof way to follow up and build yourself a bridge to riches!"

David Garfinkel
Author, [Killer Copy Tactics](#)



Kevin Donlin

[Author](#) and [Consultant](#)

on
Marketing

"More Customers,
Sales and Profits for
Your Business.
Guaranteed!"

Dear Small Business Owner,

Are you caught in a constant struggle for new customers?

Do you hate writing checks for advertising that doesn't work?

Are you spending huge amounts of time and money driving traffic to your Web site, only to see a tiny percentage of visitors turn into paying customers?

Good news -- this isn't a problem. It's a huge opportunity for you!

Now, you can learn to get the most out of every prospect and client who contacts your business -- online or in the real world -- thanks to a new system I've developed

through two years of trial and error.

This step-by-step system is called, **How to Double Your Small Business Sales in 20 Minutes a Day With Follow-up Marketing**, and it will change forever how you do business!

Let me explain ...

Here's my success story -- you can copy it!

Just 2 years ago, in June 1999, I was puttering along in a nice little business, called Guaranteed Resumes. Annual sales for 1998 were \$41,700 and, like most entrepreneurs, I planned on doing a little bit better for 1999.

But sales in 1999 jumped nearly 50% , to \$61,200!

And sales for 2000 grew an incredible 69% , to \$104,000!!

This profitable turn of events happened after I did 2 things:

- First, I started using contact management software to automate my operations and send personalized follow-up email messages to prospects and customers. In my new guide, I'll tell you EXACTLY which software to use. Don't worry -- it will pay for itself within the first 2 weeks you start using it!
- Second, I started using sequential autoresponders, to send follow-up emails to prospects and customers while I sleep. Lots of other marketers talk about autoresponders, but I'll show you EXACTLY which ones to use, what messages to send and when to send them!

Now, for most home-business owners, \$100,000 in sales might seem like an impossible dream. For other entrepreneurs, it may seem like chump change.

But the exact dollar amount is not important.

Why?

Because I reached the \$100,000 plateau using the SAME AMOUNT of effort it took to reach \$25,000 and \$50,000 in annual sales. Instead of working harder, I started working smarter.

Do you see the implication here?

It doesn't matter if you're making \$5,000 or \$50,000 in your business right now, you can double that amount -- with minimal effort -- if you plan and execute a follow-up marketing strategy like mine. (And if you don't, I want you to ask for a refund! More on my "700 Times" guarantee later.)

You'll learn exactly how it's done in my new action manual. The methods I'll share with you are all based on real-world experience. No fluff or empty theory here!

Actually, you can probably do a lot better than I did, because I'm going to save you 2 years of wasted effort by showing you what works and what doesn't. You'll have an even greater head start toward your dream of financial freedom!

"You call this follow-up marketing? I'd call it a 100% guaranteed, step-by-step,

practical, 'no B.S.' guide to increasing your sales and profits instantly!

"Seriously though, Kevin, **this manual contains never-before-revealed methods that, once put in action, can skyrocket anyone's small business profits astronomically!**"

Zahid Saddique
Killer-Profits.com

"**Best 'dawgone' book I've ever read on the subject**, and the most helpful. Your writing style is smooth, easy to read, and easily understood. (What more could a book ask for?)"

John Evans
Dailybiz.com

This quick-read guide is divided into three parts:

- How to Attract More Leads
- How to Convert Prospects into Customers with Follow-up
- How to Get Repeat Sales with Follow-up

Here's a sample of what you'll learn in **How to Double Your Small Business Sales in 20 Minutes a Day With Follow-up Marketing:**

- A simple 2-step method to attract leads from your Web site for about 50 cents a day that will repay itself thousands of times over in effortless sales.
- The "syndication" method of lead generation. You'll get the inside scoop on this overlooked and misunderstood tactic. I'll show you how to get the most out of your content with the same secrets that will put nearly \$10,000 in my pocket this year with ZERO extra effort!
- Finally! How and when to ask for -- and get -- referrals. You'll learn not one or 2 but 7 proven ways to get referrals ... any one of which could explode your profits overnight. And these techniques cost next to nothing!
- The lowdown on how to turn prospects into customers with sequential autoresponders. You'll learn to avoid the dangers of sporadic follow-up and, instead, put a system in place that relentlessly follows up with prospects while you sleep. Amazing!
- How and when to send sequential autoresponder messages. I'll tell you exactly what to say, when and how to say it. Done correctly, autoresponders are like a 24-hour sales force that never calls in sick, takes a holiday or misses a beat!
- You'll learn the critical difference between educating and selling online. Once you master this, you'll have virtually no competition in your marketplace.
- How to get the most from simple contact management software you can buy in any computer store. Only about 2% of all small business owners use this million-dollar method, which is still a best-kept secret of Fortune 500

companies like FedEx and Oracle.

- Software secrets I'll reveal that will hit your competition like a neutron bomb! These secrets made more than \$65,000 for me over 2 years. What could you do with an extra \$65,000?
- How to enjoy a lifetime of repeat and backend sales by following up with your clients. Why showing up is half the battle, but only if you do it right!
- 7 highly profitable ways to get repeat and backend sales from your customers with follow-up!
- MORE!!!

"I ordered your book on follow-up marketing. It was excellent! An organized, disciplined approach to consistent follow-up is the single most important determinant of success on the net.

"Your book made me realize that I am not following up effectively -- AND it gave me the strategies to change this."

Harold Gregg, Jr.
websitesecrets.com

"This guide is packed with lots of superb information that most people overlook. If people paid as much attention to following up with prospects as they do looking for new ones, they would probably immediately double their business. Nice job!"

Yanik Silver
Author, [Instant Salesletters](#)

Save nearly 50% off the final price of \$47 by downloading this quick-read guide today for just \$27.00!

[Order now](#) and you'll also get ...

BONUS CHAPTER 1

The easy automatic up-sell technique that will add big bucks to your online order forms! Using this quick and simple method, I produced a whopping 22% increase in the average order size for one of my Web sites. It can work for you, too! And there's no selling involved -- customers send more money automatically!

I'll show you EXACTLY how to put this in place on your Web site and start generating new profits instantly! This chapter is easily a \$99 value -- I mean, how much is a 22% sales increase worth to you? -- but it's yours free with your order of *How to Double Your Small Business Sales in 20 Minutes a Day With Follow-up Marketing!*

BONUS CHAPTER 2

Not one, but 2 ways to create a remote-control product development lab in your business!

These 2 methods, which I've never revealed before, generated an extra \$21,000 for my small business last year. By following these step-by-step instructions, you'll learn EXACTLY how to make so many more sales with so little effort it will almost be embarrassing. Almost!

These 2 product development methods are literally worth \$21,000 -- that's how much money they made for me. You might make more. But they're yours free in this bonus chapter!

TRIPLE BONUS!

This one's a real gem. I've secured the rights to Yanik Silver's fantastic new 500-page resource that's the PERFECT match to my manual!

It's called **Autoresponder Magic: The Ultimate Collection of Winning Autoresponder Messages To Put Your Web Site on Autopilot!**

Yanik is selling this collection [elsewhere](#) for \$17.00, but it's yours FREE with your order ... but only as long as the resale and redistribution rights are available -- and this could end at any time.

Autoresponder Magic contains some of the most successful and persuasive autoresponder messages ever written. It's jam-packed with autoresponder messages that are market tested and proven to pull in sales by the top Internet marketers.

People like Declan Dunn, Terry Dean, Ken Evoy, Jim Daniels, Ken Silver, Jonathan Mizel ... and me, Kevin Donlin!

For example, one series written by Declan Dunn has worked for over 2 years -- on complete autopilot -- to sell hundreds of thousands of dollars of his products and services.

Wouldn't you want to get your hands on **that** autoresponder series?

Well, the whole collection -- a whopping 500 pages -- is yours FREE with your timely order. [Order now](#) to claim your entire package today!

"Great book! It's filled with practical advice and step-by-step instructions that anyone can follow to build sales and increase client satisfaction."

Dan Janal
Author, [Branding the Net](#)

"Within 24 hours of reading your marketing e-manual, I put the principles into practice by making some calls to existing clients for my company. **One call netted a sale for \$193,000** ... not a bad way to start the day. This stuff works!"

David Bullock, [Fanuc Robotics, NA](#)
Murfreesboro, Tenn.

Unconditional Money-Back Guarantee

Your satisfaction is ensured by my exclusive "700 Times Guarantee" ... for a full year!

Here's the strongest, most bulletproof guarantee you'll find anywhere. If you don't make back at least 700 times the cost of this manual over the next year, I want you to ask for a full refund. NO questions asked.

Let me spell that out for you. With the information in this package, you've got to make \$18,900 more than you would have made without it, or you get every penny back. And that's good for a full year!

I'm giving you a "700 times your investment" guarantee. But your return could be far greater than that. Heck, I made an extra \$21,000 in sales using just the techniques in the Second Bonus Chapter!

(I know this all sounds incredible, so if you have questions, email me at kevin@guaranteedmarketing.com. Serious inquiries only, please.)

WARNING!

This introductory price WILL increase without notice. So please don't delay. You'll kick yourself if you come back next month and find the price has increased to \$47 -- or more.

Don't miss out on the simple, proven marketing methods that could make this your best year ever.

Now, for a limited time, you can purchase and download this quick-read manual at nearly 50% off the final, planned price of \$47 by ordering now for a risk-free, tax-deductible \$27!

Claim your copy today! This professionally designed manual is in .pdf format, viewable with the free Adobe Acrobat Reader.

You can purchase and download this report in just 2 minutes. [Order now](#) using [ClickBank Secure Payment Processing](#).

Best regards,

Kevin Donlin
Author and Small Business Owner

PS - You get everything:

- the quick-read **How to Double Your Small Business Sales in 20 Minutes a Day With Follow-up Marketing** manual,
- the two Bonus Chapters proven to produce over \$21,000 in new sales,
- the Triple Bonus 500-page collection of autoresponder messages,
- and my exclusive "700 Times Guarantee"

... but only if you act within the next 24 hours, because the price for this incredible offer WILL increase without notice.

To get started doubling your small business sales in just 20 minutes a day,

for a risk-free, tax-deductible \$27, [order now!](#)

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Afterword from Kevin Donlin

I find that a simple story usually works well when I write a sales letter.

I want to say, "Hey, I did something neat using this product and here's how you can, too." If I can come across as an average Joe who wants to sell you a product that he himself has used successfully, then prove all my claims with specific facts, with a killer headline, eye-popping offer and an unconditional money-back guarantee, I usually come out all right with my sales letters.

**Go Visit the Actual How to Double Your
Small Business Sales in 20 Minutes a Day
with Follow-Up Marketing Site**

<http://www.inforingpress.com/webletters1/followup/>

Jonathan Mizel

Jonathan Mizel has been marketing online since at least 1994. His Online Marketing Newsletter is one of the most respected ezines available.

He has reputation for telling his subscribers what works online -- before anybody else has heard about it.

The anatomy of an... Internet Marketing Rollout



Revealed in an exclusive one-on-one interview - super Internet consultant, Jonathan Mizel's proven 10-step formula for rolling out with low-risk, high profit Internet projects

Roll out your product to a million hungry prospects

Dear Internet friend,

My name is Yanik Silver.

In my first six months in the Internet business, I raked in a cool \$51,351.94 starting from scratch. That very first web project is now generating over \$15,000 per month, and I'm working it part time - very part time - as I develop new ventures based on what I've learned.

I'm not saying this to brag, but simply to introduce myself and so you know a little about my background. I'm writing to let you in on one of the Internet's most valuable and best kept secrets, and how you can literally save yourself thousands of dollars and hundreds of hours of trial and error in a single strategic master stroke.

Let's start at the beginning...

Since 1993, thousands of successful business owners have turned to my friend Jonathan Mizel for his ideas, direction and savvy online moneymaking advice.

That's well before 99% of all the "Johnny-come-latelys" were even online.

Companies like MyPoints, Intel, Microsoft, OnHealth, and MotherNature.com continually seek out Jonathan's advice. And many of the big-name Internet marketers, names you would immediately recognize, attribute their success to his ideas.

Master copywriter Marlon Sanders, who charges as much as \$15,000 for a single sales letter said, "**Your methods are positively insane! You teach the stuff everyone else is afraid to, all the forbidden fruit! Opt-in e-mail, paid search engine tricks, and lead generation techniques that are outrageously effective!**" And Marlon isn't alone in his praise for Jonathan.

Banner ad expert Scott Covert declared, "**I have made so much money using your strategies over the years, literally hundreds of thousands of dollars, that it's nuts. I combined one of your ideas with a technique my partner and I have been using, and bang, an extra \$10,000 a month, plus 1,000 more opt-in names to add to our sales system!**" You'll also find Declan Dunn, Corey Rudl, Stephen Mahaney, Ken McCarthy and

yours truly all turning to Jonathan again and again for his profitable ideas and advice.

It's not surprising with results like his, the list goes on and on.

Case in point: One of Jonathan's clients recently sold their online marketing business... for \$95,000,000! (Yes, that's 95 million!)

Guess who they thanked profusely in writing for their success? Jonathan! Something he said at a seminar took their business from \$10,000 a month to over \$10,000 a day!

If this sounds like you, and a ten times increase in revenues would have a dramatic impact on your business, then listen.

I can profess to using just one of Jonathan's simple (yet incredibly powerful) ideas to immediately increase my web site's profits by at least \$25,000.00 this year. And now I don't have to lift a finger because this new profit center runs on complete autopilot.

Good Advice Doesn't Come Cheap!

Normally, if you want to learn Jonathan's breakthrough strategies and secrets you'd have to pay him a pretty hefty consulting fee, and these days even that is not enough to grab his attention. He prefers cash and a piece of the companies he consults with.

Another option is to get a hold of a seat at one of his legendary seminars. (I hear the price is now \$5,000.00!)

Of course that puts him out of reach for many aspiring Internet marketers.

But now I have good news for you...

Jonathan's Surprisingly Simple Formula For Internet Success!

Just recently, my friend Ken McCarthy managed to track down Jonathan for a "no-holds barred, lay-everything-on-the-table" consultation on his most valuable, breakthrough-marketing strategies.

I was fortunate enough to listen to a tape of the conversation, and it totally blew me away! This powerful meeting of the minds cut through all the hype and hoopla surrounding the Net, going straight for the jugular to the key principles the mega heavyweights use to generate millions of dollars in profits every single year!

This one hour program is called "**Anatomy of An Internet Roll Out**" and it covers Jonathan's proprietary 10-step formula for taking a moderately successful promotion and turning it into a blockbuster by rolling it out to the largest possible audience quickly, with little or no risk.

For the first time ever, Jonathan's pulling back the curtain and handing out an exquisitely detailed roadmap to a proven Internet system that has generated huge profit windfalls over and over again for large and small businesses of all types. I don't care what you do, your business or your industry. If you want more customers this tape will do it for you.

Imagine the feeling of knowing you'll never waste another move or another dollar on an Internet project without having a game plan to follow every step of the way.

The bottom line is this - if you can follow these 10 simple steps you can be on your way to Internet success! And if you want to test the viability of a project, here's how to do it for \$25 to \$50 instead of the usual \$10,000.00+ testing cost!

This information is so hush-hush that to date it has only been revealed in full detail to

Jonathan's closest colleagues and clients.

Why Hasn't This Breakthrough Information Ever Come Out Before?

Simply put, marketing on the Internet is still in its infancy and few people have been in the business long enough (or seen enough real action) to carefully analyze the techniques necessary for achieving online success.

Until Jonathan, no one who is qualified has ever taken the time to lay out a plan and refine all the different marketing strategies into a few simple steps that anyone can follow. This kind of information in the right hands is pure gold!

You can scour every ebook and dig through every private site out there (just as I have) but you still will never find this exclusive methodology described in this audiotape anywhere else. Never before has there been a clear step-by-step blueprint for rolling out a simple web business idea from scratch to seven figure cash cow until now.

Sure, you'll find plenty of marketing tips and strategies, scattered in "bits" and "pieces" for you to figure out what to do with them. But you'll never run into an exact step-by-step formula, beginning to end, that show you exactly what to do, when, why, in what order.

And that's exactly what you get out of ["Anatomy of an Internet Roll Out!"](#) You can probably see now why I was so excited...

I have to tell you that I listened to this program three times in the first two weeks since I received it. It's actually very rare for me to listen to a tape twice - and three times is almost unheard of.

