

Private Posts Volume I



Cut Throat Tactics On The Fast Track To Wealth

There's one thing I would like to say here before I begin. I do not believe in actually being a "**cut throat**". I have friends and members who have fantastic products and ideas that I would **never** do this to. And I have never done it in all my years online. It's a moral issue with me.

If you want to do this, there are many **huge sites and software companies** coming out with great ideas daily. **Target those people**. I just can't target some poor fellow who comes up with a great idea and is trying to turn his life around with it. I don't care who is out there teaching that this kind of thing is ok, it's not. I consider those kind of people **bottom feeders** incapable of coming up with a **unique idea of their own**.

With **that** said...

If there's ever been a fast track to wealth **this is one of them...**

Few people realize the awesome power the Internet has laid in their hands.

If you work it the right way, literally everything on the Internet is being done "**for you**". **Research** is being done for you. **Product creation** is being done for you. **Idea generation** is being done for you and so on...by companies with **multi-million dollar budgets**.

Everything on the Internet can and will be copied by someone...that's a cold hard fact I've come to realize after being copied on nearly **everything** I do.

So I decided to write about it and reveal "**why**" certain people are doing what they do.

These "certain" people don't have to do anything at all. **They simply watch and copy.** That's it. Everything is being done for them by other people. They can create one great product after another without breaking a sweat.

Imagine this scenario:

You are out browsing around and happen upon a fantastic new piece of software that does something really cool and you realize that it will sell like crazy.

You go over to elance.com or scriptlance.com or maybe even contact a programmer you already know. You give them the details of the program you've found and they reply back, "**We can do this for you for \$900 US**"

You have them go to work on it and a week or two later the product is done.

You send out a special offer to your list of contacts and **make your money back instantly.**

Then, maybe you go for big money and **sell the rights to others** to resell the software. For a piece of software that costs \$47 maybe you sell the rights for **\$197.** You set the site on autopilot and **move on to your next target.**

You've made your money back **plus some** with your special offer...

You've made a **small fortune** selling resell rights...(which are very hot sellers)

You've set everything on **autopilot** and created "**another**" income stream that will **continue to bring profits** to you for some time to come.

Many people make the mistake of thinking because something has already been created and being sold that there is no use for them to create the same thing. **Nothing could be further from the truth.**

When I created Host4Profit I was copied by **many** people. Two of those people I know of are making great money, even though I also make great money with the same idea. The Internet is **huge.** Our customers don't even know the other exists in most cases.

The actual power of this strategy is astounding. Those who take this route literally **sit back** and allow the Internet to do **all their work for them.** They come out with product after product like an assembly line. They receive orders from **every direction** all day long.

These are not people who enjoy creating new products for the sake of creating.

They are **copying products** strictly for the purpose of selling them and building wealth. Creating an **ever expanding empire of products they control**.

Everything can be outsourced. Creating the product, the site, graphics, sales letter, **everything** is done by other people. Once you have enough money you can literally have as many products being created at the same time as you want.

I will return to this discussion again and again with many ideas....there are thousands of products out there that can be duplicated and made **even better** than they are now.

Some Ruthless Facts That Can Make You A Millionaire

What Makes The Most Money?

Examples:

1. Government Grants Book
2. Cyber Detective Software

What Do They Have In Common?

1. Mass Appeal
2. Easy (**No Work**)
3. Get It For Nothing (Free) (Grant) This Is Also What Makes Contests Attractive..."Free"...."Win"

What **Appeals** To The Herd Mind:

1. Easy
2. Entertaining
3. Nosy
4. Free
5. Greed

6. Automatic
7. Pride

What **Doesn't Appeal** To The Herd Mind:

1. Anything That Requires Work
2. Anything That Requires Belief In Themselves

(This Is Why "Place **Your Ad On Millions Of Sites With One Click**" Type Offers Do Big Business - Check Out ClickBank In The Marketing & Ads Section And See What Ads Have Been On Top Since ClickBank Started - Enough Said:)

Products To Sell To **Cash In On** This Knowledge:

1. Grant Guides
2. Homes For \$1
3. Cars For \$200
4. Snooping Software Like CyberDetective
5. Subliminal Cassettes, Hypnosis CD's, Brain Wave CD's That "Do The Work"
6. Think And Grow Rich Type Books, Win Lotteries, Contests
7. Sexual Related Products
8. Reprint Rights
9. Health In A Bottle (Next Breakthrough Vitamin Formulation)

Although this may seem rough, knowing it puts you in a position to make **unlimited amounts of money**. No one is really immune to some of these faults. I for example have many Brain Wave CD's :)

Some of us may be selling the **wrong things**...

How To Make People Take Action - **Now!**

Fact: When something is limited, **its value skyrockets.**

The very act of limiting something pushes its perceived value **through the roof** and causes a **mass movement of action** to get the thing being limited.

This strategy will "**never**" stop working. No matter how many people may use it.

If you could find a way to **limit** almost **everything** you create, you would make **more sales** and **make them faster** than 99% of the people on the Internet. While this isn't doable in the real world because you need products you can sell continuously, you **can** come up with many things to sell **specifically** to use this tactic.

Nothing makes people move quicker than if you say that what you are selling is limited. And certainly so when they have learned from past experience that you mean what you say. When they are gone, they are gone, end of story.

If you use this strategy, use a definite number. Only 500 copies will be sold. Or a definite time. This offer ends and the "site will be removed" at 9:00 PM Central Standard time.

The warnings many have on their sites about "only a limited number of these will be sold" are **limp** and may as well not even be on the site. **No one really believes it.**

I'll reproduce here one of my greatest sales letters of all time. This sales letter sold out **500 copies in less than 3 hours.** Actually over 500 because I literally could not pull the page in time to stop more orders from coming in. One thing is for certain, it solidified my "realness" with my members. They know when I say something is limited, it is in fact, limited and **will** be pulled.

Many people were upset, many raised hell in the forums, and every word they wrote only increased my power to use this tactic with **even more effectiveness** in the future, with higher priced offers.

Also notice, this is one of the **shortest sales letters ever written....**

Explosive Strategy Uncovered:

**"How Anyone Can Create A Stream Of Over 10,000 Prospects
or Newsletter Subscribers - EVERY MONTH!"**

"This Strategy Can be Used With ANY
Two-Level or MLM Program"

"This Ain't Hype"

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Dear Warrior,

With your permission, I want to send you a very small report that has the power to set your Internet business on **fire**. I revealed the report to 12 Warrior members and asked them if they thought it was worth what I wanted to charge for it.

All of them responded with a resounding **YES!**...

Most said I wanted too little for it. It's a small thing, barely 8 pages long, but the method it reveals allowed me to pull in over **30,000 subscribers** in less than 3 month's.

Anyone can copy the same strategy. It will work with any two-level affiliate program or even MLM programs. You've probably already seen it in action. A few others have attempted to copy the idea....

But...

They got it all wrong. Each of them left out one or more of the simple secrets that make it work. Leave one out, **the whole thing crumbles**. Include them all and **you won't be able to keep up** with the subscribers.

The report is actually worth **thousands**. I'm only asking \$10 for it, to a limited number of people. I can't bring myself to charge more for it since it's only 8 pages long, even though I know the power it has and what it will be worth to those using it.

Only **500 copies** will be sold today...

Thank you,
Allen Says
The Warriors!

That's it. That's all there was to the whole letter. And it was on a single page, black text, white background with no graphics except for the small "Order Now" button at the bottom.

