

# **“How to Quit Your Job & Become a Pro Joint-Venture Broker”**

**- The story of how an 18 year old in high school sets up a ten-thousand dollar joint-venture deal his first try, and how you can quickly and easily copy what he did to earn a more than healthy living from home too! -**

**By Jason Cox**

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By Jason Cox,

I'm going to teach you how a clueless 18 year old (myself almost 2 years ago prior to writing this), learned the secret to setting up joint-ventures... that can easily earn you thousands of dollars every time you send out a mailing!

Honestly, I stumbled upon this formula that works every single time out of pure-dumb luck, and it's so easy to replicate, that I guarantee you can do it too. Here's the funny part: After my initial success, I tried testing hundreds of different money making ideas... and 99% of **ALL** of the other Joint-Venture strategies I tested failed.

That's what makes this report well worth the money. It'll save you the time and money required to test the hundreds if not thousands of different variations of a Joint-Venture you can do but that just flat-out don't work!

By reading this you're going to jump light-years ahead of your competition... and get your hands on the single most powerful Joint-Venture strategy that exists for people who have little cash, no credibility, and perhaps – don't even own their own product!

I was raking in \$150/hour doing absolutely nothing one Tuesday morning when I'd set up a joint venture with marketing Guru Stephen Pierce to sell someone else's book... in my Senior year in high school... and I had pulled it off with next to NOTHING!

That's why I know this strategy will work for you too.

I had very little capital.

I had no credibility.

I had no mailing list.

I didn't own any products to sell.

All I had was a crappy job working at the Mall selling clothes!

I absolutely **hated** my job because I had bad hours (they always made me work on the weekend, which is when I like to go out and party!)...

I had work mates who'd always try to steal my customers (we worked on commissions so it was a dog-eat-dog environment)...

I had this "supervisor boss" who'd worked a year longer than me constantly telling me what to do (that was what really got annoying, because she was an idiot!)...

Heck, after 6 months of working there... they never even gave me the fricking KEY to

be able to sell watches to visitors at the buckle. **Talk about a job that was going absolutely nowhere really fast!**

You see, I'm a lazy guy in many ways. I'm lazy in that... **I absolutely hate wasting my valuable time.** That's why I started looking for opportunities to make money on the internet.

Going to The Buckle was an absolute waste of my time. It took 30 minutes just to get there! I spent a lot of my time folding clothes, putting shoe's in order by type and size, vacuuming the floors, shoving clothes into peoples faces, and basically... a lot of things I don't enjoy doing.

It was this laziness that lead me to discovering the secrets of earning as much money as I wanted... even while I sit around in my boxers listening to my favorite music (bands like Led Zeppelin, Paco De Lucia, Grateful Dead)...sleeping in until 11 am everyday (I love getting lots of sleep!)... working only when I feel like it... earning thousands of dollars every month setting up joint ventures for other people!

You're going to be **shocked** by how easy it really is... to work for only a few hours a few times a week... and make thousands if not tens of thousands of dollars brokering JV deals! (I only really worked for about 3 hours a day, 4 times a week... to get where I am right now. And I did it all from the comfort of my own home, on my own hours, selling products I enjoyed learning about.)

But before we get any further into my story... and into the nitty-gritty details of how you'll take this information and begin profiting wildly... let's take a step back.

**“What exactly is a Joint-Venture and how can I make money from it without even owning my own product?”**

A Joint Venture (JV) ... is a very simple concept. It is where someone else sells your product, and earns a commission per sale he makes. It's really simple.

You find someone with a big mailing list (and someone who hopefully is respected by his mailing/customer list)... and you get him or her to send out an endorsement for someone else's product in exchange for a cut of each sale.

It's like when you bought this book... chances are someone you really respect told you about how great my book is. You clicked his affiliate link... you read my big-long “sales pitch” about my book... and then you ordered. The guy who sent you earned a commission for selling this book.

Here's the formula:

Product Owner + Big Customer Mailing List + Great Sales Copy = Lots of Sales.

Lots Of Sales = Lots of risk-free money for the product owner and “list owner” to divvy up.

The reasons Joint Ventures are so popular are because:

1. The person with the product doesn't risk any money upfront advertising his product! (When you normally buy an advertisement you don't really know if you'll make your money back until after you already paid for the mailing to go out. Like an ad in a newspaper. You can't lose money in a joint venture because you don't pay them until after they make the sales.)
2. The people with large customer mailing lists prefer joint ventures because they get to demand an extremely high percentage of each sale...which in turn earns them much more than they'd ever get someone to pay for sending an ad to their mailing list.

It takes the responsibility out of the product owner's hands... and puts the real risk in the person who owns a "mailing list". The person who owns the mailing list, however, if he's done his job and has a relationship with his customers... makes a lot more money than any advertiser would ever give him upfront.

It's a mutually beneficial relationship... but here's the next question we need to think about.

### **"How Can Someone Without A Product Or Mailing List Make Money With Joint Ventures?"**

This is where we get into "JV brokering".

You setup Joint Ventures... for other product owners, and take a cut for yourself!

They call this "1<sup>st</sup>" and "2<sup>nd</sup>" tier commissions.

As a broker, you take a "2<sup>nd</sup>-tier" commission.

NO – this is not a "pyramid" scheme. It is how businesses are run.

And, it's all 100% automated now a days. There is this thing called "affiliate tracking software" that automatically keeps track of who's sold what for the product owner. You just find a product to sell, look for a button called "affiliate program" or "make money", type in your information, and the computer plops you out a special URL for sending traffic to his page. This special link tells the computer, you sent the sale. Once a month the product owner will send you a check for any sales you've made.

Let me give you an example of what a JV broker does. Say you wanted to be a "JV broker for vacations to Mexico". (You can sell anything in the world with this system.)

As a broker it's not your job to directly know a ton of people who want to go to Mexico, but it is your job to find people who do know a lot of people who want to go to Mexico.

Do you follow?

As a broker, your job is just to find out "who could sell a lot of trips to Mexico", and then to set up a deal with them and someone who "sells vacations to Mexico"... so that you earn a commission on every trip that ends up being sold.

Here's how I made my first \$2,000+ setting up joint ventures.

I made well over \$2,000 in 72 hours finding 1 person with a big mailing list... and convincing him to sell someone else's book.... and I did this in high school, in front of the entire school, the first time I ever even tried this strategy! (Sense then, I've tweaked it to work even better... as you'll see towards the end of this book.)

The book was a great book I recommend you read called "Joint Venture Secrets Revealed" by Marc Goldman... it sells for \$97 at [www.jj.jvsecretsrevealed.com](http://www.jj.jvsecretsrevealed.com) and it's one of the few joint-venture books I've actually read and can recommend. (Most books I find on JV's are really just re-hashed garbage!)

The person who I persuaded to sell the book to was Stephen Pierce, the owner of "thewholetruth.com" ... and he managed to sell \$13,090 worth of this e-book that costs absolutely nothing to "deliver" to the customer on his mailing list.

For every sale... Stephen Pierce took 50% of the sale.

Marc Goldman earned 30% of the sale.

And I took on 20% of the sale.

It was really simple as 1-2-3.

Step 1. I spent time researching the perfect product and list of joint-venture partners to go after.

Step 2. I sent a joint-venture proposal (that you can easily write) to sent to the list of potential joint-venture partners... asking them to sell this book.

Step 3. The partner sent out an endorsement to sell the book, while I sat back and watched little e-mails "fly" into my e-mail account saying, "you've made a 2<sup>nd</sup>-tier sale" for days!

I had about 8 or more emails coming in each hour...constantly... all night and morning, where each e-mail said I'd just made \$19.40.

Can you imagine how amazing that felt? It was like I'd just taken a pure-shot of happiness... I'd just mindlessly sent out 30 joint-venture packages... and awoken one Tuesday morning to an e-mail box FLOODED with sales.

It just gives you that amazing rush all over, your heart starts pounding, you can even find yourself gasping for air... until it finally made me just stand up and scream out loud: "WAHOO! Mom – COME CHECK THIS OUT!"

It's really not hard to do at all; you just need to trust in yourself, that you can do it. Now that you understand how this "money making" system works, I'm going to layout the exact step-by-step plan and system I go through to set up joint ventures.

**This is the only plan that works 100% of the time for me.**

**I've already tried, and failed, at using at-least 50 different "joint-venture" strategies... and TRUST me... this is the only one you should even think about using.**

## **Chapter 1 Picking out Your First Product to Sell.**

Obviously, the first step is to find a killer product to sell.

Or is it?

This is debatable.

You might find an awesome product, but if there's nobody who you can get hold of to sell it... well than even though it's a great product, you won't sell a single copy!

So... a "killer product" must be judged not just on the basis of how "good the product is", but by these factors as well:

1. Is this a product that people want, and not just one that they need?

This little nugget of knowledge took me 2 years to fully realize, and at-least \$15,000 down the hole. As far as marketing and making money online goes, you really should spend most of your time reading about "copywriting" and "the fundamentals of marketing"... but what people WANT is a "Quick Get Rich" scheme, like this one. ==>

2. Is this product PROVEN to sell? Here's a quick little way to tell:

- a. See if it's been sold before, and if so, you need real-life statistics of how well it sold.
- b. If it's a new product, is there one extremely similar to it, that is already selling very well? (If there's not... than this is a dangerous product to promote. 99% of the time, if a product is already selling, than a slightly different version that is unique in it's own way, will also sell.)
- c. Does the product have credibility? Affiliates (joint venture partners) don't usually sell products that don't have plenty of credibility, and lots of killer testimonials. If you can't find this in the product you're choosing to setup joint ventures for, that's a big mistake.
- d. Can you get a high affiliate commission? My favorite products to sell are BOOKS and expensive services. With an e-book, you should be able to demand a 50% commission for the "1<sup>st</sup>-tier sales" and a 20% commission for the 2<sup>nd</sup>-tier sales. (You get the 2<sup>nd</sup>-tier as a "JV broker," and the people you find with customer mailing lists, take a 50% commission.)

Also – if it's a re-occurring monthly membership type of product, that's even better. Joint-Venture partners LOVE this kind of income, because it's a much more steady income flow. For "re-occurring" programs expect anywhere from 25-50% for your 1st tier ... and 5-20% for your 2<sup>nd</sup>-tier... depending on how much it costs to deliver the product.

- e. Are there definitely other people who could sell this product for you, which you can get a hold of? This course will not teach you how to setup joint ventures with gigantic companies like “Yahoo” or “Hotmail”.

It’s designed to **go directly after a successful business owner who either runs a small business with a few employees** – or to go after successful business owners who are living at home.

These type of joint ventures typically can generate anywhere from \$1,000 all the way up to \$97,000 in sales per partner. (Most of them will be in the \$1,000 - \$10,000 range.)

- f. Does the book cost at-least \$47 or MORE? The more expensive the product, generally, the more money you’re going to make.

It takes 250 \$47 sales to make \$11,750 in sales.

It only takes 121 \$97 to make \$11,750 in sales.

And it only takes about 40 \$297 sales to make \$11,750.

Despite what you might think... the “Supply and demand” curve for prices on intangible informational products on the Internet isn’t a direct relationship where “if you double your price, you’ll make half as many sales.”

**The startling truth is sometimes you can make MORE sales at a HIGHER price** because people won’t really believe your product is worth it... if you don’t charge a high price! They think inside their heads, if this really works than “why is it so darn cheap?”.

Your joint-venture partners with mailing lists already know this. They know they have about XXX customers in their mailing list who are serious, successful, and will buy just about anything they endorse once a month... and they’d rather make XXX \$247 sales instead of XXX \$47 sales.

This is just a general rule of thumb that you need to understand. Affiliates love to sell higher priced tickets because that’s where they make the big money and they love re-occurring monthly items because it keeps the cash rolling in without them having to do anything month after month.

- g. Is this product already being sold by practically everyone... or is it hardly being marketed by anyone but the product owner himself? You might as well make your life easy, by choosing to help endorse the newest products being developed by the most respectable people in the industry around... that offer plenty of support to you.

A downfall to this however – is that generally, newer products do not have proof that the sales letter and ad-copy that’s been written for the product really sell. Another problem is that, people who are too successful already have built relationships with a lot of the people you might be going after.

- h. Before you even think about asking people to sell your product, you need credibility (preferably proof) that if they did do a joint venture, and used the sales copy provided; they’d most definitely make a lot of money.

So, always ask the product owner “Do you have proof that I can SEE and SHARE of EXACTLY how well your sales copy converts?”

You want to know: A. who sold the course B. what their conversion rate was of people who went to the page versus how many ordered C. How much money they made doing it.

If you can’t get this... then consider buying an advertisement or somehow getting YOUR OWN proof that the sales copy sells... before you ask anyone to endorse it.

- 3. Are there plenty of similar products (some people call these competitors) that you can setup joint ventures with?

It just makes sense. If you are going to setup a joint venture... you want to have a product where there are lots of other people who have mailing lists of people who’ve already bought a product just like yours... because that in a way, proves that the same people would be likely to buy your product!

Competitors = your best JV partners.

Competitors = your quick way to get rich!

Competitors = thousands of hours someone else has already invested into building a relationship with thousands of people, that you can leverage for your own benefit in minutes!

**BEING IN A NICHE MARKET WITH A FEW (OR EVEN A LOT) OF COMPETITORS MAKES EARNING MONEY EASIER WITH JOINT VENTURES!**

...Just also be aware that the more competition, the more people will be competing to get a JV.

But...also remember, you’ll be learning **the best strategy for setting up a joint venture with someone that’s around...** so you’ll be way ahead of the

competition.

## **How do go about actually finding a product to sell?**

Ok, so now it's the dreadful decision...

“What on earth should I start selling first?”

This is probably going to be the hardest part for everyone who reads this book. You're going to have hundreds and thousands of products to choose from, and it'll make it a nightmare for you.

RELAX.

The worse thing that can happen is you pick a bad product your first try and lose a few bucks sending out packages. If you follow my advice, you'll definitely pick out an “ok” product... that should bring in a few thousand bucks.

If you pick out a diamond, you can make hundreds of thousands of dollars.

But – my suggestion is to pick the easiest fruit first, to prove to your self, this really does work. Then go for bigger deals. Here are some guidelines and about how to pick out the first product you want to sell.

### **Final guidelines for choosing the first product for you to sell:**

1. Sell an information product, or some kind of high-profit online service, where the affiliate cuts are really high. (I just don't have the experience selling other products, so for your first try sell info!)
2. Choose a topic you know a lot about ... so that you don't end up endorsing some crummy product. There's nothing worse than sending an affiliate who knows his stuff a crummy book, and ruining your reputation. (There are plenty of great books out there; but there sure as hell aren't many great marketers who know how to sell product!)
3. Make sure your topic has plenty of ONLINE competitors to do joint ventures with!

Internet Marketing has lots of competition... but it also has LOTS of people to go after joint ventures with.

A “gambling” product would do great online; because it's a very popular keyword online with lots of small and large competitors to create joint ventures with.

Selling any product... where there's a lot of money being spent on pay-per-click traffic... is definitely a GREAT SIGN. It means... **This industry is making money... and you can become part of it with my joint-venture secrets.**

So – here’s a little gift. Try finding products in the search engines... or in the resources I give you below... related to THESE keywords! (This portion of the report actually cost me quite a bit of money to lookup, so enjoy checking out this list!)

(I’ve bolded a few of the keywords I personally think you should consider!)

Keyword	Monthly Estimate	Estimate per Day	Clicks per Month
<b>hosting</b>	<b>\$886,150.50</b>	<b>\$17.38</b>	<b>51000</b>
hotel	\$773,374.80	\$1.13	690000
insurance	\$558,476.40	\$7.45	75000
flights	\$530,223.60	\$2.43	219000
<b>loans</b>	<b>\$501,925.80</b>	<b>\$13.95</b>	<b>36000</b>
cheap	\$367,412.70	\$3.50	105000
sony	\$291,282	\$1.13	258000
printers	\$269,200.20	\$4.49	60000
televisions	\$224,100	\$4.15	54000
real estate	\$221,365.50	\$2.96	75000
memory	\$218,875.80	\$6.64	33000
<b>personal loans</b>	<b>\$202,711.20</b>	<b>\$16.09</b>	<b>12600</b>
tickets	\$201,562.20	\$2.49	81000
<b>web hosting</b>	<b>\$200,545.50</b>	<b>\$18.07</b>	<b>11100</b>
credit	\$194,520	\$2.32	84000
digital cameras	\$194,490	\$1.28	153000
design	\$187,338.60	\$3.13	60000
music	\$180,068.40	\$0.77	234000
panasonic	\$174,570	\$0.64	276000
rental	\$161,667.90	\$3.85	42000
gps	\$158,535	\$1.36	117000
camcorders	\$156,053.40	\$3.26	48000
cards	\$136,465.80	\$0.75	183000
training	\$125,550	\$1.35	93000
accessories	\$124,892.40	\$2.78	45000
epson	\$120,198	\$1.75	69000
car	\$113,488.50	\$1.36	84000
discount	\$112,974	\$1.99	57000
equipment	\$108,557.10	\$1.81	60000
driver	\$108,464.40	\$0.31	360000
car rentals	\$106,338.30	\$5.63	18900
spain	\$101,931.60	\$1.42	72000
card	\$96,576	\$2.02	48000
online	\$96,496.50	\$0.74	132000
usb	\$96,120	\$1.01	96000
chat	\$94,876.50	\$0.82	117000
<b>life insurance</b>	<b>\$94,380</b>	<b>\$14.30</b>	<b>6600</b>
personals	\$93,990	\$3.14	30000
homes	\$90,582.90	\$1.89	48000
rentals	\$90,165	\$3.34	27000

monitors		\$87,129.30	\$3.93	22200
notebooks		\$85,489.80	\$5.09	16800
dvd players		\$82,493.10	\$1.53	54000
cameras		\$81,260.70	\$1.43	57000
broadband		\$80,109	\$3.87	20700
adult		\$79,758	\$0.74	108000
printer		\$79,439.10	\$3.73	21300
car rental		\$77,500.20	\$2.59	30000
games		\$77,370.90	\$0.37	213000
webhosting		\$75,821.40	\$14.87	5100
accommodation		\$75,780	\$1.81	42000
digital camera		\$74,651.40	\$1.47	51000
bmw		\$72,325.50	\$0.78	93000
monitor		\$70,488	\$1.96	36000
buy		\$69,531	\$1.01	69000
dell computers		\$69,400.20	\$1.66	42000
storage		\$69,067.20	\$2.65	26100
camera		\$68,766.60	\$1.21	57000
internet		\$68,627.70	\$0.39	177000
networking		\$68,184.90	\$1.52	45000
credit cards		\$64,956.60	\$7.47	8700
nokia		\$62,854.80	\$0.40	159000
domain registration		\$62,712	\$8.04	7800
mortgage rates		\$62,341.80	\$5.78	10800
airline		\$62,167.20	\$1.89	33000
sales		\$61,740	\$1.72	36000
shop		\$59,175	\$0.60	99000
girls		\$58,771.50	\$0.18	330000
palm		\$56,571.60	\$0.76	75000
<b>home insurance</b>		<b>\$55,470</b>	<b>\$14.23</b>	<b>3900</b>
ericsson		\$53,725.80	\$0.75	72000
vacations		\$48,897	\$2.02	24300
<b>credit report</b>		<b>\$48,537</b>	<b>\$10.12</b>	<b>4800</b>
mobile		\$48,513.60	\$0.86	57000
cars		\$47,520	\$0.66	72000
	18	\$46,950	\$0.14	360000
electronics		\$46,935	\$1.05	45000
credit card		\$46,098	\$4.27	10800
mp3		\$45,941.70	\$0.20	237000
nikon		\$45,000	\$0.72	63000
india		\$44,915.40	\$0.36	126000
jvc		\$44,861.70	\$1.25	36000
music download		\$44,753.10	\$0.94	48000
antivirus		\$44,340	\$1.06	42000
download music		\$44,300.70	\$0.87	51000
olympus		\$43,405.80	\$1.21	36000
fax		\$42,999.60	\$0.85	51000
dental		\$42,810	\$2.38	18000
domain		\$42,014.70	\$2.86	14700
test		\$41,828.70	\$0.70	60000

fitness	\$41,805	\$0.78	54000
windows 98	\$41,619.90	\$0.74	57000
auto	\$41,301.60	\$0.60	69000
cd	\$40,928.40	\$0.22	189000
nursing	\$40,016.70	\$1.44	27900
plasma	\$39,908.70	\$2.56	15600
electrical	\$38,766	\$1.42	27300
notebook computers	\$38,377.80	\$2.37	16200
marketing	\$38,082.60	\$0.98	39000
apartments	\$37,452.30	\$0.79	48000
prague	\$36,881.10	\$3.16	11700
model	\$36,687.60	\$0.49	75000
property	\$36,652.50	\$0.68	54000
stock	\$35,907.60	\$1.40	25800
wine	\$35,700	\$1.19	30000
tennis	\$34,868.10	\$0.51	69000
dsl	\$34,823.40	\$1.51	23100
ftp	\$33,978.30	\$0.40	87000
madrid	\$33,972.60	\$0.52	66000
pioneer	\$33,750	\$0.75	45000
satellite	\$33,453	\$1.38	24300
cancer	\$33,264	\$1.44	23100
pda	\$33,264	\$1.32	25200
printing	\$33,240	\$3.17	10500
y	\$33,216	\$0.18	192000
norton	\$32,780.10	\$1.10	30000
samsung	\$32,641.20	\$0.38	87000
ethernet	\$32,624.10	\$1.23	26700
<b>consolidation loans</b>	<b>\$32,614.80</b>	<b>\$16.23</b>	<b>2010</b>
freeware	\$32,365.50	\$0.44	75000
barcelona	\$32,355.60	\$0.54	60000
<b>credit reports</b>	<b>\$32,136.90</b>	<b>\$11.40</b>	<b>2820</b>
xxx	\$31,932.30	\$0.23	141000
pa	\$31,811.10	\$0.67	48000
scotland	\$31,797.90	\$0.97	33000
ink	\$30,993.60	\$3.14	9900
miami	\$30,321	\$1.88	16200
acer	\$29,802.60	\$0.37	81000
teaching	\$29,760	\$0.83	36000
bikes	\$29,750.10	\$0.59	51000
ireland	\$29,730	\$0.56	54000
home loans	\$29,583.90	\$9.87	3000
stories	\$29,267.70	\$0.43	69000
free music	\$28,734	\$0.26	114000
york	\$28,540.50	\$1.87	15300
accounting	\$28,232.40	\$2.25	12600
rings	\$28,215	\$0.86	33000
movies	\$28,100.10	\$0.32	90000
gay	\$27,888.30	\$0.33	87000
insurance quotes	\$27,687.90	\$5.43	5100

lesbian		\$27,066.60	\$0.54	51000
ohio		\$26,761.20	\$1.69	15900
sheet music		\$26,754.60	\$0.47	57000
thailand		\$26,532	\$0.50	54000
volvo		\$26,100	\$0.58	45000
employment		\$26,040.60	\$1.10	23700
las vegas		\$25,891.20	\$1.16	22500
ford		\$25,833.60	\$0.36	72000
yoga		\$25,632	\$0.54	48000
att wireless		\$25,590	\$17.78	1440
bluetooth		\$25,547.10	\$1.13	22800
cable		\$25,357.50	\$0.71	36000
bad credit loans		\$25,263	\$3.51	7200
toshiba		\$24,784.80	\$0.56	45000
m		\$24,748.20	\$0.13	201000
computer software		\$24,481.50	\$2.27	10800
bankruptcy		\$24,073.50	\$3.65	6600
italy		\$24,019.50	\$0.62	39000
photo		\$23,922	\$0.23	105000
glasgow		\$23,852.40	\$0.50	48000
big		\$23,732.70	\$0.10	249000
hawaii		\$23,695.20	\$1.47	16200
beach		\$23,608.20	\$0.61	39000
surgery		\$23,420.10	\$0.79	30000
	2	\$23,387.70	\$0.14	174000
movie		\$23,240.10	\$0.28	84000
amsterdam		\$23,107.80	\$0.81	28800
flash		\$23,021.10	\$0.26	90000
siemens		\$22,964.40	\$0.48	48000
data recovery		\$22,700.70	\$3.99	5700
radio		\$22,673.10	\$0.26	90000
free music download		\$22,530	\$0.33	69000
lights		\$22,491	\$0.89	25500
clocks		\$22,417.50	\$1.53	14700
diabetes		\$21,957	\$1.08	20400
help		\$21,912.60	\$1.06	20700
breast		\$21,786.60	\$1.14	19200
messenger		\$21,773.40	\$0.61	36000
calculator		\$21,749.40	\$1.55	14100
cms		\$21,643.20	\$2.19	9900
art		\$21,642.90	\$0.29	75000
personal loan		\$21,562.20	\$6.54	3300
desktops		\$21,278.40	\$2.29	9300
money		\$21,150	\$0.65	33000
sony ericsson		\$21,101.10	\$0.81	26100
sydney		\$21,083.40	\$0.64	33000
lexmark		\$21,021.60	\$1.85	11400
tools		\$20,983.80	\$0.34	63000
router		\$20,940	\$0.70	30000
sony computers		\$20,930.10	\$3.04	6900

desktop	\$20,700.30	\$1.69	12300
hewlett packard printer	\$20,625	\$6.25	3300
outlook	\$20,612.40	\$0.32	66000
portugal	\$20,491.80	\$0.49	42000
ipod	\$20,358.30	\$1.48	13800
construction	\$20,212.50	\$0.93	21900
restaurant	\$20,209.20	\$0.23	90000
hardware	\$19,908	\$0.56	36000
live	\$19,772.70	\$0.33	60000
<b>advertising</b>	<b>\$19,725</b>	<b>\$0.86</b>	<b>23100</b>
motel	\$19,656	\$1.37	14400
china	\$19,630.50	\$0.27	75000
salary	\$19,565.40	\$0.78	25200
news	\$19,552.50	\$0.15	132000
serial	\$19,450.80	\$0.13	150000
spa	\$19,376.40	\$0.75	26100
caribbean	\$19,269	\$1.15	16800
cyprus	\$19,266.90	\$0.82	23700
<b>domain name</b>	<b>\$19,221.90</b>	<b>\$13.64</b>	<b>1410</b>
cuba	\$19,157.70	\$0.94	20400
resorts	\$19,140	\$1.60	12000
vegas	\$19,084.20	\$0.82	23400
coffee	\$19,055.70	\$0.97	19800
wire	\$18,957	\$0.89	21300
birmingham	\$18,952.80	\$0.93	20400
life	\$18,894	\$1.34	14100
ins	\$18,860.10	\$0.90	21000
videos	\$18,740.70	\$0.23	84000
lottery	\$18,638.40	\$0.19	102000
engine	\$18,576.90	\$0.45	42000
tax	\$18,507.60	\$0.57	33000
corporate	\$18,468	\$2.28	8100
verizon	\$18,354	\$1.25	14700
boat	\$18,302.40	\$0.84	21900
fuji	\$18,084	\$0.55	33000
manufacturers	\$18,012	\$0.43	42000
hitachi	\$17,949	\$0.97	18600
harry potter	\$17,946	\$0.40	45000
dog	\$17,755.20	\$0.50	36000
macintosh	\$17,675.10	\$1.26	14100
<b>lawyer</b>	<b>\$17,562</b>	<b>\$3.45</b>	<b>5100</b>
steel	\$17,409.90	\$0.74	23700
bike	\$17,400	\$0.58	30000
football	\$17,180.70	\$0.34	51000
ups	\$17,120.40	\$0.83	20700
dvd player	\$17,097	\$0.81	21300
personal	\$16,942.50	\$1.26	13500
microsoft word	\$16,861.80	\$1.07	15900
land	\$16,680	\$0.38	45000
aquarium	\$16,470	\$0.61	27000

free chat	\$16,452.90	\$0.57	29100
melbourne	\$16,264.50	\$0.73	22500
wedding	\$16,140	\$0.49	33000
gold	\$16,068	\$0.69	23400
ads	\$16,053.90	\$0.54	30000
portable dvd players	\$15,989.40	\$0.60	26700
black	\$15,948	\$0.45	36000
military	\$15,944.70	\$0.76	21000
mauritius	\$15,903	\$1.71	9300
online games	\$15,840	\$0.44	36000
baltimore	\$15,788.10	\$0.60	26700
<b>home mortgage</b>	<b>\$15,660</b>	<b>\$4.35</b>	<b>3600</b>
italian	\$15,660	\$0.95	16500
anniversary	\$15,612.60	\$1.14	13800
mba	\$15,576	\$0.68	23100
cds	\$15,521.10	\$1.53	10200
pocket pc	\$15,500.40	\$0.53	29400
firewall	\$15,428.70	\$0.33	48000
ebooks	\$15,427.20	\$0.55	28500
earthlink	\$15,425.10	\$7.46	2070
websites	\$15,371.40	\$1.01	15300
scholarships	\$15,347.10	\$1.51	10200
christian	\$15,220.20	\$0.37	42000
flags	\$15,163.50	\$0.92	16500
attorneys	\$15,116.40	\$3.36	4500
online courses	\$14,978.70	\$2.27	6600
garden	\$14,905.50	\$0.32	48000
dell	\$14,850	\$0.28	54000
free download music	\$14,823.60	\$0.33	45000
bosch	\$14,791.80	\$0.55	27300
wireless network	\$14,774.40	\$1.03	14400
scanners	\$14,760	\$1.20	12300
french	\$14,749.50	\$0.59	25200
guitars	\$14,715.30	\$1.01	14700
bank	\$14,708.70	\$0.63	23400
intranet	\$14,496	\$1.21	12000
contracts	\$14,450.40	\$2.41	6000
orlando	\$14,399.70	\$1.55	9300
chat rooms	\$14,337	\$1.07	13500
trading	\$14,298.60	\$0.73	19800
risk	\$14,284.50	\$0.68	21300
england	\$14,175	\$0.23	63000
pregnancy	\$14,091	\$0.43	33000
accounting software	\$13,896.60	\$3.31	4200
auctions	\$13,757.40	\$0.54	25500
download free music	\$13,667.70	\$0.33	42000
schools	\$13,635	\$1.01	13500
writing	\$13,508.70	\$1.01	13500
<b>search engine</b>			
<b>submission</b>	<b>\$13,448.10</b>	<b>\$2.99</b>	<b>4500</b>
shipping	\$13,440	\$1.12	12000