But this tape was so rich, so densely packed with practical ideas, and so concise, I kept going back to it again and again. I just had to go pick out all the incredible ideas and strategies Jonathan lays out. I can guarantee you'll be hitting the rewind button faster than Clinton issued Presidential pardons in his last week in office.

Before I get into what's on this program, let me spend a minute and tell you about Ken McCarthy, the guy who got Jonathan to spill his guts, and why he's the perfect person to conduct this interview. Ken is one of those Internet heavyweights who keeps a low profile, so you may have never heard of him.

In fact, he started in the business the same year Jonathan did, 1993. In '94, he organized and sponsored the first conference ever held on the commercial potential of the World Wide Web. Marc Andreessen, the developer of the web browser, drove his Mustang up from Mountain View, CA on three hours sleep just so he could speak at it.

Ken's also credited by Hotwired magazine as being one of the people responsible for the development and popularization of the banner ad. He regularly consults with computer giant NEC, and predicted (with uncanny accuracy) the Internet boom, the Internet stock crash, and the coming third wave of opportunity that is going to be the break a lot of people have been waiting for.

But even more important, Ken is a masterful interviewer who gets Jonathan to come clean on several closely guarded secrets. He asks all the questions you would ask if you could pick Jonathan's brain (and knew what questions to ask).

Here's A Partial List Of What You'll Discover On This Amazing Interview:

- ▶ **The 3 things you must have before you invest a penny in advertising or promotion.**
- ▶ **Quick and easy way to test your offer with less than \$25 bucks.**

- ▶ **How to figure out your site's "metrics" and why these numbers are so critically important. (Once you understand this formula, you'll know to the penny how much you can profitable spend on advertising.)**
- ▶ **Why the 2 most widely used Internet strategies are the absolute worst ones to start with. Mess this up and you could cost yourself thousands!**
- ▶ **The smart way to use Search Engines when you aren't blessed with an unlimited budget.**
- ▶ **The secret source of free targeted traffic - jump on this gravy train before it vanishes!**
- ▶ **Where to find a slew of places to drive super targeted traffic for mere pennies.**
- ▶ **Insider's tricks you need to know to profit from the pay-per-click revolution that's taking over the Internet**
- ▶ **Learn the best page on your site to send your traffic. (Surprise, it's not your home page.)**
- ▶ **Do you know how the pros use banners to test? (If you don't, pay careful attention, all is revealed!)**
- ▶ **Discover the secret technique for quickly separating the buyers from the tire kickers so you never waste time or effort.**
- ▶ **How to use dirt-cheap, high-profit opt-in email - the right way!**
- ▶ **A little known and highly effective strategy for growing your opt-in list super fast!**
- ▶ **How to tap into the most lucrative and highly responsive prospects and buyers for the product or service you're selling.**
- ▶ **How to quickly and easily set-up high-profit, low risk joint-venture deals no sane partner could ever refuse.**
- ▶ **How to persuade thousands of sites to send you their most qualified traffic for free! You only pay after a sale is made.**
- ▶ **The #1 mistake that kills most affiliate programs before they even have a chance, and how you can avoid it for good.**
- ▶ **How to guarantee your affiliate program profits before you enroll your first partner.**
- ▶ **The simple "yes or no" test to tell if you're really ready for a major Network banner campaign**

These are just a few of the topics covered.

Imagine how much quicker and easier your success would be if you knew the steps. It's only a matter of time before you would be the next Internet success story.

Remember, all the top marketers on the Internet started somewhere, but none of them had the unfair advantage you'll get with this program. It literally took most of the big names in the business years to figure out how to make money consistently and repeatedly. Leapfrog over them with this incredible blueprint for success.

How I started from scratch, and raked in \$51,351.94 online in just 6 ½ short months!

Take me for example. Before I met Ken and Jonathan, I really didn't know the first thing about Internet marketing. Ken's book "*The Internet Business Manual*" was actually one of the first pieces of information that helped solidify my ideas for using the Internet profitably. Then Ken recommended Jonathan Mizel's information to me, and as they say, "The rest is history."

Now, just a few months into my first web site, I consistently generate over \$15,000.00 in revenue each and every month. Plus the best thing is that my site is 100% automated -- leaving me tons of free time to do pretty much whatever I want.

Keep in mind this is just one web site - now that I have the formula down, I'm in the process doing it all over again with two more projects.

Again, I'm not trying to brag or boast. I simply want to prove the point of how quickly you can reach success once you have a powerful blueprint like this to follow.

What Would You Expect To Pay For This Insider Information?

Consider this - you could literally spend thousands of dollars and days and days in seminars, and still not walk away with the quality of practical, useable information you get in this one-hour interview. (Who - if you could buy their time - would charge you thousands of dollars).

Before, if you wanted to get even a hint of this exclusive methodology, you had to be sitting in on Jonathan's Web Marketing Power Summit.

But now you can get the entire "Anatomy of an Internet Roll Out" audio interview complete with a word for word transcript online for only \$37.

Think about it and you'll agree this is a tremendous bargain.

Why would Jonathan allow this to be sold so inexpensively?

As you might know, Jonathan sells subscriptions to his Private Web Site for \$97. His newsletter is one of the most influential publications in the online business. And he really does charge \$250 an hour (when you can schedule time with him).

He's generated a breathtaking flow of lucrative consulting projects and business opportunities, but Jonathan knows there are still some people he hasn't reached (and many who can't afford his fees).

He knows since he dramatically over-delivers with this product (like he does with all his products) you'll have no choice but to become a customer for life!

With access to this information, you'll have everything you need to join the ranks of successful Internet entrepreneurs who are making a killing online - but before you make up your mind to take advantage of this, here's one more thing you get...

Iron Clad 100-Times-Your-Money-Guarantee!

You've got one full year to "test drive" everything and are guaranteed to make a minimum return of 100 times the cost of this program in extra profit over the next 12 months. If you don't gain at least an additional \$3,900 in extra profit from your online business (profit you never would have seen without this 10-step formula), or if you're dissatisfied in any way, shape, or form, simply send us an e-mail and we'll issue an immediate, 100% refund. No hassles and no silly questionnaires to complete

But you won't need it. I guarantee it.

You see, there may be 10-Steps to Internet Success, but the first step begins right here, right now, with you.

If you have vision, and you do if you have read this far, you obviously see the incredible value for the laughably low price of only \$37.

If not, then pass on this offer. Or if you're the kind of person who equates bulk with value, then I'm sorry, this product, a single audiocassette and transcript, most likely isn't for you.

Frankly, if you spend anything at all on Internet marketing this year, you owe it to yourself to invest in this program. It's the most important parts of Jonathan's 8-year Internet career presented in one hour, saving you time and money.

On the Internet speed is essential. Three months online is equal to one whole year in the 'real' world. It's vitally important to know whether your Internet project has a pulse or it's a drop-dead loser.

The quicker you can weed out the losers and run with your winning projects the quicker you can make money!

[Click here to get started right now risk-free.](#)

Sincerely,



Yanik Silver
Surefire Marketing, Inc.

P.S. There's no way this offer will last forever. In fact, Jonathan is considering raising the price more in line with the true value of this program. [So if you want to get in on this surprisingly modest price of \\$37, you must act quickly.](#) Wait too long, and it may be too late. Besides, his "**Ironclad 100 Times Guarantee**" makes it crazy not to take us up on this offer.

P.P.S. You might have noticed there are no "free bonuses" in this offer. Why's that? Simple. This information in this program is so rich, so powerful, and so value-laden, there's no need to puff it up with a bunch of flimsy, over-inflated bonuses to help induce you to buy. The real "bonus" is you'll finally know how to roll out a marketing campaign on the Internet!

[Click here to get started right now risk-free.](#)



Go Visit the Actual Anatomy of a Marketing Roll Out Site

<http://www.inforingpress.com/webletters1/rollout/>

Neil Shearing



Neil Shearing is one of those multitalented prodigies we all love to hate.

Not many of us can become respected Internet marketing experts in our spare time from studying for a PhD in Cancer Research.

He launched ScamFreeZone in 1997 as a consumer protection site, to warn people about the many scams online.



About Neil Shearing

Internet Success Spider!

by Neil Shearing

"A Breakthrough In Internet **Profit Making!**"

I'll Show You How To Find SUPER Affiliates And
Make Them Sell **Bucketloads** Of Your Product!

Hi, I'm Neil Shearing,

Let me ask you a question....

Are you making as much money online as you'd like?



No, I didn't think so... and most other people aren't earning much either!

Selling online is a very tricky game...and there are very few people getting it right.

But the one's that DO get it right, make fortunes!

Here's the deal...

Most people online couldn't sell water to a man dying of thirst!

The "average" Internet user...

- can't write a webpage,
- doesn't have a clue how to use FTP
- can barely type
- has no list of subscribers/customers
- can't be bothered to figure things out

Let me put it another way...

The people who know how to make a SALE online, any SALE, are known as SUPER Affiliates!

That just goes to show how POOR the other affiliates are!

So, if you're going to sell ANY of your shiny new product online, you're going to have to do one of two things...

- Make every single sale yourself, through your own marketing
- Find some SUPER Affiliates and tap into their lists of customers/subscribers!

The Power Of SUPER Affiliates...

I want to show you the raw power of SUPER Affiliates...

When I launched my last ebook, "Internet Success Diamonds", a SUPER Affiliate announced the product to his list. Let me tell you, I made over \$1,000 in sales in less than TWO HOURS!

Here's proof...[click here for the screenshot of sales](#)

That single SUPER Affiliate generated more sales in TWO HOURS than nearly all my regular affiliates will make in a YEAR!

It's quite simply the difference between professionals and amateurs

The power of SUPER Affiliates is phenomenal. If they generate 90-100% of your sales, isn't it worth your time to seek them out?

Where Can You Find SUPER Affiliates?

Ah. The million-dollar question!

Let's get this straight. SUPER Affiliates will not come up to you and say "Hey, love your product, can I sell it for you"? These guys work hard. They're very, very busy.

To persuade SUPER Affiliates to sell your product, you will have to do two things...

- ...track them down and...
- ...make them an offer they can't refuse!

Let's track them down first...

Until now there was no way to find SUPER Affiliates. But that's changed...

Breakthrough Software Seeks Out SUPER Affiliates Of ANY Site YOU Choose!

This revolutionary software (which I had custom written by an incredibly talented Perl programmer), locates SUPER Affiliates of any site YOU choose like a heat-seeking missile!

It runs in your web-browser so it doesn't matter if you have a PC or Mac, this software just uses webpages!

There's no downloading, editing, uploading, installing, setting permissions, and all the other nightmares. You just access a webpage and the Spider is ready to go!

Here's how it works...



You just enter a website! Then the software...

- ...queries the search engines and finds out which sites link to the site you entered (the affiliates)
- ...queries the search engines AGAIN and finds out how many sites link to each **affiliate site**
- ...returns the results in order, from most links to fewest.

The ones with the most links are the SUPER Affiliates of the website you entered!

That's Cool Software, But Then What Do I Do?

The next step is to visit the site of the SUPER Affiliate, check it out and see if you think they would be a good match for your product.

As I said, these SUPER Affiliates are in a tremendous hurry! Don't approach them with a product that's not suitable....you'll blow your credibility!

If there's a match between their site and your product...

Write Them An Email Using The "Irresistible Formula"

The Irresistible Formula is a mechanism I've discovered for getting the SUPER Affiliates interested in linking to your product. It's incredibly powerful!

I used it on Paul Myers, the editor of the prestigious TalkBiz Ezine and someone I'd never emailed before to request a review of my "Internet Success Blueprint" eBook. He said...

"You certainly do know the right way to go about getting a review. Mind if I use this as an example of how one approaches people for a product review?"

Paul Myers, Editor,
<http://www.TalkBiz.com>

...and Terry, the first customer, said...

"I read the Irresistible Formula last night. I couldn't put it down until I was finished! The "Killer Tip", Step 4-5-6 was worth the missed 45 minutes of sleep!"

Terry Plank, Director of Marketing,
Academy of Web Specialists
<http://www.AcademyWebSpecialists.com>

...oh yes, Allan Gardyne said...

"Neil, you certainly know EXACTLY how to charm super affiliates".

Allan Gardyne,
<http://www.AssociatePrograms.com>

That's how powerful the "irresistible formula" is...and I've laid it out, step by step, in a special bonus report that's ready to download instantly with your purchase of "Internet Success Spider"!

By the way, if you need more proof of how deadly this "Irresistible Formula" is, just look at the TEN Internet Marketers who revealed their top three secrets in my last ebook...[Click here](#)

When SUPER Affiliates Link To Your Site...Your Search Engine Ranking Soars...Automatically!

This is an amazing and exciting bonus to getting "SUPER Affiliates" selling your products.

Nearly all search engines now use the "link popularity" of a site to help determine its search engine ranking. For example, if someone searches for "home business", there will be a million-and-one sites that have that phrase on their websites. So, the search engines say to themselves... "the sites that are best will have a lot of other sites linking to them".

Make sense, right?

But the search engines also weigh the links, such that if a powerful site links to you, you get an added boost.

They determine "powerful sites" by...you've guessed it...link popularity. So a link from a SUPER Affiliate is seen as a power link which sends your ranking soaring.

Let me prove it to you. I don't do any "keyword optimisation" for the ScamFreeZone...but if you search AltaVista for the super competitive phrase "home business", the ScamFreeZone is the third result out of nearly 3,000,000!

And it's been there for years!

NOT because I spend endless hours tweaking pages or spamdexing...I haven't done anything...except get links to my site from lots of sites, including SUPER Affiliates!

For the actual screenshot from May 1st 2001, and the exact dollar value of such a listing, please [click here](#)

If you think that's a fluke, I also rank highly for the term, "business opportunities". Out of 1,266,849 sites, the ScamFreeZone was SECOND on 15th May 2001 when I took this screenshot... [click here](#)

I'm usually in the top three or four for both "home business" and "business opportunities". And the magic boost comes from linkpopularity!

You Don't Need An Affiliate Program To Use SUPER Affiliates!

Not so long ago, affiliate (associate) programs were the height of fashion. Everyone and his dog were told that associate programs were the gravy train...the easy way to make money online. Remember the hype?

- Get thousands of people selling your product!
- You only pay them on commission!
- It's like FREE advertising for YOU!

- Just take it to the bank!

But reality turned out differently...

- Only one in TEN associates even puts up a link!
- Only one in a HUNDRED makes a sale!
- You spend time making great products, offering great commissions, tracking sales, recruiting, educating, making banners, writing copy...
- ...and they just sit there!

So don't waste your time, effort and money working with a list of 1,000 associates (and some new-fangled associate program software that works one day each week) when only 1% of associates will ever make any sales!

Just find the big guns with "Internet Success Spider", ask them for a promotion (using the rules in the "Irresistible Formula"), create an individual webpage for them to link to, and BINGO! You're in the money!

You Could Be Selling Thousands Of Dollars Of Your Product In A Day From Now!

The speed of this profit-making tool is incredible. Instead of waiting months to get in the search engines, or weeks to mount a good link campaign, or months to get an associate program up and running, you can be selling truckloads of product less than 24 hours from now!

Here's how...

- You can access the Spider instantly. I take immediate payment online... you just click on a link to visit the Spider.
- There's no learning curve to master the software...it's dead simple and yet phenomenally powerful!
- The Spider takes a while to get hundreds of results from the search engines and return them to you...allow a few hours to play with the software and enjoy tracking down the SUPER Affiliates
- Use the Irresistible Formula to craft a "gotta respond" email to a SUPER Affiliate in under an hour
- The SUPER Affiliate will usually respond almost instantly... remember, these people earn their livings online ...they are always checking email
- The SUPER Affiliates will take just a minute or two to blast an email to their previous customers/subscribers
- The sales from the SUPER Affiliate promotion literally pour in within a few seconds!

The total time is easily under 24 hours!

Finally, you can recover some of the time, effort and money you've put into your online business!



Don't Risk A Dime Of Your Money "Screaming Insanity Guarantee"!

I know this software will blast your socks off!

In fact, I get my kicks from seeing people's mouths fall open as they use the Spider and read the "Irresistible Formula"!

But, hey, you might not like it! You may think it's too powerful for anyone to read, and beg me to take it away from you before your eyes pop out!

In that case, take advantage of my totally unique guarantee...not matched by any other online marketer!

This three tier guarantee is the Biggest, Baddest and Boldest guarantee ever seen on a digital product, and I offer it on Every Single One of my products!

Here's how it works...

When you place your order, I won't charge your card!