How To Stand Out And **Make Waves** On The Internet

How many books exist about Autoresponders?

How many books exist about making money from home?

Notice something that doesn't make them really appealing at all?

What the majority of people haven't caught onto is how the Masters of Marketing make everything **big**. They make everything a **Breakthrough**. They make everything "**something you've never heard before**"

In order to come out swinging, to make a big splash in the market and in the minds of your potential customers, you need to find an angle that will make your product new, or a breakthrough, or something "never seen before".

The Main Factors At Play:

1. **Curiosity** (People absolutely can't resist that there may be something new they don't yet know about)
2. **Fear** (If it's new, and I don't get it, I may miss out on something truly big and fall behind)

You don't come out with "a" subliminal tape. You come out with a **"Breakthrough in Recording Technology that makes all previous subliminal tapes obsolete"**.

You don't just come out with an Autoresponder book. You come out with a **"Never Before Seen Autoresponder Strategy That's Setting Sales Records 24 Hours A Day"**

Take this site as an example: <http://www.TheGreatestSecret.com/>

Now, while you may not be into that type of book I want you to know something. Nothing in that book is really new. There are no Breakthrough's in that book. **The author may believe there is**, but the main thing is that his advertising is **totally set apart** from all the other sites out there selling "mind power" books.

He took a few facts that have been known for some years now, about how scientists are discovering some really amazing things about our minds, and turned that into his **Hook**. But 10,000 other sites before him could have done the same thing.

Instead they relied on the "this is my new book and it's filled with fantastic things" approach.

Take <http://www.MyBlogNetwork.com> for instance. "Cash in on the Blog that will make history...."

Now, somebody would have come up with that idea eventually. But I was first, and took full advantage of that **"Breakthrough Idea For Making Money From Blogs"**...and it spread like wildfire.

This may seem obvious, but take a look around and see how many sites leave this vital piece of marketing power out of their advertising. At the same time, watch how many top marketers are always finding a way to make something a breakthrough or something no one has ever seen or thought of....etc.

Whenever and where ever you can, make it **big**, make it **new**, make it a **breakthrough**.

We just have to get in on something new, and we certainly can't take it if we think we are being left out, in the dark or behind others.

“How To Guarantee You Make Money - And **Lot's Of It”**

I don't create ebooks to sell myself. Never have. I create ebooks only to **sell the rights to others so they** can sell the ebook.

Why would I want to sit around selling an ebook for \$27 and maybe sell a thousand of them in one year making \$27,000 when I could sell 1000 reprint rights packages in one day and make **\$49,950 or \$97,000?**

I make the \$50,000 in a **day**, then close up shop, on to the **next one**.

Why?

Because it is hundred times more profitable selling "**already made**" solutions to people.

Any solution you come up with that makes it easy on people has a **100% better chance of selling** than anything that requires them to work.

The majority of people want things **already done**, and they will pay **top dollar** to have it done **for them**.

This is why reprint rights deals are so popular. Millions of dollars have been made selling reprint rights. And it will never end. As long as there are people they will want "ready made" solutions.

This is also why "instant" food products are multi-million dollar sellers. Because it's so easy. Just add water...heat & serve...microwavable...etc.

This "**fault**" of humankind can be applied to almost anything. Ready made sales letter software. Have you seen that one? A huge seller that took many by surprise. Yanik Silver made and still makes a fortune selling a similar product at: <http://www.instantsalesletters.com>

If you simply concentrated on this fact alone and made every product you come up with be an "instant solution" for people you could not help but make a fortune.

It's simply amazing to me that there are so many people that will pay \$60 a month for these "Automation" services that automate their online marketing

when there are enough scripts out there to easily put this together themselves.

\$60 a month. And even higher in some cases. Imagine that. When they could spend about \$200 and have it all done on their own domain and save **\$720 a year.**

Another example is my friend Bryan Winters at: www.pushbuttonhealth.com

People sign up with Bryan to get ready made books they can sell each month. Now, not all of these people are lazy. Some of them have good traffic to already existing sites so if they can simply **plug in** a new book and make money, why not?

Even then, it still takes advantage of the "**easy**" syndrome. Bryan makes it easy on them to simply plug in a new profit stream every month and they pay him **handsomely** for it.

If you simply started looking at **everything** and thinking "**instant solution**" you would turn yourself into a walking **ATM machine.** What can be turned into an instant solution?

Think like that toward every product or service you look at and find ways to make it easy on people. It will be **guaranteed money** if you follow the other methods throughout this course as you're setting up your ideas.

The Most Underused And Powerful Tactic Of All

If you have been a member of mine in any other things I've done you may have heard something like, "Man, Allen can write **3 paragraphs** and cause **hundreds of sales** to happen **immediately**"...or something along those lines.

What you are about to hear is one of my secret weapons. I've used it many times in many places and it **always outperforms any other type of sales copy I've done.**

Actually, it's not even sales copy per se. It is **selling by pure adrenaline** and

here is how it's done...

First, a word of **warning**. Don't mistake this idea for the strategy you hear about telling you to write a good review of the affiliate program you are promoting. While that's good, it can **never match the power** of this technique.

Here's the idea...it's very simple, but don't let its simplicity fool you for a second.

Look closely at the product you are going to promote and come up with a **killer idea or ideas it can be used for**.

Then, you **write about that great idea** and **recommend the product** that will allow the reader to put that idea into action **Now**.

Sounds simple, but when done correctly this strategy has an **enormous power** few sales letters can match.

When the reader get's **absorbed** in your idea his emotions are **escalating**. He's getting **excited**...

What better time to hit him with the very product that will allow him to put his excitement into action right now?

This works on new people to the Internet so powerfully you have to be careful. This takes advantage of their **immediate motivation and inspiration** like nothing else can.

They are totally **disarmed** because **You Are Not Selling Them**...you are revealing a great idea, method, tactic, strategy and simply referring them to the product or service that can make it a **reality**.

Now get this, it doesn't even have to be a new idea or even a brilliant mind blowing idea. All it has to be is a full idea presented in an exciting way. To many people it "will be" new. To others it will be a whole new way of looking at this product and so on.

If you are targeting newbies, of which there are **millions**, this single strategy can make you a hero and a fortune at the same time. It can be used on thousands of products that exist right now.

You'll be seeing me use this strategy in the InstantGuruBlog a lot. I've already used it for years to make **hundreds of thousands of dollars** and will continue to do so.

I'm absolutely certain that there are many people who could use this single idea to make a great living online just by promoting **other peoples** products and services.

The Art Of Making Something **New** Out Of What Already Exists

Let's take a little fascinating journey **into the brain** and reveal the way you can come up with **millionaire ideas**, literally one after the other.

I'm not exaggerating either...

There was a College experiment conducted with students that had them think of the all the words they could that started with the letter **C**.

They had to do this for a **full 30 minutes**, stop and then turn in their list.

Now, it gets interesting when we find out what happened to those students **later**.

Without exception every single student had words they hadn't thought of springing into their mind at the oddest moments, hours and for some, up to **3** full days "**after**" the experiment.

Castle; "Oh come on..."

Camp; "good grief, why didn't I think of camp"

Corner; "Ugh...where was that one?"

Center; "Oh yea, now I think of it"...

And so on....up to **3 full days after**...

Why does this happen and how in the heck can it help us make money?

At some point during that 30 minutes, the brain basically **kicks in** and comes to the conclusion that **You Want This Information Badly**. And it sets about working **on its own** to bring it to you.