<b>doctors</b>	<b>\$13,424.10</b>	<b>\$1.40</b>	<b>9600</b>
oracle	\$13,387.50	\$0.18	75000
wood	\$13,355.70	\$0.57	23700
f	\$13,336.50	\$0.15	90000
protein	\$13,259.10	\$1.17	11400
trailer	\$13,237.50	\$0.78	17100
movie tickets	\$13,110.60	\$0.65	20400
domain name			
registration	\$13,086.30	\$7.79	1680
wi-fi	\$13,068	\$2.42	5400
discrimination	\$13,044.60	\$0.83	15900
keyboard	\$12,988.80	\$0.49	26700
moving	\$12,868.20	\$2.53	5100
radisson	\$12,788.10	\$1.22	10500
fujitsu	\$12,688.20	\$0.72	17700
paper	\$12,638.40	\$0.31	42000
sony electronics	\$12,616.50	\$1.51	8400
templates	\$12,611.10	\$1.45	8700
<b>stock market</b>	<b>\$12,566.70</b>	<b>\$1.83</b>	<b>6900</b>
paris	\$12,480	\$0.26	48000
nz	\$12,480	\$0.32	39000
<b>attorney</b>	<b>\$12,464.40</b>	<b>\$1.19</b>	<b>10500</b>
<b>home business</b>	<b>\$12,432</b>	<b>\$1.66</b>	<b>7500</b>
<b>stocks</b>	<b>\$12,400.80</b>	<b>\$2.59</b>	<b>4800</b>
free mp3	\$12,352.50	\$0.16	81000
sat	\$12,324	\$0.79	15600
surveys	\$12,316.80	\$3.43	3600
police	\$12,291.60	\$0.35	36000
job search	\$12,261.90	\$1.21	10200
dell computer	\$12,184.50	\$2.04	6000
visual basic	\$12,180.60	\$0.60	20400
firewire	\$12,144.90	\$1.20	10200
fashion	\$12,031.80	\$0.21	60000
thomas	\$12,018.30	\$0.24	51000
passport	\$11,919.60	\$0.65	18600
theatre	\$11,860.80	\$0.55	21900
reading	\$11,764.80	\$0.47	25500
fuji digital cameras	\$11,751.90	\$0.88	13500
family	\$11,677.50	\$0.26	45000
film	\$11,659.20	\$0.30	39000
<b>photography</b>	<b>\$11,636.70</b>	<b>\$0.63</b>	<b>18600</b>
hp printers	\$11,617.80	\$2.16	5400
student loans	\$11,595.60	\$7.58	1530
water	\$11,574	\$0.45	26100
disney world	\$11,566.20	\$2.41	4800
cpa	\$11,502	\$1.42	8100
malta	\$11,484	\$0.64	18000
tv	\$11,379.60	\$0.23	51000
crm	\$11,364	\$1.46	7800
clubs	\$11,327.40	\$0.41	27900
music downloads	\$11,278.20	\$0.77	14700

video conferencing	\$11,225.40	\$7.34	1530
driver download	\$11,174.70	\$0.17	66000
lawyers	\$11,154.60	\$1.20	9300
divorce	\$11,154	\$1.69	6600

Keyword	Monthly Estimate	Estimate per Day	Clicks per Month
<b>mortgage</b>	<b>\$273,689.40</b>	<b>\$11.13</b>	<b>24600</b>
<b>gifts</b>	<b>\$243,072</b>	<b>\$5.07</b>	<b>48000</b>
flowers	\$237,422.70	\$11.00	21600
cruises	\$218,583	\$4.56	48000
used	\$209,483.70	\$2.41	87000
<b>car insurance</b>	<b>\$194,017.50</b>	<b>\$8.63</b>	<b>22500</b>
sex	\$188,399.70	\$0.37	510000
phones	\$178,511.70	\$3.97	45000
laptop	\$175,200	\$4.87	36000
blinds	\$169,518	\$6.21	27300
bed	\$166,897.50	\$3.28	51000
dental insurance	\$161,760	\$13.48	12000
dvd	\$158,266.80	\$0.66	240000
speakers	\$143,193.90	\$3.41	42000
holidays	\$139,835.40	\$2.34	60000
laptops	\$137,384.10	\$3.53	39000
cheap flights	\$126,272.70	\$1.06	120000
mobile phones	\$121,160.10	\$3.37	36000
phentermine	\$119,963.10	\$26.66	4500
furniture	\$119,496	\$0.77	156000
sms	\$112,807.50	\$0.43	267000
watches	\$111,225	\$1.49	75000
shoes	\$104,362.20	\$1.45	72000
<b>dating</b>	<b>\$102,542.40</b>	<b>\$4.75</b>	<b>21600</b>
travel insurance	\$101,736	\$5.07	20100
ringtones	\$95,614.80	\$0.75	129000
kazaa	\$93,598.50	\$0.38	249000
men	\$88,068.90	\$0.84	105000
parts	\$87,991.50	\$1.13	78000
laptop computers	\$85,272.60	\$3.27	26100
<b>business for sale</b>	<b>\$83,880</b>	<b>\$1.08</b>	<b>78000</b>
appliances	\$80,880	\$1.69	48000
printer ink	\$80,804.10	\$4.73	17100
new york hotels	\$80,388	\$5.16	15600
wholesale	\$71,666.70	\$1.20	60000
airfare	\$71,644.20	\$4.88	14700
payday loans	\$71,182.80	\$18.26	3900
london hotels	\$70,455.30	\$4.35	16200
car hire	\$69,228	\$4.13	16800
houses	\$68,297.40	\$1.43	48000
discount hotel	\$64,983.60	\$2.19	29700

discount hotels	\$59,914.80	\$2.47	24300
jewelry	\$59,805	\$1.11	54000
vegas hotels	\$59,733.30	\$11.72	5100
vacation	\$58,383	\$3.05	19200
sunglasses	\$57,165.90	\$1.47	39000
autocad	\$56,498.10	\$0.54	105000
voip	\$54,893.70	\$5.09	10800
trampolines	\$54,475.50	\$12.11	4500
motels	\$53,890.50	\$2.20	24600
porn	\$52,920	\$0.42	126000
viagra	\$52,668	\$7.98	6600
battery	\$52,658.70	\$1.93	27300
gift	\$52,325.40	\$2.36	22200
projectors	\$52,181.70	\$5.12	10200
adsl	\$51,857.10	\$1.16	45000
atkins	\$51,016.80	\$1.96	26100
home theater	\$50,859.90	\$2.70	18900
bed breakfast	\$49,852.50	\$0.98	51000
airport parking	\$49,593	\$2.71	18300
excel	\$49,283.10	\$0.22	228000
shirts	\$49,192.20	\$1.91	25800
debt	\$48,907.50	\$8.16	6000
holiday	\$48,297.90	\$2.44	19800
garmin	\$47,738.70	\$1.77	27000
weight watchers	\$47,645.70	\$1.59	30000
cheap hotels	\$47,386.20	\$1.67	28500
cell phones	\$46,949.40	\$4.35	10800
msn messenger	\$46,870.20	\$1.12	42000
nissan	\$46,193.70	\$0.67	69000
toys	\$46,017.60	\$0.96	48000
<b>home equity</b>	<b>\$45,632.10</b>	<b>\$15.37</b>	<b>2970</b>
franchise	\$45,171	\$2.10	21600
clothing	\$45,115.80	\$0.69	66000
olympus cameras	\$44,100	\$1.89	23400
musica	\$44,050.80	\$0.67	66000
<b>cheap car insurance</b>	<b>\$42,378.60</b>	<b>\$6.43</b>	<b>6600</b>
audi	\$41,657.40	\$0.58	72000
caribbean cruises	\$41,554.50	\$3.75	11100
<b>merchant account</b>	<b>\$40,360.80</b>	<b>\$9.61</b>	<b>4200</b>
diet	\$40,292.40	\$1.35	30000
<b>poker</b>	<b>\$40,230</b>	<b>\$3.20</b>	<b>12600</b>
nike	\$40,051.80	\$0.61	66000
kitchen	\$39,882.90	\$1.21	33000
pharmacy	\$39,834	\$5.11	7800
camping	\$39,462.60	\$0.33	123000
project management	\$39,141.90	\$2.01	19500
holiday inn express	\$37,818.30	\$1.89	20100
wheels	\$37,733.70	\$0.60	63000
doors	\$37,325.10	\$1.52	24600
forex	\$37,289.10	\$8.88	4200

lighting	\$36,549.30	\$1.65	22200
checks	\$35,985.30	\$2.73	13200
flooring	\$35,343.90	\$4.54	7800
mattress	\$35,182.20	\$2.80	12600
boxes	\$34,656	\$1.73	20100
airfares	\$34,371	\$2.94	11700
adidas	\$34,329.60	\$0.82	42000
lingerie	\$34,141.50	\$0.88	39000
oakley	\$33,937.50	\$2.22	15300
<b>pet medicine</b>	<b>\$33,555</b>	<b>\$9.33</b>	<b>3600</b>
car audio	\$32,651.70	\$0.84	39000
scooters	\$32,606.10	\$1.60	20400
mortgage calculator	\$32,555.40	\$2.79	11700
cellular phones	\$31,718.40	\$2.94	10800
refinance	\$31,707	\$8.13	3900
mcse	\$31,179.90	\$4.34	7200
bed and breakfast	\$30,864	\$1.08	28800
car leasing	\$30,816	\$4.28	7200
desks	\$30,813.90	\$3.55	8700
acting	\$30,603.60	\$2.22	13800
mini	\$30,420	\$0.85	36000
condoms	\$30,052.80	\$7.71	3900
<b>refinancing</b>	<b>\$29,853.60</b>	<b>\$14.02</b>	<b>2130</b>
posters	\$29,806.20	\$1.01	29700
<b>debt consolidation</b>	<b>\$29,634.60</b>	<b>\$7.06</b>	<b>4200</b>
logos	\$29,303.40	\$0.76	39000
metal	\$29,160	\$0.54	54000
diamond	\$29,098.50	\$1.23	23700
rv	\$29,079.60	\$2.16	13500
<b>florists</b>	<b>\$28,890</b>	<b>\$6.42</b>	<b>4500</b>
<b>annuities</b>	<b>\$28,567.20</b>	<b>\$8.66</b>	<b>3300</b>
staples	\$28,157.10	\$1.78	15900
paris hotels	\$27,987	\$2.23	12600
estate agents	\$27,960	\$0.59	48000
new cars	\$27,864	\$2.74	10200
<b>credit counseling</b>	<b>\$27,270.60</b>	<b>\$10.45</b>	<b>2610</b>
used cars	\$27,238.80	\$0.95	28800
motorcycle	\$27,138.60	\$0.57	48000
camcorder	\$27,106.50	\$1.54	17700
subwoofers	\$26,588.40	\$2.28	11700
<b>ink cartridges</b>	<b>\$26,393.40</b>	<b>\$2.05</b>	<b>12900</b>
emule	\$26,013	\$0.30	87000
tshirts	\$25,858.80	\$1.33	19500
tank	\$25,714.80	\$0.51	51000
erp	\$25,144.80	\$0.86	29400
kazaa lite	\$24,994.50	\$0.18	144000
glass	\$24,985.80	\$0.76	33000
t shirts	\$24,677.70	\$1.09	22800
concert tickets	\$24,667.20	\$2.35	10500
<b>webdesign</b>	<b>\$24,575.40</b>	<b>\$3.04</b>	<b>8100</b>

discount cruises	\$24,389.10	\$2.14	11400
led	\$24,385.80	\$0.95	25800
karaoke	\$24,293.10	\$0.48	51000
gift baskets	\$24,137.10	\$2.37	10200
dresses	\$24,028.20	\$1.02	23700
cheap holidays	\$23,996.40	\$0.83	29100
boots	\$23,895	\$0.80	30000
chairs	\$23,395.20	\$1.82	12900
scooter	\$23,374.80	\$0.88	26700
<b>business loans</b>	<b>\$23,326.50</b>	<b>\$9.49</b>	<b>2460</b>
mlm	\$23,270.70	\$2.29	10200
batteries	\$23,032.50	\$2.14	10800
tivo	\$22,911.90	\$3.64	6300
dll	\$22,866.60	\$0.13	177000
pools	\$22,858.20	\$1.82	12600
trucks	\$22,815.60	\$1.03	22200
hdtv	\$22,612.50	\$3.02	7500
t-shirts	\$22,512.60	\$1.01	22500
<b>cd duplication</b>	<b>\$22,479.30</b>	<b>\$10.00</b>	<b>2250</b>
swimwear	\$22,257	\$0.97	23100
adipex	\$22,079.40	\$15.02	1470
las vegas hotel	\$22,048.80	\$3.87	5700
kitchenaid	\$22,009.80	\$1.99	11100
clothes	\$21,963.60	\$0.91	24300
amsterdam hotels	\$21,897.60	\$1.93	11400
lamineate flooring	\$21,582.60	\$4.50	4800
cellular phone	\$21,506.70	\$4.49	4800
washing machines	\$21,499.20	\$1.50	14400
office furniture	\$21,291.30	\$2.09	10200
<b>casino</b>	<b>\$21,246.90</b>	<b>\$3.08</b>	<b>6900</b>
laptop batteries	\$21,235.20	\$5.06	4200
gas	\$21,186	\$0.65	33000
<b>medical insurance</b>	<b>\$21,168.60</b>	<b>\$11.57</b>	<b>1830</b>
tour de france	\$21,000	\$0.20	105000
baskets	\$20,950.80	\$2.06	10200
contact lens	\$20,889.30	\$6.97	3000
<b>email marketing</b>	<b>\$20,873.70</b>	<b>\$8.00</b>	<b>2610</b>
beauty	\$20,666.40	\$1.26	16500
printer cartridges	\$20,657.70	\$2.87	7200
gmat	\$20,517	\$2.45	8400
air conditioners	\$20,389.50	\$0.99	20700
houses for sale	\$20,164.50	\$0.68	30000
air conditioner	\$20,155.20	\$1.98	10200
british airways	\$20,075.10	\$1.02	19800
naked	\$19,885.80	\$0.21	96000
automobile	\$19,845	\$1.25	15900
tractor	\$19,838.10	\$1.02	19500
antique	\$19,793.70	\$0.92	21600
strollers	\$19,702.50	\$1.40	14100
mercedes	\$19,665.90	\$0.47	42000

diets	\$19,608	\$1.82	10800
marriage	\$19,552.20	\$0.66	30000
truck	\$19,548	\$1.09	18000
philips	\$19,547.70	\$0.30	66000
best western	\$19,390.50	\$0.84	23100
cheap tickets	\$19,323.90	\$2.23	8700
pet	\$19,272.60	\$0.87	22200
mature	\$19,237.80	\$0.15	129000
scanner	\$19,231.80	\$1.06	18300
shelving	\$19,176	\$1.88	10200
whirlpool	\$19,086.60	\$1.08	17700
coupons	\$18,993.90	\$1.03	18600
wimbledon	\$18,969.30	\$0.32	60000
vibrators	\$18,756.90	\$6.66	2820
golf clubs	\$18,711.90	\$1.18	15900
games online	\$18,657.60	\$0.52	36000
gatlinburg	\$18,547.20	\$5.16	3600
stickers	\$18,522	\$0.98	18900
headphones	\$18,443.70	\$1.87	9900
leather	\$18,360	\$0.51	36000
uniforms	\$18,343.50	\$1.06	17400
pianos	\$18,309.60	\$1.97	9300
curves	\$18,218.70	\$1.17	15600
work from home	\$18,173.10	\$1.32	13800
models	\$18,133.50	\$0.18	102000
portable air conditioners	\$18,045.60	\$5.47	3300
lg	\$18,018	\$0.66	27300
poster	\$17,794.80	\$0.65	27600
cancun	\$17,789.70	\$0.65	27600
lamps	\$17,758.20	\$1.14	15600
bose	\$17,670	\$1.55	11400
rolex	\$17,568	\$0.92	19200
cheap travel	\$17,566.50	\$2.79	6300
dvds	\$17,557.50	\$2.02	8700
las vegas hotels	\$17,533.80	\$4.88	3600
honda	\$17,517.90	\$0.24	75000
mp3 download	\$17,452.50	\$0.23	78000
homes for sale	\$17,427.60	\$0.86	20400
hotel deals	\$17,353.50	\$2.52	6900
vitamins	\$17,315.10	\$3.85	4500
golf courses	\$17,288.10	\$1.02	17100
theater	\$17,263.50	\$1.41	12300
fans	\$17,177.40	\$2.39	7200
binoculars	\$17,112	\$1.79	9600
toyota	\$17,018.70	\$0.52	33000
mallorca	\$17,015.40	\$0.83	20700
<b>banking</b>	<b>\$16,998.30</b>	<b>\$1.19</b>	<b>14400</b>
<b>business plan</b>	<b>\$16,986.60</b>	<b>\$1.29</b>	<b>13200</b>
free advertising	\$16,865.10	\$0.99	17100
business cards	\$16,740.90	\$2.15	7800

interracial	\$16,665	\$0.51	33000
amortization	\$16,575	\$3.25	5100
online prescription	\$16,459.80	\$3.92	4200
lodging	\$16,420.20	\$2.61	6300
packaging	\$16,363.20	\$1.27	12900
hats	\$16,296.60	\$0.94	17400
mortgage refinance	\$16,290.60	\$6.04	2700
cpap	\$16,127.70	\$2.83	5700
nude	\$16,086	\$0.16	105000
kodak	\$16,002	\$0.85	18900
<b>website hosting</b>	<b>\$15,996.60</b>	<b>\$9.88</b>	<b>1620</b>
modeling	\$15,960	\$0.70	22800
gadgets	\$15,896.70	\$1.61	9900
team building	\$15,885	\$3.12	5100
self storage	\$15,821.70	\$2.40	6600
phone cards	\$15,808.20	\$3.30	4800
shower	\$15,792	\$1.10	14400
olympus camera	\$15,774	\$1.20	13200
hotmail	\$15,689.10	\$0.25	63000
screensavers	\$15,476.10	\$0.35	45000
porsche	\$15,463.80	\$0.25	63000
pokemon	\$15,424.50	\$0.28	57000
comfort inn	\$15,351	\$1.47	10500
florist	\$15,345	\$5.22	2940
match.com	\$15,342.60	\$1.97	7800
playstation	\$15,335.70	\$0.27	57000
air purifier	\$15,261	\$5.53	2760
mosquito magnet	\$15,190.50	\$8.44	1800
lasik	\$15,147.60	\$4.21	3600
<b>pop ups</b>	<b>\$15,133.50</b>	<b>\$3.37</b>	<b>4500</b>
nlp	\$15,123	\$2.02	7500
plasma tv	\$15,109.20	\$2.02	7500
garmin gps	\$14,897.70	\$1.66	9000
pool	\$14,852.70	\$0.39	39000
costumes	\$14,810.70	\$0.50	30000
weight loss	\$14,776.80	\$2.06	7200
limousine	\$14,735.10	\$1.97	7500
renault	\$14,560.80	\$0.33	45000
ibiza	\$14,534.70	\$0.56	26100
broadway tickets	\$14,459.40	\$5.54	2610
sofa	\$14,430.90	\$0.82	17700
cruise	\$14,282.70	\$0.81	17700
banks	\$14,137.20	\$0.70	20400
sandals	\$13,995.30	\$1.27	11100
grills	\$13,935.60	\$1.94	7200
tires	\$13,930.80	\$0.85	16500
apartments rent	\$13,893	\$1.41	9900
free sex	\$13,860	\$0.21	66000
bali	\$13,797.90	\$0.98	14100
free sms	\$13,786.20	\$0.16	87000

used car	\$13,767.30	\$0.58	24000
popup stopper	\$13,765.50	\$6.21	2220
lotus notes	\$13,762.80	\$0.57	24300
craftsman	\$13,733.40	\$2.29	6000
pilates	\$13,719.90	\$2.55	5400
popup	\$13,717.20	\$1.39	9900
portable air conditioner	\$13,693.80	\$4.15	3300
roofing	\$13,688.70	\$1.48	9300
webcam	\$13,671.90	\$0.36	39000
orlando hotels	\$13,653.60	\$3.80	3600
dvd-r	\$13,619.10	\$0.99	13800
casio	\$13,563.90	\$0.73	18600
rims	\$13,500	\$1.25	10800
sears	\$13,443.90	\$0.38	36000
free ringtones	\$13,414.50	\$0.18	75000
disneyland	\$13,404	\$1.40	9600
mortgage lenders	\$13,359	\$6.37	2100
bangkok	\$13,287	\$1.03	12900
nero	\$13,233	\$0.21	66000
car insurance quotes	\$13,196.70	\$6.47	2040
south beach diet	\$13,185.30	\$1.63	8100
fsbo	\$13,120.80	\$8.93	1470
term life insurance	\$13,119	\$13.67	960

... Start with a keyword like one of those above, they all have lots of money being spent by advertisers already. That means... products related to those keywords are already proven to sell.

Or go to <https://adwords.google.com/select/> you just click “click to begin” and you can lookup how much money is being spent on any keyword you want!

These stats are how much money people who sell products related to these keywords are spending PER MONTH. They pay per click, \$13.67 just for the 1 click for the keyword “term life insurance”.

At the URL above, you can setup a “fake campaign” and it will show you how much money is being spent on any keyword PER DAY. There’s a ton of money out there, you’ve just got to be out there to get your share. Also... I highly suggest you look for products here, because

**You Want Products With Great Sales Copy And That Give You A High Commission! Sort of like the setup I have for this book ;)**

**Just kidding.** I'm not going to preach to you that you should broker JV deals to sell this book, but by all means, it does have the qualities you should be looking for in a product to sell.

- Credibility
- A great product
- Plenty of competitors to setup joint-ventures with
- High affiliate commissions with 1<sup>st</sup> and 2<sup>nd</sup> tier
- A hell of a sales letter

Another place you need to do research for finding a product [www.clickbank.com](http://www.clickbank.com) click on the "GO SHOPPING" button.

[http://clickbank.com/marketplace/?r=xxxxx&s=1&i=10&t=ClickBank\\_Marketplace](http://clickbank.com/marketplace/?r=xxxxx&s=1&i=10&t=ClickBank_Marketplace)  
That will go straight to the market place.

Then... here are your options:

[Business to Business](#) [Health & Fitness](#) [Money & Employment](#)  
[Computing & Internet](#) [Home & Family](#) [Society & Culture](#)  
[Fun & Entertainment](#) [Marketing & Ads](#) [Sports & Recreation](#)

**All They Sell at Clickbank are Digital Products!** (They just don't have a 2<sup>nd</sup>-tier available. But normally... the product owner will have another affiliate system setup for 2<sup>nd</sup>-tier sales. And if they don't, you can almost always find a book *JUST LIKE THEIRS* with 2<sup>nd</sup>-tier cuts... in the search engine or in directories of affiliate programs!

Here are the sub-topics and short descriptions of a few of the products for sale... to give you some more ideas:

(Note: Remember, this is what is in the market place right now. And "right now" is in the past... if you're reading this. So after reading my book, you'll still need to go to clickbank and see what the newest hottest products are.)

Under "Business to Business" here are the sub-topics...

[Education](#) [Management](#) [Promotion](#) [Reports](#)  
[Industrial](#) [New Products](#) [Publishing](#) [Web Design](#)

and then here are the TOP SELLING BOOKS for that category:

**1) [I Raked In \\$436,797 Online Last Year](#)**

Now you can too! Get all the insider secrets in Rosalind Gardner's 'Super Affiliate Handbook'

**2) [How To Write Your Own eBook In 7 Days!](#)**

Write and publish your own OUTRAGEOUSLY Profitable eBook in as little 7 days - even if you can't write or type!

**3) [Sell On eBay For Huge Profits. Simple!](#)**

Discover a simple NEW way to make money on eBay in your spare time!

**4) [The Membership Super Pack](#)**

Four best selling memberships for the price of one / 60% Commission Rate.

**5) [Get Traffic Now - Search Engine Cloaker!](#)**

Need Web hits? Outsmart search engines to get more listings, more quickly!

**6) [Turn Words Into Traffic](#)**

Simple 'Traffic Machine' Creates Instant Avalanche of FREE Traffic to your website or affiliate links!

**7) [Make Your Website Sell Like Crazy](#)**

Now You Can Use The Proven Marketing Secrets of the World's Top Marketers To Make Your Ads and Letters Sell Like Crazy.

**8) [The Web's Greatest How-To Toolkits!](#)**

Discover the TOOLKITS that are earning a fortune for our affiliates. And join them right now!

**9) [The Affiliate Business Blueprint](#)**

How YOU Can Create Your Own Unique Online Business Without Having to Invent Your Own Product!

**10) [ProfitCalc - #1 Auction Tool For eBay](#)**

High conversion rate! Sell on eBay or your web site ~we show you how~ Software sells itself!

Under "Health And Fitness" here are the sub-topics...

[Addiction](#)

[Diet](#)

[New Products](#)

[Womens Health](#)

[Alternative](#)

[Fitness](#)

[Nutrition](#)

[Beauty](#)

[Medicine](#)

[Remedies](#)

[Cooking & Recipes](#)

[Mental Health](#)

[Spiritual Health](#)

and then here are the TOP SELLING BOOKS for that category:

- 1) [\*\*\*The Negative Calorie Diet \(tm\)\*\*\*](#)
- 2) Sales of The Negative Calorie Diet weight loss eBook (Win95/98/Me2000/XP/NT and Mac)
  - 2) [\*\*\*Burn The Fat Feed The Muscle\*\*\*](#)  
Fat Burning Secrets of The World's Best Bodybuilders and Fitness Models: Lose fat quickly and easily without supplements.
  - 3) [\*\*\*Acne Free In 3 Days\*\*\*](#)  
All Natural Cure for stopping acne without prescription medication or over-the-counter products in 3 days! \$18/Sale.
  - 4) [\*\*\*I Cured My Arthritis You Can Too!\*\*\*](#)  
All-Natural Pain Relief And Cure For Arthritis Sufferers.
  - 5) [\*\*\*A Physician's Weight-Loss Secret.\*\*\*](#)  
Drug-Free Weight-loss Prescription - No-Starving. No calorie counting. Effective, Safe. 14 years proven Results.
  - 6) [\*\*\*The Bad Breath Report\*\*\*](#)  
How to eliminate bad breath with household ingredients! - High conversion ratio - Monthly affiliate newsletter.
  - 7) [\*\*\*Ultimate Weight Loss Revealed!\*\*\*](#)  
New! Very High 4% Conversion Rate - Highly Effective Weight Loss Program!
  - 8) [\*\*\*Bodybuilding And Steroids With Mick Hart\*\*\*](#)  
Bodybuilding and Anabolic Steroids Information Resource.
  - 9) [\*\*\*Cure Your Asthma In Just One Week\*\*\*](#)  
Become naturally free from asthma, sinus & allergies. Proven in clinical trials. 100% Guaranteed.
  - 10) [\*\*\*The Ultimate Weight Loss eBook!\*\*\*](#)  
Sales of the very popular Ultimate Weight Loss eBook. We give many of our affiliates LOTS of free quality advertising!

Under "marketing and ads" here are the sub-topics...

[Banners](#)      [Ezines](#)      [Promotion](#)      [Submitters](#)  
[Classifieds](#)      [How To's](#)      [Resources](#)  
[Consulting](#)      [New Products](#)      [Safelists](#)

and then here are the TOP SELLING BOOKS for that category:

**1) [Email 2,500,000+ Recipients Daily!](#)**

# 100% targeted and SPAM FREE advertising INCREASE YOUR SALES by 1200% GUARANTEED!

**2) [Super Affiliate Marketer's Secret Weapon](#)**

Drive Massive Amounts of Laser-Targeted Traffic to Your Site And Instantly Uncover Niche Markets That You Can Easily Dominate!

**3) [AdBlaster Submits To 2,500,000+ Sites](#)**

AdBlaster blasts to 2,500,000+ Websites with just 1 click! great reseller system! 50%

**4) [100% Targeted Traffic Guaranteed](#)**

Amazing Formula Allows You To Drive ALL The Targeted Website Traffic You Could Ever Possibly Want!

**5) [10-Million-Hits For \\$39.95! Discount!](#)**

THE WEB PROMOTION REVOLUTION: 32 safelists, Email 80 million recipients, FFA Autosubmission!

**6) [Blast4Traffic.com Bulk Email Service](#)**

E-Mail 70 MILLION! Plus Products & Services for Internet Marketers.

**7) [The Truth About Internet Marketing](#)**

Discover the astonishing whole truth and nothing but the truth about internet marketing!

**8) [Power Linking Your Way To 1 Million Hits](#)**

Proven, quality traffic for years to come from a brand new system created by Webmaster Traffic Tools.com.

**9) [Profit Plan](#)**

Private Members Bonus Site that absolutely GUARANTEES you will make a profit - IMMEDIATELY!