That's right. If you request a refund within two days of purchase, your credit balance won't be touched and you'll never see a charge from my company on your statement!!

But this is a open-ended guarantee...

I DON'T want you to think you HAVE to ask for a refund within 48 hours...that's NOT the case...

You can have a 100% refund at any time up to ONE YEAR from your purchase day..."at any time and for no reason"

Most websites only offer a teeny weeny "30 day guarantee". But I'm so confident that you'll love the "**Internet Success Spider**" AND will make money with it that I'm offering this incredible guarantee...

But there's more!

I have such confidence that you'll LOVE "Internet Success Spider" AND it will make money for YOU that I'll pay you back THREE HUNDRED PERCENT after one year.

That's right. If you're not delighted after one year, simply ask for your money back and I'll refund 300%!

You can have a total, complete refund at any time up to one year. But if you use the Spider for a year and don't make money (an unlikely situation), I'll refund 300% to say "thanks for trying". You don't have to prove you tried, there are NO strings attached to this guarantee.

I won't even ask why.

Plus, you get to keep the valuable bonus!

I'll cheerfully refund your money, no "ifs, ands or buts".

Here's a summary...

Best Digital Guarantee EVER!	
First 48 Hours	No-Charge Period
First Year	100% refund! Just ask
Second Year and beyond	300% refund! Just ask!

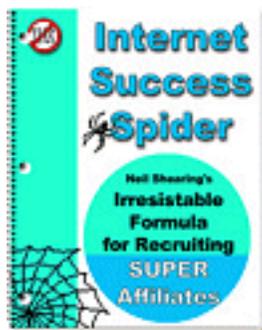
Original, Valuable Bonus!

People who have bought from me before know that I like to overdeliver. It's not enough for me to have happy customers, I want delerious ones...ones that email me and say how amazed they are that I can offer such crazy value!

My craziness is your good fortune because I'm releasing one of the best bonuses ever seen online!

If you order before **MIDNIGHT November 17** I'll guarantee you this special bonus...

- Irresistible Formula For Recruiting SUPER Affiliates!



My "Irresistible Formula" for getting SUPER Affiliates to work with you! As you saw Paul Myers say, my email so impressed him, he asked if he could use it as an example for getting reviews!

Allan Gardyne saw a copy and said, "Neil, you certainly know EXACTLY how to charm super affiliates."

The Most Amazing Testimonial!

When you get a testimonial like this, unsolicited, you know you've got a winning product!

Hi Neil,

I've just bought your *Internet Success Spider* and started using it immediately. That was around 6am this morning!

Wow! I wish you'd thought of this idea a long time ago.

In less than 15 minutes Internet Success Spider has found more potential Super Affiliates than all the hours I spent scouring the web for them.

I KNOW that thanks to Internet Success Spider my monthly sales will go up CONSIDERABLY, simply because in less than 5 months using Super Affiliates alone I already generate over \$10,000 a month in sales.

If you do nothing else, get this software, it will more than pay for itself a hundred times over!

Robert Taylor
DangerousBooks.com
<http://www.dangerousbooks.com>

OK, OK!...I Need It, NOW!

And you can have it now...yes, right now, instantly, online.

I won't even ask you to check your email....let's just review what's heading your way....

- Find "SUPER Affiliates" for any website with this breakthrough software!
- No time limits, no renewal fees, just complete access to this powerful script on our server...for life!
- Use the "Irresistible Formula" to get them to work with you
- Watch your profits go bananas as the professionals start promoting your product to their lists
- See your search engine ranking soar as the power players link to you!

How Much Is This Package Worth To YOU?

I guarantee this package is worth more than several hundred dollars to you!

Think about it...

I made \$1000 in under two hours by getting just one SUPER Affiliate to mention my new ebook to his list. "Internet Success Spider" allows you, for the first time, to track down the SUPER Affiliates for any website.

The software is super-easy to use. It runs through a webpage...there's nothing tricky to do. All the complicated stuff is hidden in the background. In fact, if you can fill out the form at the bottom of this page, you can use the "Spider".

My "Irresistible Formula" bonus is worth several hundred dollars. Even if other people stumble across SUPER Affiliates and ask them to promote their products...there's very little chance they'll say yes. These guys are too

busy...unless you know the formula to getting them interested...which I reveal in this ebook! If the formula helps you land one SUPER Affiliate, it will be worth several hundred dollars in extra sales!

Finally, the increase in your search engine ranking will also be worth hundreds of dollars. You saw my 3rd-place for the search term "home business"...and how other links on the page are paying several dollars per click! AltaVista say that there are 6,000 searches per month for that phrase! Can you imagine paying for it? This software will save you that money!

And one more thing...how much is your time worth? Think how much the dollar amount would be if you took months on search engine optimisation, link campaigns and associate program management! You'll see better results with this software in a few weeks...if not days!

Order by MIDNIGHT November 17 and I'll guarantee you "Internet Success Spider" plus the bonus for a special introductory price of just \$79.95! (Normally \$279)

Please fill in your details to order by Mastercard, Visa, American Express, Diners or PayPal...

Name

Address

Country

Postcode/Zip code

Telephone

e-mail

If clicking the button doesn't do anything, please [click here](#)

Comments or questions? Please
email me personally,
neil@scamfreezone.com

To learn more about the author,
[click here](#)

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No-one else offers a 48 hour "cooling off" period on digital products...that's because I want to you make the decision right now and get the jump on your competitors!

Go Visit the Actual Internet Success Spider Site

<http://www.inforingpress.com/webletters1/spider/>

Take Charge -- They'll Love You for It

The final phase of AIDA is Action.

I'm calling this section "Action Command" instead of the much more common "ask for the order" because that seems to me inexact in three ways.

1. If a prospect is so stupid that they have read nearly to the bottom of your web sales letter but don't know that you want them to buy the product, they're hopeless.

In real life, how often are you in a sales situation but don't know it?

Not often.

It can happen. And when it does, it's jarring and unpleasant for the prospect. I have sometimes called a company for some information and engaged in conversation and suddenly realized the person was no longer just answering my questions but was trial-closing me.

Sometimes it worked but it always left a bad taste in my mouth.

One reason the Internet is a godsend is because it does enable us to gather product information without a pushy salesperson bugging us.

I don't know about you but I would never go to a car lot until I was nearly certain what kind of car I wanted to buy, because being pounced on by car salespeople is so unpleasant when I'm just in the information gathering stage.

Your prospect reading your web sales letter KNOWS you want them to buy the product. They presumably have at least some interest or why would they waste their time reading?

If they get to the bottom of your web sales letter they are:

1. A very curious tire kicker

2. A genuine prospect you have not yet convinced, in which case they'll be moving on anyway.

3. A genuine prospect you have convinced, in which case all they need is to be told what to do next.

Do you really think a #2 will convert to a #3 just because you put "Do you want to buy this?" into your sales letter?

#2 will laugh at you and #3 will say impatiently, "Yes, so what do I do now?"

2. Many recent books on salesmanship such as S.P.I.N. SELLING dispute the old style sales notion of "asking for the order."

According to them, if you've done your job right of selling the prospects, they'll ask you, "How do I order?"

The signal may not be so obvious. It may be something seemingly tentative such as, "If we order now, how long will it take for you to install the software?"

Once you've got this degree of interest, a form of assumptive close or alternate close will work. That is, you discuss the details of the deal and work out the arrangements.

If you haven't built the desire, an assumptive or alternative close will often offend your prospect. Especially in business, many of your prospects have read the same sales books as you.

When I sold cable TV door to door I was sometimes ashamed of how little *real* "selling" I did. Many times the person answering the door said, "Cable TV? Come in! How much is Showtime?"

Or: "Cable TV? I wouldn't have that pornography in my house!"

Remember what I said in the Introduction - your job in writing your web sales letter is to increase the prospect's desire to such a height that they demand to buy your product.

Either you do that or you don't.

If what you've written didn't work for a particular prospect,

no amount of "asking for the order" will do it for you.

3. When you have fired the prospect up to a white heat of desire for your product, *asking* for the order is wimpy.

Command them!

Demand they order!

If they want to buy, they want you to show them how to do it.

If you have won their trust, the relationship is much like a sexual play S&M dominant/submissive one. They *want* you to tell them what to do.

Click Here!

Order Now!

Make those links big and obvious.

Reinforce the benefits they want. They're not buying a product because they want to trade pictures of dead presidents for a hunk of paper or steel contraption. They want benefits.

Click here to start losing weight while you watch Oprah!

If you want everybody in your bodybuilding club to envy your biceps, click here!

Learn how to cure the common cold!

Make your first million on the Internet.

When they click on such a link they are reinforcing their desire to obtain that benefit for themselves, and thus are that much more likely to follow through and order your product without buyer's remorse.

Many Internet marketers insert a time deadline to create a sense of urgency within prospects who want to "think about it."

This worked well in traditional direct marketing, especially mail order. It makes the prospect's fear of loss work in your

favor. If they procrastinate, they will lose all the wonderful benefits, the sales price and the special bonuses.

Judging by the Internet marketers who are successful using it, it apparently works well on the Net too.

I'm not sure why. I'm not personally comfortable with it, unless there is a valid reason.

Mail order time deadlines seemed to have real validity to a degree, though maybe I'm naive. Physical paperbound bonus books could really run out of stock and not be worth the expense of republishing. So maybe if I didn't order then the book wouldn't be available later.

Maybe the price really was a special offer made to generate a rush of cash, and the seller really would raise the price back up after the deadline? Maybe the seller was running a special but losing money at the price and couldn't afford to keep it so low for long.

When I see time deadlines on the Internet, I know there's JavaScript code behind it. I'm shocked that so many prospects don't seem to know that, but maybe I don't realize how many Net surfers now barely know how to use their Web TV :)

Some marketers have given credible reasons for time sensitive offers.

When he sold his Penny Gold software, Dr. Ken Evoy created a sense of scarcity by declaring that he was limiting sales to 1000 copies.

Plus, he battled procrastination by threatening to raise the price periodically, then actually did so and documented the increases.

Monique Harris used a similar tactic when she first started selling her course on making money from subscription ezines. She said she was selling a set number, and after they were gone would be granting the resale rights to other online marketers.

However, most online "deadlines" are certainly artificial. Go to the same site next week and the JavaScript will again offer you the same price and

bonuses only until midnight that night.

I like Marlon Sanders' solution of saying something to the effect that "I can only guarantee this price for the next 3 days."

He's not setting an essentially misleading indefinitely extendable "deadline." He doesn't plan to raise the price but gives the impression he just might. He might. It's his product, so he can if he wants to, right?

If they miss this obvious call to action, you're going to repeat it in the most read section of a letter, the P.S.

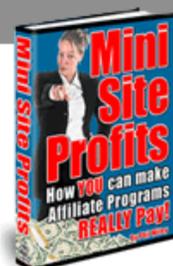
Phil Wiley

Phil Wiley is an Australian reporter. I've received his All the Secrets ezine almost since it's beginning.

It contained good advice and marketing information. I also loved his occasional notes such as "I've been writing this on the beach. Now it's time for me to go swimming."

That reminds me why I'm here doing this -- to live that Internet tropical paradise lifestyle.

Mini Site profits



Warning: This book is not for the timid. This is definitely direct response, "gimme the cash" stuff ...[Paul Myers, Talk-Biz News](#)

"The Easy Way to create a stream of fast, low-cost, mini sites that create an incredible cash flow 24-Hours a Day, Non-Stop!"

If you've been struggling to make a fortune promoting affiliate programs you're not alone. It's not as easy as some people make out... as you'll know if you've been trying.

But what if I told you that I've discovered an easy way to affiliate success? A way that will help you make more affiliate sales every day than most people make in a month.

From: Phil Wiley
Tuesday, 6.37PM

Dear Friend,

there are only 3 ways to make a fortune promoting affiliate programs, and don't let anyone tell you different. One is to be totally swamped with a flood of traffic, traffic that never stops pouring in - but only the biggest sites on the web, like Microsoft and Yahoo, get this kind of traffic. Another is to have a large and highly targeted ezine, but this takes years to build and nurture. And the third way - the one that I discovered 2 years ago, is with a chain of quick-to-build mini sitessmall 1-5 page sites that almost anyone can put together quickly and easily once they've read my book.

Believe me when I say that this book is like nothing you've read before. It's like no other marketing and promotion book on the web. You'll learn stuff you'll not read anywhere else, and you'll discover low-cost methods that really, really work - and that work fast.

It's very definitely possible, using the techniques in my book, to start bringing in sales within a week of finishing reading.

That's right! You'll find out how to

- ✓ choose an affiliate program to promote.
- ✓ get a great domain name (I show you how).
- ✓ put together a simple, but creative, web site that compels your visitors to buy.
- ✓ get your site hosted and up and running.
- ✓ and get traffic and sales pouring in.

And all within a week of finishing my book.

Think it's impossible? Well think again.

" The reader is expertly guided through each step of the way with remarkable results...a profit making, search engine friendly, themed mini-site in as little as 20 minutes....amazing! Your Mini-Sites profit book will be MASSIVE as it is the only book that I have ever read that tells the full story of how to obtain REAL Internet success from the very beginning right through to the completion. You have made it impossible for anybody to fail. Here is a book with crystal clear instructions that cuts right to the chase without any fluff....and most importantly...the information actually works. It is a must-read for anybody who is truly serious about building a profitable business on the Internet. This is the book that I wish that I could have written. You can be very proud Phil...you are going to make a lot of people very rich:o) Andrew Laing, The Affiliates Club

Look you don't have to be a genius to do this - to build a profit-pulling mini site empire. Sadly, I'm not a genius. Far from it. I flunked high school, and never got into college. My first real job was at a coal mine, and after I got sacked I worked as a postman, until I got sacked again eight months later for being too lazy. I've always hated hard work. Maybe that's why I came up with the mini site concept - fast simple web sites that really work at filling my bank account.

What I figure is that if I can pull in an affiliate fortune with mini sites, then almost anyone can do it.

Hi Phil, Shane Pearce here. Guess what, I just quit my job! and am working full time from home now! I must say, and this isn't anything else but a unsolicited testimonial, Your book played a huge part in this. I'm am so grateful to you. While I had the knowledge in my brain, Your book just sealed it, and I started applying some of your tactics. Now I'm working from home.

You don't need to spend a fortune either. I can't think of any other business where you can get started for well under \$20 (I'll even show you how to do it for under \$10). I'm not kidding here. I've discovered ways for you to get your own domain name - a new name for each mini site you build - and have the site fully hosted, without the host placing an ads on your site, for as little as \$8.88 a year.

Let's just sum up exactly what you're going to learn here.

You'll discover how you can easily choose any affiliate program on the net and put together a mini site to promote it in 1 hour or less.

You'll learn how to pick the affiliate programs that will bring you big profits, and build a fast site that will run on autopilot and fill your bank account with cold, hard cash.

You'll learn how to create a stream of profitable affiliate sites that presell like crazy.

And best of all find out exactly how to create your mini site fortune with sites that cost as little as \$8.88 to build and run - and that includes the domain name and full, ad-free, hosting.

In no time at all you can easily have 20 or more sites bringing in affiliate riches

That's the domain name + full, ad-free, hosting for a total cost of under \$10 a year.

If you're not interested in that kind of deal then stop reading now, because mini sites definitely aren't for you. You'd better buckle down to some hard work instead, building your own version of Microsoft or another expensive giant.

My way is for people who haven't got a lot of spare time, or spare cash. People who want to make it on the web but haven't got the time or the inclination to build one of those massive mega-sites that make sales because of all the expensive advertising they do.

Congratulations! You've done a fantastic job. I love the case studies - that Scott Dantzer one is a beauty - and all the specific little details. That's exactly the sort of precise how-to info which affiliates need to succeed.
Allan Gardyne. AssociatePrograms.com

My name is Phil Wiley and I've been a top performing affiliate for a few years now - one of the "super affiliates" you hear about. Not just for one product. I've signed up to promote over 50 different products or services, and I'm one of the top selling affiliates for many of them.

So I know what I'm talking about when I say that mini sites work. They work for me, and they'll work for you. I'll show you EXACTLY how I do it. **Nothing held back, no secrets kept tucked up my sleeve.**

You'll learn what works, why it works, and exactly how to achieve the same success.

In a nutshell Mini Site Profits teaches you how to build small, fast, low cost, direct response web sites that sell affiliate programs like crazy.