As strange as it may seem, this is a fact. When the brain is put under this kind of pressure it activates something that continues to work on the task - **seemingly without you.**

Here's what is really amazing - **almost no one** puts their brain under that kind of pressure when thinking of ways to modify something, make money, or anything else.

This is exactly what I do when I set out to **twist something up...**

It's a process like remembering. You set down and for a full 30 minutes you try to think of all the ways you can modify this script or whatever and create something new.

I never, and I mean never fail to get fantastic ideas at some point. I'll have some good ones on my list that I did myself. But the best ones always come later. While I'm driving to the store. While I'm reading some unrelated article. While I'm eating and a thousand other odd times. The brain doesn't seem to care **what** you are doing, it'll present the idea when it has **come together.**

You want to know how to jump ahead of everyone else?

Actually use this strategy....

Because most everyone else is too lazy to. That's a shameful fact.

It takes effort because you have to tie your mind to the question for **a full 30 minutes**, allowing **nothing** to stop you.

Most people never come even close to activating the brain when they believe they are actually thinking. They are not thinking, they are skipping along on the surface of the water never going to deep enough to find the **sunken treasure.**

I view this method as almost forcing the brain to come up with ideas and new connections. **It really has no choice.** That's the way it works.

This can also be used on literally **any question.** From personal problems to new making making ideas, it does not matter. The brain will seek out and supply answers to what you are looking for when put under this kind of constant pressure.

Your creative genius is literally 30 minutes away....

The Future Of The Web Is **Not** Search Engines

I tell that to everyone I talk to personally. For good reason. As the web continues to grow it **will not be search engines** that make the mom & pop business owners rich...

It will be their "**network**"...

Anything that **causes a click to their site** is considered part of their network.

To create such a network you need to focus on as many of these things as you can:

- * Building A "**Gathering Place**" - Like A Forum For A Specific Niche
- * Free Articles
- * Free eBooks
- * **Affiliate Programs**
- * Traffic Generating Systems - Examples Of Mine Are: MyTrafficNetwork (coming soon), Here2Guide, MyBlogNetwork..etc
- * Reprint Rights Where The Product Sold **Leads Back To You**
- * Funny Things People Pass On To Others
- * Beautiful Things People Pass On To Others (Example: <http://www.theinterviewwithgod.com>)
- * Outrageous Things People Pass On To Others

Anything that **causes another stream of clicks coming to you** is part of your "**network**"....

I am going to be listing idea after idea in the course about creating traffic from unique ideas no one else is using and ideas that no one else has created yet.

People are making a **huge mistake** trying to play the search engine game. Even if you win for a time **you always fall back down. No one stays on top** of the search engines forever. **It just can't happen.**

Think of this...

Let's say you have a few sites and you have affiliate programs for each.

Let's further assume you have a total of 5000 affiliates.

Now, what's it going to take to **kill your traffic**?

I will tell you exactly what it's going to take; **a total Internet failure...**

One of your affiliate sites may go down, big deal, you still have **4999** others up and running **sending you traffic** day in and day out.

In this situation, **you are like the Internet itself**. If one part of the Internet fails it **does not affect the rest**. The rest of the Internet keeps right on chugging, business as usual.

You must also **spread yourself out** this way. Counting on a search engine is playing a dangerous game while the ones in the know are getting all the **affiliates** they can, creating **gathering** places, building relationships **that will last**.

If all you do is promote other people's affiliate programs then you must concentrate on all the other methods of creating traffic.

Whatever you do, start **spreading your network like a spider web that reaches out in a thousand different directions**.

You will get all the ideas you can handle to do **exactly that** in this course.

A Mind Blowing Fact About Residual Programs

Let me tell you a few stories about residual income programs...

1. A fellow, some of you probably know, started up his "secrets" site and immediately got over 1000's of signups. All paying a fair sized monthly fee to be a member.

Suddenly he went through **payment processor hell** and had to get everyone to **sign up again**.

Out of thousands of people originally I **gestimate** only about **300** signed back up. (Judging from my own stats)

Now here's the deal, if he had never had those processor problems **90%** of those people would have stayed a member for many months and in some cases **years**.

Why?

Because they simply **don't unsubscribe**. Even if they **don't use it** there are tons of people who just don't get around to unsubscribing.

2. A fellow makes a post in my forum about being a member of Terry Dean's Breakthrough's site.

He says he hasn't logged in for a year. **A year?**

This fellow was paying **\$19.95 a month, every month**, and hadn't logged in for over a year. **Imagine that.**

3. And he's not alone. I am a member of **Ron Ruiz's** site over at: <http://www.businessfastlane.com>

I basically forgot I was a member for **two full years**. Paying **\$15 a month** every month.

I have discovered that these are **not** isolated cases. Many many people do this exact same thing. And it's just another one of the reasons residual programs are so profitable.

Here's where it gets real interesting...

I know a fellow, he ask me not to name him, that has a subscription site where members sign up for a **tiny \$5 a month**.

Doesn't sound like a lot right?

It wouldn't be until you consider he has **7846 subscribers** as I write this and I would estimate that at least **4000** of them **hasn't participated** in his program in **over two years**.

Why?

Because **\$5** is so **easy to ignore** each month. Even those who do see it may say "**I need to cancel this**", but then they try to find out how to cancel and realize they don't even know the domain name or any contact email. **They lost all the information.**

Furthermore, it's **not enough** to go about the hassle of a **chargeback**.

So, "**I'll get to it next month**"....

And they never "**get to it**"...

It doesn't take a whole lot of masterful selling to get someone to sign up for \$5 a month. Once they do, most of them will hang around for years on end - **even if they don't use it.**

Now this fellow is doing absolutely **nothing wrong**. This is entirely the people's own fault. He happily makes almost **\$40,000 a month** while over half his subscribers **never use the product, never participates, and never bothers him.**

How To Use My Forum And Triple The Selling Power Of Your Sales Letters!

When you come out with a great product you also need **great testimonials**.

Here's an easy way to get some of the **best**, with **pictures included**.

You simply make a post in the **Special Offers Section** offering your product to a limited number of people for half price.

Offer also a bonus or two if they will **take the time to send you a testimonial**. You'll get some good ones.

Yeo Feng is a master at this. Look at the testimonials he got for his site at:

<http://www.WebSiteWeapons.com>

Almost **all** those testimonials are right out of the Warrior forum.

Testimonials are now and will always be extremely powerful. This is an **easy way to get them quick** and dramatically increase the selling power of your sales letters.

(This one tip is **worth more** than the cost of this course)

<http://www.WarriorForum.com/forum>

It's Not **Just** The List Anymore

For years you've heard "**build the list, build the list**"....

That was true...and for the most part, it still is. I'm not going to knock having an email list, I have them and continue to use them.

I'm also not blind to the fact that it's getting harder and harder to work with them. And they are causing more and more trouble as each day goes by...

Take my advice and start turning your attention to **other possibilities**.

One of which is: **Forums**.

If you can create a forum in a **specific niche** and make it popular you will have **a little gold mine you can tap over and over gain**.

While you can still email your lists you should be **driving them to a forum** where they can talk to each other, swap ideas...etc.

Once it becomes popular you will have a **core group** who will never leave. The posts will drive traffic from search engines and it will turn into a place where you can advertise **at will**.

My own forum has an **instant message feature** that allows me to send an Instant message to all members at the **click of a button**. I recently installed

this because of all the problems with email.

It works like a charm. **No** spam complaints. **Everybody** get's the message. My message **doesn't compete with thousands of other emails** and the response is literally **through the roof**.