**10) [2Bucks' An Ad Advertising Program.](#)**

Ads in multiple ezines for \$1.00 each (or less! 90+ ezines (November 2003) Subscriber base 800.000+ - Commissions 50%

Under "Society and Culture" here are the sub-topics...

**1) [Web Detective Online Detective Service](#)**

Do-it-yourself investigations using your own computer at home.

**2) [1000 Questions For Couples](#)**

What you absolutely must know about your relationship - test your compatibility and grow deeper in love.

3) [Surveys-Paid.Com](#)

Start Making Survey Money Today And Receive 4 Free Bonuses!

4) [How To Catch Your Cheating Lover](#)

How you can quickly and easily discover if your mate is cheating on you! Extremely high conversion rate.

5) [GuyGetsGirl.com](#)

Pickup, Dating and Seduction Guide Paying \$30 Per Sale (67% payout)

6) [Elena's Models - Beautiful Russian Girls](#)

Cheap prices + excellent reputation + credible references + instant results.

7) [300 Creative Dates - By Oprah Expert](#)

The World's Most Romantic, Unique and Fun Dating Ideas - for singles or married couples. Most dates cost under \$20.

8) [Men Made Easy eBook](#)

Relationship & women's interests sites. What women want to know about men. Excellent conversion rate.

9) [How To Drive Your Man Wild!](#)

Best Selling, Easy-to-Download Three eBook Package Is Driving Our Affiliates Wild Too!

10) [Cyber Detective](#)

You Can Investigate Anyone.

Do you get the point?

Are you having LOTS of ideas about products you would want to find out more just for yourself?

**Here's my #1 suggestion, for your long-term success with this course.**

**Pick a product you really have a passion to get to know more about, that you'd want to study. Pick a topic where you'd ENJOY reading every book there is about the topic... and that later on.. you might even want to write your own book about to sell!**

Then... go make sure you can find plenty of competitors, or other people with mailing lists PROVEN to sell a product like it or "complimentary" to it... in places like:

- clickbank
- magazine directories
- search engine pay-per-click listings
- yahoo shopping directories

- e-zine directories

**Also! Go signup to every “e-zine” on your topic that you can find... and read *EVERYTHING* they write.**

**Here are some databases of e-zines to get you started with:**

<http://www.homeincome.com/search-it/ezine/>  
<http://www.ezine-universe.com>

These “newsletters” are going to be your #1 source for finding NEW joint-ventures weeks and months down the line. (A newsletter is just a little e-mail that a writer puts out once or twice a month about any given topic, often times the emails will sell products!)

You signup for an “e-zine”/“newsletter” (which is like a magazine) ... and what you’ll get are:

- A. A lot of hot products that people with mailing lists are already endorsing!

You should follow the links to **EVERYTHING** these guys endorse... and signup for as many new mailing lists as you can... so that you’ll always be on top of what’s going on in your industry.

- B. Lots of different solo ads, which always sell products you can get in on and sell yourself. (A solo ad is an advertisement that you can buy in a newsletter, where you get to send an e-mail to the newsletters entire mailing list for a fee.)

- C. Heck... the e-zine publisher might even have a few good articles you can learn from!

So please... *GET ON EVERYONES MAILING LISTS SO THAT YOU CAN GET TONS OF OFFERS, DEALS, ECT... RELATED TO YOUR NICHE!*

## **PART 2**

### **BUILDING YOUR FIRST MAILING LIST OF JOINT VENTURE PARTNERS**

The biggest problem you’re going to have with this stage is figuring out “whom should I go after first”.

Your first goal is to handpick 25 excellent potential joint-venture partners.

Just start off with 25 to test the waters... then once you see how much money that makes you, how much it earns affiliates, how well this product turns out to be, you can go back to many more JV partners later.

Also, you can go back to the *SAME* list of JV partners over and over again, this is actually the smartest thing you can do. Sending the same people more and more proof is a sure-fire way to get them to take the time to actually check you out. (Important! I'm not saying ask the same person to sell the same product over and over again. Always have a completely different offer each time or else they'll think of you as being "clingy" and everyone hates "clingy" people!)

Now, together, let's go through the process of finding 25 "Excellent" JV partners. I'll do the first 15 or so with you so that you can get a feel for how this works.

First I want you to find the 5-15 of the most similar products to the one you are selling – and get their contact info. These are harder to setup, but will make the most money.

Second I want you to think, ... "After someone bought this product I'm going to be selling... what might they have purchased before?"

Quick example: If I were selling ink cartridges, well, obviously the person had to have bought a printer before hand. I'd go after people selling printers and get them to sell my ink.

1 more quick example: If I'm selling a book on "How To Broker Joint Venture Deals on the Internet"... it's quite possible that the people who'd buy this book, might have recently purchased A. other books on setting up joint-ventures, B. other books about earning money online.

1 bad example: If I'm selling a book on "How to Broker Joint Venture Deals on the Internet" I could assume, anyone who's purchased "AOL" or some internet provider... could sell my book, right? WRONG! Go after people who are directly involved in **the same end solution** you are offering.

To sum things up, first you'll find 5-15 similar products. Products that go hand in hand with buying your product. Then, you'll find 5-15 more general lists... such as large e-zines, miscellaneous, or any other potentially hot JV's that don't exactly fit into the categories above.

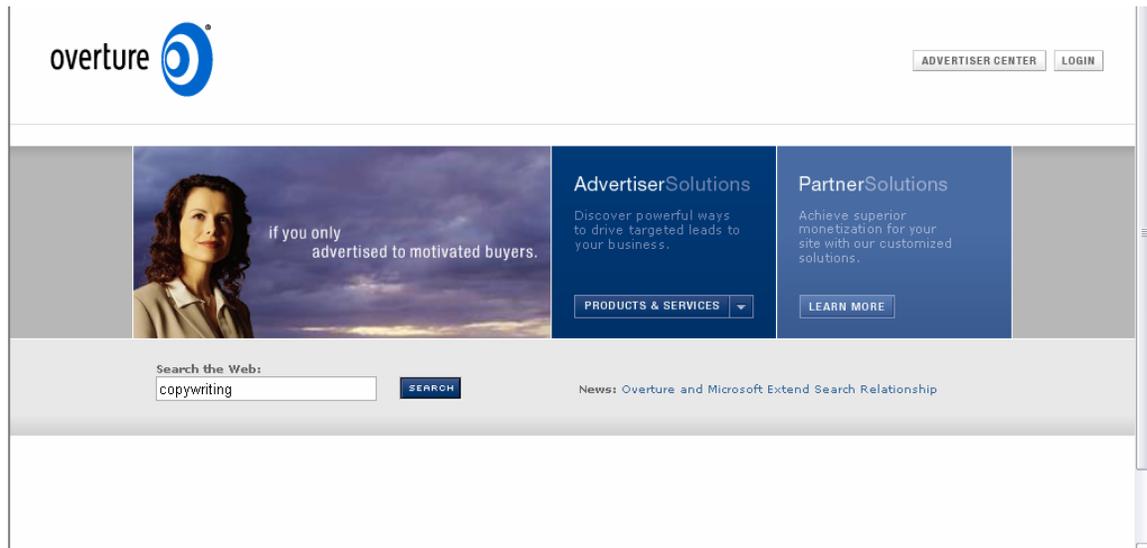
I highly recommend you start with a smaller number of people to mail to initially, get proof it works, then send out to a bigger list the next time. It's smart and it's the way to do it.

I'm going to show you how I'd go about finding JV partners for this product I'm involved with right now. It's called BrianKeithKillerCopyClinic.Com and it's a copywriting membership site where you can have your own sales copy critiqued by my friend Brian Keith Voiles. (Copywriting is the art of putting words on a piece of paper that'll cause people to do whatever you want!)

The type of people who'd buy this product are people who want to learn copywriting (they can watch video's of Brian writing sales copy), and people who have sales letters they'd need Critiqued by Brian.

The service costs \$97/month to get to watch the movies, and \$247/month to have your own sales copy critiqued. It's a pretty high-end item. Anyways, that's just a little background info before we get into this.

Now, let's start the process of finding people to sell our products to here:



www.overture.com is a website where people put cash up front to buy traffic by the click. The higher the listing, the more money they'll pay per click, and probably... the more traffic they're getting from the search engines.

Checkout all these potential JV partners this brings up for the keyword "copywriting":

1. [The Creative Circus Copywriting School](#)  
Our nationally accredited school offers advertising students training in copywriting, art direction, design, and photography. Based in Atlanta.  
[www.creativecircus.net](http://www.creativecircus.net) ([sponsored listing](#))
2. [Clever Copywriting](#)  
Clever copywriting, content, marketing and public relations services that grab attention and get you noticed.  
[www.clever-ink.com](http://www.clever-ink.com) ([sponsored listing](#))

3. [\*\*Freelance Copywriter, Walter Burek\*\*](#)  
Attention-getting advertising copywriting from a pro. Reasonable rates for ads and brochures, sales letters, web sites and more. See my b2b, consumer/retail and web site portfolios.  
[www.walterburek.com](http://www.walterburek.com) ([sponsored listing](#))
4. [\*\*My Copywriting Gets Results!\*\*](#)  
Hi. I'm Ivan Levison, and for over 20 years I've been copywriting sales letters, e-mail, self-mailers and more that make money. Visit my Web site right now and get my free e-newsletter!  
[www.levison.com](http://www.levison.com) ([sponsored listing](#))
5. [\*\*Copy Writing at Elance\*\*](#)  
You can find new clients and projects at the Web's most visited professional services marketplace – more than 1,000 projects posted each week that you can bid on as a freelance writer.  
[www.elance.com](http://www.elance.com) ([sponsored listing](#))
6. [\*\*Award-Winning Copy at Affordable Rates\*\*](#)  
Freelance Copy Pro with blue chip experience brings exceptional energy and pride to every project, every client, large or small. View samples now.  
[www.mitchandjerry.com](http://www.mitchandjerry.com) ([sponsored listing](#))
7. [\*\*Want Targeted B to B Copywriting?\*\*](#)  
Keeping your collateral out of the circular file takes a mix of business know-how, marketing savvy and writing talent. Get all of the above at the Write Idea. Fast and responsive.  
[www.ineedcopy.com](http://www.ineedcopy.com) ([sponsored listing](#))
8. [\*\*Rainbow Writing: Copywriting Services\*\*](#)  
We provide you with colorful, quality freelance writing and editing services at completely negotiable rates. Contact us for a free sample of some great work that's also affordably priced.  
[www.rainbowwriting.com](http://www.rainbowwriting.com) ([sponsored listing](#))
9. [\*\*Ezine by 12 Direct-Response Copywriters\*\*](#)  
Improve sales letter, Web site, direct mail, ad or e-mail copy and response rate with a killer critique by 12 copywriters. \$700 value. Monthly newsletter. \$99 yrly. Subscription. Guarantee.  
[thecopydoctor.com](http://thecopydoctor.com) ([sponsored listing](#))
10. [\*\*Web Copywriting Course\*\*](#)  
A brand-new Web copywriting course by Robert Boduch (author of "Great Headlines Instantly"). Highly endorsed by Yanik Silver, Terry Dean and Joe Vitale. Grab the free Primer Edition now.  
[webcopywritingcourse.com](http://webcopywritingcourse.com) ([sponsored listing](#))
11. [\*\*The Lineo Group Public Relations\*\*](#)  
PR and marketing services: strategy: CANDORbranding communication audits, RAPIDresponse sales proposal editing, media relations and copywriting news releases and white papers.  
[www.lineogroup.com](http://www.lineogroup.com) ([sponsored listing](#))
12. [\*\*Effective, Benefit-Oriented Copywriting\*\*](#)  
Direct mail, brochures, Web sites, PR, ads - copywriting for all your business needs. Easy-to-work with, responsive, effective and cost-effective.  
[www.beverlyshoresgroup.com](http://www.beverlyshoresgroup.com) ([sponsored listing](#))
13. [\*\*CreatingMarks - Web Design\*\*](#)  
We are creating marks by designing, developing and building custom Web sites. We also offer brand marketing, graphic design, Flash development, copywriting, advertising and public relations.  
[www.creatingmarks.com](http://www.creatingmarks.com) ([sponsored listing](#))
14. [\*\*The \\$100,000 Writer\*\*](#)  
Writing success and income beyond your wildest dreams! The \$100,000 Writer shares the secrets of six-figure success. Turn basic business-writing skills into a \$100,000 income!  
[writetobusiness.com](http://writetobusiness.com) ([sponsored listing](#))
15. [\*\*Professional Copywriting\*\*](#)  
Get professional copywriting from experts who reveal all their most jealously guarded secrets of how to create explosive sales copy to boost your sales online.  
[www.mastercopywriters.com](http://www.mastercopywriters.com) ([sponsored listing](#))

16. [Find 1000s of Copywriters](#)  
Get free bids from copywriters. We have over 90,000 local creative experts - nationwide. Simply register to post your project and connect with creative talent - free. [www.creativemoonlighter.com](http://www.creativemoonlighter.com) ([sponsored listing](#))
17. [Become a Copywriter](#)  
Become a copywriter, with the help of this distance-learning Diploma course. [www.inst.org](http://www.inst.org) ([sponsored listing](#))
18. [Create Winning Sales Letters in Minutes?](#)  
Now in 2 1/2 minutes you can quickly and easily create a sales letter guaranteed to sell your product or service. Without writing!  
[www.instantsalesletters.com](http://www.instantsalesletters.com) ([sponsored listing](#))
19. [Copywriting on eBay](#)  
Find copywriting items at low prices. With over 5 million items for sale every day, you'll find all kinds of unique things on eBay - the World's Online Marketplace.  
[www.ebay.com](http://www.ebay.com) ([sponsored listing](#))
20. [Professional Web Copywriting](#)  
Persuasive, brand-friendly and search engine friendly copywriting are expected from professional copywriters. This book tells you how to bring it together successfully.  
[www.bayst-search-engine-optimization.com](http://www.bayst-search-engine-optimization.com) ([sponsored listing](#))

Let's take a look at a few of these sites 1 by 1... and I'll analyze if the affiliate is "excellent, good, or just bad" in a matter of seconds, by looking just at the home page, and the alexa ranking.

Here's what the first website looks like:



Please notice the number "712,427" alexa ranking. It's up top right of the button "info". That is a BAD alexa ranking. Normally, I only want websites whose alexa ranking is below 100,000 or preferably, 50,000. (The smaller the number the more traffic the site is getting.)

My websites are just launching and they are already at like 35,000! Keep in mind that Alexa rankings are based on people who use alexa, which is mostly Internet marketers, so if you're researching a category like "dogs"... alexa rankings under 200,000 may be acceptable. These numbers may change over time.

Here's what the copy on the page said:

\*\*\*\*\*

"Ladies and Gentlemen, step right up and witness the amazing one and only Creative Circus! It's a school! It's a playground! It's a chance to find out if you have what it takes to make it in the big-top world of advertising, photography and design – where you're the star!"

"That's right, folks! The Creative Circus is a two-year, certificate-granting, nationally acclaimed school that will test every creative bone in your scrawny little body. Helping you build a strong portfolio one of four ways, with real-world programs in Advertising Art Direction, Copywriting, Design, and Photography that will shock, titillate, and amaze potential employers."

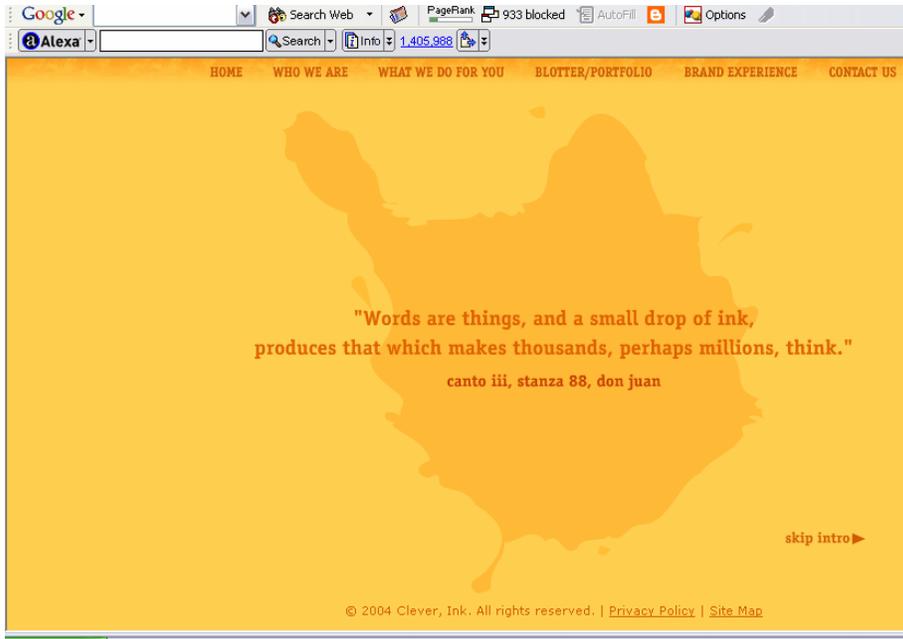
\*\*\*\*\*

I rate this site as being "poor" even though it's the #1 listing under the most targeted keyword to the product I'm selling. Any alexa ranking above 100,000 means very little traffic.

My sites get under 100,000 with just 1 joint-venture setup. In fact... I had a site with just 12 JV's at once... and we were the top 3,500 most visited website of all the millions and millions of websites online... for 3 days straight!

So, lets skip this guy and go to the next. (NOTE: Later, I might go back and get this guy ... but right now my goal is just to find 25 top notch partners. Nobody TOO big to get a hold of, but nobody just getting started and that has no traffic either.)

#2 listing brings up this page...

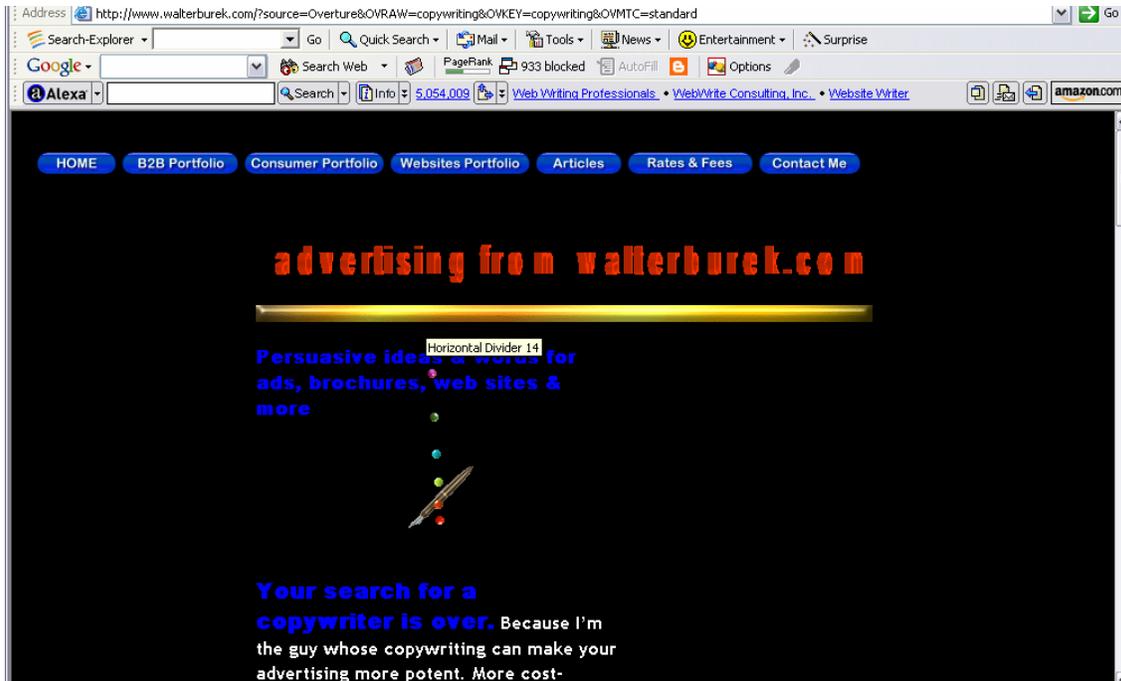


“CLEVER COPYWRITING”... alexa rank 1,000,000 +++

hmmmm... All I have to say is that after 10 seconds at looking at this, it's alexa ranking, the bright splattered color of the page, and the headline that has absolutely No benefit for me in it.... I quickly know to say:

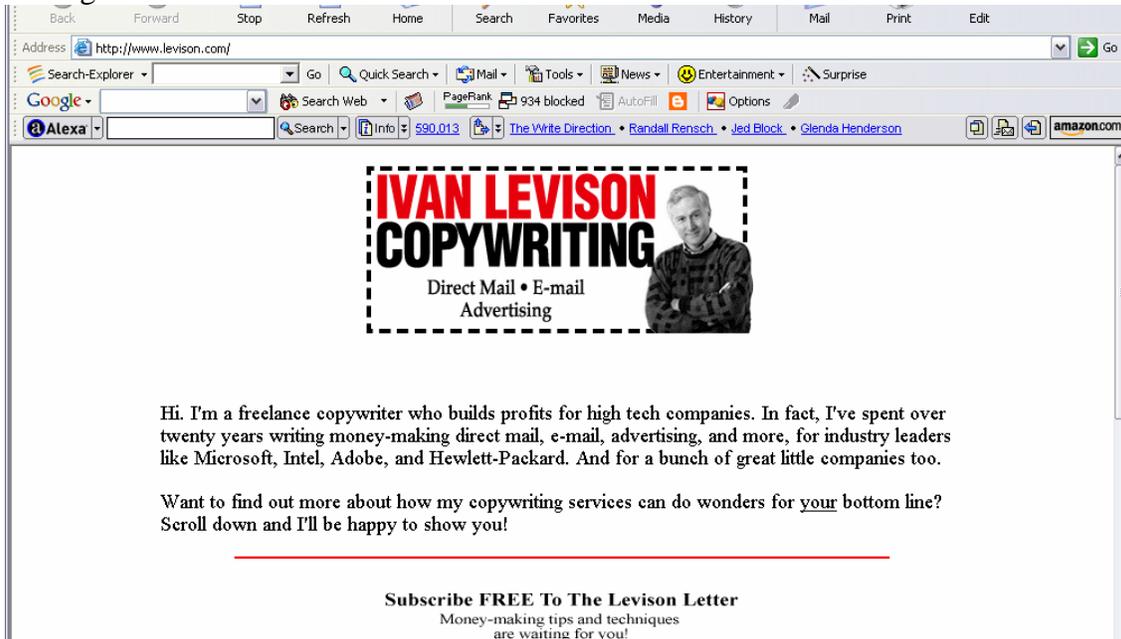
“GOOD BYE!”

Listing #3.



This would be a horrible joint venture partner. Anyone who puts little balls at the end of your mouse ... and has a black background... that looks like this... and has a million alexa ranking... is SCARY.

#### Listing #4...



This guy still has a crummy alexa ranking... but I'm going to use him as once of my "miscellaneous 5-15 JV partners I go after. Why? Because he's got impressive sales copy, on his website are many articles he's written, and I have a gut feeling that:

- A. He either has a direct-mailing list of people who'd eat Brian's product up
- B. He could introduce us to a few people who did... and we might as well get him familiar with Brian.

This is a pretty "risky" package to send out, but I'd give it a shot.

Here's how I collect the mailing address info. I put it into an excel sheet:

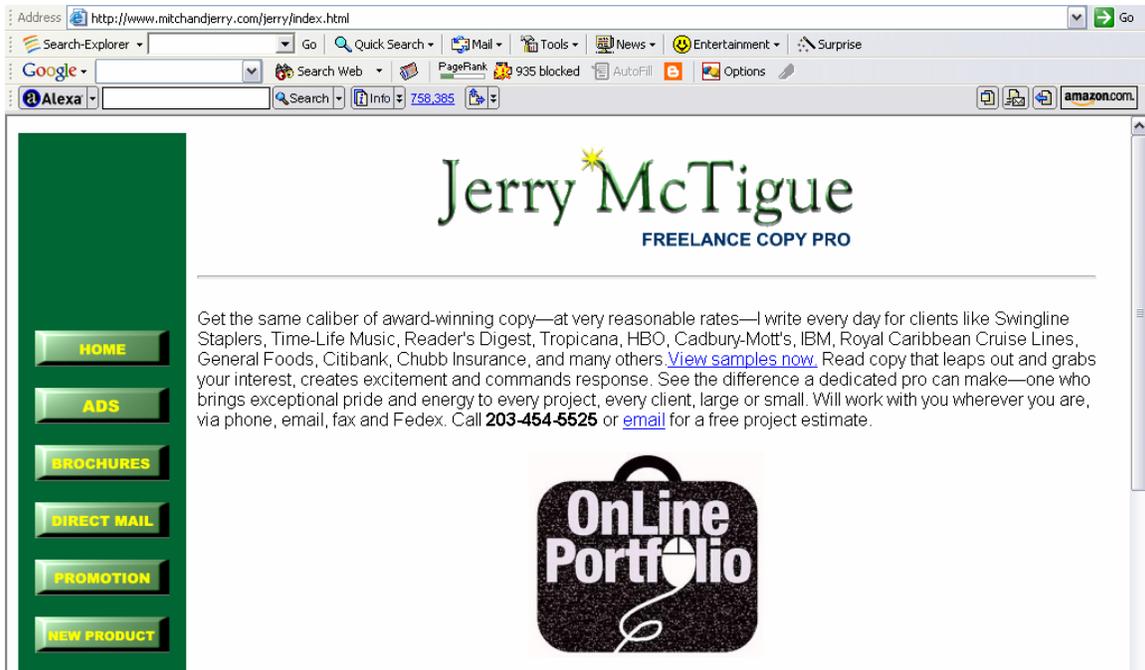
	A	B	C	D	E	F	G	H	I	J	K
1	firstname	lastname	email	url	full address	alexa ranking	phone	fax	note	address 2	
2	Ivan	Levison	<a href="mailto:ivan@levison.ca">ivan@levison.ca</a>	<a href="http://www">http://www</a>	Ivan Levison 14 Los Cerros Drive, Greenbrae, CA 94904	590,000	(415) 461-0672	(415) 461-	go after for 2nd-tier if he can		
3	Michel	Fortin		<a href="http://www">http://www</a>	Michel Fortin 1561 Demeter Street, Ottawa, Ontario (Canada) K4A-4Y9	10,000	(613) 834-6918	(425) 648-7407		1561 Demeter Street Ottawa, ON K4A4Y9 (Canada)	
4											

Here's what it looks like after you copy (ctrl + c ) and then paste (ctrl + v) the information into your excel sheet.

	A	B	C	D	E	F	G	H	I	J	K
1	firstname	lastname	email	url	full address	phone	fax	note			
2	Ivan	Levison	<a href="mailto:ivan@levison.ca">ivan@levison.ca</a>	<a href="http://www">http://www</a>	Ivan Levison. Direct Mail, E-mail & Advertising Copywriting  14 Los Cerros Drive, Greenbrae, CA 94904	(415) 461-0672	(415) 461-7738	go after for 2nd-tier if he can't sell 1st ti			
3											

Let's keep moving on...

Listing #5 in overture.



This guy is more into the “art” part of copywriting than Brian and I are. We’re ALL about the words, the message... and this guy doesn’t sell a “copywriting” course... so he’s not really going to have the kind of mailing list we need.

He is a copywriter.

What we wanted to find by typing in “copywriting” were newsletters and products ABOUT copywriting. People who are selling information about copywriting, and not “copywriters” is what we’re looking for.

If things don’t get better... we’ll have to change gears and look in some different sources!

A few listings down I ran into this site:



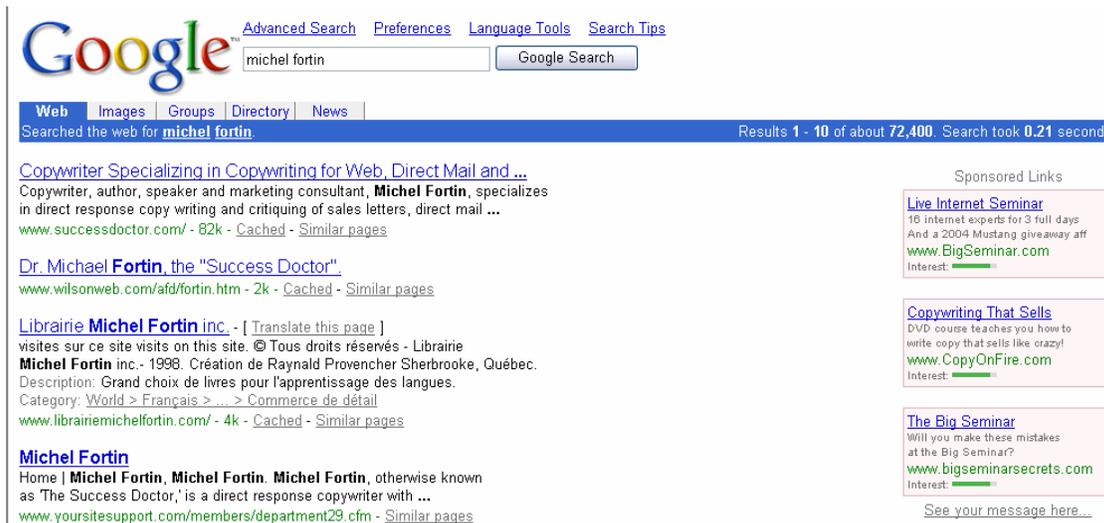
This is a great sales letter, and impressive looking website, but...It's only got a 105,740 alexa ranking. It would be PERFECT if he only had more traffic.

But maybe... we can take this page... and find out if he has another website?