I was glued to the monitor. This is such an easy read! You really do cut the fluff and get down to business...awesome. Anytime you would like a testimonial for customer service, feel free to use me. I have never had such a quick and professional response from anyone on the internet. I certainly expected no less, after reading All the Secrets for years and feeling as if I know you. You are one to practice what you preach, providing personalized, fast customer service instead of just an automated response. I can't wait to get my minisite going - Ann Olbrich

there are tons more awesome testimonials [here](#), and more pouring in every day

Thank You Phil, Excellent, I waited quite awhile for you to publish this and was far from disappointed. You have done a masterful job of breaking things down into easy to follow manageable steps which go straight to the point. None of the marketing hype or gibberish which some of the other books I have read contain. Any one should be able to follow the plan in this book and succeed. I'll be doing a couple of test minisites this weekend myself. Thanks again. Conrad King

Why do you think people are being so enthusiastic?

It's because Mini Site Profits is not just a rehash of all the other books and courses out there. It's because it's simple and straightforward and above all it works.

- ★ You're going to learn things no other book can teach you.
- ★ You're going to find out exactly how to create a stream of profitable mini sites for under \$10 a year each - and that price includes your own domain name and full ad-free hosting.
- ★ You'll learn exactly how to build your sites to pull sales fast.
- ★ You'll learn how to find the products and affiliate programs that sell like crazy and how to profit from them.
- ★ You'll learn the very best ways to decide on domain names, and the techniques to make your mini sites rank high in the search engines.
- ★ You'll learn how to build a site from scratch and make money within your first week even if you don't have a contact list.

And tons more

In fact the well known Sydney Johnston, author of [Make your Net Auction Sell](#) and founder of [Bizminisites](#), says:

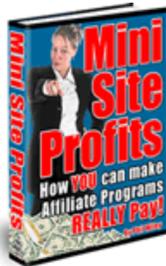
" My congratulations on a GREAT job! I have spent hours and hours going over your book. I have tons and tons of notes and ideas. There is a lot to take in there, so I don't pretend to have mastered it all. I am truly impressed."

Let's cut to the chase

Look, I hate those massive overlong letters, where "salesmen" try 500 different ways of persuading you to part with your cash. I'm not a "salesman" and I never will be. I like the truth too much, and I can't stand hype. So I'll cut to the chase and tell you exactly what's waiting for you the minute you sign up:

What you're going to get your hands on, in just a few short minutes, is a complete Mini Site Success Package.

First there's the book [Mini Site Profits](#). An info packed, no-fluff, super guide to building successful profit pulling mini web sites that "presell" affiliate programs like crazy.



Then there's FREE access to the members only site, which is PACKED with extras including **READY TO USE** affiliate mini site templates.



I could leave it there, and that would be enough for you to start building your own profit-pulling mini site empire, but I know that you might have plans to bring out your own product. So I'm including the book [Killer Mini Sites](#), which concentrates on showing you how to put together mini site sales letters that sell. This book comes complete with resale rights, so you can advertise and profit from it straight-away.



And just in case you've got limited, or no, web building experience I've included your own personal copy of Milana Nastetskaya's exceptionally good [65 Instant Web Design Answers!](#)



When I first read it a few months ago I loved this book so much that I spent \$300 buying the resale rights to it.

Milana, a professional web site developer, has written a simple practical guide to building a web site that just knocks the pants off anything I've read before.

I've got a shelf full of books on html and web design, but they're all just too much to wade through.

This ebook is packed with web design tips and tricks that would take you years to master. I've learnt quite a bit from it and I've been building sites for years.

It perfectly compliments my mini site profits book. Like I said I paid \$300, but it's yours for free inside the Mini Site Profits members site.

What kind of investment are you going to have to make to get

all this? \$197 like several affiliate authorities have suggested?

[How about just \\$67?](#)

Now if I stopped here you'd say I'd way over-delivered, but if you [order today](#) I'll throw in:

- ✓ a free email consultation and critique of the first mini site you build after studying the simple to follow techniques in my book
- ✓ a directory of low cost web hosts that will save you a fortune over the course of a year. (and by low I mean as low as \$1 a month for full ad-free hosting")
- ✓ FREE unlimited updates.
- ✓ Resale rights to the book Killer Mini Sites which you can sell for \$25.95.
- ✓ free lifetime access to the members only private site.
- ✓ a growing collection of mini site templates for you to jumpstart your mini site empire.
- ✓ a package of valuable bonus ebooks, which you'll find in the members area.

and last, but not least

- ✓ a 20% discount off my next book (the subject is still a secret because it's a brand new but important subject).

Now remember, I'm not guaranteeing to keep the price this low for much longer. I'm seriously thinking of increasing it to \$97 or even more. My friends, and the affiliate experts (who I secretly think fear the competition) tell me I'm stupid to be offering a great package like this at such a low price.

So you'd better act before I come to my senses and start building your cash producing mini site empire right now

[by clicking here and placing your order through our secure server.](#)

All products are available for immediate digital download. Both Windows and Mac versions are available...you can download both if you wish.

yours in mini site success

Phil Wiley

whoaaa! Nearly forgot to tell you about [the all important guarantee](#). It's one of those dog ate it ones. You get to use the book and the members site for a full year and then if you decide that mini sites are not working for you just ask for your money back. So that's a full 12 full months no argument money back ironclad success guarantee.

You've got nothing at all to lose. Try the mini site way to success, and if it doesn't work for you simply ask for your full refund.

[click here to get the book, access to the members site, and all the free bonuses right now.](#)

Phil: Just a quick note to tell you your new mini-sites product is awesome! The great thing about this is, anyone -- and I honestly believe that -- virtually anyone can take your idea and make money with it in relatively short order. It's simple. It's practical. And it really, really works. Genius. Just sheer genius.
Marlon Sanders

Go Visit the Actual Minisites Profits Site

<http://www.inforingpress.com/webletters1/minisites/>

Collin Almeida

Collin Almeida is the CEO of Success Strategies International, Inc. and has been a Direct Response Marketing Consultant.

He is the publisher of Strategic Marketing Audio Newsletter and co-editor of CyberSmart.

An Open Invitation To Every Marketer Who Wants To Create Ads, Sales Letters And Web Sites That Are More Powerful And Who Wants To Do It A Heck Of A Lot Quicker And Easier Than Ever Before...

Dear Friend,

According to great copywriters like Gary Halbert, Bob Serling, Brian Keith Voiles, Carl Galletti, Tony Blake and so on, the ads, sales letters and websites that get the best results contain...

Copy That's As Clear As A Bell!

It does no good to try and impress your reader with huge barely pronounceable words. They won't go fetch a dictionary to decipher your copy. They just won't read it.

And when that happens, you, as the writer, have failed in your most basic function - getting read.

Fail to get read and whatever dreams, hopes, aspirations and goals you had intended for your writing to achieve... well you can kiss all that goodbye.

If no-one reads your ad, sales letter or web page you've got a snowflake's chance in hell of making a sale. If no-one buys your book cause the title sucks, all your effort's been a complete waste of time. If people can't understand your book they'll return it for a refund and you'll be out of pocket.

Yep. There's no doubting it...

Fail To Write As Clear As A Bell And You Fail To Get Read. Fail To Get Read And Your Business Could Very Well Go Belly Up!

I know it's not easy all the time. There are times when I've felt that writing was like sitting down at the keyboard and opening a vein. And there have been times when I've felt the words would only come after I'd stared at the computer's monitor long enough for drops of blood to appear on my forehead.

If you've done even the smallest bit of writing, I'm sure you've experienced the same feelings I have, right?

And I'm sure there have also been times when, **you've felt like God himself.**

I mean, there you are with blank sheets of paper and a blank computer screen. And on those "blanks" you have the **power to create** whatever you want. You can inspire people to greatness with your writing. You can entertain them, make them laugh, make them cry, motivate them to give you some of their money and even help enrich another person's life.

But still, even with this "power" at your finger tips, sometimes the right words won't come no matter how much you tempt them.

It's like trying to get blood from a stone.

You leave the room and come back and still the words aren't there. You flick through a magazine and still nothing. You turn on the "all knowing eye" (the TV) and surf the channels and still the words stay away. Nothing seems to work and in the end you sit and stare and wait for those drops of blood to form on your forehead, don't you?

And then there are the times when you have no trouble writing but certain words seem to have acquired a mind of their own. And they refuse to show themselves. Sure you can keep on writing, but that one particular word or phrase you're after has gone A.W.O.L. It's so annoying, isn't it?

And then some time later, like 3 O'Clock in the morning, you wake up screaming "THAT'S THE WORD!" But you don't write it down and you go back to sleep. And by the time you get up it's mixed with all your other brain-fog and you still can't see it.

You've experienced this too, haven't you?

Well, I'm going to let you in on a little secret... ready?

It Doesn't Have To Be Like That Any More!

Never again do you need to suffer the torments of long forgotten words and phrases. Never again do you need to put up with the headaches of brain-fog, writer's block or damned stubborn words that won't do what they're told. Never again do you need to endure endless hours waiting for that right word to **make your writing zing**. Never again do you have to grope around in the darkness of your mind to **find the words you want**.

A Solution To All Your Writing Woes Is At Hand!!!

It's called **Writer's Friend**. And by using it your copy will be as clear as a bell. And that in turn will **make you more money** because your ads, sales letters and web pages will be more powerful and effective.

And not only that... **it's EASIER and QUICKER to write when you use Writer's Friend** because all the words, phrases, sayings, quotes, headlines, etc. you're looking for, are



Right At Your Finger Tips.

So what exactly is *Writer's Friend*?

First let me tell you what it is not. *Writer's Friend* is not a word-processing or desktop publishing program. And nor is it a formatting tool.

Now that you know what Writer's Friend is not, let me tell you what it is. Writer's Friend is...

The Best Helping Hand You Ever Had!!!

Writer's Friend is an EASY-TO-USE *software-based* collection of over 311 Headlines, 1871 Cliches, Phrases and Sayings, 2447 Quotes by famous people and unknown authors and a place to store all your random thoughts and "text bits."

Need a **powerful headline** for your sales letter, ad or web page, or maybe a title for your book? Forget thumbing endlessly through "headline cards." Open Writer's Friend and use your mouse to browse or search the headline section to be inspired.

Want to **make your copy easier to read so it gets better results**? Forget the brain-strain. Open Writer's Friend and use your mouse to browse or search the Cliche section for the words and phrases you need. This enables you to write how the "average Joe" on the street talks. And that's,

Powerful Copy.

Want to **add some credibility and/or wisdom to your copy** to give it more OOMPH? Forget going to the library and pouring over volumes of texts by famous people and forget scouring your own collection of books. Open Writer's Friend and use your mouse to browse or search the Quotes section.

Do you have a few phrases, sayings, cliches, quotes or favorite pieces of text you use often? How about headlines? Or something you may have heard lately that you thought was pretty cool? Then add them to the lists. Or add them to the miscellaneous section. That way,

Everything You Need To Make Your Copy Sizzle And Make More Sale Is In One Handy Location - Writer's Friend.

Before I show you an "actual size" screen shot there's something I feel you need to know.

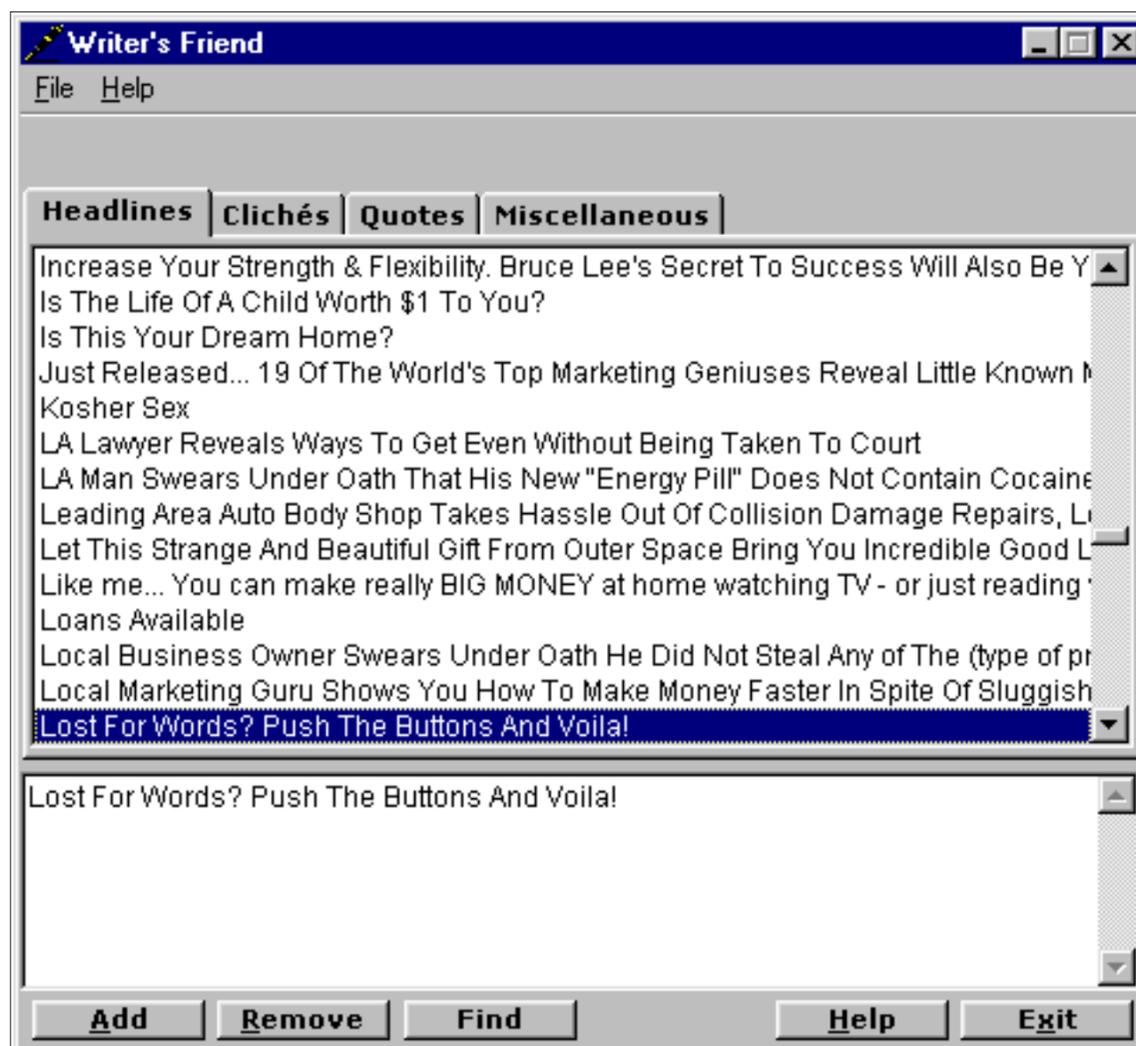
Writer's Friend does not contain every successful headline *ever* written, every cliché, phrase or saying *ever* uttered or every quote from every famous person that *ever* lived.

To do so would just about be impossible. I would've had to be a part of every niche market in every country to get hold of the headlines. I would've had to live in every English speaking country for a lifetime to gather all the cliches, phrases and sayings ever spoken. And I would've had to buy every single book and watch every single TV news item ever in which a famous person said something worthy of quoting.

Seeing as doing that's a near on impossible task for one person to accomplish in a single lifetime, I did the next best thing... gathered as many as is humanly possible - 311 power headlines, 1871 cliches, phrases and sayings and over 2447 quotes by famous people and unknown authors.

I'm telling you this because I don't want to mislead you into thinking Writer's Friend is something it's not.

Now that that's cleared up let me show you an actual size view of Writer's Friend...



As you can see, Writer's Friend isn't a complicated piece of software you need a degree in computer engineering to use. In fact, it's about as *easy-to-use* as they come. And I bet that just by looking at the screen shot you already know how to use it.

Now please let me explain a couple of things about the screen shot you may have been wondering about.

You may have notice that some of the Headlines went past the edge. Not to worry. When you click on them they automatically appear in the smaller box at the bottom - the box which only

contains the words...

"Lost For Words? Push The Buttons And Voila!"

Which is *exactly* what Writer's Friend enables you to do.

If you want to add that text to your sales letter, ad, web page, book or whatever, you simply highlight the text in the bottom box, copy it and then paste it wherever you want it to be. And you do it all, with

A Click Of The Mouse!!!

NO TYPING. EASY!

EVERYTHING you need to QUICKLY and EASILY make your copy MORE POWERFUL, so it gets you the results you WANT, is right AT YOUR FINGER TIPS - a mouse click away.