I've **never** seen that kind of response from normal email.

In order to create a forum and get it going you need to be **different** somehow. Create some **unique angle** no other forum has. Add some feature other forums haven't thought about.

How To Be A Master Of **Seduction**

Think about this sentence for a second....

Do you like when someone is **desperate to get something** from you?

None of us do. Psychologists and even some top scientists know that type of person is an **energetic leach** literally sucking energy from our bodies.

The amazing thing is: **Our sales letters can also be Energetic Leaches...or Masters of Seduction.**

The most shocking discovery I've ever made was when I realized that sales letters can contain **the exact same seductive power as humans can.**

We don't like desperate, clingy, needy people around us. We also don't like those qualities in sales letters we read.

One of the greatest **turn on's in the world** is a person who **needs nothing from us.** It attracts us like steel to a magnet. Let a man be clingy and needy with a woman and she will **drop him like a hot rock.**

His clinginess gives the **subconscious message** that "**I'm not worth much at all**"..."**There's no real value here**"...

Desperate sales letters convey the **exact same message....**

We should always write with **total Confidence and Authority**. **Tell** instead of sell. **Educate** and **Inform**. With confidence, not with an apologetic, graspy, wishy washy tone.

Make a case for yourself and your product because trust me, **no one else will**. Make your case without flinching, apologizing or weakening anything you say.

Your **total confidence about your product** must shine through....
Your **upbeat positive energy** must shine through....
Paint a great picture by "**telling**"...not forcing, pushing and begging.

Get in that state of mind **before** you sit down to write a sales letter and your state of mind will **show through in the letter**.

Devour everything these people write: <http://www.agora-inc.com/> And you'll soon see what I mean.

The reason I refer people to Agora so much is because they have in house product creators and copywriters and they are **unbelievably prolific**. They turn out more products and letters than any company I've ever seen. But the most important thing about them is how they create the "**aura**" I'm talking about. All their messages "attract" using confidence, emotional words, and authority.

Sign up to **all** of their newsletters and devour everything...

You'll be learning directly from a **\$100 Million** a year company.

Trying To "**Create Desire**" Will Destroy Your Chances Of Selling

It's no different than trying to "**make**" a woman or man like you. All you are going to do is **create resistance** and repel instead of attract.

The worse thing you can do when sitting down to write a sales letter is to start out with the mindset, "How can I **make** people want this product"...

If the desire for a product doesn't **already exist** you're fighting an uphill battle.

What you should be doing is taking the mass desire that already exists and **pointing it toward your product.**

You must take the pressure of "**I've got to convince them**" off your mind. And you do that by simply describing your fantastic product and listing all its benefits.

Not by trying to **convince, force** and **push** them into **desiring** it.

This is two **entirely different mindsets** and it is vital that you understand them.

One **Pushes & Repels...**

One **Attracts & Magnetizes....**

If I desire the ABC Widget product and I happen upon your site that shows the product, describes its benefits, give all the details about this fantastic product, I feel I have found exactly what I was looking for. **The product is filling a desire I already have.**

If however, I come upon your site and I am immediately being **sold to**, if you are trying **desperately to convince me**, if you are **insulting my intelligence...**I doubt very seriously I will be your customer, even though I already desire your product.

The differences are like night and day...

One creates an **aura** about your site that is **positive and attracting...**

The other creates an aura that makes me think "**scam**"...

Please take the time to understand this.

One mindset makes it **incredibly easy to create** your advertising...

The other makes creating advertising a **nightmare...**

Just like the person dead set on making a good impression on everyone, **he screws it up.**

All you have to do is build a site that would make anyone "**already desiring**" that product sit up and take notice. Describe the benefits in a big way without trying to **force anything** on the prospect.

Describe the **end results of having this product** without feeling like you need to convince them of anything. The more you try to convince the more pressure and resistance you create.

Think "**Attracting**" not "**Convincing**"....

Remember, you never have to "**create desire**" for your product...

This creates a **whole new atmosphere** around your writing. You will begin to write ads that make your product seem like the thing to have. While others are out there trying to "**convince**", you are simply becoming **irresistible**.

Think about this long and hard. Realize how, when you adopt this mindset, your writing begins to change and your product begins to become **a magnet that attracts those who already have the desire** for the thing your product fulfills.

Master Of **Seduction** - Part 2

There is **nothing you can do whatsoever** to stop it...you can only start **taking advantage of it**.

Your state of mind, your confidence or lack of it, shows through **very clearly in every word you write**. This is no theory, this is absolute fact.

One of the best secrets I ever discovered was this simple truth...everything you do takes on your own "**aura**" so to speak.

Even your web site...

If you are nervous, unsure, timid....**it all comes through**.

The best thing you could ever do for your business is to have **absolute confidence in everything you do, every word you write, every program or concept you create**. Because if **you** don't have confidence in it, **neither will anyone else**.

Your confidence, or lack of it, shows through in everything. People sense it and either get attracted to it or move on.

The world is a **constant reflection** of how we think and feel about **ourselves** and our **products** or business. And it will place the **exact same value on your head** as **you** do. Set that value high and the world pays it. Set that value low and the world pays that too.

I have never seen this done better than **Jay Abraham** does it. Go to www.Abraham.com and look at the prices on those products. That's not including the \$25,000 to \$50,000 seminars that sell out. **And people pay those prices in droves.**

The **#1** factor behind Jay's success is an overwhelming **Confidence** in himself and **what he teaches**. Jay took a basic set of strategies, many of which were already being used **long before** Jay Abraham was even **born**, and set out to turn businesses around with them. He did exactly that and racked up some amazing successes turning many faltering businesses into multi-million dollar companies.

With those successes and Jay's confidence, **his future was basically set**. He could charge and "**get**" seminar fees with a price tag **unlike anything seen before**.

Another example of the power of overwhelming self confidence comes from a man many people love to hate, **Donald Trump**. Before you get angry you need to ponder this carefully...

At one point Donald Trump was **completely broke**. Making him **no different than the common man** on the street. He was **even worse** than the common man on the street because he had **massive and well known failures to his credit**. He had lost **all** daddies' money. He didn't have daddy's **touch** most would think.

At that point in his life, why on earth would anyone, anyone at all, **invest millions** of dollars back into Trump?

A man who had just lost an entire fortune?

They did it because of the **infectious nature of Confidence**. No matter what else Donald Trump may have, he has the self confidence that can **force** investors to **believe in him** and **invest millions in his ideas**.

If it had been anyone else they would be **avoided like the plague** by investors.

In person and in writing, confidence carries a quality about it that eventually gets **under our skin**. It is so powerful that even if the face of **logic** we can cave in and be **overtaken** by its sheer power.

A group of Women were asked why we often see a beautiful Woman with a truly ugly man. Very few of the responses had to do with "**kindness**" or "**money**". The overwhelming majority of the Women polled responded that it was the power of his Confidence alone.

It is a well known fact, and you probably know of a case of this yourself, when someone has a powerful self confidence, when they place great value on themselves regardless of what they may have or look like, others around them are at some point literally "**forced**" to view them in the same way. As having Value. As having great Worth.

Logic tries to tell them this person is ugly or doesn't have the ideal body or works as a janitor with very little money, and they are still dumbfounded when they find themselves being **taken over** by the magnetic, convincing force of Confidence, **even against all the logic they can muster**.

Be Confident in everything you **do**, everything you **write**, everything you **say**. Adopt a state of mind that is **unwaveringly certain that everything you do has great value**. Talk like it, walk like it and write like it.