Perhaps, he links to a lot of potential JV partners?

Let's take a look.... The owner of this pages name is "Michel Fortin".

A quick search in NORMAL GOOGLE... loads up this:



The first listing brings us to this page...



Bam, what do you know. Here is a perfect joint venture partner! Possibly, this guy is even too perfect. Often times, if they are “too” big, they won’t do a JV with you’ve unless you’ve got a big mailing list and will do one with them.

But 19,165 alexa ranking... the guy teaches copywriting... this is a JACK POT find.

Let’s grab his contact info.

Note! It’s incredibly important that you get the right mailing address, don’t use “WHOIS”... get the contact info *FROM HIS OWN PAGES!*  
(Note, as I find this page, I also signup for his newsletter!)

Some details about cleaning up your excel sheet:

	A	B	C	D	E	F	G	H	I	J
1	firstname	lastname	email	url	full address	alexa ranking	phone	fax	note	address 2
2	Ivan	Levison	<a href="mailto:ivan@levison.c">ivan@levison.c</a>	<a href="http://www">http://www</a>	Ivan Levison 14 Los Cerros Drive, Greenbrae, CA 94904	590,000	(415) 461-0672	(415) 461-	go after for 2nd-tier if he car	1561 Demeter Street Ottawa, ON K4A4Y9 (Canada)
3	Michel	Fortin		<a href="http://www">http://www</a>	Michel Fortin 1561 Demeter Street, Ottawa, Ontario (Canada) K4A-4Y9	10,000	(613) 834-6918	(425) 648-7407		

For the “full address” column makes sure the top line is THEIR NAME... and then its THEIR ADDRESS. What you copy paste out of the site might include their business name, “all rights reserved”, phone numbers... get that junk out of there!

The address you write down needs to be clean-cut. Also – I like to add an extra field called “address 2” in case I find 2 different addresses, so I can further research which one is correct later.

Now, can we get the names of more JV-partners to go after from this site? Straight out of the sales copy... we find this:

## Here's a Quick Peek at What This Unique Approach is Guaranteed to Do For YOU!

At this point, you may be wondering, "Who are these copywriting experts you're speaking of so glowingly?" I'll be joined by (in no particular order)...

### **Bob Serling**

Bob's innovative strategies are known for producing fast, often explosive results. One client immediately landed a *\$25 million sale* strictly using Bob's advice. Others have seen increases in their sales and profits — from 300% to **as much as 917%** with his advice!

He's the author of dozens of books and reports on copywriting, marketing and sales strategies. An ardent product developer, Bob also holds patents on software, a consumer product, toys and 3 business services.



## John Carlton

John is just flat out one of the best veteran copywriters in direct response advertising. Clients constantly run his outrageous 3-page "dense copy" ads in publications like Men's Health, Golf Digest, Black Belt, Men's Journal, Muscle and Fitness, and dozens of other publications.

He has written for nearly all the largest direct mailers in the industry. (His "sex letter" for Rodale knocked off their best writer, and mailed at a profit for over 5 years nonstop to a little **over 30 million names.**)



## David Garfinkel

David is known by many as "the world's greatest copywriting coach" because he's not only writes great copy but also teaches it very effectively. He has made *millions of dollars* for his clients with his promotions. He's also a friend and extremely talented.

One of David's clients, a travel agency, made a whopping **\$5 million in annual recurring sales** from a 3-page letter he wrote that mailed only 25 at a time! One of the websites he wrote and designed generated over \$181,000 in ebook sales just in its first 4 months.



## Peter Stone

Starting as a freelance journalist to becoming Sales Manager for the **largest weekly newspaper** in Illinois, Peter's diverse copywriting experience includes Internet and search engine marketing (he's a Computer Systems Engineer), political campaigns, and private industry.

One tip Peter gave boosted a famous marketer's response *by 40%*! Peter's tips helped an industrial site's page views shoot up dramatically! Visitor stays quadrupled -- from 5 to 20 minutes on average -- **all in the first week!**



## Alan Forrest Smith

Alan is not as well-known as some of the others. But what you don't know is that he's a ghostwriter for some of the top copywriters in the world. He's a speaker and often talks at large events (such as Jay Abraham's seminars in the UK) on the science of creating *sizzling offers*.

The man with the "Orange Beetle" has an *impressive* track record, too. From boosting a fax campaign's response from a dismal 3 replies to 74, to achieving a massive **47% conversion rate** on a direct mail campaign, many of his clients have become wealthy -- and happy! -- with his help.



## Alex Mandossian

Alex is a website traffic conversion copywriter and bestselling author of "Marketing with Postcards." He has helped his coaching clients generate **over \$183 million in sales** and profits during the past 12 years.

Alex's impressive client list includes Dale Carnegie Training, Anthony Robbins and Associates, Pitney-Bowes, Creative Real Estate Online, Fisher Investments, ADNet International, Polaroid Corporation and many more.



## Brad Petersen

Brad has specialized in direct response advertising and copywriting for 14 years. His direct marketing campaigns for clients have successfully sold everything from nutritional supplements to financial services.

Perhaps his most notable success was developing a direct mail campaign for a leading pool cue manufacturer that was so successful, the client had to **suspend the ad** when their factory couldn't fill all the orders that resulted!



## David Cavanagh

David is a Australia's rising star in the world of sales copywriting. Did you ever hear of a 105.7% closing ratio? **Over 100%!** Not only did one of David's pitches close his whole audience, but also, since the deal was *so good*, they talked about it to others and they bought, too.

David is skilled at search engine positioning and keyword optimization copy. His ideas brought a **347% response in 14 days**, and got sites registered within as little as 2-3 days -- unlike the normal 30-45 day registration period.



## Yanik Silver

Just 29-years old, Yanik is recognized as the leading expert on creating automatic, moneymaking sites. And he's only been online full time **since February 2000!**

Author and publisher of several bestselling online marketing books and tools, including "Instant Sales Letters" and "Instant Internet Profits," Yanik creates powerful systems and resources for entrepreneurs to enhance their businesses, both online and off.



## Maria Veloso

A top web copywriting specialist, Maria is celebrated by copywriting legends and marketing greats such as Jay Conrad Levinson (of *Guerrilla Marketing* fame) and Joe Sugarman. She has become one of the most **sought-after specialists** of web traffic conversion in the industry.

In her early career, she worked as an ad copywriter for a subsidiary of the famed Ogilvy and Mather. Her most recent designation was that of Director of Creative Web Writing for Aesop Marketing Corporation (Mark Joyner).



## Joe Vitale

Joe is known as the world's first Hypnotic Marketer. He's the author of too many books to list here, including the #1 bestseller, "Spiritual Marketing," the best-selling ebook "Hypnotic Writing" and the best-selling Nightingale-Conant audio program, "The Power of Outrageous Marketing."

Joe has written record-breaking sales letters, news releases that have gotten people rich, and email campaigns that have made **thousands of dollars in just minutes!**



## Rick Beneteau

Rick has created some of the most moneymaking direct response sales copy that exists on the Internet today. He has ghostwritten copy for some big-name marketers and consulted on many top-producing sales letters currently on the Internet.

Without a single affiliate on day one, Rick's first ebook sold \$32,000.00 in its first month at a price of only \$29.95 — in fact, the secure server was down for several days! He's also the creator of many innovative products on the web, including the wildly popular *I.D.-It! Plates*, is just one of his many success stories.



**Now I know that's an impressive roster of experts.** Perhaps it may even intimidate you (it has for some!). But let me ask you something for a minute...

I'm going to use google... to see if I can find each of these guys... and get some more JV's on my first list of partners to mail to. **REMEMBER** — after you get the first 25... and get results... you'll:

- A. Have more proof and will be able to convert more affiliates!
- B. Will have a lot more money to spend on sending out a lot more boxes!

So let's take the first person from that list, and see what we think about the description of him:

## Bob Serling

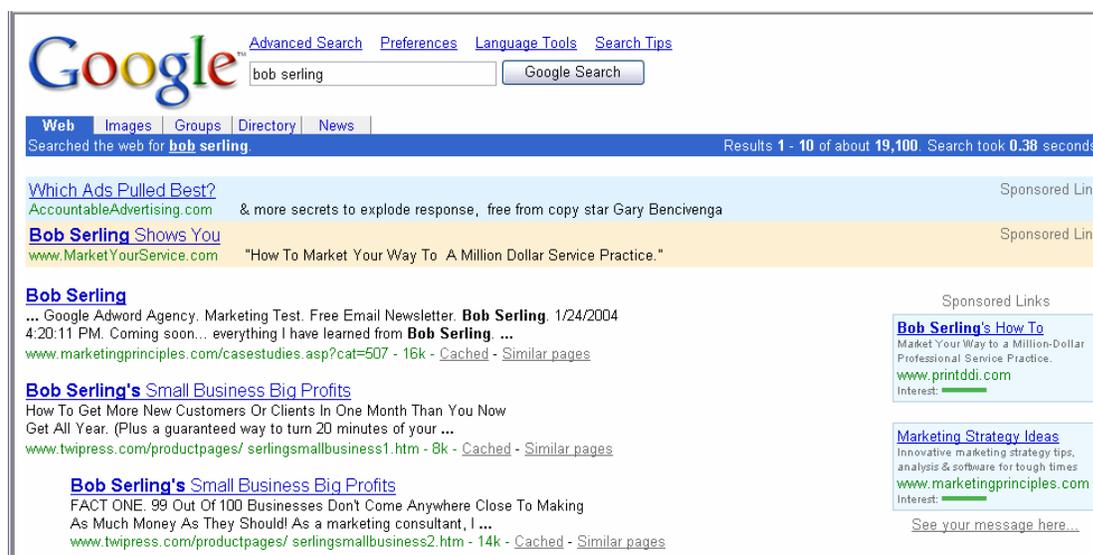
Bob's innovative strategies are known for producing fast, often explosive results. One client immediately landed a *\$25 million sale* strictly using Bob's advice. Others have seen increases in their sales and profits — from 300% to **as much as 917%** with his advice!

He's the author of dozens of books and reports on copywriting, marketing and sales strategies. An ardent product developer, Bob also holds patents on software, a consumer product, toys and 3 business services



His description sounds like a match to me.

So... I go to google, and type in "Bob Serling" and get this:



The screenshot shows a Google search for "bob serling". The search bar contains "bob serling" and the "Google Search" button. Below the search bar, there are navigation links for "Web", "Images", "Groups", "Directory", and "News". The search results show "Searched the web for bob serling" with "Results 1 - 10 of about 19,100. Search took 0.38 seconds." The first result is a sponsored link titled "Which Ads Pulled Best?" from AccountableAdvertising.com. The second result is another sponsored link titled "Bob Serling Shows You" from www.MarketYourService.com. Below these are organic search results for "Bob Serling" and "Bob Serling's Small Business Big Profits". On the right side, there are two "Sponsored Links" boxes: one for "Bob Serling's How To" from www.printddi.com and another for "Marketing Strategy Ideas" from www.marketingprinciples.com.

I clicked the very first link above... without reading the description too much... and I see this screen:

Gary Bencivenga's  
**Beat Your Control!**  
 Free Ezine of Control-Busting Secrets

**Yours Free:**

The most powerful secrets ever discovered  
 to boost your advertising response...  
*...in direct mail, in space, on the net*  
 --by Gary Bencivenga,  
 named "best copywriter in America"  
 by Boardroom and other leading direct marketers.

Dear Direct Marketer:

Right away – I can tell this is not the guy I was looking for... BUT... he is all about copywriting. The link I clicked is actually a “paid advertisement” and it looks pretty obvious that he’s pretty serious about what he’s doing, so even if he doesn’t sell a lot of packages now, he might be able to real soon.

I’m going to grab his details... and then go back to searching for Bob Serling.

But what do you know... *SOME WEBSITES DON’T LIST THEIR CONTACT INFO!* At this website, I could not find an address anywhere. In these cases... put the persons name in your excel sheet, and look for it later. (He did have an e-zine I could subscribe to, so I did, and will be looking for his e-mails later on to get this mailing address.)

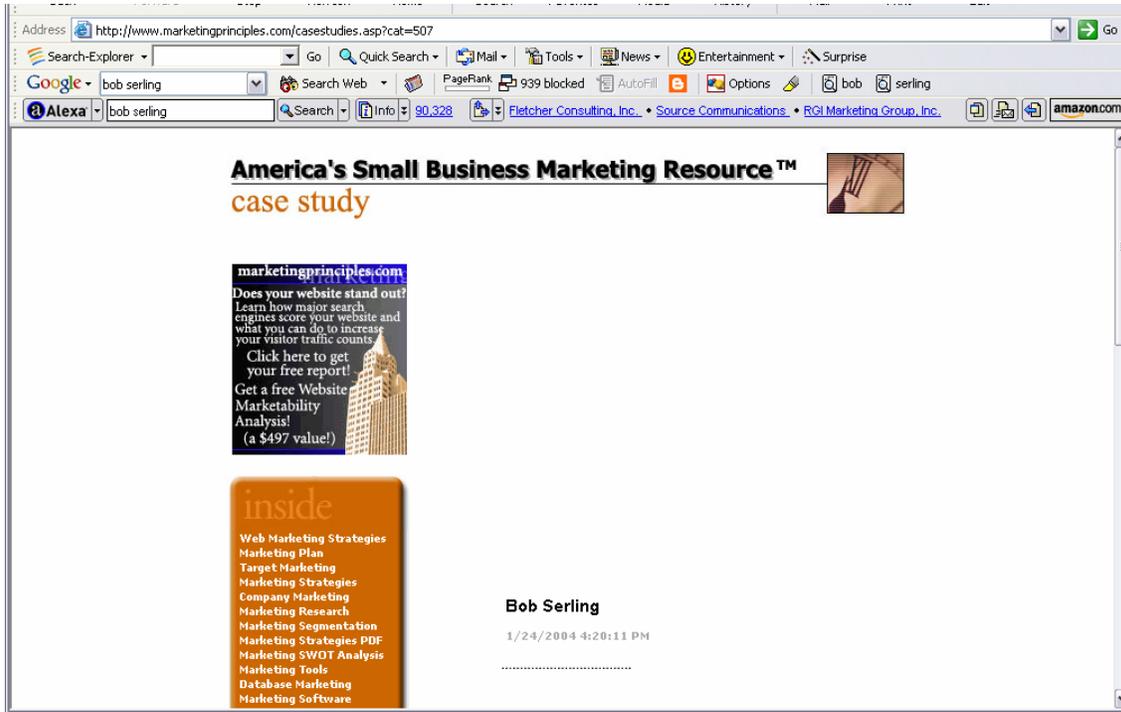
	A	B	C	D	E	F	G	H	I
1	firstname	lastname	email	url	full address	alexa ranking	phone	fax	note
2	Ivan	Levison	<a href="mailto:ivan@levison.c">ivan@levison.c</a>	<a href="http://www">http://www</a>	Ivan Levison 14 Los Cerros Drive, Greenbrae, CA 94904	590,000	(415) 461-0672	(415) 461-	go after f
3	Michel	Fortin		<a href="http://www">http://www</a>	Michel Fortin 1561 Demeter Street, Ottawa, Ontario (Canada)	10,000	(613) 834-6918	(425) 648-7407	
4	Gary	Bencivenga			K4A-4Y9				

.... Back to Bob Serling.

The next result in the list looked ok.

... But turned out to be a big directory of marketers. Sometimes these directories you'll run into by using this method of finding joint-venture partners... will lead you to a JACKPOT!

It's a jackpot when... someone has already found the websites of all the people you want to setup JV's with... this one below didn't however have any links:



So... we go to the next listing.

Address <http://www.twipress.com/productpages/serlingssmallbusiness1.htm>

Search-Explorer Go Quick Search Mail Tools News Entertainment Surprise

Google bob serling Search Web PageRank 939 blocked AutoFill Options bob serling

Alexa bob serling Search Info 61,229 Quorum Marketing and Communi... Taylor-Made Enterprises The Flam Group amazon

## How To Get More New Customers Or Clients In One Month Than You Now Get All Year

(Plus a guaranteed way to turn 20 minutes of your time into \$72,000 extra profit)



What I'm about to show you is a risk-free, completely guaranteed way to get as many new customers or clients as you can possibly handle. Using just a couple of these simple, inexpensive techniques, one of my clients recently brought in so much new business, he literally tripled his sales in a just a couple of months.

What can you expect for your business? That really depends on how well and how often you apply these techniques. But no matter what you do, you can't go wrong. Here's the bottom line:

I guarantee you will make at least 10 times the cost of this course in *extra profit* ... and I mean profit you never would have seen without this breakthrough information, or it won't cost you a dime. The truth is, making 10 times the cost of this course in extra profits is just the tip of the iceberg. You'll probably make much, much more!

In addition to getting more new customers or clients, I'd also like to show you a number of other ingenious, yet extremely simple ways to dramatically increase your sales and profits. One technique I know you'll love is called the 11U Factor". It takes just 20 minutes to get up and running, and performs like nothing else you've ever seen.

Now... what do you think about this website?

Look at the url: <http://www.twipress.com/productpages/serlingssmallbusiness1.htm>

What does that tell you about this sales letter?

”productpages”... “Twipress” .... “business1.htm”

To me... this smells like... a *DIRECTORY OF PRODUCTS*.

One of which, is Bob Serlings.

This is good and bad. It means that:

- A. We might have found a bunch of great leads for JV partners
- B. But that we also haven't found Bob Serlings contact info!

Here's what the bottom of the page says:

[Hard-to-find Classic Marketing Books](#) | [More Marketing Resources](#)  
[Internet Marketing Resources](#) | [FREE E-zine](#) | [To Order](#) | [Affiliate Program](#)  
[Marketing / Sales Job Line](#) | [Contact Us](#) | [Privacy Statement](#)

© Copyright 2000 TWI Press, Inc.  
120 South 7th Street  
Terre Haute, IN 47807  
Phone: 812.232.0753  
Toll-free 888-777-0753  
Fax: 812.232.3978  
E-Mail: [info@twipress.com](mailto:info@twipress.com)

This will be a great affiliate. They are selling copywriting books, and they have a 61,000 alexa ranking... so that's good enough for me.

But... what name? There really isn't one.

"TWI Press" is the best we have. Unless.... we try just the "root" domain.

[www.twipress.com](http://www.twipress.com)

Here's what this page loads up:

The screenshot shows a web browser window displaying the TWI Press website. The browser's address bar shows the URL [www.twipress.com](http://www.twipress.com). The website has a blue and white color scheme. At the top, there is a navigation menu with links for 'Go', 'Quick Search', 'Mail', 'Tools', 'News', 'Entertainment', and 'Surprise'. Below the menu is a search bar and a list of search results, including 'PageRank', '939 blocked', 'AutoFill', 'Options', 'bob', and 'serling'. The main content area features a large banner with the TWI Press logo and the text 'How to Write Sales Copy Like the Pros - By Using the Same Resources They Use!'. Below the banner is a navigation menu with links for 'Hard-to-find Marketing Classics', 'Complete Marketing Resource List', 'Internet Marketing Resources', 'eBook Bookstore', 'Frequently Asked Questions', and 'Contact Us'. The main content area includes a bio for Bret Ridgway, President of TWI Press, and a 'Copywriting Classics Quick Tips' section with a subscription form.

"My Name is Bret Ridgway, President of TWI Press".

BINGO. Now I have all the info I need for my excel sheet.

So here's what the mailing address entry looks like:

Bret Ridgway  
120 South 7th Street  
Terre Haute, IN 47807

Now... let's see if I should mark this as a good page to go back to afterwards... to find even more JV partners.

Look what a little bit of searching finds:

Hard-to-find Marketing Classics	<b>Complete Marketing Resources List</b> Alphabetical Listing <a href="#">A</a> - <a href="#">B</a> - <a href="#">C</a> - <a href="#">D</a> - <a href="#">E</a> - <a href="#">F</a> - <a href="#">G</a> - <a href="#">H</a> - <a href="#">I</a> - <a href="#">J</a> - <a href="#">K</a> - <a href="#">L</a> - <a href="#">M</a> - <a href="#">N</a> - <a href="#">O</a> - <a href="#">P</a> - <a href="#">Q</a> - <a href="#">R</a> - <a href="#">S</a> - <a href="#">T</a> - <a href="#">U</a> - <a href="#">V</a> - <a href="#">W</a> - <a href="#">X</a> - <a href="#">Y</a> - <a href="#">Z</a>
Complete Marketing Resource List	
Internet Marketing Resources	
Frequently Asked Questions	
Contact Us	
	<b><u>24 Direct Marketing Secrets to your Professional Services Business</u></b> - Fred Gleeck
	<b><u>33 Days to Online Profits</u></b> - Yanik Silver and Jim Edwards
	<b><u>100 Greatest Advertisements</u></b> - Julian Watkins
	<b><u>101 Tips for More Profitable Catalogs</u></b> - Maxwell Sroge
	<b><u>101 Ways To Talk Your Way Onto Talk Shows</u></b> - Raleigh Pinskey
	<b><u>101 Ways To Write Dynamic Media Releases</u></b> - Raleigh Pinskey
	<b><u>1001 Killer Internet Marketing Tactics</u></b> - Mark Joyner
	<b><u>1001 Ways to Market Your Books - Fifth Edition</u></b> - John Kremer
	<b><u>2001 Headlines</u></b> - Carl Galletti
	<b><u>Advanced Speaking/Consulting Techniques</u></b> Fred Gleeck
	<b><u>Advertising Headlines that Make You Rich</u></b> - David Garfinkel
	<b><u>Affiliate Assistant Software</u></b> - Mark Joyner

So what I do when I find a page like this. . (Because my main goal right now is to find Bob Silbers contact info)... is save the url and put it at the bottom of my excel sheet to go

look at later. Like this:

The screenshot shows a Microsoft Excel spreadsheet with the following data:

	A	B	C	D	E	F	G	H
4	Gary	Bencivenga						
5	Bret	Ridgway	<a href="mailto:info@twipress.com">info@twipress.com</a>	<a href="http://www.twipress.com">http://www.twipress.com</a>	Bret Ridgway 120 South 7th Street Terre Haute, IN 47807	60,000	812.232.0753	888-777
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								
26								
27								
28	LINKS TO RE-VISIT AFTER							
29	<a href="http://www.twipress.com/marketingresources.htm#Z">http://www.twipress.com/marketingresources.htm#Z</a>							
30								
31								
32								

So now it's back to the search engine. If the first few don't load the guy... I start paying more attention to the URL's that are being linked to in the search engine.

I want links that are closer to [www.URL.com](http://www.URL.com) instead of [www.url.com/anythingelse](http://www.url.com/anythingelse)

If after looking at the entire first page, or even first 2 pages of listings for "Bob Silber"... I'll normally STOP and take another approach. I will go to my "notes" for "TWIPRESS" and say "Get twipress to put me in contact with BOB" ... and go back for bob later.

The next person on that list was:

## Alan Forrest Smith

Alan is not as well known as some of the others. But what you don't know is that he's a ghostwriter for some of the top copywriters in the world. He's a speaker and often talks at large events (such as Jay Abraham's seminars in the UK) on the science of creating *sizzling offers*.

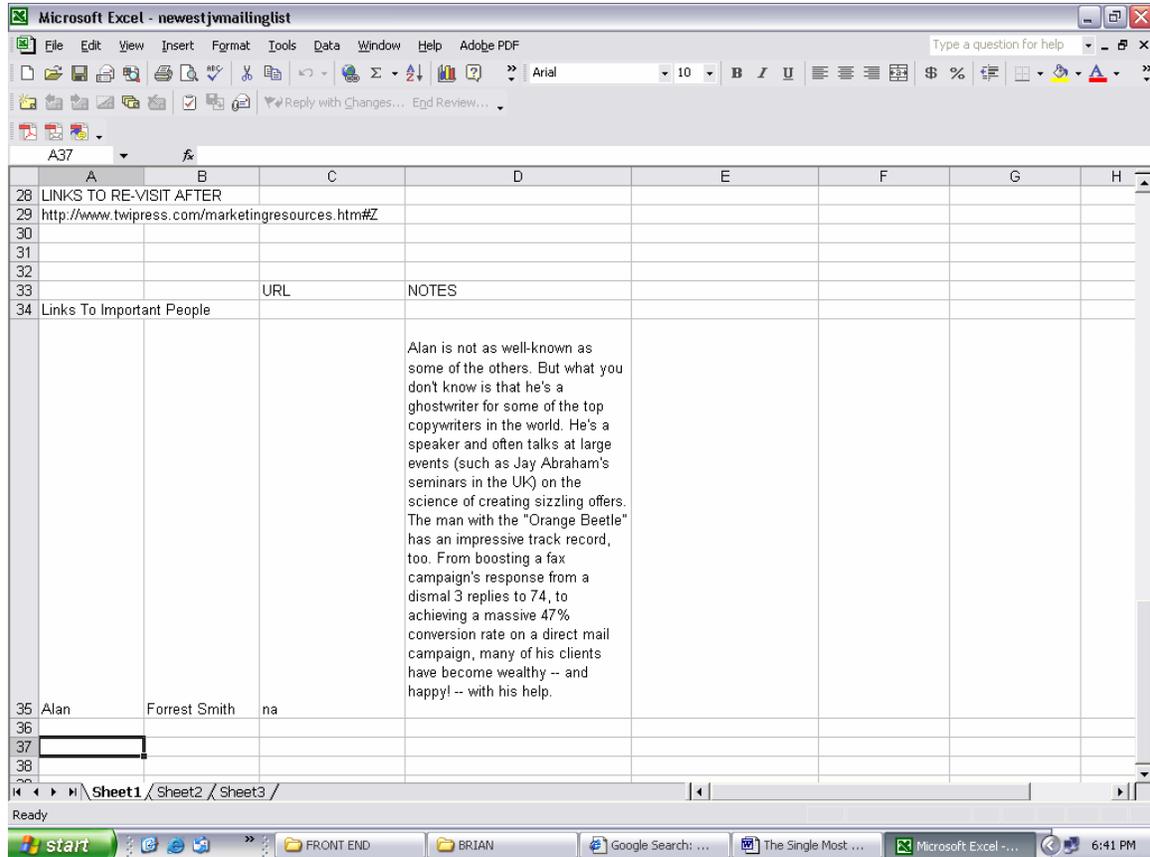
The man with the "Orange Beetle" has an *impressive* track record, too. From boosting a fax campaign's response from a dismal 3



replies to 74, to achieving a massive **47% conversion rate** on a direct mail campaign, many of his clients have become wealthy -- and happy! -- With his help.

“Alan is not as well-known as some of the others”.

This guy looks like no hope for selling our products... but plenty of hope for going after for finding more contacts. I'm going to put his name, at the bottom of the mailing list in a separate section... with this caption in his notes.



So far we've already got 5 potential JV's located. This hasn't taken me but a few hours and I'm writing this as I go! This is easy to do... we'll be done in no time.

Let's continue on now, back to our original list of "experts" we found at [www.successdoctor.com](http://www.successdoctor.com) ... Alex Mandossian.

## Alex Mandossian

Alex is a website traffic conversion copywriter and bestselling author of "Marketing with Postcards." He has helped his coaching clients generate **over \$183 million in sales** and profits during the past 12 years.

Alex's impressive client list includes Dale Carnegie Training, Anthony Robbins and Associates, Pitney-Bowes, Creative Real Estate Online, Fisher Investments, ADNet International, Polaroid Corporation and many more.



It looks like he's got a mailing list that could sell this, but that he'd probably want to be paid up-front cash to even take a look at our business. I'd be interested in sending him a joint-venture letter at first, but after that, to send another letter asking if you could hire him for marketing help.

Why?

Because, it's probably the only way you could get close enough to this guy. Obviously, you can "buy" your way to a contact when you have plenty of cash, but right now we want to focus on making 1 offer that we can get 25 people to accept.

The 3<sup>rd</sup> search down...I ran into this site:

The screenshot shows a web browser window displaying the website <http://www.marketingwithpostcards.com/>. The browser's address bar shows the URL, and the search bar contains "alex.mandossian". The website header features the name "Alex Mandossian's" in a grey bar. Below this, the main heading "MARKETING WITH POSTCARDS" is written in large, bold, red letters. To the right of this heading is a red call-to-action box that says "Get Your 3 FREE Chapters Now!". Below this box is a form with three input fields labeled "Your Full Name:", "Your E-Mail:", and "Your Zip Code:". A red arrow points from the "Get Your 3 FREE Chapters Now!" box to the form. Below the form is a red button labeled "FREE Chapters". To the left of the form, there are three blue arrows pointing to the right, each followed by a link: "See who gives Alex rave reviews", "How to get \$650 in FREE bonus gifts", and "Read & print-out full postcard story". Below these links, there is an image of a book titled "Marketing with Postcards" and a CD-ROM. To the right of the book and CD-ROM is a red button labeled "Order Now!". Below the book and CD-ROM, there is a small image of a man in a suit and tie, holding up a large sign that says "Get Your 3 FREE Chapters Now!". Below the man, there is a small link labeled "privacy policy". At the bottom of the page, there is a red bar with the text "The Full Postcard Story:" and a link labeled "Print this page!" with a printer icon. Below this bar, the text "Here's How To Repeatedly Win The" is partially visible.

Obviously... I want to subscribe to his “3 free chapters” offer and get on his mailing list.

I found this at the bottom of the website:

  
Heritage House Publishing, Inc.  
115 Professional Center Parkway · San Rafael, CA 94903  
Phone: (415) 492-1778 · Fax: (415) 492-1787  
E-mail: [alex@marketingwithpostcards.com](mailto:alex@marketingwithpostcards.com)  
Copyright © 2000 Heritage House Publishing, Inc. All Rights Reserved Worldwide

Later on... once this “business” of setting up joint ventures starts to prove profitable, it’s really smart to BUY all of your “potential JV partners” products so that you can see whom they interact with. Who their friends are, etc.