The ONLY time you need to go to the Menu system is if you want to check out the "About" box.

All the help you need is a single click away. And if you'd rather go over the help file on paper, you can print it out using the button at the bottom of the help file window (EASY)!

There's also ample on-screen help so you can't go wrong. Merely hover your mouse over a button or box or tab and help pops up automatically for you.

As you can see, Writer's Friend is EASY-TO-USE and takes all the hard work OUT of all your writing tasks. And because everything you need is just a mouse click away,

NOTHING could be EASIER!

This is **one software tool NO PERSON WHO WRITES SHOULD BE WITHOUT!!!**

It makes writing such a *breeze*.

Okay. By now you must be wondering what the investment required is to **get hold of this must-have marketer's tool**.

Well, before I reveal the price I want you to think about something...

Think about HOW MUCH it's WORTH to you. Think about HOW MUCH it's WORTH to be able to CUT BACK on your writing time. Think about HOW MUCH it's WORTH to be FREE OF THE HEADACHES of brain-fog, writer's block and words that won't come no matter how hard you try. Think about HOW MUCH it's WORTH to be able to WRITE WITH MORE POWER and have your copy literally JUMP OFF THE PAGE. Think about HOW MUCH it's WORTH to have copy that gets BETTER RESULTS. Think about it.

It's WORTH A LOT to you, isn't it?

And certainly WORTH FAR MORE than the measly \$97AUS (*roughly \$61US, £38UK*) being asked.

In fact, when you think about HOW MUCH it's WORTH to you in terms of the amount of time and effort saved and the increased sales you get because your ads, letters and web pages are more effective, and when you think about HOW MUCH all of that's WORTH to you EACH and EVERY DAY for as long as you have ads, letters and web pages, \$97 is chicken feed.

Look. If you're sincere about wanting to be able to WRITE QUICKER, EASIER AND WITH MORE POWER than ever before, and if you're sincere about wanting your copy to be COPY THAT GETS READ AND ACTED ON, then **investing \$97 for Writer's Friend is the best darn investment you could ever make. Really!**

Of course, your INVESTMENT is TOTALLY PROTECTED thanks to the

365 Day 100% Money-Back Guarantee!

Put Writer's Friend to work for you for a full twelve months. If after that time you haven't found it **quicker** and **easier** to create copy that packs more of a punch, then simply ask for your money back. You'll get a no-hassle refund on the spot - no questions asked. That's a promise!

Am I insane to offer such a guarantee?

Maybe. The truth is... **once you have Writer's Friend you'll see how much quicker and easier it is to write and you'll see how much more powerful your copy has become, and you won't want your money back.** And with the guarantee you have

NO RISK WHATSOEVER!!!

In fact, you can ONLY COME OUT IN FRONT.

And as if getting this POWERFUL ALLY and a 365 Day 100% Money-Back Guarantee wasn't enough, **you also get...**

Twelve Months Support, For FREE!

While other software vendors want to charge you for support all the time, you get it from me for FREE when you **respond to this offer within 48 hours!**

ORDER RIGHT NOW by [clicking here](#).

Listen. If you're serious about wanting an **easier** and **quicker** way to create copy that's **more powerful**, gets read and acted upon, then **you owe it to yourself to get this software and DO IT NOW!!!**

Don't put it off for one second. Don't dilly-dally about it. Don't um and ah. You know you want to be able to write **quicker** and **easier**. You know you want to write with **more power**. You know you want your copy to produce **better results**. You know **Writer's Friend gives you everything you want, saves you loads of time and effort** and is WORTH a tremendous amount to you.

Start enjoying the *ease* and *speed* at which you **pump out powerful copy. Order right now**

while it's fresh in your mind. [Click here](#).

The more you think about it, the more you want to get Writer's Friend because you can see how much it's WORTH to you, how much better off your copy will be and because it comes with a 365 day 100% money-back guarantee which means you have ZERO RISK! So go grab you credit card and [order right now](#) this very second. You'll be glad you did.

Thanks for reading and look forward to your order.

Yours for Quicker, Easier And More Powerful Writing,

Collin Almeida

P.S. Writer's Friend, which helps you write **quicker**, **easier** and with **more power** than ever before, will run on any IBM compatible computer running Win95 or greater and comes with a 365 day 100% money-back guarantee. And is a 2.3 megabyte download.

P.P.S. Whether you write professionally or as a hobby, **Writer's Friend is the tool you need.** By using it you can QUICKLY & EASILY CREATE POWERFUL WRITING THAT GETS READ. [Click here to order](#).

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Go Visit the Actual Writer's Friend Site

<http://www.inforingpress.com/webletters1/writersfriend/>

P.S. - Sum Up Your Offer Here

Many prospects are impatient. Even though they're genuinely interested in your product they don't want to read your page upon page of bulleted benefits. They want those bulleted benefits to be there, but they won't actually read them.

Maybe they already know about your exercise machine.

Other prospects are on a budget. They want to know right away if your product costs more than they want to pay. If it doesn't, some will back up and read the bullets.

Some just want to know who you are before they keep reading.

Such impatient prospects will scroll immediately to the bottom of your web sales letter. They know from experience that all good copywriters will include a short summary of the product's benefits, price, deadline if any, guarantee and bonuses in a PS and PSS at the bottom of the letter.

So prove to them that you are a good copywriter and include at least a PS and if you need more room to list all your bonuses, a PSS or even PSSS.

Don't go into great detail. Keep it positive and short.

P.S. -- So for just \$495 you'll get the only exercise machine backed by 20 years of research dedicated to building your bicep muscles.

Order by midnight to take advantage of our \$100 off special.

You'll love your biceps in a year or we'll refund your money.

P.S.S -- Don't forget that if you order by midnight you'll also receive free of charge our exclusive video of top male and female models in skimpy leotards stretching, pulling and otherwise showing off their sexy bodies as they demonstrate how to use this machine. A \$99.95 value, yours free when you order by midnight.

Click here and in 3 days you'll start building the best biceps on your block.

Robert Boduch

Robert Boduch is a highly respected copywriter.

His personal website is:

<http://www.bizprofitbuilder.com/>

How To Sell ANYTHING (in unlimited amounts) With Super-Responsive Classifieds!

...The Little-Known Secrets Of Classified Ads That Produce Real Cash Profits Every Day!

**..If you're serious about success with
classified advertising... please read on.**

One man I know earns between \$6,520 to \$10,260 every single month using these exact strategies. Another continues to run the same ad, month after month, exactly as he's done for the past several years. Why? Only one reason. It puts money in his pocket, day after day -- month after month. Year after year.

What do these successful advertisers do differently?

Well, there are several things. And... when you really grasp these differences, you'll be ready to get the same kind of results -- results you can take to the bank!

Read to the end of this report and you'll understand the profit-producing power of classified ads.

You'll discover step-by-step, how you can turbo-charge your tiny ad into a perpetual, cash-flowing marketing machine. I use the word "machine" because once you master these secrets, you can almost put your plans on auto-pilot ...and the results still keep pouring in ...non-stop!

The best part about it is that these methods work for practically any product or service -- anywhere in the world!

But it wasn't easy to piece together this potent, high-profit information. Each idea I've developed, had to be learned the hard way, through trial and error. Now, you can enjoy all the benefits of my research. If you only USE this information ...I promise you higher response rates & more money in your pocket.

After years of running ads -- trying out various approaches -- I began to collect the key ideas that worked. I wanted to figure out what made some classified ads so successful. And I kept testing new approaches until ...I finally figured out ...what works and what doesn't.

I studied ads run by other people, and quickly developed a sure-fire technique for identifying the profitable ones. Here's what I found: the ads that produced the most amazing results, all had the same secret ingredients.

(1) A GOOD AD ALWAYS BEGINS WITH A GOOD HEADLINE

Every winning ad started with a winning headline. These advertisers knew that for an ad to capture attention and to really stand out in a sea of ads, the headline, or opening had to be different; it had to capture the eye of the scanning reader.

Powerful headlines arouse curiosity and imagination and draw the reader in -- to get the rest of the message. I'll show you 7 headline strategies that work wonders in the classifieds and assure that your ad is read by more people than ever before!

Those top ads I studied all seemed to "reach out and touch someone". They spoke out to a certain definable individual.

(2) TO ATTRACT QUALITY RESPONSES, COMMUNICATE TO A SELECTED AUDIENCE

Super-successful advertisers know in advance who their best targets were. The message was then written for these folks ONLY.

"ATTENTION ALL FISHERMAN..." speaks only to fisherman and excludes all others. This is targeting, and what it does is raise your credibility and visibility within your target market because you're "speaking their language". Make no mistake... this approach works!

It addresses a certain type of person who recognizes the message as being important because it's specifically for him. The advertiser didn't try to "sell" everyone. They stayed on course and offered their product solve a specific problem, for a specific audience.

I'll share with you my exact methods of targeting your audience so you get only responses from people who are likely to buy. That brings me to the next very important point...

(3) YOU SHOULD NEVER TRY TO CLOSE THE SALE IN YOUR CLASSIFIED AD

Don't push to make the sale in your classified ad. It seldom works. Why? Because it's impossible to make a strong sales presentation within a few lines.

You have to make your prospect aware of how your product can help him. Why does he need it? How does he benefit by acquiring and using it? What's in it for him? Tell the whole story, but do so in your follow-up material -- not in your ad.

Instead, try using your ad as a beginning -- an introduction. Use your classified ad to catch the eye and draw attention from your prospects. Arouse curiosity. Stimulate some excitement. Ignite emotional interest, so that your prospect makes the effort to connect with you.

I'll give you the secrets of creating an ad that is simply irresistible. I'll show you precise techniques I've developed for arousing a passionate interest -- that should work just as well for you.

Another quality that all money-making ads share is this: they deliver an offer so strong, it simply cannot be ignored. Few people can resist.

(4) GIVE YOUR PROSPECT A GOOD REASON TO CONNECT WITH YOU

Make him an offer he can't refuse! Give him a taste of what he wants. Let him know there's something of value for him in connecting with you.

Want to know the secret of creating an ad that generates tons of responses? Know exactly what your prospect wants -- on a deeper emotional level - and give him a sample.

How?

It's easy with my complete checklist of 99 Emotional Appeals That Stir Prospects To Action. I guarantee you'll find somewhere on this list, a high-powered appeal that works like magic for your offer -- and stuffs your mailbox with responses, day after day.

(5) HELP YOUR PROSPECT PLAY A ROLE THAT INTERESTS HIM

We all play a role in life. Some folks have multiple roles to play every day. You may be a parent, friend, co-worker, president, etc. But most of us long for something different. Something better. We want to play other roles. We want to *become a public speaker*, or *learn how to service PC's* or *be a better lover*. What role does your product or service help your prospect to play?

I'll give you dozens of examples to help you get going. You're free to use them any way you choose. Creating a dynamite ad has never been easier than this!

Now... here's something to consider...

If you knew that you could save hundreds or even thousands of dollars... If you knew that you could save hours upon hours of tiring work, frustration and stress...

...And, get the BIG-MONEY RESULTS you've always wanted...

Would you be willing to pay a small amount for that information?

How much would it be worth to you, to turn your classified ad into a 24-hour money-machine?

"Classified Magic ...How To Make Your Small Ads Pay Off BIG!", is your road map that virtually guarantees your success as a classified ad writer and marketer!

But it's more than that. It's your key to producing consistent -- almost magical -- results. It's a concise, to-the-point booklet, that makes creating great ads a breeze. You get only proven, solid, real-world information that you can use immediately. It's your complete "Success Guide" ...all you really need to reach new levels of classified marketing success.

You'll very quickly discover...

*** How to write ads that trigger responses faster than you can count them...**

*** The one item in your ad that will make you more successful than you've ever been before...**

*** How to write an ad that's so effective, few potential buyers will be able to resist...**

*** The secret to finding the best locations for your ad...**

*** How to ensure every word has maximum pulling power... and key words that get your ad read...**

*** How to determine the strongest possible appeal to get the biggest response...**

*** The 3 key ingredients of every super-productive ad...**

*** A sure-fire way to communicate that sells and sells...**

*** Secrets for selling virtually any product or service with tiny, word-only ads...**

*** How to find the profitable ads in any publication and how to duplicate their success for yourself**

*** The quickest method ever to easily creating a winning classified ad that pays off, big-time...**

I've packed all this key information and much, much more into an easy-to follow Success Guide. It's an exciting new handbook that gives you EVERYTHING you need to know to start turning profits from every single ad you place from this point forward.

Here's what other readers have to say about *Classified Magic*:

"I found your book very interesting and I am studying it. This has been the best investment I made in a very long time. I sincerely appreciate the straight, clear and to the point way it is written."

Dr. Thalia Kafatou - Fairfax Station, VA

"I've been writing ads for years and I own lots of books on direct marketing that cover classifieds. Robert Boduch's "Classified Magic" is by far the best single book on the subject. A definitive reference on the "science" of Classified Ads."

Stewart Meredith - Kent, England

"The booklet was one of, if not the best investments I have made in my advertising endeavors. The information is not only timely and informative, but it actually works. I learned more from your book than all those \$39.99 to \$200.00 courses you see on all the infomercials."

Cheryl A. Mauldin - Diaz, AZ

"Thank you very much for turning me on to your book, Classified Magic. It has proven to be invaluable in my business. The responses have increased and I was able to increase my income dramatically. Again, thanks very much."

Gunter Weissmann - Ontario, CA

"I was so happy to order the information from you. It turns out, that I received much more detailed information than I had expected. My business, shortly thereafter, began to really take off. The only difference was the way I wrote the ads."

Karyn Daniels - Austin, TX

"I found your booklet easy to read and understand for someone with no previous marketing skills. In a couple of hours with your book, one can learn 90% of what is needed to be successful in the classifieds."

Ari Niemimaki - Helsinki, FINLAND

"I found your step-by-step approach FAR more meaningful than anything I've looked at. This includes information off the Internet, Don Lapre's help-line, articles on marketing and advertising, etc. It was after reading your book that I saw that my whole approach was wrong! Now I have a better understanding of how this thing works - follow the formula and elicit a positive response. I very much enjoyed your book and thought it offered many useful insights."

Michael P. Lynch - Baltimore, MD

"I found your book to be both enlightening and informative. I have used several of your ideas and methods for creating winning ads."

Peter Harrison - Sutton, Ontario CANADA

"I enjoyed your publication very much. I have written a new ad by following the steps in your book. Thanks for your interest in helping your readers. It is refreshing."

David Soper - Seattle, WA

"I have found your booklet to be very helpful. I have incorporated some of the ideas into my advertising plan and have found results have improved in a difficult economic climate."

Bill Grace - Wellington, NEW ZEALAND

Now, YOU have a choice.

You don't have to go through the whole painful process - struggling -- grasping -- wondering -- hoping. Spending more money... while multiplying your levels of stress and frustration.

All the costly testing been done for you. I've been your guinea pig. I've tried ...and learned. Struggled ...and learned. And, invested serious money...and learned. Now, you have a unique opportunity to profit from it!

There's absolutely no reason for you to repeat the mistakes I made in those early days ...mistakes made by 99% of all classified advertisers. Just one little mistake can make an ad much less effective than it could be.

Don't you waste another minute of your time guessing. Get the facts and then go out and place your ads!

I want you to enjoy the excitement of seeing your mailbox overflowing with responses from people eager to buy. It's a wonderful feeling! My Success Guide gives you everything you need to know to succeed in a big way with classified advertising. This is the kind of inside information you just can't get anywhere else! I GUARANTEE IT 100%!

You'll be shocked just how easy it is to attract more business and make more money with classified ads than you ever thought possible! It's too bad that most people who place classified ads simply don't understand why their ad fails to generate responses.

But you'll never have to suffer such a fate. You can avoid this huge waste of money, effort and time. It's really simple. Just apply these proven techniques.

I'll show you how to profit from only a handful of words... with no extra effort... and ...with absolutely no extra cost to you! You'll learn how to take full advantage of this super-lucrative, but largely misused, advertising medium.

I GUARANTEE YOUR SATISFACTION, UNCONDITIONALLY FOR ONE FULL YEAR!

Try *Classified Magic ...How To Make Your Small Ads Pay Off BIG!* If you're not ABSOLUTELY DELIGHTED with the wealth of money-making classified ad information inside, just return the Success Guide (in good condition) within ONE YEAR. That's it! I'll refund every penny...NO QUESTIONS ASKED!

And here's more good news... You also get...