And Transfer It To The Web!

Controlling Media & The Power Of **Authority**

Using the Internet we have some awesome power. One example of this power is the ease with which we can build "**Authoritative Sites**" on any topic we

choose.

What I mean by authoritative is sites like research sites, review sites, sites that reveal studies done and so on. These sites become popular as information rich resources to the people interested in the topic the sites deal with. They are also seen as "Authoritative" **by default**.

Because of this seeming "Authority", **anything this site says** is given much more **weight**. People tend to believe much easier because it's coming from an "**Authority**"...

Let me give you an example...

I was on this site dealing with **brain wave research**. The site reviewed and reported on brain wave machines, light machines, tapes and cd's and listed many research studies that had been done by various universities and so forth.

As I was on this site I happened to see a particular product this site was very positive about. I felt like this might be something I'm looking for. Without realizing it, the "**power of authority**" was working its magic on me. As I clicked over to the product site something caught my eye and I realized something...

The same people owned BOTH sites....It was almost unnoticeable but I caught it.

How easy it was for them to gather this info and those articles and create this "**authoritative**" site, the site that had me **convinced** to buy this certain product before I even visited the sales site for the product.

Because of the Internet, it's very simple to build these "**Voice of Authority**" sites and then have them **promote** the products you want to sell.

People on the net are looking for information, research and details about specific subjects. Imagine the power you have if **you own** one of these "research" sites.

These sites can be made very popular by adding an article submission section also. I noticed on this particular site many many authors had posted articles they had written and so on. A whole site dedicated to this one subject makes for great search engine rankings.

Another thing I noticed about the site that sold the product was that it also led right back to the "Authoritative" site. So no matter which way the prospect came in, they still saw the Authoritative site and got **influenced** by it. The authoritative site bolstered up, **gave credibility to**, the product.

IMPORTANT: You would need to check on any legal issues concerned with this. I'm not sure what laws there are about this type of thing. The way the site I mentioned did it didn't seem underhanded or illegal at all. But I'm not sure how the legal eagles would view it. Do your own research before acting on anything you are unsure about.

The **Self-Perpetuating** Income Formula

Using the **SPI** formula...

#1 Rule: Never Do Anything On The Internet That Does Not In Some Way **Continue Growing On Its Own.**

I never create anything unless I can incorporate **some viral aspect** into it. Never...

Even if it's something small and will only grow slowly, doesn't matter. As long as it will **grow on its own** is all that matters.

I can be on the beach in the Bahamas and my sites **still grow** without me.

The real power of this cannot be stressed too much. If **everything** you create has a viral aspect to it, then **every** site in your network that you are building is like a **living organism**. The whole thing just continues to grow without limits.

This is so powerful that if more people **truly understood** the awesome power of it you would hear talk about it like crazy. They go all around the idea now but they still don't really get it.

If **every move you make** is turning viral, it won't be long before you are in a very enviable position. They talk about multiple streams of income, and that's good, but let's get **multiple streams of traffic first.**

Let's take www.Here2Guide.com as an example. Anybody can do this. It wasn't that hard. Actually there was nothing to it at all. Content Management scripts are everywhere.

Guess what?

There are **millions of people** that will jump at the chance to be a "Guide" for other people. Especially with the opportunity to make money attached to it.

And right here is where I am going to give something away....

The original idea for Here2Guide.com was "**not**" what you see now. The original idea was to have it in an **MLM format**....

Everybody signing up to be a Guide would have gone under somebody else. If people came from search engines and wanted to sign up to be a Guide and they were in your content section they would have gone under you and so on...

Anyone coming to the site without a sponsor would have just been put under Guides at random.

Now, once the site got huge there would be **millions** of people hitting it every day, just like about.com. And because I owned the site I could **add any advertisement** to it I wanted, on any page.

And if you where a Guide and a sale was made from "**your**" content section, **you made money** and so would your **upline members**.

Now..let your mind ponder that for a moment....

How attractive would that be to millions of people on the net?

Imagine that, I could be a Guide for a topic I love, build a network of Guides under me automatically and make money on all sales their content sections make.

This idea is open for anyone that wants it. I've not done it and don't have any immediate plans to do so. Some people would think it was a crazy gamble, and it may be. But I can guarantee you one thing, **if done right it would be bigger than Here2Guide.com could ever hope to be.**

There wouldn't be any guru's joining you, but there would be mom and pops joining like crazy. And that's **all you need**. Average everyday people adding **huge mounds of content**.

Can we say search engine penetration?

The Internet is an advertising vehicle like no other that's ever existed. It is the

only medium that allows your advertising to continue to grow without anything else invested - time or money. **As long as it is Viral in some way.**

Killer Method Of Creating Niche Sites That Search Engines Love!

Everybody is talking about **Niche sites**....

Everybody is talking about **Blogs**....

But almost no one is talking about the power of **using blog software to create niche sites.**

This is an incredibly powerful strategy that is being virtually overlooked. Most don't realize that blog software is **perfect** for building **actual sites**. Not just for news and personal type posts.

Choose your niche and keywords carefully and load your pages with those keywords. Don't play around, literally become a **content site for that niche**. Just add stuff all the time.

It's easy to go in and add another profit stream. Become an affiliate for tons of sites that have products for your niche and write a paragraph or two about each one.

You could even **hire writers off elance** to create articles filled with your niche keywords.

Here's what I'm doing...

* I discover a niche I want to target....

* I determine the best keywords....

* I use the blog to create categories "**using the keywords as names**" for the categories...(important for search engines)

* I write **as much as I can** about my niche. Using affiliate links in the posts whenever possible....

* I hire writers at low cost to **create many unique articles**, each article targeting one of my main keywords....

* I submit to all the blog directories at:
<http://www.masternewmedia.org/rss/top55/>

That's basically it. One site I am doing this with right now is getting over **1500 hits** a day and the site is only **4 months old**. It's making me money in a niche you would not believe I would be involved in. All I will say is it has to do with toys :-)) Not sex toys either. Real toys for kids, kids with ages like 25, 34, 45. **Big kids...**

It's so easy to set this up. There are hosts now that have blog software like wordpress that is a **one click install**. I've seen accounts for as low as **\$4 a month**. How many niche sites could you set up for \$4 a month each?

If someone is just getting started this is a perfect way to get some money coming in. You don't have to be an expert writer, far from it. If a person can write an email to someone else **they can do this**.

Tabloids **And** Affiliate Programs

I have a strange feeling I'm going to end up regretting giving this idea away and never doing it myself. If it works, it's going to make the person that does it **a lot of money**.

The main reason is because you can make a sale with offline advertising **much easier** than with online advertising. The response rate is incredibly higher. Even though many don't do it, this is a fact. If you doubt it, try capturing the names and addresses of people coming to your site and start testing direct mail sales letters with them. If your offer converts well online, **you'll be surprised** what offline can do.

Here's the idea...

You create a **Tabloid style paper** filled with the most powerful articles and ads you can create or have created.

All the ads are for products **you are an affiliate for**.

Instead of putting long affiliate URL's in the ads, you create a short domain name and use forwarding URL's. Like www.ForwardMeNow.com/1 would lead to the affiliate program for Yanik Silver's stuff as an example.

You would have:

www.ForwardMeNow.com/2
www.ForwardMeNow.com/3
www.ForwardMeNow.com/4

And so on. Each forwarding url leading to a product you make money on.