You really want to “weave” your way in with as many top-notch people as you can, if you want to make the big-bucks as a JV-Broker. Back to our mailing list. The next “Expert” we found was this guy:

### **Brad Petersen**

Brad has specialized in direct response advertising and copywriting for 14 years. His direct marketing campaigns for clients have successfully sold everything from nutritional supplements to financial services.

Perhaps his most notable success was developing a direct mail campaign for a leading pool cue manufacturer that was so successful, the client had to **suspend the ad** when their factory couldn't fill all the orders that resulted!



This looks like someone who’d BUY brains membership site, not someone who could sell Brian’s website. He is involved though, so he probably has lots of copywriting friends... or a few elite ones... which means he deserves to be placed onto the “look up later” list.

The next person on the list is:

### **David Cavanagh**

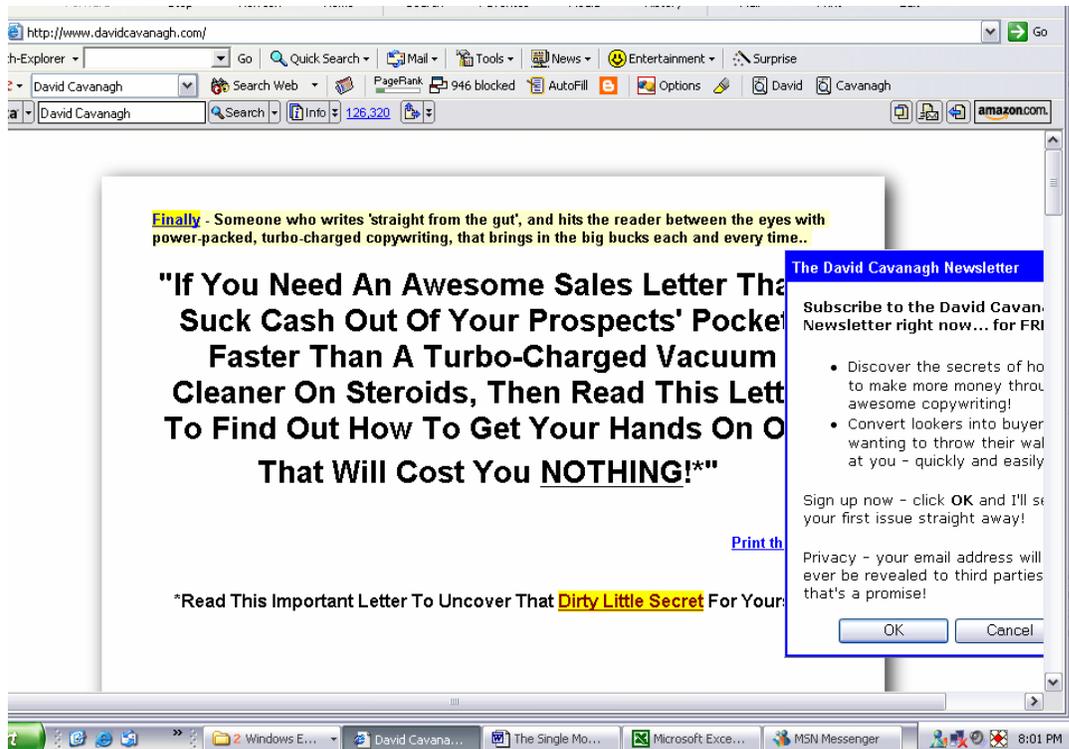
David is a Australia’s rising star in the world of sales copywriting. Did you ever hear of a 105.7% closing ratio? **Over 100%**! Not only did one of David's pitches close his whole audience, but also, since the deal was *so good*, they talked about it to others and they bought, too.



David is skilled at search engine positioning and keyword optimization copy. His ideas brought a **347% response in 14 days**, and got sites registered within as little as 2-3 days -- unlike the normal 30-45 day registration period.

I actually know David, and already know that he'd be a great person to work with, who'd really appreciate our package we're sending... and who would be a long-term affiliate. So, I'll go find him and put him on my first list.

The 2<sup>nd</sup> listing down for his name... I found this page.



The alexa ranking is at 126,000 ... which means he's definitely getting some traffic... and his headline definitely means he'd know a lot of people who'd LOVE Brian's service. (If you read the headline, he's selling copywriting!)

I might make a note to hand write in David's package... "When you find someone who can't afford your copywriting fee's, you might consider sending them over to Brian and making XX%" ...

Anyways, I'm going to make another "table" in my mailing list called "people I already have a relationship with and should just send a e-mail to".

I know David, I will MSN message him, or e-mail him... my offer – because we're already friends!

The list we send packages too are normally COLD lists... who we've never directly talked to before.

## **Yanik Silver**

Just 29-years old, Yanik is recognized as the leading expert on creating automatic, moneymaking sites. And he's only been online full time **since February 2000!**

Author and publisher of several bestselling online marketing books and tools, including "Instant Sales Letters" and "Instant Internet Profits," Yanik creates powerful systems and resources for entrepreneurs to enhance their businesses, both online and off.



Yanik is perfect... he's what we call a "hot lead"... Brian will just e-mail him and say "hey, checkout my new site" and that will be a done deal. It, however, would not hurt to send Yanik the package I'm putting together – it's just a little impersonal.

Next expert:

## **Maria Veloso**

A top web copywriting specialist, Maria is celebrated by copywriting legends and marketing greats such as Jay Conrad Levinson (of *Guerrilla Marketing* fame) and Joe Sugarman. She has become one of the most **sought-after specialists** of web traffic conversion in the industry.

In her early career, she worked as an ad copywriter for a subsidiary of the famed Ogilvy and Mather. Her most recent designation was that of Director of Creative Web Writing for Aesop Marketing Corporation (Mark Joyner).



Very impressive caption of her. Quite a stunning picture as well, I bet she works wonders on her mailing list! =-) Just kidding around...

Let's see what Alexa rating she has at her site. (Note: some people have more than 1 website, so keep that in mind.)

Google [Advanced Search](#) [Preferences](#) [Language Tools](#) [Search Tips](#)  
 Maria Veloso

Web Images Groups Directory News  
 Searched the web for **Maria Veloso** Results

**Maria Veloso Marketing Secrets Revealed**  
**Maria Veloso** Internet Marketing Secrets Revealed. Her? ... **Maria Veloso** - Internet Marketing Master of Web Copywriting. LOS ANGELES -- Her? ...  
[www.oldmastersofmarketing.com/maria-veloso.php](http://www.oldmastersofmarketing.com/maria-veloso.php) - 15k - [Cached](#) - [Similar pages](#)

**Maria Veloso - Clay Cotton Web Marketing Hall of Fame**  
**Maria Veloso** - Clay Cotton Marketing Exhibit. Hear the Rompin'-Stompin' Clay Cotton "RoughStuff" Piano Tracks Now - Free. ... **Maria Veloso**. ...  
[www.marketers-hall-of-fame.com/2-maria-veloso-marketing-1.html](http://www.marketers-hall-of-fame.com/2-maria-veloso-marketing-1.html) - 14k - [Cached](#) - [Similar pages](#)

**Web Copywriting University**  
 What People are Saying About **Maria Veloso**... 1. "Fantastic, absolutely amazing! ... 2. **Maria Veloso** really understands how to write copy that sells on the Web. ...  
[www.wcu.addr.com/testimonials7.htm](http://www.wcu.addr.com/testimonials7.htm) - 12k - [Cached](#) - [Similar pages](#)

**Web Copywriting University**  
**Maria Veloso** - Background. **Maria Veloso** is widely acknowledged as the leading expert in web copywriting, and the premier advocate of frame-of-mind marketing™. ...  
[www.wcu.addr.com/mvbio.htm](http://www.wcu.addr.com/mvbio.htm) - 8k - [Cached](#) - [Similar pages](#)

Robnotics Institute: [Maria Manuela Veloso](#)

The very top listing looks fine to me...

Search Web PageRank 946 blocked AutoFill Options Maria

Search Info 104,219

**The Secret to Creating a Profitable Website**

**"What Makes Web Visitors Pull Out Their Credit Cards and Buy What You're Selling?"**  
*Why You Must Learn the Psychology Behind Sales-Producing Web Copy*  
 by [Maria Veloso](#), Director of *Web Copywriting University*

**H**ere's a quick marketing **quiz** that could make a *dramatic impact* on the amount of **money** you earn on the Web. Answer these 5 questions:

(Simply check YES or NO)

1. Do you want to learn **psychological devices** you can use on your website that can make people pull out their credit cards and buy what you're selling? YES  NO
2. Do you want a **website that sells phenomenally well** even during the worst economic times -- even in highly competitive markets -- and even when the price of your product or service is well above your

Home Testimonials FAQ Affiliate Program  
 Subscribe to Web Copy That Sells™ for FREE  
  
 Contact

Decent amounts of traffic. It could be extremely targeted traffic, and it could have been for a very long time, so I'm going to go ahead and put her on our list. Remember – we're selling a *VERY NICHE* product here.

The people who'll make the most money PER person on their list... are people with copywriting related products. If I were selling a general e-book like this one you're

reading about “how to get rich” ... I’d be trying to focus more on “general marketing websites with 50,000 alexa rankings and under” as partners.

So... let’s grab her contact info (*AND ALSO REMEMBER TO SCAN FOR TESTIMONIALS OR OTHER PEOPLE ON HER WEBSITE TO GO AFTER!*)

---

that'll breath more life into your Websites and email campaigns.

The **9th** paragraph in Chapter 3 is **worth 100 times the price** you'll pay for this copywriting book. So use your mouse and click on the 'Order Now' button before your competitors beat you to the punch!

-- Alex Mandossian, Web traffic conversion strategist  
and President of [www.CopywritingCoach.com](http://www.CopywritingCoach.com)

Click here to read other [rave reviews](#).

Like this... I found a website owned by Alex Mandossian (one of the people I want to get to know a lot better ASAP)... in a testimonial for Maria Veloso’s website.

It’s like a ring we’ve got going on.

The importance of this is... we can lookup the mailing address on this list also... and make sure it matches our OLD one! (We already found this guys address.)

At the bottom of the page is reads:

10 Hayford Court · Novato, CA 94949  
Phone: (415) 382-1212 · Fax: (415) 382-1222  
E-mail: [Alex@CopyWritingCoach.com](mailto:Alex@CopyWritingCoach.com)

And unfortunately... it DOES NOT MATCH!

Alex Mandossian  
Heritage House Publishing, Inc.  
115 Professional Center Parkway • San Rafael, CA 94903

That was the old listing.

So – what do we do?

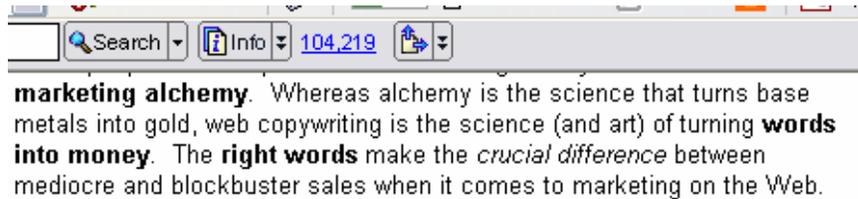
Either

A. Try to figure out which is the right address.

B. Send a package to BOTH addresses.

Anyhow, back to Maria Veloso's mailing address.

As I go down his page I find this:



*"Maria Veloso is the only copywriter on the planet who was able to get me to read 14 pages of web copy, through the **hypnotic power** of words, and compel me to **pull out my credit card and shell out \$2,500** for a one-day seminar. In fact, her copy is so powerful I'm helpless to say "no" to any of her offers. Many of the products I own today are a result of her web sales letters."*

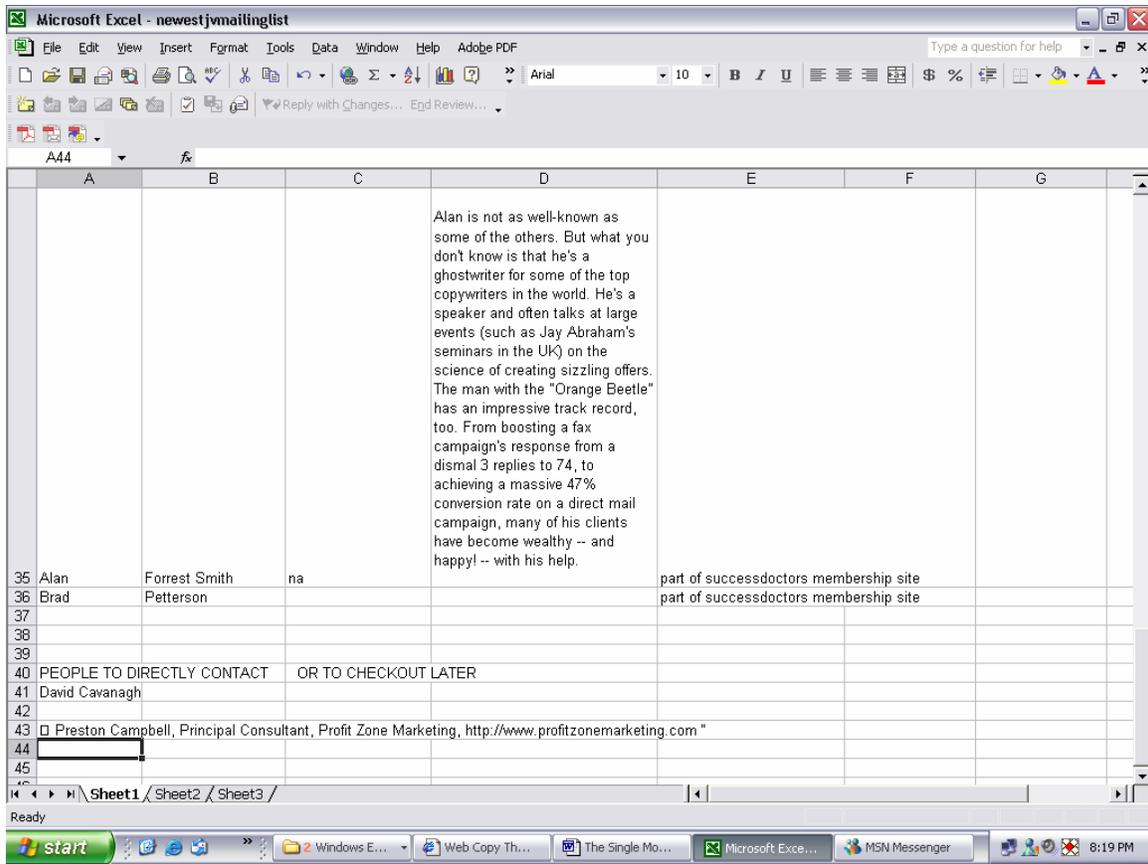
— Preston Campbell, Principal Consultant, Profit Zone Marketing, <http://www.profitzonemarketing.com>

Click here to read other [rave reviews](#).

“

- Preston Campbell, Principal Consultant, Profit Zone Marketing, <http://www.profitzonemarketing.com> “

So I'm just going to put all these new contacts at the bottom of my excel sheet, to look up afterwards. Like this:



Look ... checkout another person I just found on her sales page:

*"Maria -- I just love your book! I spend about \$30,000 a year on copywriting education and I have to say this is the best on web copy **hands down!**"*

-- Lou Vukas, [www.realestatefortunes.com](http://www.realestatefortunes.com)

Talk about the *PERFECT PERSON TO TELL ABOUT BRIAN'S WEBSITE!* I'd love to get to know someone who's got that much money, and who is that interested in copywriting, because they themselves would love to have a copy of Brian's product.

In fact... just from this website... looking at the people she choose to show off testimonials from... I've found over 15 new possible JV PARTNERS!

Preston Campbell, Principal Consultant, Profit Zone Marketing, <http://www.profitzonemarketing.com> "

Rick Miller, Internet Market Biz newsletter, [www.InternetMarketBiz.com](http://www.InternetMarketBiz.com)

Paul Schlegel, [www.learnfastearnfast.com](http://www.learnfastearnfast.com)

*"Maria -- I just love your book! I spend about \$30,000 a year on copywriting education and I have to say this is the best on web copy hands down!"*

-- Lou Vukas, [www.realestatefortunes.com](http://www.realestatefortunes.com)

Mekhola Majumdar, [www.writingwealth.com](http://www.writingwealth.com)  
Daniel Lok, Author, "Million dollar Copywriting Secrets of the  
World's Greatest Copywriters

Tony Ostian, Web Copywriter, <http://www.WebCopyGuy.com>  
Susan B. Loebel, Web Copywriting Specialist,  
[www.webcopywriting.us](http://www.webcopywriting.us)

Nancy Travis, Web Copywriter, Miami, Florida  
Carlos Garcia, Publisher, Wealthy Secrets newsletter, London, Ontario,  
Canada

Thomas Myer, Freelance Technical Copywriter, <http://www.myerman.com>  
Charmain R. Johnson, Certified Web Copywriting Master, Jackson, AL  
Cyber Quinn, Certified Web Copywriting Professional, Los Gatos, CA

Mike Jezek, Psychological Sales Letter Specialist (tm),  
[www.irresistiblecopywriting.com](http://www.irresistiblecopywriting.com)

They will all link to more people... and those people link to even more people.  
Anyway... I put these people into my excel sheet and then keep on going because I want  
to get Maria's contact info –I think she can immediately sell Brian's course and quickly  
get cash into my pocket!

But – this Maria does not put her contact info anywhere on here website! (We don't  
want WHOIS information, or ALEXA information, we want an address *THEY PUT ON  
THEIR WEBSITE THEMSELVES*... or else we won't know for sure that she's getting the  
package!)

So... because we do have an e-mail address, we'll send this:

Subject: Maria, do you know Brian Keith Voiles?

Or

Subject: Maria, I need your shipping address!

(Both subject lines work)

Message:

Hi Maria,

It'd be a pleasure to get to know you better; this is Brian Keith

Voiles Affiliate Manager Jason Cox.

Brian and I wanted to fed-ex you a copy of this new copywriting clinic he's been slaving over... and although I was going to surprise you and send it without you even knowing...

I can't find your address anywhere on your website!

This isn't just your typical copywriting product... he's actually made video recordings of himself critiquing real clients sales copy! He's also made movies of himself WRITING sales copy.

Seasoned copywriters are taking his advice, and doubling their conversion rates on the spot.

It's amazing, and if you'll just let me know where to send it, I'll get it off in the mail to you in no time.

Warmly,  
Jason Cox

P.S. Feel free to call me at 505-280-8236 if you need to get a hold of me... or if you'd even like to have me tell Brian to give you a call.

IMPORTANT NOTE! - I was BETTING that Maria would recognize Brian's name... because Brian is a copywriting legend. If you have ANY doubt whether the person you're mailing to would know the author of your book... tell them why they should consider checking out the product! (If I didn't think she knew who Brian is... I would have laid out the following "testimonials" people have said about him.

I would have included things like these:

**Brian first-hand because I've hired him, and he has made me over \$100,000.00 on a single letter.**"

**Yanik Silver · Master Internet Marketer**

"If I had to pick one business skill that I was born with, it'd be copywriting. I swear, with the right copywriting, a guy could conquer the world. **And there's no one on the planet I'd rather sit at the elbow and learn from than Brian Keith Voiles.**

"Why? Because, first of all – he's just one hell of a nice guy. But mostly because **Brian's last bit of copy made me \$98,838.35 in the first 83 days... and that's not even counting back-end revenue and repeat business that those customers brought in.** *(The ad actually brought in more but that amount is the amount I've got concrete proof for).*"

**Frank Kern · Master Internet Marketer**

"The most recent letter Brian wrote for me filled the seminar seats to overflowing in record time. Because of Brian's sales letter, I made \$52,682 in 30 days. **Get your hands on everything he has to offer before he realizes he should charge triple what he does!**"

**Robert G. Allen · New York Times  
Best Selling Author**

"**I truly believe that copywriting is the number one deciding factor between success and failure online.** It was only when I fully committed myself to using outrageously good copy with all my projects that I went from making peanuts online to quickly **exceeding the \$200,000 a year barrier, and life is looking better every day.**

*(The ad actually brought in more but that amount is the amount I've got concrete proof for).*

Get the point? I picked a KILLER product to sell. =-)

And... there's no reason you can't sell this same course yourself, after you finish taking my course.

I'm a lazy guy... and although this has worked for me every single time... I'm lazy, and I'd rather have people like you earning the big bucks setting up big joint ventures for Brian and my own products!

But – which product you choose to sell is for you to decide. I actually recommend that you don't sell this course unless you're fascinated with learning marketing. Just remember that you can sell anything under the moon with this system, so just keep on trucking, and we'll have you making money in no time.

I'll e-mail that off now, and put a note of the partial address in my excel sheet. If she replies back within a few days she gets the package now, if not, we'll just have to send the package to her later.

Moving on... Joe Vitale.

## Joe Vitale

Joe is known as the world's first Hypnotic Marketer. He's the author of too many books to list here, including the #1 bestseller, "Spiritual Marketing," the bestselling ebook "Hypnotic Writing" and the bestselling Nightingale-Conant audio program, "The Power of Outrageous Marketing."



Joe has written record-breaking sales letters, news releases that have gotten people rich, and email campaigns that have made thousands of dollars in just minutes!

I type in "Joe" in google, and the first listing that shows up is his site:

A screenshot of a web browser window displaying the homepage of Joe Vitale's website. The browser's address bar shows "http://www.mrfire.com/". The page features a red and yellow header with the text "He's 'Mr. Fire' for Copywriting, Promotion, and Marketing Consulting™" and "Joe 'Mr. Fire' Vitale". Below the header is a navigation menu with links for Home, Products, Articles, Newsletters, Photos, Secrets, Link to Us, and About. The main content area has a white background with a red border. It contains a large orange headline: "Accelerate Your Success By Using Joe 'Mr. Fire' Vitale's Tested and Proven Marketing Secrets (only available here...) And You'll See Amazing Results Immediately!". Below the headline is a small photo of Joe Vitale and a call to action: "Click the Play Button Below to Hear a Special Message from Dr. Joe Vitale Himself!". On the left side of the page, there is a sidebar with a "Newsletter HOT" section, a "News You Can Use!" graphic, and a subscription form with "Enter e-mail", "Subscribe", "Unsubscribe", and "Submit" options. The browser's search bar shows "joe vitale" and the search results show "12,991" results.

Super high alexa ranking... 12,000 (much more traffic than our new site which is only months old and is already at 30,000)... so if he's been keeping up this kind of traffic for along time... he's probably got a huge mailing list.

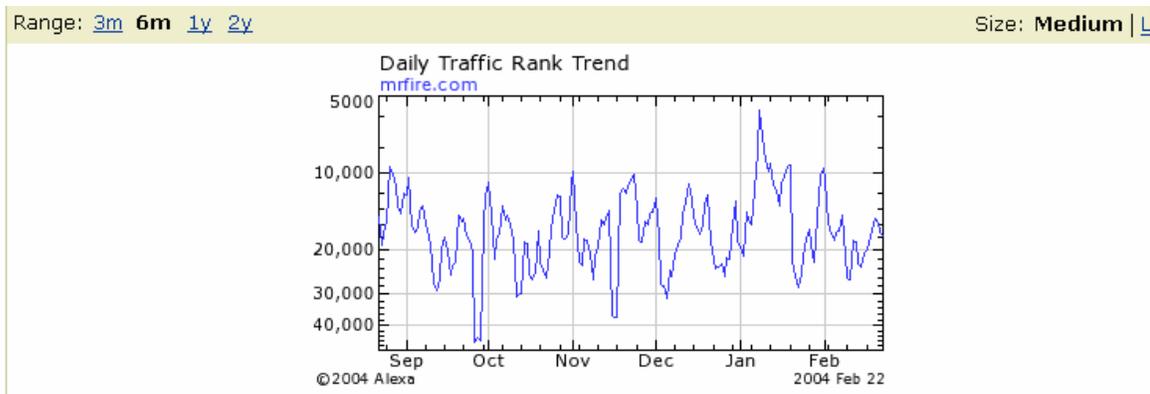
Now, let me show you how long this website has been around.

(The alexa tool is available for free at [www.alexa.com](http://www.alexa.com) and it tells you how much traffic websites get... of alexa users. If you don't have it, you can download it anytime after reading this course for free.)

Click the blue link that says 12,991 on the screen above and we go here:

The screenshot shows the Alexa website interface. At the top, there's a search bar with 'joe vitale' entered. Below that, the Alexa logo and navigation links like 'BROWSE SUBJECTS', 'TOP 500 SITES', 'MOVERS & SHAKERS', and 'FREE TOOLBAR' are visible. A banner promotes becoming an Amazon.com Associate. The main content area features a search box, a 'Go to site now' button for 'Mrfire.com', and a 'See Traffic Details' link. A small thumbnail image of a book titled 'Joe "Mr. Fire" Vitale' is also present. On the right, there are two sponsored link boxes: one for 'Joe Vitale audio program' and another for 'More Sales - More Money'.

Click the “See Traffic Details” and we get this:



Notice for the past “6m” (6 months) he’s had traffic between 60,000 and 5,000.

VERY IMPRESSIVE!

That means he has a HUGE list!

Here’s his headline... so we know right away... this guy can sell copywriting courses:

*What you should know about this World Famous Copywriter, #1 Best Selling Author, and highly sought after Advisor as he reveals the Money-Making Secrets that earned him a reputation as an International Marketing Guru...*

**“Accelerate Your Success By Using Joe “Mr. Fire” Vitale’s Tested and Proven Marketing Secrets (*only available here...*) And You’ll See Amazing Results Immediately!”**

“World Famous Copywriter”

... “Marketing Secrets”

... Looks like a great match.

I’ll grab his contact info, and log him into the mailing addresses.

Now... on to the next person. (Note: this guy has a ton of articles... if I don’t succeed in setting up JV’s with these people the first round, with this much effort, I’ll go right back at them with twice as much research done on each jv person, and an even better offer.

Now, the next guy:

## **Rick Beneteau**

Rick has created some of the most moneymaking direct response sales copy that exists on the Internet today. He has ghostwritten copy for some big-name marketers and consulted on many top-producing salesletters currently on the Internet.



Without a single affiliate on day one, Rick's first ebook sold \$32,000.00 in it's first month at a price of only \$29.95 — in fact, the secure server was down for several days! He's also the creator of many innovative products on the web, including the wildly popular *I.D.-It! Plates*, is just one of his many success stories.

My Comments: Interesting... this is the kind of person where you’re not 100% sure he could sell a bunch of books... but you are sure that he could find you people who COULD.

So – let’s do a quick search for his name and see what pops up.

This page made me change my mind:

g package by Marlon Sanders, Yanik Silver, Paul Myers, Jim E - Microsoft Inter

Refresh Home Search Favorites Media History Mail

teau.html

Go Quick Search Mail Tools News Entertainment Sur

Search Web PageRank 963 blocked AutoFill Options

Search Info 79,615

# heBIGBANGcd.com

The Greatest Internet Marketing Product - Ever! [Close this window](#)

## Rick Beneteau



Rick has been marketing online since 1998 and is the author of 3 top-selling Internet marketing eBooks - The Ezine Marketing Machine, Branding YOU and Breaking the Bank and the recent blockbuster, Success: A Spiritual Matter. The 48 year-old is also the purveyor of those famous 'traveling billboards' known as I.D. IT! Plates. In March 2002, he released People Building People, an online newsletter and resource center and in 2003 his first print book, "A Large Slice of Life to Go, Please!" hit the bookstore shelves.

Courtesy of Rick, you get...

Copies of his 3 top-selling eBooks:

The Ezine Marketing Machine	Branding YOU and Breaking the Bank	Success: A Spiritual Matter
Value \$29.95	Value \$29.95	Value \$49.97
		

Windows Ex... The Single Most... TheBigBangCD... Sign On

What that block of text says is this:

\*\*\*\*\*

Rick has been marketing online since 1998 and is the author of 3 top-selling Internet marketing eBooks - The Ezine Marketing Machine, Branding YOU and Breaking the Bank and the recent blockbuster, Success: A Spiritual Matter. The 48 year-old is also the purveyor of those famous 'traveling billboards' known as I.D. IT! Plates. In March 2002, he released People Building People, an online newsletter and resource center and in 2003 his first print book, "A Large Slice of Life to Go, Please!" hit the bookstore shelves.

Even though his alexa ranking at the two sites I found were 70,000 and 110,000... and the 70,000 site I'm not 100% sure was his... and even though his

website isn't about "copywriting" and it's more about "writing articles to get free publicity"...

\*\*\*\*\*

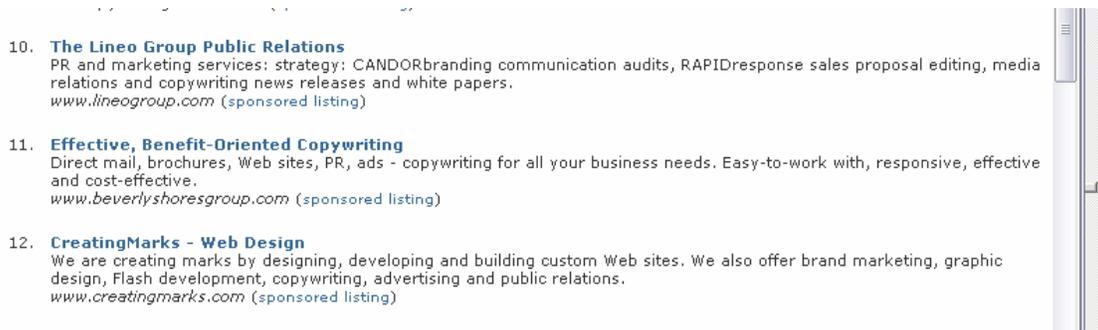
He looks like a great potential partner who if nothing else, will introduce me to new people. So I'm going to put him in my first batch of 25 people to send this jv-package out to.