Bonus #1

... I'll give you my FREE marketing consultation -- in print. Send me any sample of your print advertising. (sales letter, brochure, flyer, etc.) I'll review it and suggest simple ideas to boost your ads response. You get a personalized SPECIAL REPORT that's guaranteed to improve your results. Lots of tips and fresh marketing ideas you can profit from.

*** That's a \$150.00 value -- yours FREE!**

Bonus #2

... you get my collection of power-packed classified ads -- uniquely created ads designed for over ten different types of products and services. With this many examples, there has to be at least one you can model -- to generate an overflow of response for you.

*** That's a \$20.00 value -- yours FREE!**

Bonus #3

... you also get my list of 110+ Free Places To Advertise On the World Wide Web. Every site has been personally checked by me within the last 30 days, so I guarantee these sites are actually there and will accept your free ad. All you need is temporary access to a computer and you can advertise to the world!

*** That's a \$30.00 value -- yours FREE!**

That's a total of \$200.00 EXTRA value -- yours ABSOLUTELY FREE!!

I may be taking a risk here -- but I sincerely believe you'll find "Classified Magic ...How To Make Your Small Ads Pay Off BIG!", the most helpful resource on classified writing available today. You cannot lose. There's no risk at all. You must be completely delighted with your Success Guide or I'll GLADLY BUY IT BACK ANYTIME WITHIN ONE YEAR!

This may be your only opportunity to get so much profit-building information at the low, introductory price of only \$25. For twenty-five dollars, you get all 49 key, "success tricks". Each one is valuable, powerful and important. What's each "trick" worth? FIVE DOLLARS? That would make it a \$250 package. TEN DOLLARS? You've got a \$500 package. As you can see, \$25 is a bargain price - take advantage while you still can!

So, with the assurance of my money back -- no questions asked -- guarantee in mind, why not order today? I'll ship your information-loaded Success Guide to you immediately via first-class mail. When it arrives -- read every word. I promise you it won't be long until you're writing ads that produce overwhelming responses!

I guarantee you it will be among the best \$25 you've ever invested. Not only will you quickly earn back your \$25 -- by applying these secrets -- but, you'll have the knowledge to win with classifieds -- again and again, as often as you wish!

Yours for classified advertising success,

Robert D. Boduch

Author

P.S. In brief, you get all this...

...The complete Success Guide, "***Classified Magic ...How To Make Your Small Ads Pay Off BIG!***"

49 key secrets to creating classified ads that produce results!

-- Your FREE marketing consultation and special report to turbo-charge your ads performance. Creative ideas and solutions you can BENEFIT from, for years!

-- Your FREE Sample Pack of classified ads designed to trigger responses. You can use them as creative guidance, or, as is, with your particular details inserted. Either way, it will help you make money and it's absolutely FREE!

-- FREE -- My own list of tested, proven sites that offer FREE ADS to you!

P.P.S. HURRY... Don't Miss Out! We must hear from you, NOW. This special offer may be withdrawn soon. Please.. take a few moments - right now - to place your order, and you'll be guaranteed to get everything I've promised... and, more!

To get all this.. simply complete the [online order form](#).

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34950 Hwy 58, Eugene, Oregon 97405, USA Phone: 1-541-736-9631 Fax:1-800-368-4740

Go Visit the Actual Classified Magic Site

<http://www.inforingpress.com/webletters1/classifiedmagic/>

Yanik Silver



Just 28-years old, Yanik Silver is recognized as the leading expert on creating automatic, moneymaking web sites...and he's only been online full time since February 2000! He believes almost everything people have been taught about making money online is completely wrong. His Internet success techniques only require a simple web site and you don't even need to know how to put up your own web page. (In fact, Yanik still doesn't know HTML).

He is the author and publisher of several best-selling marketing books and tools.

When I first read his book *Autoresponder Magic* I slapped myself on the forehead and asked Why didn't I think of that?

When I read his book *Million Dollar Email* I slapped myself on the forehead and asked What next?

The idea for this book popped into my mind, so I am indebted to Mr. Silver for that as well as for his contributions to this book.

Instant Internet Profits

[Members Login](#) || [Order Now](#) || [Get Paid](#) || [Affiliates Login Here](#)

"This course is simply the best and most complete overall guide to Internet profits I've ever read. If you can afford to buy only one course on starting your own information marketing business on the Internet, this would be the course I would recommend you... Yanik Silver gives you a complete master strategy of creating, marketing and selling your own information products on the Internet. Besides, you get all the concrete techniques and all the templates you need to get moving. So if you want to get the best overview on starting up and running your own information marketing business, this is the course I will recommend you. Take my word for it, this is a really, really good product! Get it!"

Taken from a critical review by Klaus Dahl who reviews dozens and dozens of Internet marketing courses, newsletters, and private sites. [Read the whole review here](#)

"27 Year-Old Maryland Man Reveals His Proven System For Creating Instant Internet Profits From a Simple 2 Page Web Site...Even If You Hate Computers"

The Amazing Story of How a Completely Different Approach to Internet Marketing Took Me From Zero to Making \$51,351.94 in Just 6 ½ Short Months, Working From Home - And Why I'm Convinced Nearly Anyone Can Copy What I'm Doing

Dear Internet friend,

My name is Yanik Silver. I just turned 27 a couple weeks ago.

And in only a few short months I've achieved the ultimate Internet "fantasy" of making a lot of money from a simple web site that runs itself virtually on autopilot. I'm sure my story may be hard to believe - but give me a chance and let me prove that I might just have the answer for you, too!

Several months ago my friends were rolling on the floor laughing when I told them I was going to build a profitable web site. And they had every right to be amused since I had absolutely no web site design skills, zero HTML or coding knowledge... in fact, not much computer "know-how" whatsoever (still don't). But that didn't stop me from going

ahead with my simple 2-page web site and the flood of orders haven't stopped.

It's absolutely incredible!

So what's this got to do with you? Actually lots. Because for the first time ever I'm willing to spill the beans about exactly how I started from scratch and built an automatic web site that spins off more money than when I was busting my hump working 50+ hours per week, at a \$65K/year job. In fact, I'm going to lay it all out for you so you can duplicate exactly what I've done.

But before I get to that, I want you to picture the perfect business...

Everything You've Heard About The Internet Could Be True

Imagine waking up every morning and finding orders waiting for you in your email box. As you were sleeping customers from all over the world were giving you money. And you don't have to do anything because your computer takes the order, processes the credit cards, delivers the product and then deposits money in your bank account - all without you lifting a finger. It's like having your own perfect moneymaking machine working for you tirelessly day and night.

I know this sounds a bit far fetched but it's all true. And when I decided to write this information I realized I had a major problem.

My big problem is how do I tell you about my proven Internet strategies and techniques (and what kind of lifestyle it can give you) without sounding like a bunch of hype or coming off as some 'rip-off' artist. I'm sorry to say but that's one of the biggest problems on the Internet since you really don't know who to believe...

Listen, I'm not going to B.S. you and tell you that I make \$15,000 a day in my underwear (though, I do work in my underwear most days). I'm going to give it to you straight. You'll notice I don't hide behind a fake email address or P.O. Box. I answer my own phone when I'm around (the number is 301-656-2424). And my complete address is on every page of this web site.

Even with that said, I really don't expect you to believe a word I'm saying until you see....

Proof Of How I Make \$384.79 - \$789.61 Each And Every Day

Take a look at a recent week of daily deposits from my site www.instantsalesletters.com (this is all actual money that was deposited in my account automatically from my website while I'm sleeping):

▶	1261	11/2/2000 4:03:10 AM	100%	0016	\$764.55	A
▶	1260	11/1/2000 4:03:31 AM	100%	0013	\$449.73	A
▶	1259	10/31/2000 4:03:42 AM	100%	0026	\$759.61	A
▶	1258	10/30/2000 4:02:08 AM	100%	0024	\$789.61	A
▶	1257	10/29/2000 4:02:13 AM	100%	0013	\$639.61	A
▶	1256	10/28/2000 4:02:20 AM	100%	0009	\$394.76	A
▶	1255	10/27/2000 4:02:15 AM	100%	0015	\$384.79	A

Of course the money is great - but there's actually a much bigger benefit to having an Internet business that runs itself almost completely on autopilot - and that is the freedom!

Now I have the time to do pretty much whatever I want to.

Time to have fun.

I go Rollerblading, work out at the gym, play 18 holes, sleep in late or just plain goof off.

Actually, most of my friends still wonder how I'm driving around in a brand new silver S2000 convertible roadster and how my wife, Missy, and I can take off for so many trips. (Our last one was to Maui for 8 days and my web site just kept cranking out orders while we were off snorkeling - in fact, there was more in the bank account when I came back then when we left.)

Now, I'm not trying to brag or boast. I simply want to make the point and prove to you that I've actually done "it".

There are lots of "so-called" Internet experts out there trying to sell you tons of Internet marketing information - but only a handful have actually sold anything except their "get rich" information. (If I were going to take advice - even from a "smart aleck" 27 year old - I'd want to make sure they could "walk their walk" first.)

The Only Way Left For The "Little Guy" (Like You And Me) To Create Incredible Wealth, Working Just a Few Hours a Week

I know it sounds like a pipe dream but it's not. Stick with me and I'll show you.

Here's what I don't sell online:

First of all, you should know I don't run any sleazy sex sites. And I don't sell anything rare or unusual (nearly anyone could create the same product). Next, I don't sell anything "onesy - twosy" on Ebay. And I don't sell tons of products making a slim profit on each sale like Amazon (my profit margin is nearly 100 % on each sale).

So what do I sell?

I create what I call 'Digitally Delivered' Information Products.

Let me give you a simple example of what happens on my current web site so you'll get the idea. To start with, a visitor comes to my site and they'll read my online sales letter. Then once they decide to order they'll click over to my order page and give me their credit card number. That credit card is processed in real time to make sure it is valid and after it's approved the customer creates their own password to access my 'digitally delivered' product. And then, the money is deposited in my account and I get an email confirmation of the order.

Simple, right?

Did you catch what I left out? Exactly. No personal involvement on my part. My computer and systems I've set up handled everything on complete autopilot.

7 Reasons Why A 'Digital' Information Product Is The Best Way To Build Your Fortune on The Net

- You have no competition. Everything you sell is copyright protected so you can't be "knocked off".
- Incredibly huge profit margins. People aren't paying for bits and bytes they are paying you for the value of the information. With a digitally delivered or 'downloadable' product your profit margin is nearly 100%. (Compare that to any giant online retailer who can only compete on price and eke out a slim single digit profit margin)
- You can work from anywhere you wish. It doesn't matter if you're playing beach volleyball in Aruba or skiing in the Rockies. You can run your digital information site from anywhere you can find an Internet connection.
- You can set up your business so it works on complete autopilot (that's how my web site works right now).
- No need for employees. I have absolutely zero employees and I couldn't be happier not to deal with all those headaches and hassles.
- Incredibly low start up costs. You don't need a factory or even a store front because you can run your business in any spare space a computer fits.
- You get paid over and over again for work you do one time. Once you create your digital product you can keep selling over and over again. The work is done one time and you repeatedly profit from it.

By now you might be thinking...

"Everything's Free On the Internet - So How Could I Possibly Sell Information?"

Yes, that's true there is plenty of information available for free on the Internet but the problem becomes information overload and lack of time. People will gladly pay for information that will save them time and money searching around.

Consider this fact: Every well-known marketer sells information products. So why wouldn't you follow their lead?

And it's easier than you think especially when you see what you don't need...

Here's What You Don't Need To Get Started:

 **Lots of money to design your site.** Nearly anyone can design a simple 2-page web site for you if you can't do it yourself. (Since I didn't know any HTML I paid for my site to be designed- but with the easy web design tools available now you could be up and running for a couple hundred bucks.)

 **Lots of time.** I only work a couple hours a week handling administrative functions - so this is the perfect home based business to start even if you're working at a full time job.

 **An idea.** I'll share with lots of easy ways to brainstorm a great project idea. In fact, it's better if you don't have an idea because that way you can locate a hungry market first - which is much more important.

 **Lots of free content.** Trust me on this one. My web site is a simple 2-page site because I didn't have time to create lots of free content like many experts advise you to do. You don't need it - in fact, in many cases it even hurts your sales.

 **Lots of money to advertise.** I'll show in exact detail how I've managed to drive thousands and thousands of visitors to my site using free and very, very low-cost marketing methods. In fact, one of my favorite secrets is setting up a whole network of hundreds, even thousands of sites all selling your product. And the best part is you only pay these 'resellers' when they make a sale. (Therefore it's zero out of pocket expense until a sale is made and the money is in your bank account.)

Quite simply - there is no better opportunity right now than selling a digitally delivered information product. I turned a profit after the first few weeks and now it just keeps growing and growing. Just last month my site brought in over \$15,508.46 and I'm still only working just a few hours a week from the comfort of my home office.

And now you can simply copy my success...

Announcing the "Instant Internet Profits System"

Forget just about everything you've seen or heard from other so-called marketing experts. What I've done is put together a complete blueprint for Internet marketing success.

I'm sure you've probably seen and read all kinds of Internet marketing material that give you hundreds of different techniques and strategies that are supposed to work - forget about that! You could waste months (and thousands of dollars) - trying to figure out which of these methods actually do work. Or you could save yourself the frustration, time and mistakes by following my lead.

What I've done is taken the exact steps in the exact order and laid it all out for you in a simple system to follow. Every step is carefully explained. Nothing is left to your imagination to guess how put it all together or which tools to use.

"I have spent tens of thousands of dollars buying information on making a profit on the internet. Nowhere have I found anything remotely approaching what you've accomplished. You've created a template for fantastic success for anyone who wants to market on the internet. In simple language, you provided the tools and showed us how to use them.

Within the first few chapters of "Instant Internet Profits," I came up with a number of new projects that will be worth hundreds of thousands of dollars, if not millions to me. And it was all because of the information you provided. To me, genius is a quality that takes the complex and makes it simple. In my books, Yanik, you're a genius."

John Harricharan

award-winning author of the bestseller, "When You Can Walk on Water, Take the Boat"

www.powerpause.com

Here's What You'll Discover Inside This Proven System:

- How to quickly and easily create "hot" digital products that customers really want (You'll get examples of 14 easy to develop products that are selling like crazy right now on the Web.) See Page 19
- My 12-part power formula for putting together a "killer" web sales letter. Pretty pictures and graphics alone won't cut it - that's why you need these little discussed (and seldom taught) secrets to mastering the art of web copywriting. (Discover the techniques I use to sell 1 out of every 32 visitors.) Page 57
- Why you should forget everything almost every "guru" or Internet Marketing "expert" tells you. Stop falling for this myth pushed on everybody. See page 53
- How to make even the most reluctant and skeptical visitor practically beg you to

take their money. Page 66

- The no hassle way to set up your entire web site on autopilot. You can have credit card cards processed, orders fulfilled and money go right into your bank account immediately while you sleep or goof off. Page 124
- How to generate thousands of dollars in free advertising using Ezines. (I've spent less than \$200 advertising my web site and you can too - after you learn this coveted secret.) Page 146
- 6 Quick and easy ways to produce your digital product without breaking a sweat. (5 of the ways require zero writing.) Page 27
- How to set your price for maximum profit and which digital products have the highest perceived value (some of them are the absolute easiest to create). Turn to page 49
- The 4 elements that need to be included in your offer or you're almost guaranteed a failure. See page 47
- Where to register your own domain for just \$17.50 per year. (And how to come up with the best domain names that aren't taken - yes, there are still lots of good ones left!) Page 43
- Why you should be happy to see lots of competition selling similar information products. Page 39
- How to make those same competitors thrilled to send you their best customers and traffic. It's all on page 179
- The hidden psychological 'trigger' that makes visitors compelled to whip out their credit cards. Page 76
- 3 simple ways to test your web copy before posting it on your site. Skip these and you're probably only making a small percentage of sales you could be. Page 88
- What you should say (and definitely not say) in the subject line of your email to make sure it gets opened instead of trashed. Page 213
- How to make 24% - 68% of your customers immediately increase their orders 25%-35% just by adding one simple page. (Very slick and powerful.) Page 89
- How to create a winning order form that makes the sale. Studies have shown that a majority of all shopping carts on web sites are abandoned before completing the sale. Find out how to avoid this mistake on page 92.
- How to instantly (and automatically) suck money out of visitors who have LEFT your site who didn't buy anything. Page 94
- The simple little secret that increased my opt-in sign-ups by 500%. It's on page 116. (You can start this the very minute you receive the package.)
- Little-known secrets to generating ecstatic customers, glowing testimonials and even more sales -- automatically. Page 128
- How to calculate your web site's critical numbers and why you need these to "roll out" big time. Page 137
- Where to get up to 1,000 qualified visitors for only \$10. You'll find it on page 166

- How to get hundreds, even thousands of websites working for you advertising and selling your product. Page 182
- How to get top 10 positioning on the big 8 Search Engines without even submitting your site or hassling with META Tags. (Yes, even Yahoo!) Page 195
- How I got listed #1 in Yahoo for my top search term and how I was even able to make them change my site's description (very important for their search listings). Page 174
- The magic of backend marketing! A simple method that made me \$2,233.00 in just a few days with absolutely zero costs. Page 206
- And much, much more...