You want to give the "**impression**" that this is a **real magazine** with real advertisers. In order to be legal, you will have to put the word "Advertisement" at the top of every page in this entire magazine. No problem there because most people pay no attention to it whatsoever. It would still seem like a real Tabloid/Magazine. I think that word "Advertisement" only has to be in 10 point type. Don't hold me to that, do your research, but I think that's right. That's pretty small.

You would match the ads with the articles. For example if you have an article that talks about a great Autoresponder idea you would make sure you had an ad or two for autoresponder services **on the same page** the article is on.

You should have exciting "**idea**" type articles. Not boring how-to articles. You want them to get excited over an idea or strategy and go order some product that allows them to **use the idea right then**.

There are two ways to use this tabloid/magazine idea:

1. Direct Mail Using **Rented Lists**
2. Sending It To People Who Have **Already Ordered From You** On The Internet

This idea may fall flat on its face using direct mail. But there are a few reasons I think it may not:

1. You have space for a **great number of ads** and you make money on **ALL** of them...
2. People **will read** the exciting reports...
3. People will tend to **keep** the magazine...
4. You will have their "**total**" attention, no competing with emails, web sites etc...
5. They have a **longer time to respond** without forgetting about it. Your mag **stays on the desk**, gets moved around and **picked up again** and so on. **Not so with with an email message**. Soon it is drowned out and lost in thousands of others.

Please remember this is only an idea I had. It may very well be a bad idea. The only way to tell is to **test it**, which is something I haven't had time to do.

One way to look at it is this, if you use the second method, sending only to people who have already bought something from you on the Internet, this costs you **almost nothing**. You **know** these people are interested in Internet marketing so they are already **highly qualified** to get a magazine like this. You already have their name and address so no need to rent mailing lists.

This strategy could make some **serious backend sales** for with very little effort.

One thing to realize about these papers is that they are very cheap to create. Once you get it laid out and designed it can be a very low "per paper" cost to have printed. With some of the software available today you can do most of the design and layout yourself.

Here's an idea I just had...

If you have some cash to start, why not use this system: <http://www.tafpro.com> and give away a **\$500 marketing course** each month. Make the signups give you their **full mailing address** to get something a "little special" in the mail. What they get in the mail is **your tabloid**.

This will get thousands of signups and be a **whole lot cheaper** than renting mailing lists. Plus, you know **two important things about these people**:

1. They have a computer...
2. They want Internet marketing information...

That's **all you need to know** about them...

True they did want to "win" a free \$500 course, so that might not make them the best prospects in the world. But like all things, you don't know until you **test**.

Get The eMails Of Thousands Upon Thousands Of People Who Want To Make Money

Use this: <http://www.tafpro.com>

And give away a **\$500 marketing course each month...**

Even many people who actually buy marketing information would sign up. They wouldn't all be freebie seekers. This is another one of those **crazy ideas** you just have to test to see if it will work.

Once you have these email addresses there are **tons of ways to make money** with them. One thing you know for sure about them is that **they all are looking to make money**.

Millions of people are online looking to make money. Look how many SFI had signed up into their deal. It was in the millions. Think you could get a **million** signups doing this?

I'll tell you right now, **it's very possible**.

IMPORTANT: "How To Make Freebie Seekers Pay Off Big time"

People down freebie seekers a lot...I don't, and here's why....

I use them to **build enormous networks of traffic** for me. For free...

Even though many people are freebie seekers, most of them have web sites with at least **some traffic**. I devise various free ways they can **link to me** and make money. By doing this, I get **massive traffic** from freebie seeker sites and much of that traffic contains "**actual buyers**".

Is There A **System** I Can Use?

Questioner Asks: "Is there some type of **easy to understand concept** or **system** I can use to create one profitable site after another? I'm getting bogged down with information overload"

Yes there is!

You can use this one strategy I'm about to show you and create one profit stream after the other, as long as you are willing to make some slight changes in the way you view the Internet.

You need to target the **hottest markets** there are, huge masses of people with **already existing** desires, create simple products and put web sites up showing that your product can fulfill their desires. Then you simply need to set it on **autopilot** and move on to the next income stream. Only looking back long enough to tweak your web page every now and then to see if you can increase the profits it makes.

Your web page is like a **highway billboard** you stick up in front of a **mass of people that already desire** your product...like sticking a hotdog stand in front of **1000 starving people**.

Here's the very simple ingredients:

1. A **Powerful Ad** For Free Report

2. A "**Free Report**" Style Sales Letter Site - Actual Good Info That Also Sells The Prospect At The Same Time

3. **Affiliates**

Now, if there is a **huge mass of people** with a burning desire for certain things, and you have a product that fills those desires, what do you have to do to sell them?

All you have to do is create a page (billboard) that describes your product and lists all the benefits it provides. You DO NOT have to be a genius copywriter in order to do this. Many so called "gurus" are making this sound much harder than it really is.

What would sound good to people who already desire the benefits your product provides?

That's **all you need to know** to attract them. Make your product sound good. It's really that simple. How would you sit down in front of me and describe your product and what it will do for me?

Then just do that on paper...

It's the **benefits** your product provides that does the selling. I've sold products with **nothing but a huge list of benefits** many many times. Only a couple paragraphs at the top and bottom of the letter. Everything else was benefits.

Do you **really care** about anything else other than benefits?

Think about it, what **really** gets you in a sales letter? The writer's **personality**? The writer's **bragging**? The writer's **degrees**? The writer's **past**?

No, none of these things attract you and make you buy the product. **It is solely the emotions the benefits create in you that makes you buy the product.**

Listing your most powerful benefits can **override** any other concerns your prospect may have. Get the benefits right and you can screw everything else up and still make money.

Now, using those 3 points above let's create our first profit stream...

We're going to create an ebook about **Sexual Attraction**.

The first thing you do is buy a few books on the subject of Sexual Attraction. You digest these books, **cut out the blabber** and boil the hottest techniques and insights down into **digestible bits of info**, in your own words. Step by step, to the point and clear, almost text book style.

I can do this with **any book** in existence. Even if I don't know a thing about the subject, you'll think I do after reading the book I create.

The ebook can be as little as **40 pages**. It does not have to be huge. We're going for the hottest strategies, point by point, boiled down to instantly usable information. Not dragging them through **268 pages of mind numbing rambling**.

eBooks "**want**" to be small. I've paid **\$97** for a 40 page PDF and was **happy**. I digested the info quickly and can return to certain points quickly whenever I choose.

Ok, you've got the product created....

You now create a powerful ad that affiliates will put on their sites that make people with the desire your product fulfills click over to read the Free Report (sales letter) you have put up.

Something like this:

**Free Report Reveals How To Cause
A Stampede Of Traffic To Any Site!
To Get Your Copy Visit:
www.MyAdClickNetwork.com**

That's offline style marketing brought to the Internet...simple, but you get the idea.

When they hit your site, they read your free report which is really a **disguised sales letter** parading as a free report. It really doesn't matter that it's not a

"real" report. If you add a few facts, tips or discoveries in your letter that make them say "**ah**" then you basically **do** have a hybrid report/sales letter.

Once you are satisfied with your sales letter you create the "**machine**" that runs the whole thing. Which is the **Affiliate program**. This is where most people screw up because they get greedy and shortsighted.

Give your affiliates **most of the money**. Please **don't** ignore this. **The more money you give affiliates the more affiliates you will have promoting your site**. My own affiliate commissions, when possible, run anywhere from 60% to 70%...and people wonder why I have so many affiliates and make so much money.

If the affiliate is bringing in the traffic and the money, that you wouldn't otherwise have, **it only makes sense to reward them as much as possible**.