(I couldn't find his address on his own sites either, so I'm going to mail him the same letter I sent Maria. By the way: mark your emails as "high priority" to get more attention to your letter.)

Now, we've already collected 10 addresses to potential JV partners, we have lots of people to go after in the future, we've got a long list of more partners to go after...

And ALL we've done is go through the first 9 results for 1 keyword in [www.overture.com](http://www.overture.com)! You can do this for days and days and days... and constantly find more and more jv partners. This little "routine" is your ticket to a \$150/hour job that you can work whenever you want. Get excited, this is **really** easy to do, you will start making lots of cash doing this!

Here's where we left off at google:

- 
10. **The Lineo Group Public Relations**  
PR and marketing services: strategy: CANDORbranding communication audits, RAPIDresponse sales proposal editing, media relations and copywriting news releases and white papers.  
[www.lineogroup.com](http://www.lineogroup.com) (sponsored listing)
11. **Effective, Benefit-Oriented Copywriting**  
Direct mail, brochures, Web sites, PR, ads - copywriting for all your business needs. Easy-to-work with, responsive, effective and cost-effective.  
[www.beverlyshoresgroup.com](http://www.beverlyshoresgroup.com) (sponsored listing)
12. **CreatingMarks - Web Design**  
We are creating marks by designing, developing and building custom Web sites. We also offer brand marketing, graphic design, Flash development, copywriting, advertising and public relations.  
[www.creatingmarks.com](http://www.creatingmarks.com) (sponsored listing)

Let's exhaust this keyword, but visiting the top 20 sites... then exhaust all the other contacts we've found... on the websites from within these 20 sites.

Then, I want to move onto some other important places to look for joint ventures!

Here's an example of a NOT GOOD JV website:



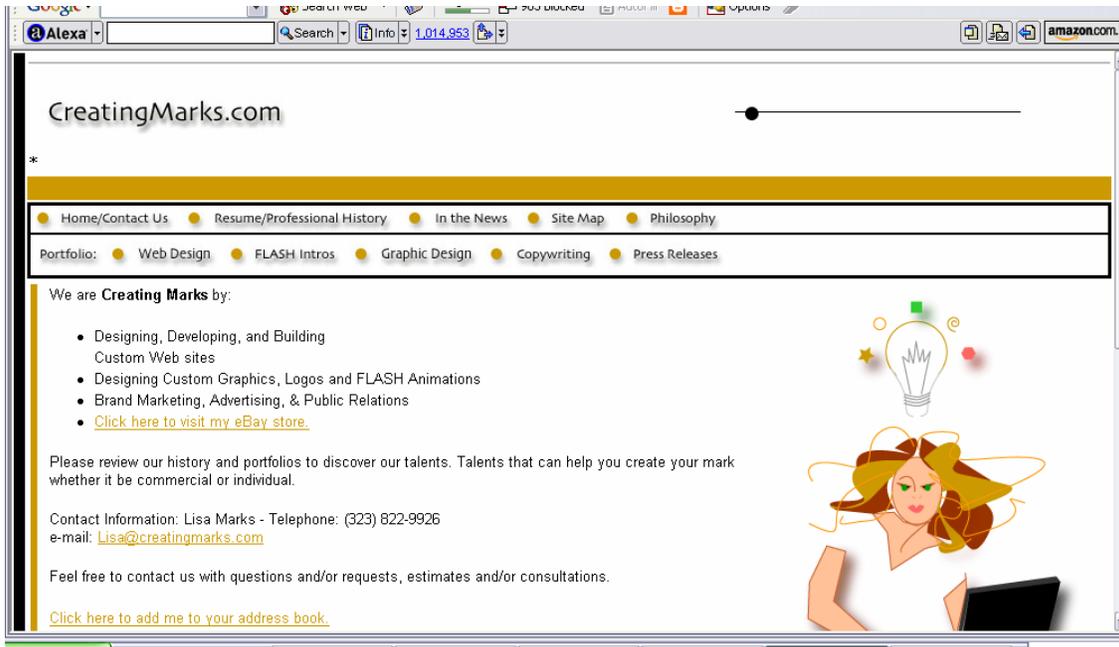
The headline is “Better Business through Better Marketing” ... “Your customers will read and respond to your communications.”

That is not the best headline I've ever read, and the site has no traffic. To be *REALLY* good at setting up joint ventures, you need to be able to:

- A. See a good sales letter when it's in front of your face
- B. Quickly recognize which ones suck

If you want to become *EXCELLENT* at setting up joint ventures, than you need to get a little bit of knowledge about copywriting. More on that later... just get a feel for it by looking at these screen-shots, and seeing what I have to say about each one.

Next site...



“1, 000, 000 alexa ranking spells GOOD BYE”... nobodies ever been to this website.

It took me 15 seconds to see this page and then close it.



**NANCY FLYNN**  
*The \$100,000  
Writer*

## WRITE TO BUSINESS™

WELCOME ABOUT NANCY WRITING WORKSHOPS ORDER CONTACT NANCY

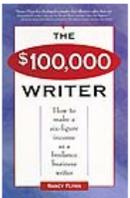
---

### welcome

[Writing Success and Income Beyond Your Wildest Dreams](#)

Nancy Flynn, *The \$100,000 Writer*, shares the secrets of six-figure success with any writer eager to turn basic business-writing skills into a \$100,000 income.

A successful business writer who has generated millions of dollars writing copy and teaching others how to write, Nancy reveals closely-guarded money-making secrets most writers are never exposed to.



Whether you're a writer struggling to break out of freelance poverty, an experienced writer looking to supplement your income, or an in-house writer eager to start a home-based business, *The \$100,000 Writer*, can help you achieve six-figure success.



**The \$100,000 Writer Is Your Ticket Out of Freelance Poverty!**

*"Nancy Flynn has developed a simple--but effective--plan that any determined writer can use to boost their income into six figures."*

--Jennifer Bayse Sander, Co-author of *The Millionaire Across the Street* and *The Complete Idiot's Guide® to Getting Published*. [Read what professional writers have to say about \*The \\$100,000 Writer\*.](#)

Holy crap... almost a 2 million-alexa rank.

It's hard to find a website with as little traffic as this lady. But... the headline is *STRIKING...* and a *DEAD CENTER MATCH* to Brian's website:

Here's 1 headline ... that pop's out at me:

**The \$100,000 Writer Is Your Ticket Out of Freelance Poverty!**

But... when I go to her sales page.... Its top-notch copy:

***Struggling Writers: Break Out of Freelance Poverty!***

**Writers: Learn how to make \$100,000 a year  
--or more--freelancing**

**Seven Closely Guarded Secrets of Six-Figure Business-Writing Success Revealed**

by Nancy Flynn

---

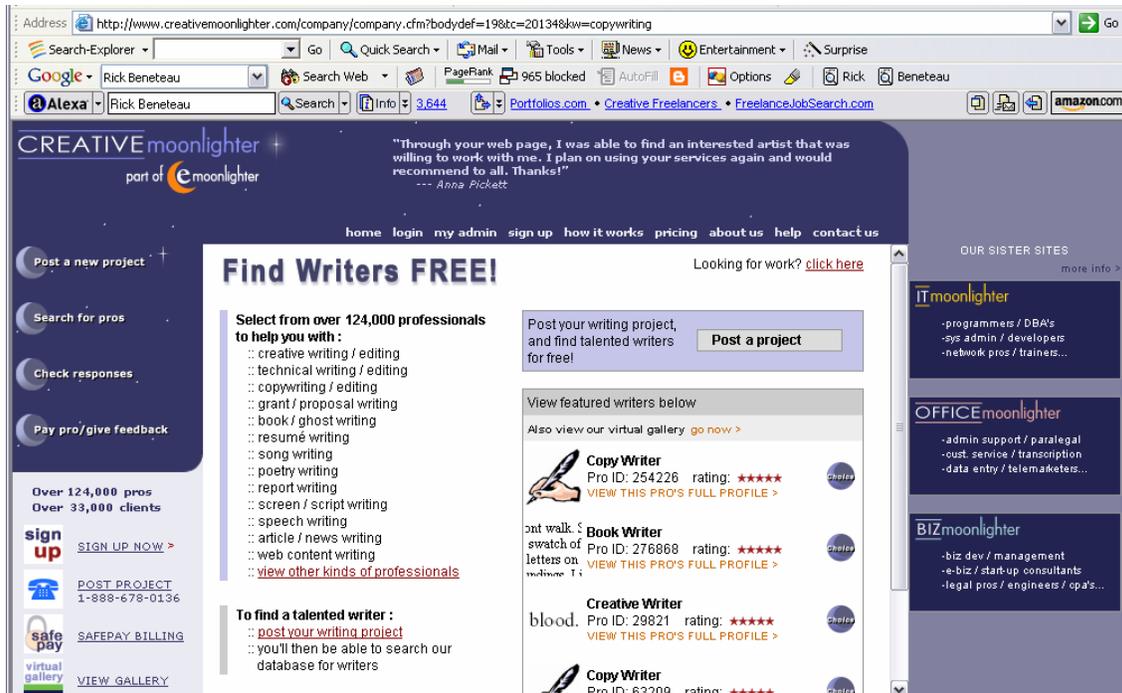
How would you like to spend your days doing the work you love (writing) and generate a six-figure income in the process?

If this sounds like an impossible dream, chances are you still are struggling to find your way out of freelance poverty, and you are not alone. According to a National Writers Union survey, the median income of experienced freelance writers is \$4,000 a year, with only 16 percent of writers generating \$30,000 annually. And let's face it, \$30,000 isn't going to buy anyone a particularly comfortable lifestyle today.

**The \$100,000 Writer Provides Simple and Effective Tools any Writer Can Use to Generate an Annual Income of \$100,000 or More**

If you read the rest of her sales copy, you can see... lots of people have taken her course... so she obviously could mail directly to her CUSTOMER list... and sell Brian's site. So – I'll put her on the first batch of JV partners...even though a reason not to send it to her would be the low alexa rank. I suggest you be pickier than I am right now... so that your first batch brings in maximum profits the first try.

This next listing in [overture.com](http://overture.com) looks like "hog heaven" ... but it might be a bit difficult to land a joint venture with:



3,844 alexa ranking... it's a huge market place full of Copywriters.

In fact... it's not a "small business owner" in his office making sales... and the owners not making his income selling information... so chances are a JV with him would be extremely difficult.

So... I'm going to save this in my excel sheet as an excellent site to hunt-down later! (In this book I will show you different, more advanced, approaches you can use with websites like these. Your first goal is to send out 25 JVs, filled with plenty of "definite" matches... and a few big-boys like we've found such as Michel Fortin and Joe Vitale.)

Next listing in overture for "copywriting":

Address [http://www.inst.org/copy/cop\\_bro.htm](http://www.inst.org/copy/cop_bro.htm)

Search-Explorer Go Quick Search Mail Tools News Entertainment Surprise

Google Rick Beneteau Search Web PageRank 965 blocked AutoFill Options Rick Beneteau

Alexa Rick Beneteau Search Info 52,664 English Literature Course from... Starting to Cartoon Distance Learning USA

The on-line prospectus for the official Diploma course  
from The Institute of Copywriting

# Diploma in Copywriting

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[About the course](#)

[Course contents](#)

[What's in the pack?](#)

[Frequently asked questions](#)

[What our students say](#)

[Free Brochure](#)

**COPYWRITERS ARE SPECIAL**

Copywriters are a special breed of people. They're skilled writers. They have an excellent standard of living. Their work is intellectually demanding. And they inhabit a glamorous world.

Their work appears in glossy advertisements, in TV jingles and in beautifully produced brochures.

(OK, we also produce a lot of ordinary stuff, as well. But we don't tell anyone that).

Most copywriters work unseen; and few people know them.

You could be part of that world.

BINGO!

52,000 alexa rank = lots of traffic.

Overture.com advertiser = they're in this for business

The headline "diploma in copywriting" shows that they have the kind of customers who are proven to buy copywriting related materials.

A definite grab.

But – now we're dealing with a university... not a single person.

What do we call them?

Well, here's what they call themselves:

**The Institute of Copywriting**

3671 Powder Horn Drive  
Furlong, PA 18925, USA

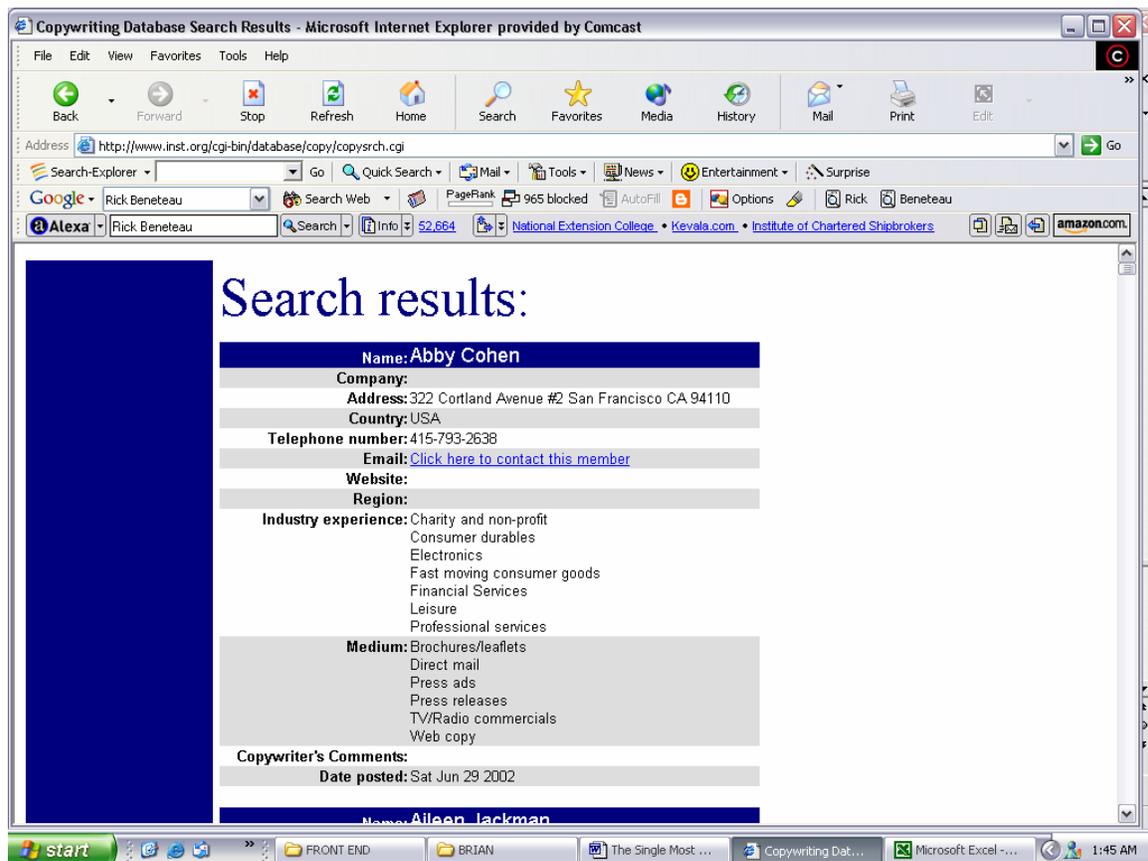
So for the first name I'll put "Institute of Copywriting" ... because my JV letter is going to start:

Dear [firstname],  
Which would print out as:  
Dear Institute of Copywriting,

Moving on, while searching this web for “testimonials” and accidentally swung by this big button that says “Find Copywriters”.

hell – that’s exactly what I want to do.

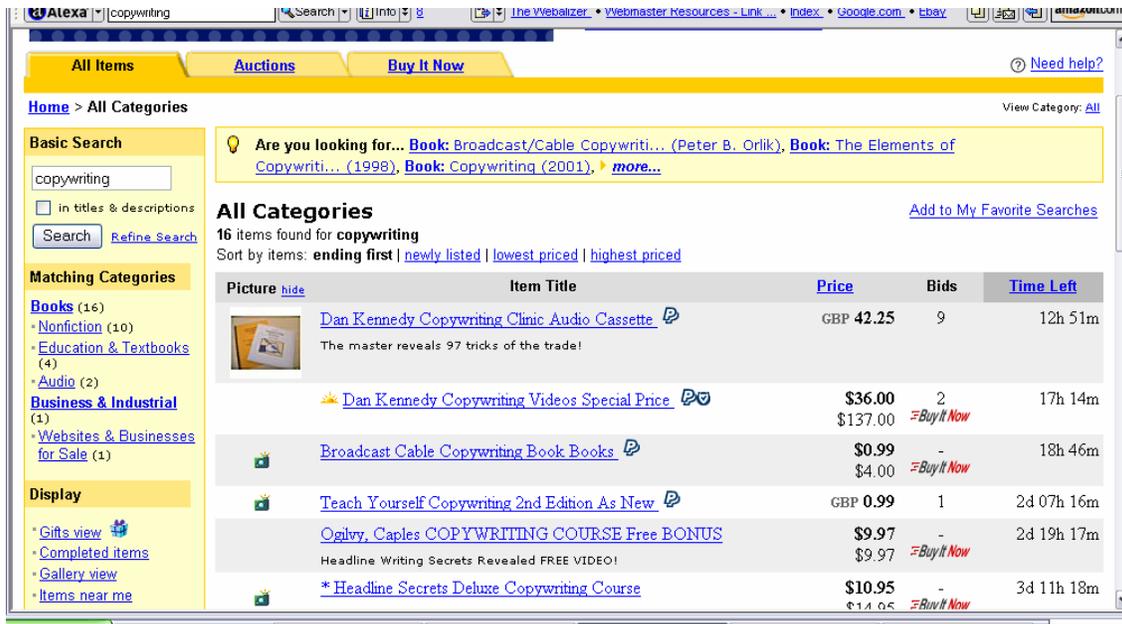
I put “any state” and now it shows this:



This is 1 entrée... out of HUNDREDS!

I’m going to save this list... and send the people on this list a copy of the sales letter... *MYSELF* ... and earn a 1<sup>st</sup>-tier cut if this website doesn’t want to play ball with me. That’s how on-target those names are.

One site that showed up was an ebay site:



You might quickly push this off as a “too big of a JV partner”... but realize... if people are making a lot of money selling things on e-bay now-a-days...especially copywriting courses...

There might be someone who’s got a NICE list of customers he’s found FROM EBAY!

Anyhow... that’s a whole new way to find JV’s. Finding JV’s isn’t really my “expertise”... it’s actually pretty easy to do, now that you’ve watched me do it.

The MOST IMPORTANT part of this book is still to come. And that’s.... how to get this mailing list of people to start selling your products! But – before we get into that, I want to show you a few more important places to find JV’s.

#1. Replicate what I just did... but in [www.google.com](http://www.google.com) for the keyword copywriting. (There are 2 types of search engines. The kind like overture.com where bidders pay to be listed, and if they don’t pay-per-click, they aren’t listed. Then there is yahoo.com or google... who lists a few of these paid advertisers at the top of their listings... and put “free results” at the top. The free people often times bring in different sites than the paid... but the process is exactly the same for building a JV list.)

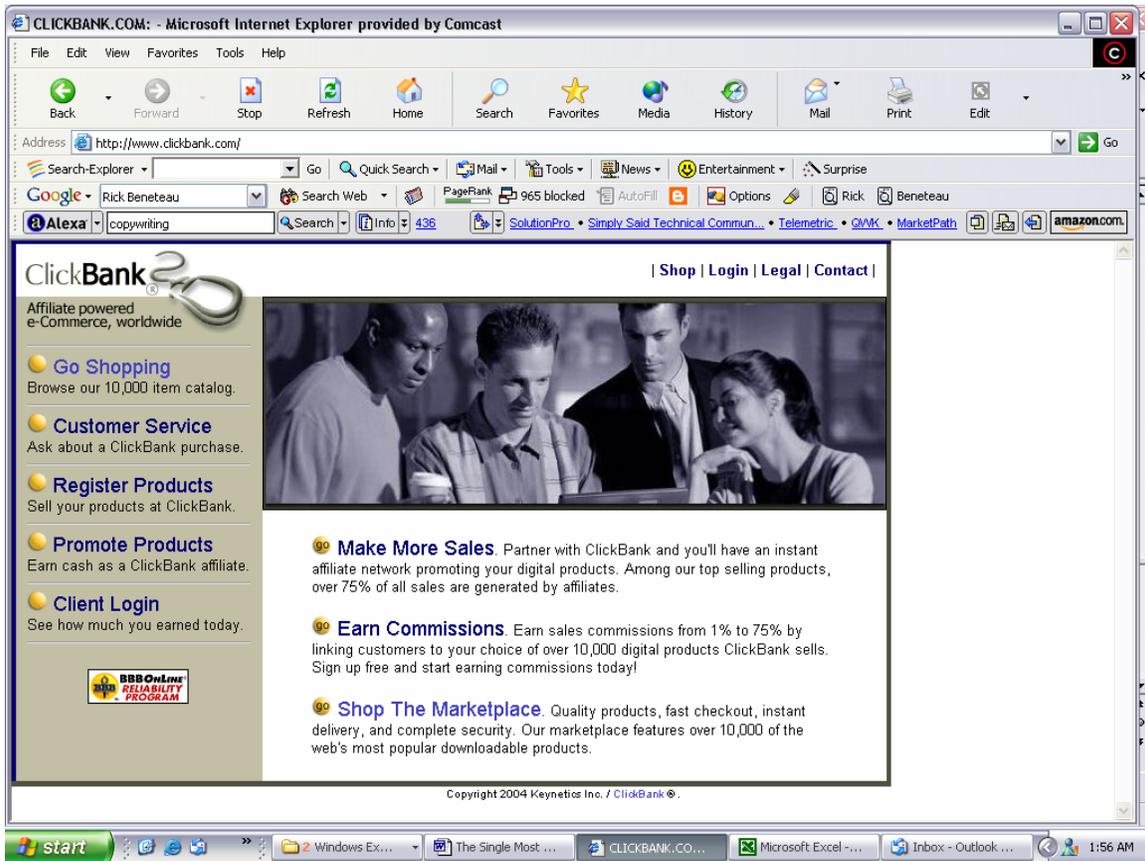
#2. This is the best URL you’ll ever find!

[www.clickbank.com](http://www.clickbank.com) and [www.cbmall.com](http://www.cbmall.com)

This is a website FULL of digital products... for sale.

These people ALL can be GREAT JV partners.

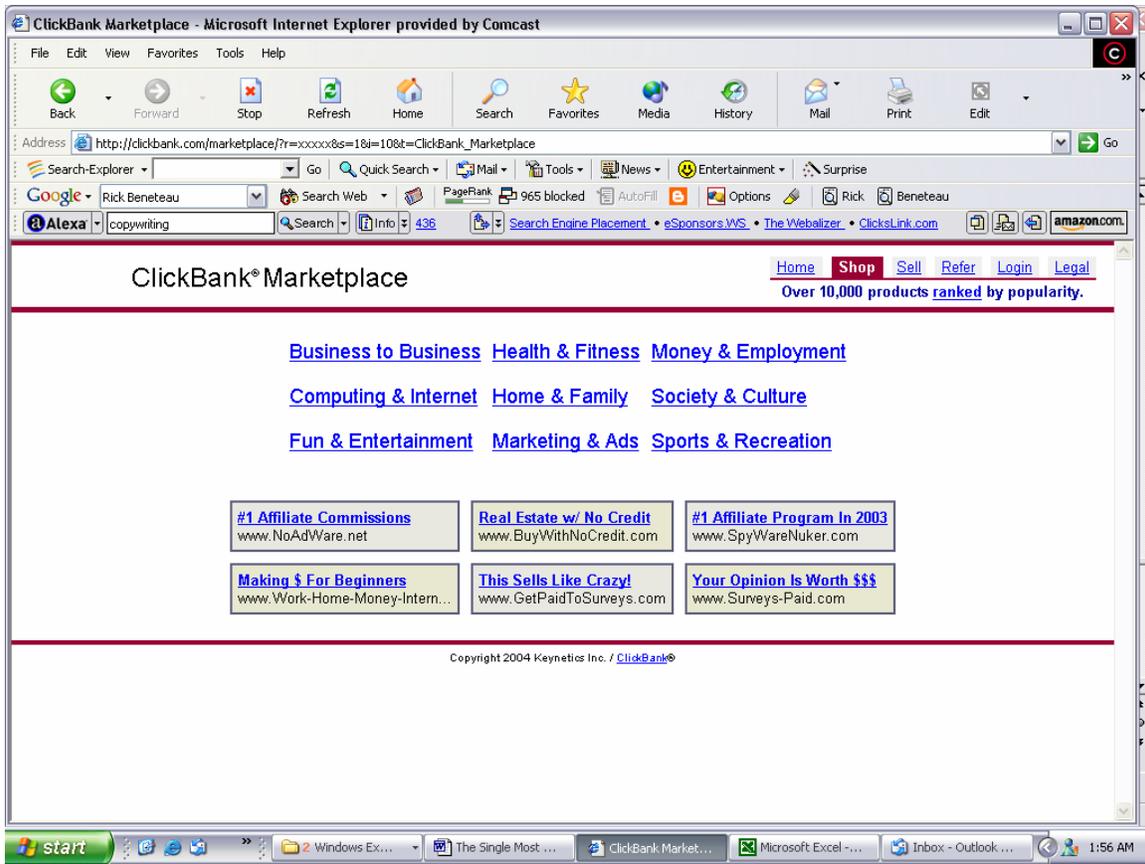
Here's what this website looks like:



click bank

www.cbmall.com is just a tool to search for products inside clickbank.

If you click on “Go Shopping” you go to here:



Our job is to find websites who are *HIGHLY* targeted to copywriting.

In other words... they have something *DIRECTLY* to do with copywriting... or the person is selling a product that is *DIRECTLY TIED* to copywriting.

So for this website... I really need to understand the *CUSTOMER* of the product I'm trying to sell.

Who would buy Brian's killer copy clinic for \$97/month just to watch video's of him critiquing sales copy... and who would pay \$247/month to have their sales copy critiqued? Well...

- A. People selling information or services online (like all the people in clickbank selling e-books for example, but clickbank doesn't do joint-ventures. =( ... you never want to go after people who aren't already making money endorsing other peoples products.)
- B. People who've already purchased books/courses on copywriting
- C. People who've purchased a book about selling e-books online... and has just found out "to make this work, I better start buying copywriting advice!"

D. Copywriters who want to get better.

So with that in mind... I'll start off by clicking the "business-to-business" section in clickbank. Here are the top 10 selling e-books in this category.

Read each title, and you tell me, which ones do you think would be most apt, to do a partnership with?

1) **[I Raked In \\$436,797 Online Last Year](#)**

Now you can too! Get all the insider secrets in Rosalind Gardner's 'Super Affiliate Handbook'

2) **[How To Write Your Own eBook In 7 Days!](#)**

Write and publish your own OUTRAGEOUSLY Profitable eBook in as little 7 days - even if you can't write or type!

3) **[Sell On eBay For Huge Profits. Simple!](#)**

Discover a simple NEW way to make money on eBay in your spare time!

4) **[Get Traffic Now - Search Engine Cloaker!](#)**

Need Web hits? Outsmart search engines to get more listings, more quickly!

5) **[The Membership Super Pack](#)**

Four best selling memberships for the price of one / 60% Commission Rate.

6) **[Turn Words Into Traffic](#)**

Simple 'Traffic Machine' Creates Instant Avalanche of FREE Traffic to your website or affiliate links!

7) **[The Web's Greatest How-To Toolkits!](#)**

Discover the TOOLKITS that are earning a fortune for our affiliates. And join them right now!

8) **[The Affiliate Business Blueprint](#)**

How YOU Can Create Your Own Unique Online Business Without Having to Invent Your Own Product!

9) **[ProfitCalc - #1 Auction Tool For eBay](#)**

High conversion rate! Sell on eBay or your web site ~We show you how~ Software sells itself!

10) **[eBook Secrets Exposed](#)**

How to Make MASSIVE Amounts of Money In Record Time With Your Own eBook - Whether You Wrote It Or Not!