You could study tons of Internet courses and books and still never uncover these proven real-world techniques to generating a significant income on the Internet.

But don't take my word for it - here's what others are saying:

"Yanik, I would just like to thank you for a *wonderful* package! As you know, I teach the same strategies you do, and I thought I knew it all - but I must say you surprised me this time! I'm positive that just a few of the tips you shared will help me add thousands of dollars to my bottom line the minute I put them to use... Very, very impressive.

By the way, one of the best things about your package is the fact that you include specific examples and templates for everything. I'm convinced that anyone who gets your package can follow your simple system to build a *very* profitable business for themselves, and these templates alone will save them hundreds of hours. Seriously, the templates alone are worth far more than the price of the package.

Thanks again, Yanik. I know you always over-deliver, but this is the best I've seen. You've got a golden package here, and I'm sure everyone who reads it will be blown away by the value!"

**Martin Franzen
Internet Marketing EXPOSED
<http://SiteSelling.com>**

"Instant Internet Profits is top notch, in fact I was developing a follow-up to my own "Product Magic" that covered lots of what you have covered in your new product, and so I'm going to shelve that one and just recommend yours - that's how good I think it is!"

**Andy Brocklehurst
www.succeed4u.com**

"I have reviewed dozens of books/manuals on Internet marketing and Yanik Silver's Instant Internet Profits is one of the 2 or 3 best because it not only has lots of great idea, but is one of the few to offer a step-by-step blueprint for making money on the Web. He also provides lots of great resources which can save you not only money but lots of time and frustration if you pick the wrong vendors. Yanik is one of the few "Internet gurus" who's actually made money on the Web." In fact, if a friend or relative asked me for a single manual to purchase to launch a moneymaking web site, Yanik's manual would be it."

Bill Harrison
Executive Editor & Publisher
Book Marketing Update
www.FreePublicity.com

"I digested your Instant Internet Profits. As soon as I could, I began implementing your tactics in Chapter 12 (for getting testimonials), that was a few days ago. I added a few twists to it and speeded up the process a bit for myself (just to see how it works). Guess what? The system is ALREADY working!!! I've already received 3 hot testimonials from new buyers of my packages over the past few days! It's amazingly simple, but so effective. Your book is precisely what I needed to boost my income, I just had to write to say Thank You! I hate to sound rude, but I've got to get going. I have to implement more of these tactics right away and make a ton of extra income!:)"

Kunle Olomofe
Author, It's To Kick Butt & Make Money!
www.adtwist.com

"Yanik has created one of the most thorough and down-to-earth guides to the realities of Internet marketing I've seen. If you're serious about selling on the Internet an investment in his guidance will pay a rich return."

Ken McCarthy
www.amacord.com

"Your course, Instant Internet Profits, has been the best thing to come along to coordinate all the information that I have gleaned from all the 'Masters of Marketing'. There is so much information on the Internet that it starts flowing together in one huge pool, just like looking at wallpaper samples for 2 hours! Your course zeroed in on the details which helped to clear the clutter in my mind. Your course has shown me the path to take. Actually it saved my sanity as I was in despair and ready to toss in the towel. Thanks for an excellent course. Worth every penny!"

**Eleanor Campbell
Waterloo, Ontario
CANADA**

"I just want to give you my heart felt thanks for your Instant Internet Profits manual. I've recently invested quite a great deal of money in my online marketing education. And I just have to say that your course is one of the best, if not the "THE BEST" one I've purchased. I've just released two sites following your recommendations - and I am receiving almost triple my response rate than before I implemented your simple yet powerful strategies!"

**Johannes Garrido
www.KillerClassifiedAds.com**

"I think that your Instant Internet Profits will help me make more money than I ever have before."

**Dan Slaughter Jr
Pittsburg, CA
www.homebiz-ideas.com**

"What I have seen is great. I'm also glad it's in electronic format, because if this was on paper I'd probably hurt myself trying to lift it -- there is a TON of information here. As usual, you have over-delivered on your already-hefty promise."

**Mike McBride
North Providence, RI**

"Every year or so an Internet Marketing Course comes along that blows everything that came before it into the dust. Yanik has packed it all in. He made it big this year, and he gives you the EXACT BLUEPRINT for you to follow. He leads you step-by-step into achieving more than you thought yourself capable of.

The tactics and techniques Yanik reveals are extremely clever. They'll help you squeeze the maximum amount of money out of your existing Internet business, and they'll help you develop a new business from scratch. Some of the ideas knocked me out. Gave me that "why didn't I think of doing that?" feeling. I've read most of the courses and books available, and nothing matches this one. I highly recommend it."

Phil Wiley
Editor "All the Secrets" Ezine
www.ozemedia.com

If What I Say is Really True And I Can Show You How To Make \$300, \$500, \$700 (Or More) Each and Every Day - How Much Should I Charge You For This System?

I was told that maybe I should put on a big seminar and charge people several thousand dollars to attend (just recently I was a guest speaker for only 1 hour and over 100 people paid \$950 to attend). But the problem with that is it requires me to be there -- and that's really not for me right now - so I've decided to do the next best thing.

What I've done is compiled absolutely everything I know and poured it into a 224-page home study course.

I figure a bare minimum of 250 man-hours went into creating, testing and tweaking the material you'll find inside the "Instant Internet Profits" system. And that doesn't even count the thousands of dollars I spent finding and researching the right tools and resources you'd need.

So if you figure 250 hours at my current rate of \$500 per hour for consulting you are getting \$125,000.00 in value. But for the sake of argument let's cut that figure down to just \$50 per hour (even though I make much more than that even when I'm not working) so that would be a bare-bones minimum of \$12,500.00 in value.

But I'm not going to charge anywhere close to that because I want every one who is serious about creating an automatic moneymaking web site to be able to afford my program. That's why the entire "**Instant Internet Profits**" system is only \$127 (or only \$100 more for print version)

Make no mistake, at this price your investment would be well worth every penny - but I still want to make it even easier to say 'Yes' by throwing in 7 incredible bonuses. Take a look at what I've got lined up for you...

**\$1,123.50 in Free Bonuses Guaranteed When You Order By
Wednesday, November 21**

If you order by midnight, **Wednesday, November 21**, I'll also guarantee you'll get these 7 amazing bonuses. Here's what you get...

Free Bonus #1

"Step-by-Step Digital Profits" Interview audiotope (\$69.00 Value)

This is a 1 ½ hour interview that Chayden Bates, the author of Ebook Marketing Explained, did with me. He really grilled me during this interview and extracted out a few secrets that I really didn't want to share (but he captured it all on tape).

Free Bonus #2

Internet Marketing Boot Camp Presentation (\$159.00 Value)

Audiotope of my recent talk at an invitation only \$950 per person Internet marketing seminar. I've never released this one before.

Free Bonus #3

Personal Web Site Critique (\$500.00 Value)

As you can guess, these days I'd much rather be out having fun than taking on clients or consulting so this bonus may not be around for very long. You'll get my best advice on how to improve the selling power of your web site delivered direct to you via email. That's \$500 more of my most valuable asset -- my time!

Free Bonus #4

Special Report: "How to Find, Recruit, Sign-up and Nurture 'Super Affiliates'" (\$99.00 Value)

I mentioned before that you can have hundreds, even thousands of web sites all selling your product and driving traffic to your site by setting up your own affiliate program. What I didn't mention is that only about 10% of your affiliates are generating 90% of your revenue. And the top 1% of those affiliates are known as "Super Affiliates". These are the people can shoot your sales through the roof almost instantly. And inside this special report I lay out every trick and technique I use to locate these elusive affiliates.

Free Bonus #5

Every Template and Letter I Use (\$119.00 Value)

Next you're going to get every template I use for customer correspondence, for sales letters, setting up joint ventures, for affiliates, my promotional material, etc. so you can model it for your own purposes. Plus, everything's on diskette to save you hours and hours of time.

Free Bonus #6

My Personal List of Ezine Editors (\$79.00 Value)

You'll also get my complete list of Ezine editors that I use to generate thousands and

thousands of dollars in free advertising. This entire list is also on diskette so you can quickly and easily import it into your email program.

Free Bonus #7

Membership to the Instant Internet Profit Vault (\$98.50 Value)

Plus, you'll also receive a 6-month membership to the Instant Internet Profits Vault with continual updates on new strategies, tips, and insider information into what's working now. And many other member-only benefits.

Is that a great package or what?

You've got everything you need to join the ranks of successful Internet entrepreneurs that are making a killing online - but wait there's still one more thing I throw in...

100% 'Better-Than-Risk-Free' Guarantee

Now in case you have any lingering doubts whatsoever, I want to make this opportunity as risk-free as possible (actually better-than-risk-free). So I will completely guarantee your success using my strategies with my ironclad guarantee:

If, after reading through "Instant Internet Profits" program you don't believe it is everything I say it is, if you aren't positively thrilled with all the moneymaking potential it has for you, if it doesn't give several sleepless nights or if you're dissatisfied in any way simply return it for a 100% money back refund within one full year. That means you get 12 full months to "test drive" the system and if you ever do want a refund it's on its way - no hassles and no silly questionnaires to complete - plus you can still keep all the free bonuses (worth over \$1,100.00) just for trying it out.



Why would I make such a lopsided guarantee in your favor?

Well, the truth is I'm not really worried about refunds because I've seen how powerful these tactics have been in my own business. In fact, once you get this information and see the value, you'd have to be insane to return it.

Everything you could imagine and you've heard about the "fantasy" of an Internet business is true - but there is one big secret...

The Hush-Hush 'Secret' of Super Successful Internet Marketers

Studies have shown an important fact about the achievements of most successful people. They had a mentor - someone who took them under their wing and showed them the

ropes. If you're looking for books (or ebooks or online courses) on making money on the Internet you definitely won't find a shortage of them. But if you're looking for guidance from someone who has actually done it and is willing to share everything with you - I doubt you'll find many qualified candidates.

A good blueprint (like the one you'll receive on page 51) would have saved me tons of mistakes and been absolutely priceless. In fact, my goal when creating this system was to put together everything I wished I could have had when I first started.

Now, here's something else I want to mention...

To me, it doesn't matter if you invest in this course or not. My first web site (which these principles are based on) will continue providing me with a terrific 6-figure income. My office expenses are nearly all fixed and I really don't have much to worry about.

In fact, the decision to get started won't affect my lifestyle one way or another - I'll still go on long vacations, rollerblade in the park and generally keep having a good time - but I guarantee it will affect yours.

The question you've got to ask yourself is this: Are you really serious about creating an Internet business that works on autopilot? Do you really have what it takes to start earning more money and really enjoy doing it?

This may come as a shock - but most people truthfully cannot answer 'Yes' to these questions. Oh sure, they want to think they can - but the truth is they'd much rather come home and plop themselves in front of the TV or surf the web continuing to wish their lives could change.

But I don't think you're like that. Since you've read this far - I think you're ready to join the real players on the Internet and start creating your own dot-com success story. Go ahead. You've got nothing to lose - you owe it to yourself (and your future) to take advantage of this generous "better-than-risk-free" offer.

Look, if you're truly serious about finding a way to make an incredible living working just a few hours a day using the Internet there really is no substitute for this information.

[Click here now to get started with the "Instant Internet Profits" system.](#) There's no way you can lose out - unless you decide to wait and see.

Sincerely,



Yanik Silver

P.S. Important UPDATE: Due to the overwhelming response coming in, this offer could end as early as Wednesday, November 21. Don't delay, to get your \$1,123.50 in free bonuses (including the web site critique directly with me) [click here!](#) PLUS, you have a full 1-year, money back guarantee with no questions asked!

P.P.S. Remember, unless you decide to do something to change your future you can only expect to keep getting the same results from your life. Don't kick yourself later when you realize you've missed the greatest opportunity for the average person to build a fortune on the Internet.

[Click Here Now To Get Started With The "Instant Internet Profits" System Using Our Safe and Secure Server](#)

**For Information about the Instant Internet Profit's affiliate program,
[click here](#)**

(c) 2000 Surefire Marketing, Inc.
14312 Fairdale Road , Silver Spring, MD 20905
Phone 301-656-2424 Fax 301-656-2471
Email yanik@surefiremarketing.com

Go Visit the Actual Instant Internet Profits Site

<http://www.inforingpress.com/webletters1/instantprofits/>

Where Do You Go From Here? -- It's Your Choice

I repeat my original advice:

You will get the most value from this book by reading, re-reading, studying and writing out the web sales letters in it.

Just as you can't force the buyers of your exercise machines to actually use them, watching Oprah or not, I can't force you to read, re-read, study and write out the web sales letters in this book.

Either you want the skill of selling the most products and services through web sales letters or you don't.

For those of you who do, here are even more examples of great web sales letters:

Cory Rudl

Cory is one of the first Internet marketers. The affiliate program for his The Insider Secrets to Marketing Your Business on the Internet goes back to 1995.

The original sales letter for this course is a classic. It's certainly the one that got me started.

That original sales letter is no longer online, because Cory is now selling a new and revised edition of The Insider Secrets to Marketing Your Business on the Internet. So he has a new and revised web sales letter, which takes advantage of all that he has learned since 1995.

Go to:

<http://www.inforingpress.com/webletters1/insidersecrets/>

Marlon Sanders

Marlon is one of the premier copywriters and marketers on the web today.

His web sales letter for his flagship product THE AMAZING FORMULA THAT SELLS PRODUCTS LIKE CRAZY is another classic.

Go to that sales letter:

<http://www.inforingpress.com/webletters1/amazing/>

You can also learn a lot by reading and studying the web sales letters Marlon wrote for his other products, including:

The Ultimate Beginner's Guide:

<http://www.inforingpress.com/webletters1/beginners/>

Amazing Ad Copy Secrets:

<http://www.inforingpress.com/webletters1/adsecrets/>

Push Button Letters:

<http://www.inforingpress.com/webletters1/pushbutton/>

Mark Joyner

Mark has written so many web sales letters for so many great products and books that you could make a book of his letters alone. I've included several as part of this book, but here are several others you should also check out.

Psychological Triggers by Joe Sugarman

<http://www.inforingpress.com/webletters1/triggers/>

Hypnotic Writer's Swipe File by Joe Vitale and Larry Dotson

<http://www.inforingpress.com/webletters1/swipefile/>

Advertising Headlines That Make You Rich by David Garfinkel

<http://www.inforingpress.com/webletters1/headlines/>

The next web sales letter is published by Mark Joyner, but written by the book's author - the great Ted Nicholas.

Magic Words that Can Make You Rich

<http://www.inforingpress.com/webletters1/magicwords/>

Master Copywriters

They carry a number of products to help copywriters. I've included several of their web sales letters in this book. Here

are two more.

Dan Kennedy's Copywriting Seminar

<http://www.inforingpress.com/webletters1/dankennedy/>

Ad Magic by Brian Keith Voiles

<http://www.inforingpress.com/webletters1/admagic/>

Joe Robson

Joe is the author of Make Your Words Sell. The web sales letter for that is included in this book.

You should also visit his own site, Copywriting Solutions:

<http://www.adcopywriting.com/>

Net Writer's Masters Course

This is a free 5-day course in net writing from Dr. Ken Evoy. Just send a blank email to:

yousellmoretwms@sitesell.net

Did you learn anything valuable from Web Sales Letters Supreme?

If so, send a blank email to:

supreme@quicktell.net

This will put you on the mailing list for receiving the announcement of Web Sales Letters Supreme 2.

Yes, I'm coming out with a sequel -- but I promise you it will NOT be a repeat or duplication of this book. It will advance your knowledge of web sales letter writing.

When you send that blank email, you'll receive a brief email reply thanking you.