What I've just given you is nothing new and sounds very simple, and it is. **That's why it works like crazy**. I have site after site I'm putting up that follows this exact model. One of them which is very profitable is about travel to a certain country I visit a lot. **More and more travel related sites link to it every day**. It's been running for over 6 months and the income **steadily increases** without me doing anything much to it at all.

Everybody seems to be complicating everything. With junk pages for search engines and so on. Seems like everyone forgets that simple, powerful **direct response** is what works. When you have that, and add in affiliates that are **happy to promote you**, you create a **Direct Response Machine** that pumps out money **without ceasing**.

That's why I kept saying "**billboard**" at the beginning of this letter. I'm trying to get you to view "web sites" in a different way. Too many people get stuck on this concept that a web site has to be this huge thing they invest all their time in and constantly change and so on. **That is a drag** that will only slow you down in the process of creating "**multiple**" sites that **each** create a stream of money.

I've got web sites up that I **never** look at, been running for **years**, and make me money **every single day**. This is just one example:

<http://www.dominantpower.net>

I can't remember the last time I even **looked** at that site. Yet I get clickbank notifications of sales every day. Look down at the copyright, it says **2001**. This is **2005**...that's how long that site has been making me money **without touching it**.

Now, how many more sites could you create in **4 years**?

It's like opening a bank account and having the bank deposit incredible interest for years. And you create another one, and another one, and so on. **After 4 or 5 years of this imagine the empire you've built...**

Get back to **simplicity** is what I'm trying to say. Let other people keep running around trying to find the great new Golden Grail. All the while you are pumping profits into your bank like a mad man (or Woman).

Nothing More Powerful Than A Cause

Have you seen this lately?

"Use Firefox, Take Back the Web!"

Is you haven't you've definitely been living under a rock for the past year. It's everywhere you go. **Raving fanatics** preaching "**Firefox Rules!**" everywhere they go. Getting **nothing** in return.

Imagine what would happen if people did this **for you** and **your business....**

Let's see what the www.spreadfirefox.com web site has to say:

"Welcome to Spread Firefox. You are our marketing department, a diverse community of people tired of swatting popups, chasing spyware, combating identity theft and installing security updates you could set your watch to. You have a vision of the 21st century web and are ready to push it to the world, wresting control from a monopoly that has let it stagnate. We'll provide the tools, but you will drive campaigns that will be rolled out here over the coming months."

Can you spot what's causing the mass outbreak of firefox mania?

"You have a vision of the 21st century web and are ready to push it to

the world, wresting control from a monopoly that has let it stagnate"

It's the cause against IE...pure and simple.

Can you incorporate a **powerful cause** in your business?

Can you create an entirely new business built entirely around one **overriding cause**?

A powerful Cause can be incorporated into a software program like firefox, a person, a vitamin, or an autoresponder service...the list is **endless**.

One of my own Warrior members, the owner of EmailAces.com could incorporate a Cause into his service and battle it out head on with a certain biggie in the autoresponder business. How many customers that were dissatisfied by the other service do you think would be attracted by this?

How many would put a FireFox like icon on their pages with some catchy phrase that states their Cause? Especially since they would also make **commissions** on any sales...

Already Gary has people who make **great posts** about the service every time another autoresponder service is even mentioned. If the service is already good enough to have people like that, can you imagine what adding the **power of a compelling Cause** would do?

Think about it...

"Get Your Mail Through **And Responded To"**

We are all faced with mounting problems getting email out to our lists. Spam filters and places like AOL are making it more and more difficult every day it seems.

Here is a simple tactic to make sure your mail gets through **AND** gets acted on....

First, you need to stop mailing the **whole ezine** or message. Without a doubt **something** in it will make the message get canned by filters.

You need to create the ezine or message online and simply send nothing but a link to your subscribers.

Second, you need to make the **link itself be like a powerful headline**. The domain and name of the html page you are sending them to needs to be a headline they **can't resist clicking on**.

Example:

Your New Issue Of "Marketing Mania" Is Now Online At:

<http://www.TheCashCreatingPower.com/Of/This/WillBlowYouAway.html>

Or:

Your New Issue Of "Marketing Maverick" Is Now Online At:

<http://www.MarketingMaverick.com/SecretsYouHaveNeverBeenTold.html>

The spam rating testers I tried with both these examples gave a rating of **0**.

You could use multiple domain names so you would have some to fit every occasion or you could use the second example with your permanent domain name every time.

Believe it or not, **this works in spades**. I've been trying it out on my lists and I get a much greater response than sending long messages.

The Power Of A **Story**

Athens, 388 B.C.

Plato calls on the City Fathers to **banish all Storytellers** from the city for the safety of the citizens.

Plato was afraid of the power of stories and of storytellers. He knew the storytellers craft of **concealing ideas** and **concepts** in simple, but **incredibly powerful stories**.

Plato knew that concealing an idea within a story **magnified the power of that idea** far beyond simply telling the idea alone.

Stories mirror the way we think. We literally think in narrative structures and because of this stories have the power to **imprint themselves** naturally into the human brain. Stories, are literally, **how we understand best**. This is what makes stories irresistible to all people across all cultures.

This is also why you can "**sell**" without "**selling**" using the power of a story...

Notice how many of the best sales letters read like a story.

A perfect example:

The World's Greatest Ad: "Two Young Men"

Written by freelancer Martin Conroy, the Wall Street Journal ad that came to be called "Two Young Men" has the statistics to **prove** the claim as the world's greatest sales letter.

Denison Hatch, in Target Marketing, writes "The highways and byways of North America are littered with the corpses of mailings tested against it by virtually every major (and minor) copywriter and designer in the United States and Canada since it was first mailed in 1975."

Bringing in over **\$1 billion** to the WSJ, it goes down as the most powerful and successful piece of advertising in the history of the world.

AND IT'S A STORY....and this is how it starts out....

"Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both - as young college graduates are - were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was a manager of a small department of that company. The other was its president."

The whole gist of the story was that one young man read the Wall Street Journal, the other didn't.

Reading the beginning of the story now it seems kind of tame compared to our advertising today doesn't it?

But how can you argue with **over a billion dollars** in proven results?

Another reason stories are so powerful is that they allow the reader to create his or her own concepts and impressions. People always "**imagine**" things **better or worse** than they actually are.

I was reading an article once and a person being quoted happened to mention the title of a book. The title alone caused me to *imagine what the book must reveal*. I went around until I found the book on bookfinder.com and bought it. It was one of the worst books I'd ever read, and wasn't even really about what I thought it was about from the title.

My own mind created a better ad for that book than a real ad would be.

Another powerful aspect of stories is that the reader has to become part of the story. We have to become part of the story to make sense of it, to understand it. Whether we realize it or not, we inject ourselves into the stories we read.

Through a story, you can cause people to feel and experience many emotions, which causes the story **and the concepts** from the story to "**stick**" in memory far easier and much longer than a sales message.

The most powerful types of sales letter I have come across, and created myself, are a story/sales letter mixed. It starts out as an interesting story with drama and excitement that leads them deeper into the story and on the way slowly turns into a full fledged sales letter.

Use an attention grabbing story to get people to actually stop and read and **you've already won half the battle.**

Urgency - An Example Of Its Power

Caller: Why do you limit your reprint rights sales when you come out with them?