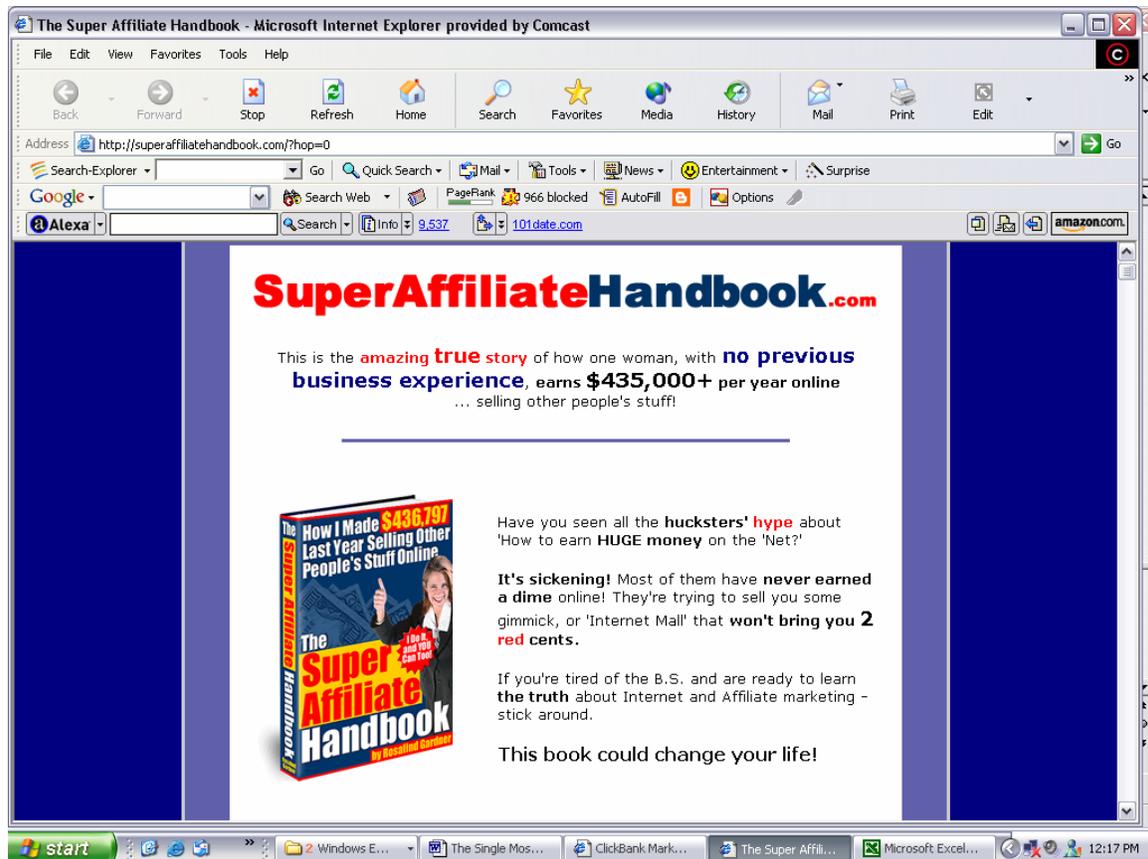
Ok. So let's go through each of these 1-by-1, and talk about some incredibly important fundamentals and concepts you need to understand.

The most purchased clickbank product in business-to-business is this ebook:

[I Raked In \\$436,797 Online Last Year](#)

Now you can too! Get all the insider secrets in Rosalind Gardner's 'Super Affiliate Handbook'

Here's what the front page looks like:



Now, what do you think about Rosalind (the author of this book) being a joint-venture partner? She's got the super-high alexa ranking... but there are a few disadvantages as well.

Fundamental Problem #1. She's the #1 person on clickbank... so chances are she's got ridiculous numbers of people asking for a joint venture. (Luckily, our methods stand out way better than anything else out there, so this isn't the biggest problem.)

Fundamental Problem #2. Even though Rosalind, who has a gigantic mailing list, could probably sell just as many accounts to Brian's website as all the 10 people we've already found ... possibly even all those guys put together ...

She could make way more money selling another e-book that was on exactly the same topic as the first book she sold her customers.

Think about it... when you get into learning a hobby – like making money on the Internet... as a customer, you're not going to just buy 1 book.

You probably only need one book, but the truth is that people *BUY* out of *IMPULSE*... and they often buy *EVERY BOOK ON THE TOPIC!*

I know that's the way I do it. When I want to learn search engine optimization, I go buy everyone's book, and I read all of them.

When I was just getting into copywriting – same thing.

Rosalind Gardner (the author of this e-book on how to make money with affiliate programs) ... knows that she can send out a sales letter to her mailing list 1-4 times per month and probably make tens of thousands of dollars each mailing!

Obviously – unless she wants to be constantly creating tons of new products – she's going to be endorsing other people's products, and picking up her extra tens of thousands of dollars per month.

Just remember, she's going to be very careful and picky about who she chooses to partner with based on which types of books have made her the most money in the past. Think of it this way...

If you had 1,000 customers who pulled out \$47 to buy a book on “how to make money with affiliate marketing” ... do you think they'd be more interested in buying?

- A. “New Secrets About Affiliate Marketing Opportunities Found In ClickBank” for \$97/month
- B. “Learn how to write killer sales letters even if you can't write worth squat” for \$97/month

Obviously... option A is much more “in line” with the kind of business model that Rosalind has setup for her customers, and she knows this. These are the kind of JV's she'll keep an extra open eye for.

The kinds of people who want to learn copywriting from Brian's site are:

- A. Already making money online, and write a lot of their own books, so instead of paying tens of thousands of dollars hiring pro copywriters, they'd just prefer to write their own.
- B. Someone who's got a product, a lot of traffic, but can't convert the traffic... is going to be *LEAPING HURDLES* to get Brian's product.

C. Anyone who makes a living selling copywriting... or who wants to become a copywriter for a living... would *JUMP* on this offer.

Now, what does this have to do with Rosalind Gardner?

**A LOT.**

If you think about it... a select group of Rosalind's customers will be at the stage of "B". It's incredibly important to know as much about what everyone else is doing online as possible, while setting up joint ventures.

Rosalind likes to buy traffic... capture e-mail addresses... and then sell affiliate products for a 1<sup>st</sup>-tier commission. That is what her book is all about. Now, the people who *JUST RECENTLY* bought her book would have no use for learning how to improve their copywriting.

But... the people who bought the book a long time ago ... might really really really need Brian's help converting more of their traffic into sales.

So – I'm going to put Rosalind into my first round of JV's, knowing it's a bit of a long-shot, but I'm going to put a note of how "we could do something special" for her long-term customers.

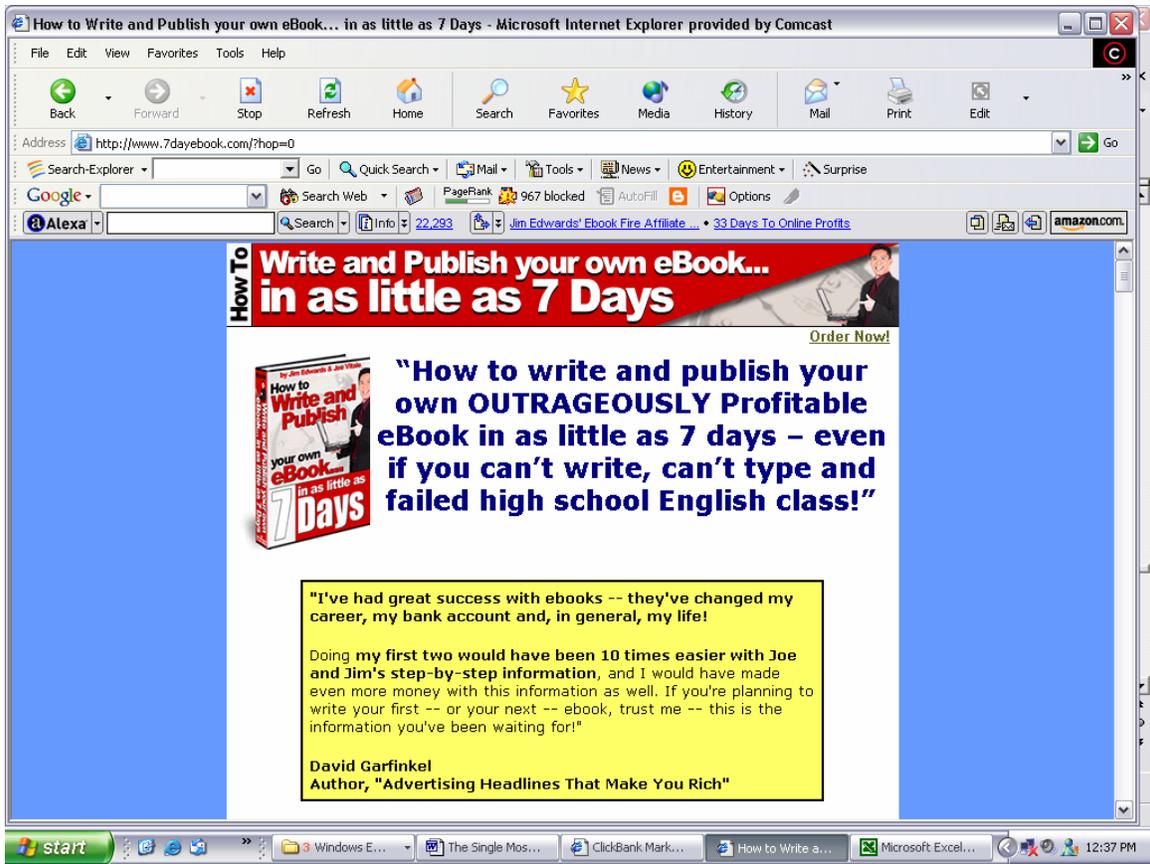
Anyhow – more on the "special" offer we'll add in the next chapter, when we put together our killer "packages".

Here's the 2<sup>nd</sup> best seller in clickbank.

**2) [How To Write Your Own eBook In 7 Days!](#)**

Write and publish your own OUTRAGEOUSLY Profitable eBook in as little 7 days - even if you can't write or type!

Here's the front page:



Again, the same fundamentals apply.

People who “just” bought this book would be most interested in another book on the same topic called “how to create a product in 7-days that’ll sell for twice as much as an e-book” (or something like that).

But – the people who’ve been a customer for awhile, and actually started writing e-books, have quickly learned that *COPYWRITING ISN’T THAT EASY UNTIL YOU LEARN THE SECRETS OF IT!*

And... the people who manage to get traffic to their websites... well they’ll be *ON THE LOOKOUT* for copywriting services... because they’ll know if they could just increase their conversion rates a little bit, they’d start making a lot more money.

So – again. He’s not the most targeted person to do a joint-venture with, but there is a *COULD* sell a lot of copywriting memberships with a special offer to that select group of people.

QUICK REMINDER: Every time you visit a website... you want to look at testimonials to find more potential jv partners to look up later. At this one above.. I found:

**David Garfinkel**  
**Author, "Advertising Headlines That Make You Rich"**

**Kenrick E. Cleveland**  
**Author, "Max Persuasion"**  
www.maxpersuasion.com  
"Learn How To Talk Anyone Into Anything, Anytime."

**Jay Conrad Levinson**  
**Author, "Guerrilla Marketing" series of books** www.JayConradLevinson.com

**Kevin Donlin**  
**Author, "Guaranteed Marketing"**  
[www.guaranteedmarketing.com](http://www.guaranteedmarketing.com)

**Vaughan Davidson**  
[www.KillerCovers.com](http://www.KillerCovers.com)

Ok, moving on.

**3) [Sell On eBay For Huge Profits. Simple!](#)**

Discover a simple NEW way to make money on eBay in your spare time!

I might be wrong on this one, but I just have a feeling that these customers aren't going to be a highly targeted group of partners to go after, initially. When you really think about it, the people putting lots of auctions up *COULD BENEFIT BIG-TIME* from copywriting skills... But I doubt that they'd want it.

I don't know – my gut-reaction is to can this one.

You need to have your own insights when you do this, and you don't want to waste time on people you are positive it'd be worth your time to go after. Especially for your first 25 packages, which will indeed cost you a few bucks to send out per package.

Moving on.

**4) [Get Traffic Now - Search Engine Cloaker!](#)**

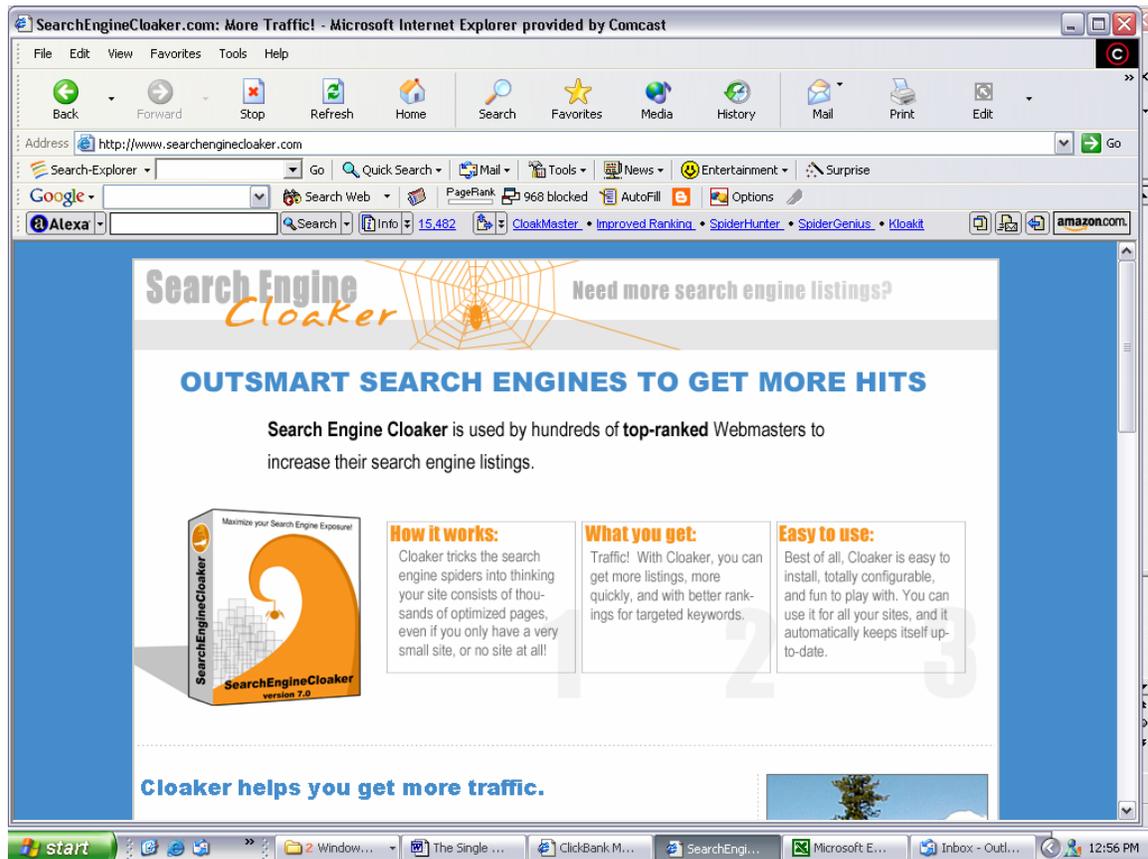
Need Web hits? Outsmart search engines to get more listings, more quickly!

Again ... the best product to propose for a JV with these guys would be... "An add-on to get you even more traffic"... however, assuming this product works, he will have many customers getting tons of hits and not knowing what to do with all the traffic.

That's where Brian's site comes in.

We would need to attach a "special" offer in this package as well.

Here's his front-page sales copy:



Notice he has a 15,482 alexa ranking... that's very good news.

I'll add him to the mailing list of JV partners, even though this guy probably gets hoards of JV offers. Again, if you can't find their address on big websites with lots of traffic like these... than use an e-mail letter like this one to get their address:

(This is an e-mail I'd send someone who might *NOT* know Brian, because he's not directly into the 'arena' of copywriting.)

\*\*\*\*\*

Subject: Peter, I need your shipping address!

Message:

Hi Peter,

It'd be a pleasure to get to know you better; this is Brian Keith Voiles Affiliate Manager Jason Cox.

Brian and I wanted to fed-ex you a copy of this new copywriting clinic he's been slaving over... and although I was going to surprise

You and send it without you even knowing...

I can't find your address anywhere on your website!

This isn't just your typical copywriting product... he's actually made video recordings of himself critiquing real clients sales copy! He's also made movies of himself WRITING sales copy.

Do you know who Brian Voiles is? He's the guy who wrote "Advertising Magic" - the copywriting course most Internet marketing gurus swear by as "The Bible" of copywriting.

Seasoned copywriters are taking his advice, and doubling their conversion rates on the spot.

It's amazing, and if you'll just let me know where to send it, I'll get it off in the mail to you in no time.

Here's what a few people you should have heard of before, have to say about Brian:

"Without question, the mastery of copywriting is THE essential skill you need to literally create money at will. I consider copywriting so important that I spend thousands every year to master this skill. There are 2 ways to get this right – either do it yourself or spend tens of thousands of dollars every year on exceptional copywriters.

"Now I can think of no better way to master it than to peek over the shoulder and into the mind of a Master copywriter like Brian Keith Voiles.

"Why do I say that?

"First, before Brian and I personally met I studied and devoured his 'Ad Magic' course (one of the bibles of copywriting). But now I know Brian first-hand because I've hired him, and he has made me over \$100,000.00 on a single letter."

Yanik Silver · Master Internet Marketer

"If I had to pick one business skill that I was born with, it'd be copywriting. I swear, with the right copywriting, a guy could conquer the world. And there's no one on the planet I'd rather sit at the elbow and learn from than Brian Keith Voiles.

“Why? Because, first of all – he’s just one hell of a nice guy. But mostly because Brian’s last bit of copy made me \$98,838.35 in the first 83 days... and that’s not even counting back-end revenue and repeat business that those customers brought in. (The ad actually brought in more but that amount is the amount I’ve got concrete proof for).”

Frank Kern · Master Internet Marketer

“The most recent letter Brian wrote for me filled the seminar seats to overflowing in record time. Because of Brian’s sales letter, I made \$52,682 in 30 days. Get your hands on everything he has to offer before he realizes he should charge triple what he does!”

Robert G. Allen · New York Times  
Best Selling Author

Warmly,  
Jason Cox

P.S. Feel free to call me at 505-280-8236 if you need to get a hold of me... or if you’d even like to have me tell Brian to give you a call.

\*\*\*\*\*

### A few important notes:

1. Notice how I keep the width of my e-mail pretty short.
2. It’s a good idea to send an e-mail like this one to everyone you want to do a JV with... because a reply back from the actual person is the only 100% sure-fire way you’ll know you’ve found their mailing address.
3. I get my entire “message” across right-away... asking for their address... THEN... I put all the extra “credibility” text.

E-mails need to be SHORT. Or – at-least the important part of your message must be at the beginning. This guy probably receives hundreds of e-mails a day, so it’s either got to get his attention PRONTO and then provide feedback... or it’s going to get tossed.

But – you don’t have to e-mail everyone for an address; it works just as well to surprise people with a package, if you’ve got the right address. I normally only ask for their address if:

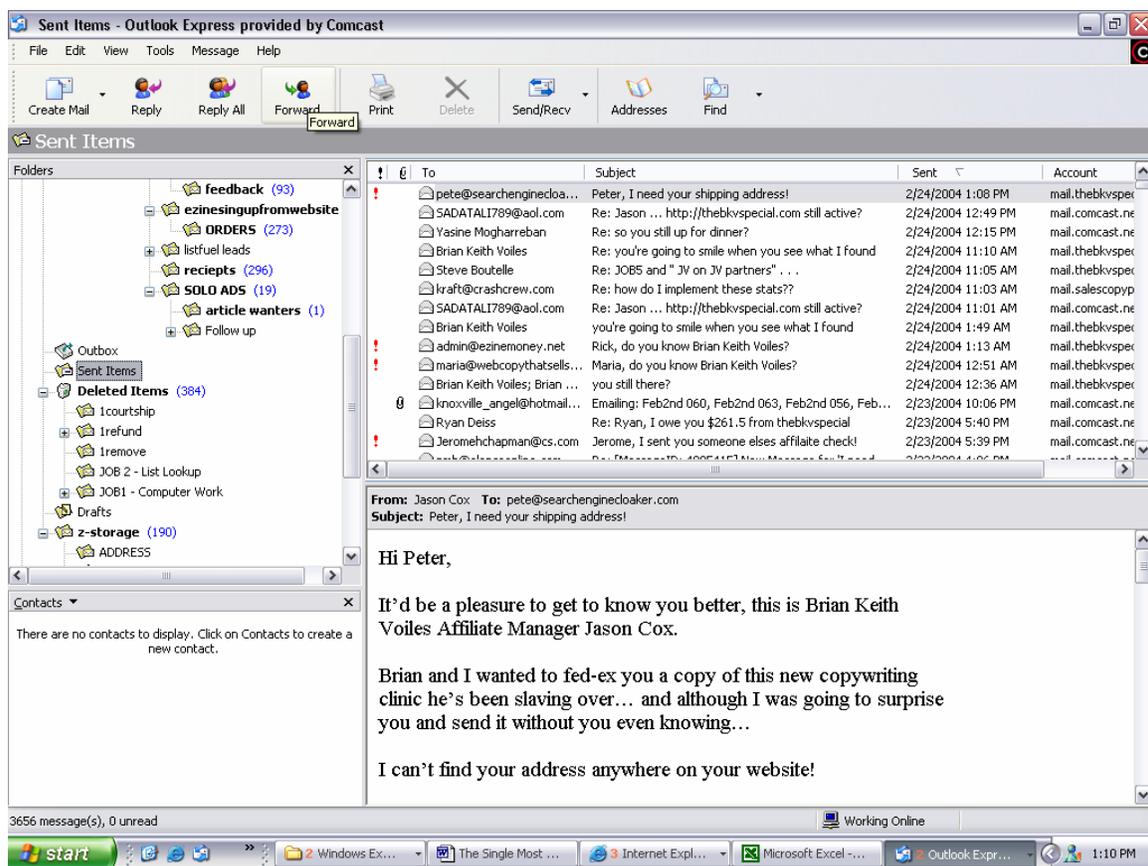
- A. If I send them a package... and don’t hear back from them. (I send an e-mail saying, “Did you get my package I sent you???)
- B. If I can’t find their address on their website.

## Here’s A Quick Trick To Double Your Response For Sending Out E-mail Asking For Addresses

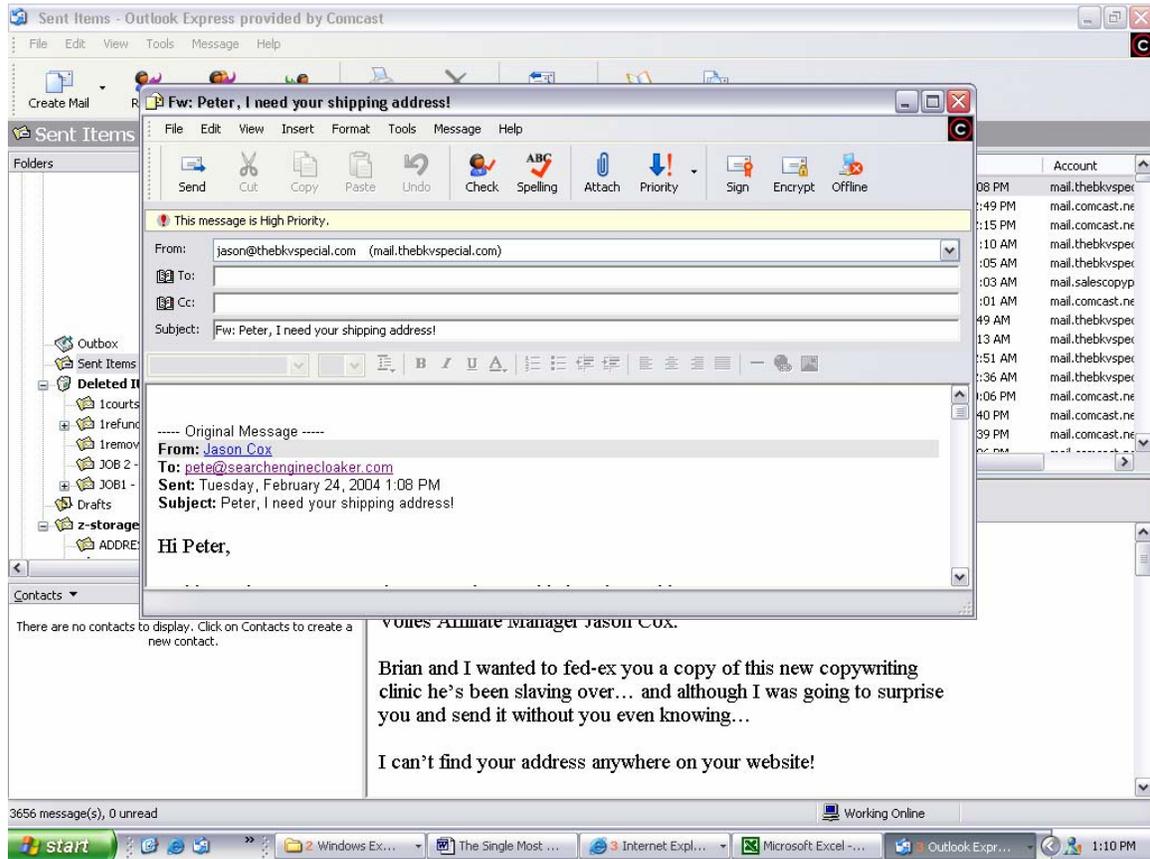
Either the next day... or just right after you send them the e-mail... go to your “sent” box in outlook and “fwd” the e-mail to them again, saying:

“Did you get this” Fw: Peter, yada,yada...

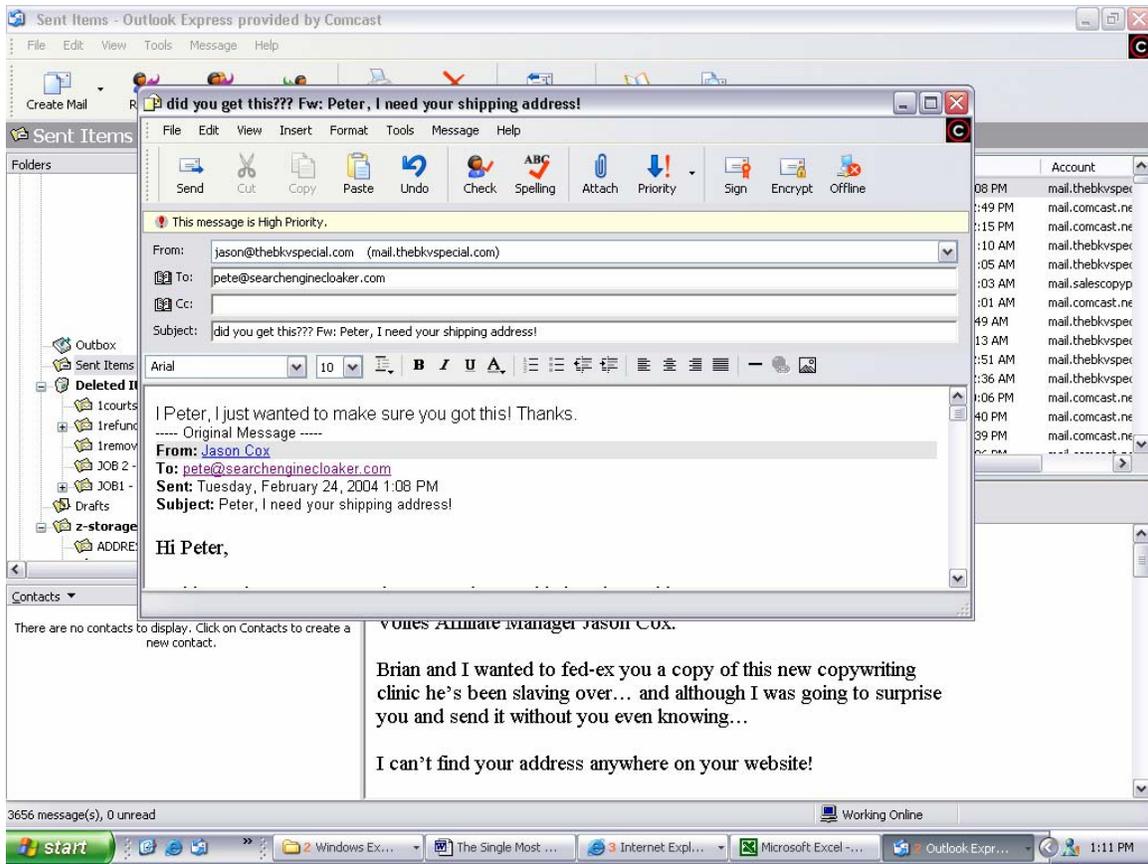
Watch me do it. This little trick PROVES you aren’t sending out a spammyish JV letter to millions of people, and it will double the number of people who reply back with an address.



Now I click that FORWARD button and this happens:



Now I copy paste the e-mail back up, and add a little text into the "Subject" line.

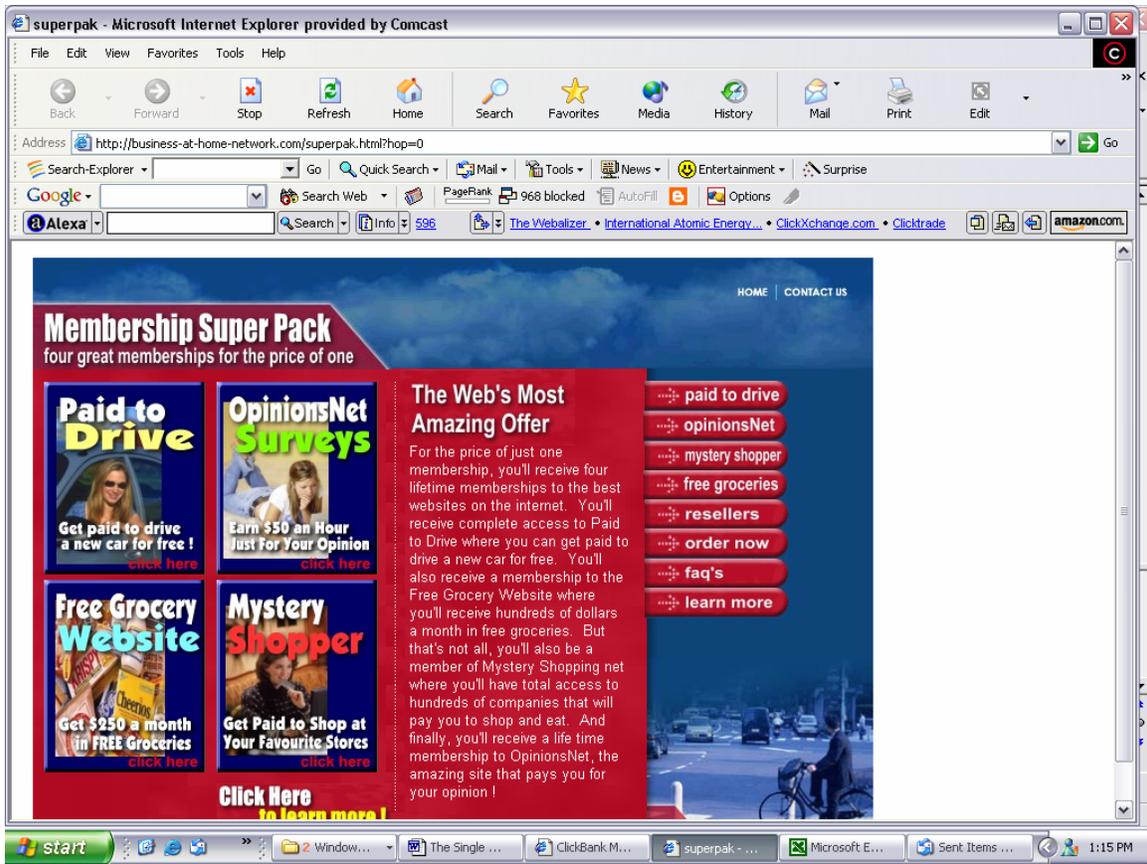


Moving on...