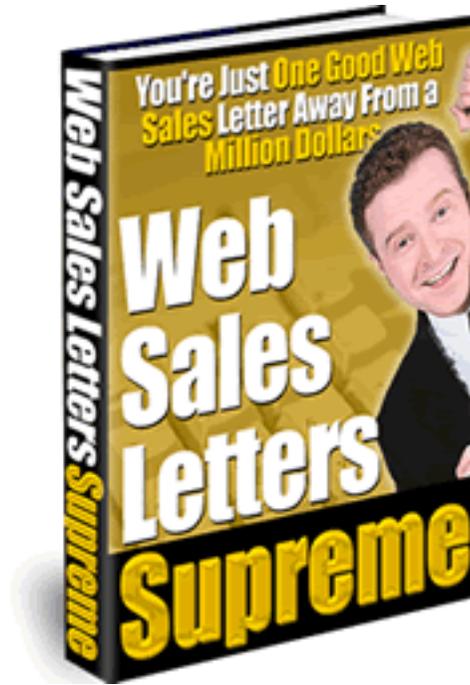
That's it -- I won't send you any more emails until it's time to announce Web Sales Letter Supreme 2.

Thank you for allowing me and the fantastic contributors to this volume to help you take your place as one of the moneymakers on the Internet. The more success we all have, the more money we all will make.

Now, get to work!

The Biggest Names in Internet Marketing Want to Write YOU Checks

The Big Question is, Will You Let Them?



From the desk of Richard Stoker
Friday 3:32 PM

Dear Friend,

Yes, it's true. The biggest names in Internet Marketing are ready, able and *more* than willing to write you checks -- every month.

Jonathan Mizel . . . Cory Rudl . . . Dr. Ken Evoy . . . Terry Dean . . . Yanik Silver . . . Marlon Sanders . . . Mark Joyner . . . and others.

YOUR personal, customized Gold Edition of Web Sales Letters Supreme can be the key to your unlocking profits that are limited only by the effort you put in.

The bigger the checks, the better. These gurus would like nothing better than to write you a fat 4 figure check each and every single month.

How would you like to earn those fat 4-figure checks while you eat, sleep, play with your kids, watch a movie or anything else?

How?

Not without work at the beginning. You and I both know that in this life you don't get something for nothing.

You've come to this web site because you have either bought or been given my latest book, Web Sales Letters Supreme. If you've had a chance to read it already, you know it's a terrific primer on how to write web sales letters.

Not only do you get the nuts and bolts, textbook material and prospect sales psychology which goes into the making of a web sales letter that gets the sale, it has 38 prime examples of web sales letters supreme.

That's 38 web sales letters by the likes of Mark Joyner, Dr. Ken Evoy, Yanik Silver, Jonathan Mizel and more. People who are in the top 1% of Internet marketing income earners.

Furthermore, you get an additional 10 links to other great web sales letters, by such other giants as Cory Rudl and Marlon Sanders.

I feel strongly that anybody who follows my advice to read, study and write out all the sales letters in that book will, in just over a month, develop a level of copywriting skill that could make them wealthy, given some time and actual experience.

You know that as a proud possessor of Web Sales Letters Supreme, whether you bought it or were given it, you own the right to in your turn sell, give away, duplicate and distribute it any way you see fit AS LONG AS YOU DON'T CHANGE IT IN ANY WAY.

Yes, I "yelled" that. I want to make sure you "hear" me loud and clear.

Sell the book. Give the book away. Duplicate and spread it around. Just don't change anything.

Change anything and you have violated all international copyright laws and I will prosecute.

But, I hear you say, "Rick -- this book is full of YOUR affiliate links -- or links that belong to someone else. If I sell or give it away 'as

is' and somebody buys from one of these web sales letters, YOU or the other person will make money, not me."

Yes, so true. It is fair, though. After all, I wrote it. You have the free right to sell the book just because you paid \$17 or were given it. Just try reselling or giving away other books that you buy or receive as free bonuses. For almost every other book in existence, that is itself a copyright violation.

So by having the right to distribute it at your profit, with my affiliate links inside, you're still getting a value you can't find with almost any other book, online or offline.

Most reprint rights sell for \$500 - \$10,000 and they don't even include the unique residual income potential of this book.

Still, I decided to make you this special offer. If you send me YOUR affiliate links for the programs in the book which you belong to, I'll replace my or the other person's (who has their own personal Gold Edition) affiliate links with YOURS.

You'll receive your very own personal, customized Gold Edition of Web Sales Letters Supreme

No more of my links or the links of someone else who has their own special unique Gold Edition. YOUR affiliate links.

Now, obviously I can't do that for free. I did the work of writing, editing and compiling the book. When you sell or give away the book, I don't get paid. When I replace my affiliate links with yours, I lose all that affiliate income.

You could distribute the book to thousands of people, generate tens of thousands of dollars in sales, and I'm cut out of all of that income.

So, it's only fair I charge for the time and effort it will take me to replace my affiliate links with yours.

Don't want to pay for a Gold Edition? Fine with me. You can still:

1. Make money by selling the book yourself, from your website or even through Clickbank or a similar service.
2. Give the book away to friends and business associates.
3. Give it to your customer list.

4. Give it away as a free bonus to customers buying your main product.
5. Give it away as a free bonus to new subscribers of your ezine.
6. Sell or give it away to people who have joined 2-tier affiliate programs below you.
7. Sell or give it away to affiliates for your products.
8. Sell or give it away to your downline, upline, crossline or any other network marketers or prospects for your program.

You can think of other possibilities.

I encourage this because I do want my affiliate links in the hands of as many people as possible

Your other choice is to really RAMP UP YOUR PROFITS by allowing me to replace my affiliate links with yours. You sell or give away your own personal customized Gold Edition of Web Sales Letters Supreme just as I explained above, or any other way you choose -- except spamming! -- and YOU PROFIT from all the affiliate sales generated.

Your commissions from those sales range from a few dollars a month to \$60. Some of the programs have monthly fees. This means you'll make residual money every month that the customer remains in the program.

Believe me, it's a good feeling to deposit a check that represents money for work you did months ago.

Many (though not all) of the programs are 2-tier. This means that if anybody joins the program through your affiliate link, you make a commission on THEIR sales.

Now, let's get real here. I don't expect Web Sales Letters Supreme to generate 15 different 4-figure monthly checks for the rest of my life for me, and I'm the author.

So I for sure can't guarantee any such thing for you. It takes hard work to generate any 4-figure check. You may get up to 15 checks that add up to 4 figures. Even one month like that would pay back your Gold Edition investment by over 10 times.

You may not get anything at all. It depends on how well you promote and market the book. The more copies of your own personal customized Gold Edition of Web Sales Letters Supreme

you get into circulation, the more money you'll make.

These web sales letters are proven winners. They are generating large incomes for their authors and for current affiliates who are marketing these products.

So I am confident that as long as you get the book into the hands of enough people, you will make sales.

Because the people who buy or receive the book from you also have resale rights, they too can sell or give away the book -- further spreading your affiliate link to all their contacts and customers.

Remember, after you set things up in the beginning, they continue without you. People will sell and give away the book with your affiliate links while you are sleeping, reading email, shoveling snow or anything else.

It's like pushing a boulder down a mountain. You may have to work really hard to get it to the edge of the slope and then push hard to start it going down. Once it's rolling, though, it needs no help from you to keep on going.

The bigger the boulder, the harder it is to move. But the bigger crash it makes when it hits the bottom!

That's "viral" marketing at its finest. People WANT to spread your product because it creates value for everybody who puts any effort into reading and marketing it. Everyone who reads and uses it benefits.

Remember, Web Sales Letters Supreme is full of samples of the finest copywriting on the Web today. No monkeys to punch, no unbelievable headlines and no flashing lights. Only web sales letters from the finest copywriters and Internet marketers in the business -- proven bestsellers.

The key to success at viral marketing is a concept I learned years ago from a teacher and mentor named Larry Thompson

As Vice-President of Sales and Marketing, Larry used this concept to take a new nutritional and herbal company to a billion dollars in sales in the space of just 4 years.

After the company fell on very hard times and nearly went out

business, Larry *again* took its sales up to a billion dollars!

He credits his success on one simple notion he calls:

S*I*N*A*L*O*A

That's:

S -- Safety

I -- In

N -- Numbers

A -- And

L -- Law

O -- Of

A -- Averages

Safety in Numbers and Law of Averages

The more people you distribute this book to by sales or for free, the more people you can expect to buy products from your affiliate links and therefore the more money you'll make.

I can't guarantee you'll make \$X because that's up to you and how well you promote it.

I do guarantee that I will replace my affiliate links with the affiliate links you send me

There are other books out there which you can add your affiliate links to and sell or give away. They're great and I recommend them.

But the cost to customize them is \$199 and they contain fewer products than Web Sales Letters Supreme.

Just send \$97 to my Pay Pal account with the email address rikstook@wans.net and you'll soon be on your way.

Yes, Rick, I'm ready to transform my copy of Web Sales Letters Supreme into a viral marketing money machine that will make me money while I'm sleeping, eating or reading email

[Click Here](#)

Or go to:

<http://www.web-sales-letters-supreme.com/goldedition.htm>

If you don't have a Pay Pal account already, just go to:

<http://www.paypal.com>

and sign up for an account. It's nearly essential for doing business on the web. Please tell them that rikstook@wans.net sent you.

You can transfer money into your Pay Pal account from your regular checking account or from your credit card.

I can create only a limited number of Gold Editions of Web Sales Letters Supreme

To make sure you are one, just

Click Here

Quick Memo:

As I write I've just completed customizing the first few Gold Editions. I've just found out that it takes a lot more time that I had originally estimated.

At some point in the future, I'm going to look at the time I spend customizing Gold Editions and decide that it would be better spent working on other projects or even sleeping.

Therefore, I reserve the right to raise the price, refuse to take orders for limited periods and even to end the offer altogether.

Check on current price and availability before you send me your \$97:

<http://www.web-sales-letters-supreme.com/goldedition.htm>

To your Web Sales Letters Supreme Success,

Rick Stooker

P.S. Depending on the product your customers choose to buy, you can earn back the \$97 customization fee with 2- 10 sales. If your customers enroll in one of the monthly programs, you'll earn monthly income for as long as they continue their participation.

You'll also earn commissions on the sales generated by your customers who sign up for any of the many 2-tier programs included. If a really active and successful affiliate signs up under you in one of the 2-tier programs, you could earn more from their

sales than from your own.

P.S.S. I guarantee I'll replace my links with the links you send me. I can't guarantee a deadline, because -- unlike so many others -- I don't live online and actually sleep a few hours a night. However, I do promise to deliver your customized Gold Edition of Web Sales Letters Supreme as soon as possible. Usually within a day or two.

Now That You're Ready to Make Web Sales Letters Supreme Your Own Personal Viral Marketing Round the Clock Money Machine . . .

There are four steps.

1. Sign up for all programs below of which you are not already an affiliate.

Each one will want you to have an ID name and a password. You will be sent or given your personal affiliate links.

I recommend you keep all related emails in a separate file AND keep a hard copy showing your ID name, password and affiliate links.

1. EzMoney With Ezines by Gauher Chaudry

<http://www.inforingpress.com/webletters1/ezinemoney/>

2. Cyberwave Marketing Jonathan Mizel -- sign up once for all his products

- a. Amazing Pop UPs
- b. Online Marketing Newsletter
- c. Anatomy of a Marketing Roll Out

<http://www.inforingpress.com/webletters1/popups/>

3. Site Sell Dr. Ken Evoy -- sign up once for all his products, with the 5 Pillar Affiliate program

- a. Make Your Knowledge Sell
- b. Make Your Words Sell
- c. Make Your Net Auctions Sell

<http://www.inforingpress.com/webletters1/wordssell/>

4. Banner Ad Magic by Scott Covert

<http://www.inforingpress.com/webletters1//banners/>

5. Top Ezine Ads by Jerome Chapman

<http://www.inforingpress.com/webletters1/topads/>

6. Breakthrough Marketing Yanik Silver -- sign up once for all his products

- a. Instant Internet Profits
- b. Instant Sales Letters
- c. 33 Days to Online Profits

<http://www.inforingpress.com/webletters1/instantletters/>

7. Adminder by Sam Robbins

<http://www.inforingpress.com/webletters1/adminder/>

8. Ezine Tactics by Lee Benson

<http://www.inforingpress.com/webletters1/ezinetactics/>

9. ScamFree Zone Neil Shearing -- sign up once for all his products

- a. Internet Success Spider
- b. Internet Success Diamonds
- c. Internet Success Blueprint

<http://www.inforingpress.com/webletters1/diamonds/>

10. Aesop/Roibot Mark Joyner -- sign up once for all his products

- a. Advanced Hypnotic Writing by Joe Vitale
- b. Magic Words that Bring You Riches by Ted Nicholas
- c. Killer Copy Tactics by David Garfinkel
- d. Psychological Triggers by Joe Sugarman
- e. Hypnotic Writer's Swipe File by Joe Vitale and Larry Dotson
- f. Advertising Headlines That Make You Rich by David Garfinkel

<http://www.inforingpress.com/webletters1/killercopy/>

21. Net Breakthroughs by Terry Dean

<http://www.inforingpress.com/webletters1/netbreakthroughs/>

22. Master Copywriters -- sign up once for all their products

- a. Million Dollar Ads
- b. Great Headlines Instantly
- c. Killer Net Ads
- d. Writer's Friend
- e. Classified Magic
- f. Dan Kennedy's Copywriting Seminar
- g. Ad Magic

<http://www.inforingpress.com/webletters1/classifiedmagic/>

23. Net Profits: How to Win the Internet Game by Declan
Dunn of Active Marketplace

<http://www.inforingpress.com/webletters1/netprofits/>

24. Higher Response Marketing Marlon Sanders -- sign up
once for all his products

- a. Amazing Formula that Sells Products Like Crazy
- b. Ultimate Beginners Guide
- c. Amazing Ad Copy Secrets
- d. Push Button Letters by Marlon Sanders

<http://www.inforingpress.com/webletters1/amazing/>

25. The Insider Secrets to Marketing Your Business on the
Internet by Cory Rudl

<http://www.inforingpress.com/webletters1/insidersecrets/>

26. Clickbank

The rest of the pages represent Clickbank products. Clickbank is a company that consolidates all your commission checks into one check, sent twice a month.

Plug your Clickbank nickname into all the urls below to replace my nickname of "rickstooke."

If you do not already belong to Clickbank, you must join and register your nickname. To register with Clickbank if you don't have a nickname already go to:

<http://www.inforingpress.com/webletters1/clickbank/>

a. Mini Site Profits by Phil Wiley

<http://hop.clickbank.net/?rickstooke.philwiley>

b. Web Site and E-zine Promotion Made Easy by Dirk Dupon

<http://hop.clickbank.net/?rickstooke/sidder>

c. How to Write Your Own eBook in 7 Days by Jim Edwards and Joe Vitale

<http://hop.clickbank.net/?rickstooke/7dayebook>

d. The Ultimate Million-Dollar Idea Generator by Jeff Gardner

<http://hop.clickbank.net/?rickstooke/wealthwrlld>

e. How to Double Your Small Business Sales in 20 Minutes a Day with Follow-Up Marketing by Kevin Donlin

<http://hop.clickbank.net/hop.cgi?rickstooke/gmcom>

f. Free Advertising System by Jimmy D Brown

<http://hop.clickbank.net/?rickstooke/nocost>

g. Profits Vault by Jimmy D Brown

<http://hop.clickbank.net/?rickstooke/thevault>

h. The Internet X-Factor by Terry Dean

<http://hop.clickbank.net/?rickstooke/trueprofit>

i. Paperless Newsletter by Terry Dean and Monique Harris

<http://hop.clickbank.net/?rickstooke/ebookspro>

j. Conversations with Millionaires by Mike Litman

<http://hop.clickbank.net/?rickstooke/durham>

k. Killer Covers by Vaughan Davidson

<http://hop.clickbank.net/hop.cgi?rickstooke/vdavidson>

2. Send \$97 to Richard Stoker at rikstook@wans.net through Pay Pal (<http://www.paypal.com>). You can take the money from your regular checking account or from your credit card.

That's the fastest way.

If you're willing to wait for a week or more, send a check or money order to:

Richard Stoker
PO Box 2828
St Louis, MO 63111

You will wait, though. I rarely check my PO box more than once a week.

3. List all your affiliate links in an ASCII document. Make sure you identify each link by program AND product.

4. Send your affiliate links to me at rikstook@wans.net.

I will complete your unique personal Gold Edition of Web Sales Letters Supreme as soon as possible - usually within a day or two. First come, first served.