Me: Because if I don't limit the number sold I may sell 500 reprint right packages over the course of that year. If I limit the number to 500 I sell **all 500 the next day.**

Why should I sit around and wait all year to sell 500 when I can sell 500 in a single day by simply adding **the one simple ingredient of Urgency?**

I write a short book, create a site for it, and package it up to sell as a reprint rights package for \$97. I make the \$48,500 in one day upfront and then add the book to my site and sell single copies for many years to come.

And the kicker is, the 500 that bought the rights instantly begin promoting my name and site through their sales. It's like creating another **overnight sales force** that is promoting you, your brand, your name, all over the Internet.

Caller: Oh, I see.

=====

Can you put **Urgency** into your offer?

A great way to do it is to **limit** something. A limit will always make **more people act quicker.**

Otherwise they may sit around forever and **never** get to it.

In many cases, just because the limit is there it will make some people buy just so they don't "lose out" on something that **may** end up being a good deal. These same people would have never bought otherwise. The "fear of loss" makes people do **crazy** things and puts **more money** in your pocket **quicker.**

How I'm Making A Killing Creating "Real Mailing Lists" Using The Internet

Imagine this for a second:

For years upon years there have been hundreds of companies that have been quietly making a fortune using nothing more than small classified ads in the classified sections of various magazines.

They build an "in house" mailing list of prospects and customers that they profit from continuously, mailing to their lists with various offers frequently.

This is has worked for many many years and continues to work today.

Now, here's the thing, classified ads are **expensive**. You have to really know what you are doing to build a customer and prospect list **AND** make a profit at the same time.

But, the power of the Internet can remove two of the main obstacles to this very profitable way of building a business...and that's the expense associated with classified ads and the time it takes to build the business.

Here's what I'm doing:

I'm placing **Full Address Capture Forms** in various places around the Internet designed to get the prospects **full mailing address**. Just like a classified ad does. Except, it doesn't cost me one thin dime. **AND** I get those addresses much faster than by placing classified ads.

These FAC forms I'm placing target a **specific market** that are very passionate about this specific interest of theirs. They are a **captive audience** for any mailing I send.

I have discovered that the response rate from a "**physical**" mailing to these people is **so much higher** than the response from email I wish I had started this years ago, from the very beginning.

My forms simply offer them a **Free Report** Rushed by "**First Class Mail**"...

I just said 3 very important things about these forms:

1. **Free Report**
2. **Rushed**
3. **First Class Mail**

I discovered that when I made all those points above very clear the response to my forms **increased dramatically**.

I had gotten so carried away about the "**power of the Internet**" that I had forgotten about the power of "**the mail**". You will **Never** have a response using email like you will get using physical mail. **That's a fact**.

Almost everyone has been spoiled by the Internet. Most will never do this. And that's one of the main reasons the few who do will have a gravy train for some time to come.

Here's some points to consider:

1. Getting mailing addresses from classifieds and then mailing them offers is a **proven** business. This simply cuts out the time and expense associated with it.
2. Response rates to physical mailings are **dramatically higher**. To both cold **and** warm lists.
3. Your prospects are a **captive audience** for your letters. No "**emails**" competing with your message.
4. Because they signed up through your form on the Internet, you **already know they have a computer**. You can include a great number of additional offers in one mailing just by mentioning various web sites.
5. You will **never be accused of spam** and risk getting shut down.
6. If you have wholesale sources, there is nothing stopping you from **building a number of businesses targeting different markets** using this method. (Lingerie catalogs with your business name on them come to mind..etc)

How To Create A High Profit Business In Less Than **3 Days**

I've already written about this before but feel I should say something again, maybe in a different way.

This method of creating a new income stream is without a doubt the **fastest** and most powerful on the Internet. It can be created and ready to go live in **3 days or less**. And can be done again and again with a number of different subjects.

I'm talking about Monthly Newsletters with 4 or 5 Bonus Reports to kick it off...

Let's use the subject of Health as an example. Say you wanted to make money revealing hidden, secret or forbidden health information the medical field is ignoring because they can't make money off it.

Here's all it takes to launch this entire deal in 3 days....

First you write 4 or 5 short report as bonuses. They only need to be 3 to 5 pages each.

Like:

Bonus Report #1: "The Secret Herb From The Andes Mountains That Revs Up Your Sex Drive Overnight"

Bonus Report #2: "Why The Big Drug Companies Are Afraid You'll Find Out About This Cheap Vitamin"

And so on...

These can be written in just a **couple days**. Super quick...

Second, you create your sales letter...

Third, **You Launch The Site!**

That's all there is to it. You only then have to write a new report or newsletter each month thereafter.

You can **immediately** start taking orders for **\$27 to \$97 a year** for subscriptions..

Your only responsibility after launching is to write a 3 to 5 page newsletter each month. You got **all month to do it**. This is not hard at all.

Plus, in your monthly issues you can refer your subscribers to various products with your affiliate links and **make even more money** on the backend.

This can **all** be done digitally. Or you can do it by mail if you wish. Either way, this is the quickest way I know of to start a business that is actually your own, with your own product.

I ordered a health newsletter once that was done exactly this way. The web site only had 5 graphics, they were simple "report" graphics of the 5 free bonus reports near the bottom of the page.

I ordered only because I wanted the reports. That's how powerful this strategy is. The letter was magnetic, it pulled me in with all the information on what was being hidden from me and what I was being misled about. But when I got down to the bottom the free reports had **titles and descriptions that made the sale. I was hooked.**

Really, here's how to look at this. The people are actually buying the free reports because they get them **instantly**, the additional monthly subscription is just giving you permission to **keep in touch with them every month and sell them even more stuff**. Which is **exactly** what the newsletter I subscribed to did to me.

Every issue they sent had offers in the back that they made money off of.

This is so easy to set up and maintain you could literally have **4 or 5 of these offers running at the same time**. Writing 4 or 5 short newsletters each month is no big deal either.

Here's some newsletter subjects this could be done with:

1. Real Estate
2. Internet Marketing
3. Mind Power/Self Help
4. Health Secrets
5. Sex/Attraction/Seduction
6. Copywriting

And there's probably **500** more subjects I can't think of right now...

One of the **most important parts** of this strategy is the Bonus Reports. They cause people to take action because they get something right then, the additional issues is just extra gravy...

Really, the monthly issues **were more like the bonuses to me**. I wanted what the reports revealed right then and was happy that I was also getting something each month in addition.

Let's say after a couple years of this you are ready to quit. Good, pile up all the back issues into a **massive book** and now you've got a **fantastic product really packed with information** that you can sell on autopilot for years to come.

This would be the only way I could ever create a **400 page** book anyway. The thought of **getting paid** while I create my masterpiece is just **irresistible**.

A Secret Of Power

Say Less And Say It Clearly....

Talkative people give an impression of **weakness**. Both in person and through writing.

To the human brain, the more simply something is said, the more power it has to

affect. The longer and more confusing a sentence is, the less power it has.

Short, clear sentences penetrate the brain.

The more you can cause immediate understanding the more you will affect the reader. They will enjoy and be emotionally "**turned on**" by reading your words.

The more you talk, the more you "explain" in a rambling way, the **duller their brain becomes** until they can no longer tolerate your words.

Whatever subject you wish to write about, try to boil it down to its essence. What is the meat of the subject? Extract what helps, cut out the excess and say it clearly with simple, direct words.

Do not over-explain yourself. The more you talk the less power to influence you have.

Every unneeded word takes away from your power to move the reader. Say precisely what needs to be said, **not a word more**.

Adhere to this like a Golden Rule and you will find a **dramatic increase** in your ability to **command attention** and **cause action**, both in person and in writing.

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