### 5) [The Membership Super Pack](#)

Four best selling memberships for the price of one / 60% Commission Rate.

Looks interesting.. if I right click this in clickbank, and open it up... it shows me this:

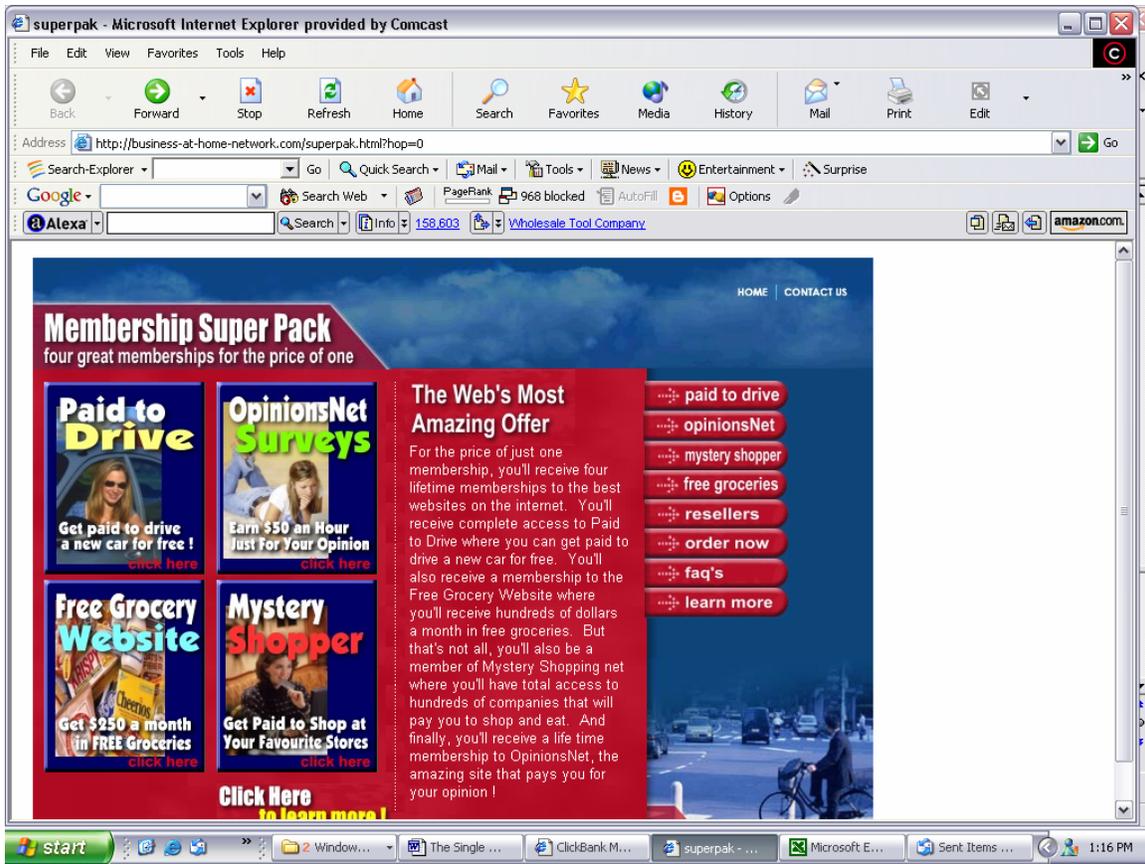


Notice the 596 alexa ranking?

Pretty high huh?

Well... the problem is... that's CLICKBANKS alexa ranking.

You have to hit F5 (refresh) to get the real alexa ranking:



150,000? “Mystery Shopper” ... “paid to Drive?”

GET OUT OF HERE! Not a JV for Brian’s website, that’s for sure.

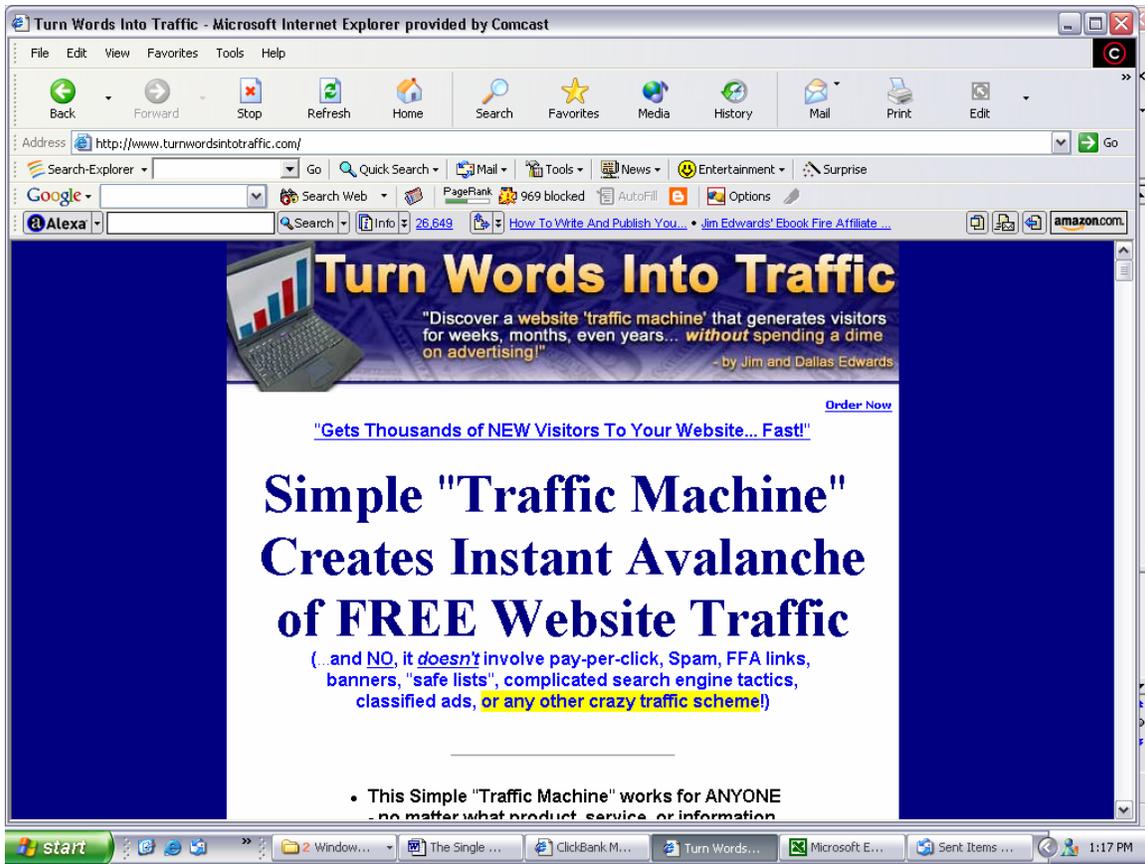
Moving on...

## 6) [Turn Words Into Traffic](#)

Simple 'Traffic Machine' Creates Instant Avalanche of FREE Traffic to your website or affiliate links!

Very catchy title – “words” into “Traffic”. Sounds like a very close match.

Let’s take a look at the website, and alexa ranking.



If you notice, it's written by Jim Edwards.

This is the same person who we found above with the 7-day course.

He's really dominating the Clickbank arena it looks like.

This is a good find because:

- A. We might be able to find a new shipping address
- B. We might be able to find a new e-mail address

... and if we find 2 different shipping addresses... we're going to have to do some looking around.

Let's see what I find:

**Guaranteed Response Marketing, LLC**  
**P.O. Box 878, Lightfoot, VA 23090**  
**Phone: 757--715-2157**  
**Email: [sales@turnwordstotraffic.com](mailto:sales@turnwordstotraffic.com)**

... Phew! The same address and everything as last time.

Again – we want to look through “good JV partners” sales letters for testimonials... that may link us to new partners.

Chances are though; it’ll be some of the same testimonials from the last page. (Product owners LOVE to use the same, great testimonials, over and over again.)

Here’s what I find at this page:

**David Garfinkel**

co-author, "eBook Secrets Exposed"

<http://www.ebooksecretsexposed.com>

**Jay Conrad Levinson**

**Author, "Guerrilla Marketing" series of books**

(14 million copies sold; now in 39 languages)

**Wayne Davies**

Fort Wayne, Indiana

[www.YouSaveOnTaxes.com](http://www.YouSaveOnTaxes.com)

(I won’t be going after Wayne for a JV... based on his URL)

**- Joe Vitale, #1 Best-Selling Author - "Spiritual Marketing"**

[www.mrfire.com](http://www.mrfire.com)

.... Basically, I was right. These are the same people he was getting testimonials from on the last sales page.

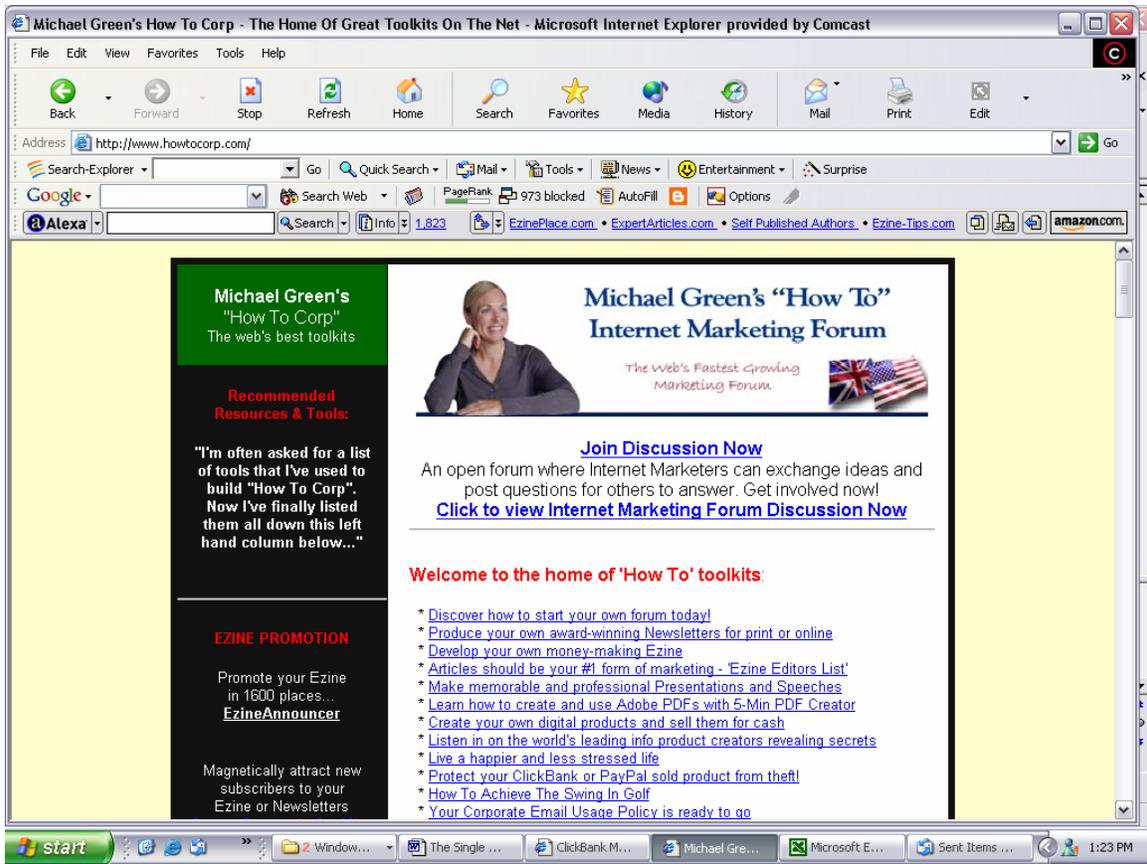
So – let’s move on:

**7) [The Web's Greatest How-To Toolkits!](#)**

Discover the TOOLKITS that are earning a fortune for our affiliates. And join them right now!

Interesting... but not a very specific description.

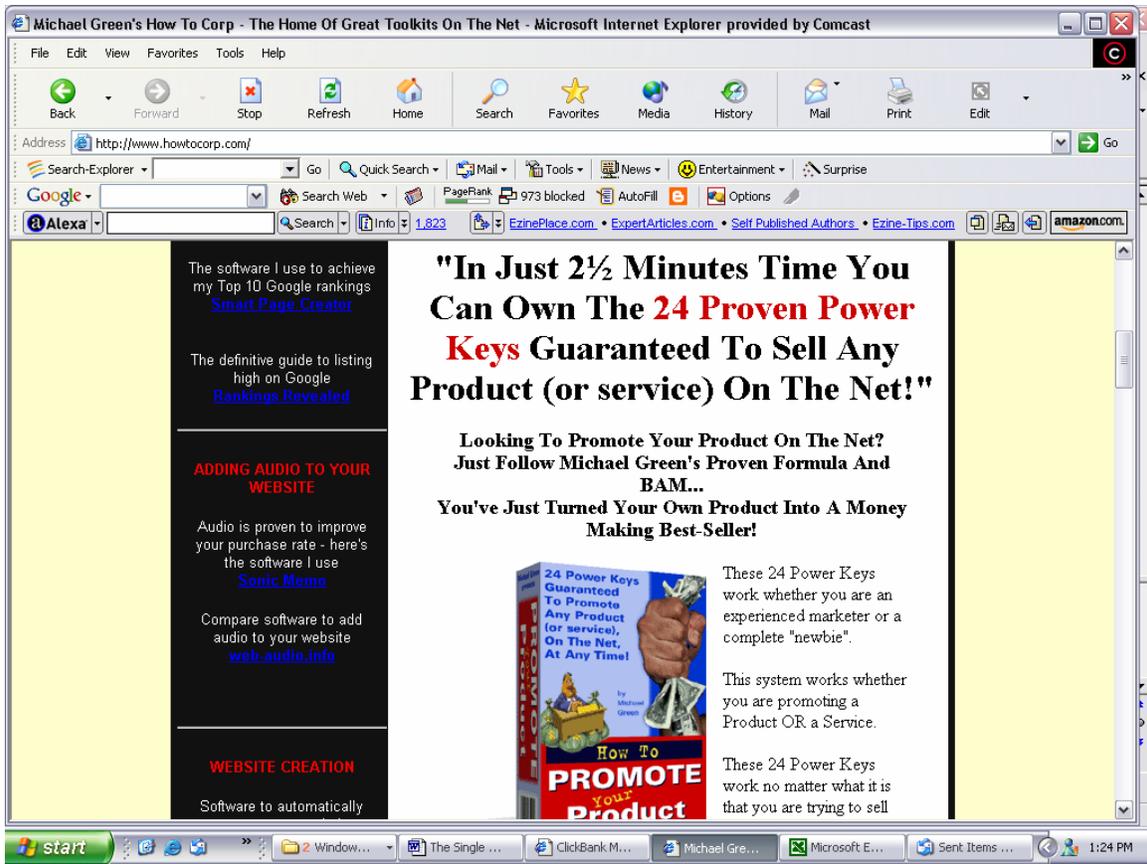
Here’s his site:



Wow... a 1,823-alexa rank.

Let's see what kind of products this guy is into...

Here's an interesting headline:



Anyone who's purchased this e-book will also love Brian's.

This is a great find... I'll add him to the list. (Anyone with this kind of alexa ranking has HUGE pulling power.)

Now... because this guy is so huge... and because while searching through his site to find people who he's received testimonials from... I found this:

Here's how this extra-special offer works...

Once you have implemented the 24 Power Keys contained with *How To Promote A Product*, I will personally provide you with a special private consultancy link. You'll go ahead and complete some outline information that I'll request and I'll spend 15 minutes carrying out a thorough check of each element of your promotional approach.



**Next... I'll pick up the phone and we'll have a chat!**

Yep that's right... the rest of this special mentoring package means that we'll actually get to speak one-on-one as I guide you through the strengths and weaknesses of your promotional campaign. I'll be absolutely candid and I'll tell you precisely what I like and what I'd change if your product (service or business) belonged to me. You'll have the full benefit of my extensive internet marketing experience and you'll use it to over-drive your own sales.

Remember that I'll be speaking from the basis of my collective experience as one of the web's leading internet marketers - having myself developed [15 toolkits](#) that sell like wild-fire on the net every day!

But, it's even better than that... because you'll have the opportunity to personally ask me the questions you've been too afraid to ask. Let's put it this way - I'll be yours to grill during our chat and I'll make sure you get the most out of my consultancy time and our conversation.

.... I'd be STUPID not to buy his course and TALK ON THE PHONE WITH HIM... RIGHT BEFORE I SEND HIM MY JV PACKAGE!

The course costs \$249. If you can MEET the product owner of someone this big... than just do it.

Anyhow – “buying” someone's product is not normally a strategy I recommend, because it does indeed take a ton of time.

But – this guy is offering a phone-consultation where he's going to “look extensively” as what I've got setup, and provide advice.

- A. This is exactly what my letter later will ATTEMPT to get him to do. (I think if he sees what I've got, he'll want to sell my product anyhow.)
- B. As a customer... he's much more likely to do a joint venture with me.

Anyways... you don't need to buy anyone's course to make this work, it's just a really fast way to get to know someone. (I sent Brian Keith Voiles \$500 to get him to look at a sales letter I wrote, and somehow, we ended up becoming great friends, and, great partners.)

So – this looks like an investment I'd also being to make.

It's not always “what you know” but “who you know” online.

Anyway, moving on:

### **8) [The Affiliate Business Blueprint](#)**

How YOU Can Create Your Own Unique Online Business Without Having to Invent Your Own Product!

The big hype now a days is to make money selling other peoples products.

Wait – that’s what this book is all about!

=-)

But – there’s a good reason for that.

If you can’t sell someone else’s product either directly with advertising (1<sup>st</sup> – tier) or indirectly by finding people who have mailing lists (2<sup>nd</sup>-tier) ... how on earth could you sell your own product?

It just makes sense to SKIP

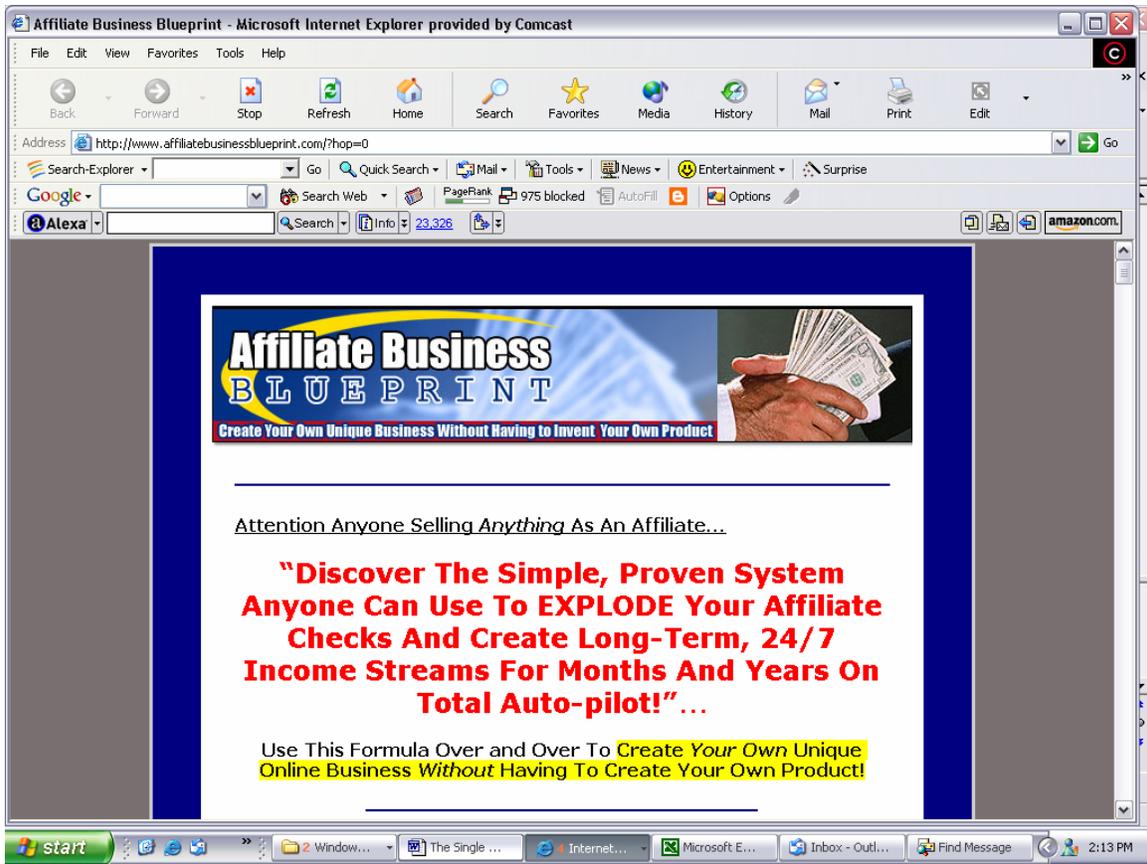
- A. The product creation
- B. Sales letters
- C. Ad-copy
- D. Etc.

Until you get good at SELLING.

Once you’re good at selling, **it is worth it to make your own products after you’ve made your first \$10-\$50,000 selling other peoples products**, because than YOU get to keep the mailing list, YOU get the credibility, YOU get people coming to you to help you setup JV’s, and life can get easier.

Anyhow, I digress.

Let’s checkout this site:



Are you starting to notice that MOST of the MOST VISITED websites.... LOOK JUST LIKE THIS?!

A pre-headline, which is normally used to “call out” the specific audience, they’re trying to sell to. “Attention anyone selling *anything* as an affiliate...”

Headline... showing off the #1 “benefit” the product offers. “What would happen if I read this letter”... that’s what the headline shows. Which in this case is: “proven system anyone can use to explode your affiliate checks”...

And then a “sub-headline”... “Use this formula over and over to create your own unique online business without having to create your own product” ... which is usually where they pull out the #2<sup>nd</sup> most attractive part about the “benefits” of this letter.

Remember that. Most people who know what they are doing... USE THIS FORMAT!

Here’s what the next part of the sales copy looks like:

From: Jim Edwards and Rosalind Gardner  
Re: **The "Affiliate Business Blueprint"**

Dear Friend,

Maybe it's too simple!

You see, virtually anyone really can succeed selling online as an affiliate - and do it massively.

It's true!

**It all comes down to a formula...** the same formula we're going to teach you in this breakthrough, no-nonsense, all-meat-no-filler training that will completely revolutionize how you market as an affiliate... for any product... in any market!

So if you'd like to learn how to create your own **unique business** without having to invent your own product, set up a "true" 24/7 stream of **autopilot** income, and enjoy having a business that **works for you** (instead of you slaving for the business) then this might be the most important letter you'll ever read.

Here's why...

We'll show you the exact formula we use to create truly autopilot businesses FAST selling other people's products as affiliates.

**BUT** more importantly, we'll show YOU **how** to do it in a way that doesn't create a one



Next... it normally will say who writes it... and go right in with

"Dear friend,"

That's a popular "setup" for a sales letter.

Pretty "out of the box" standard.

But did you notice who wrote this?

Jim Edwards and Rosalind Gardner!

Doesn't this product look A LOT like Rosalind's other product? Where she Teaches people how to make an affiliate commission selling other peoples Products?

It's practically the same product - but with a new twist.

**And - it's exactly what her customers who buy her first book, will want!**

You CAN find SUPER-AFFILIATES.... And THEN go find out what they could sell the most of.

We don't need to look up their mailing addresses, and the testimonials will most likely be the same, so let's just go to the next clickbank listing without looking any further.

## 9) [ProfitCalc - #1 Auction Tool For eBay](#)

High conversion rate! Sell on eBay or your web site ~we show you how~ Software sells itself!

I don't know if it's just because I had a bad experience setting up ebay selling systems for people who never used it for 2-years straight... or what, but I really don't like selling to your typical e-bay seller.

I think it could be done... but not without first teaching these people the incredible importance of copywriting.

I choose to skip this one.

## 10) [eBook Secrets Exposed](#)

How to Make MASSIVE Amounts of Money In Record Time With Your Own eBook - Whether You Wrote It Or Not!

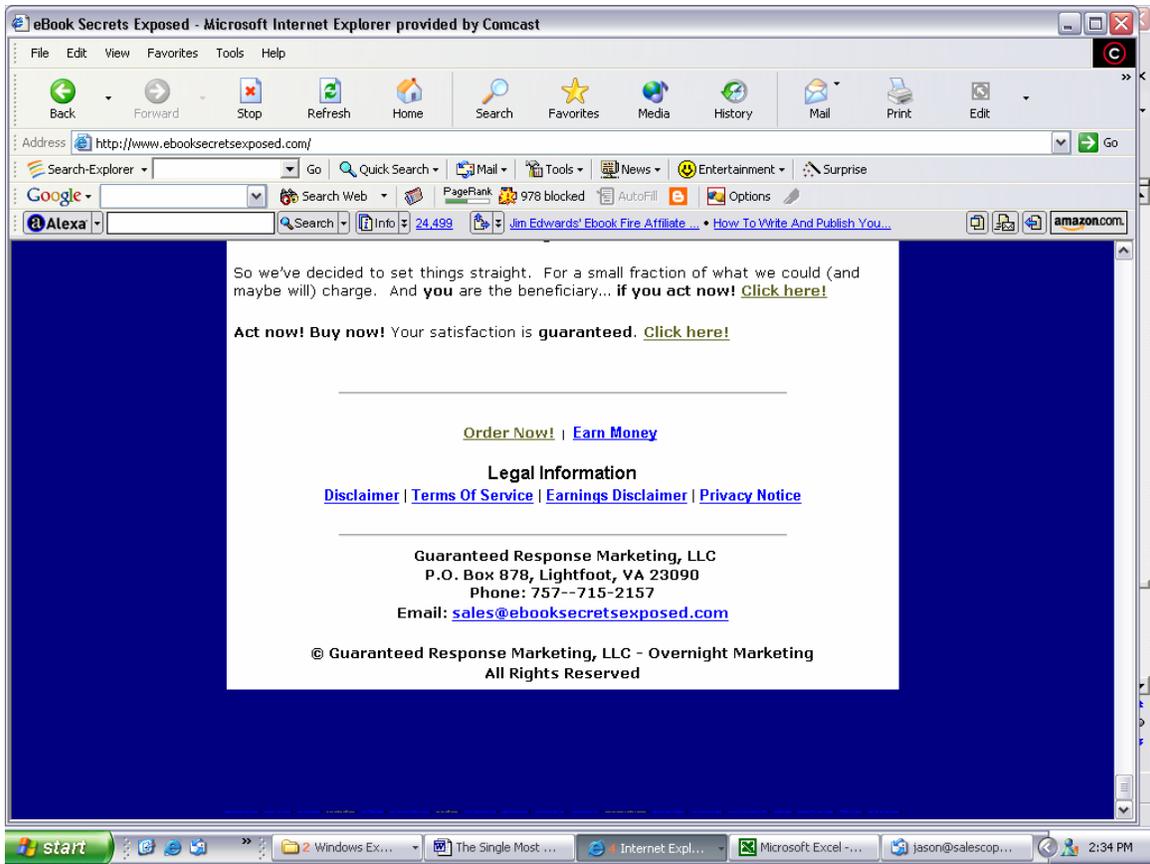
Bingo. That's a match.

Let's see what his site looks like:



Now let's see who the author is.

Automatically, you should know to go straight to the bottom of the page.



We've already got that address. That means... this is a REALLY important address!

This guy has LOTS of websites with LOTS of traffic, and we REALLY want to become Friends with him.

Which we can by

- A. Finding products he'd like to sell (preferably)
- B. Buying his products and then helping him sell them (if we have to)

Option A is preferred and fast.

Option B is A DEFINITE WAY TO ANYONES HEART.

Trust me, if you ever make a bad-move with an affiliate, you can *instantly* fix it by selling a few thousand dollars worth of his product for him.

He'll appreciate you, and he'll definitely listen to what you have to say.

Which – is by far – the hardest thing to do.

You're 1 person out of 1000's of greedy poor bastards who want to profit From his mailing list... and he knows it.

That's why the in the next chapter, you might be FLOORED by how "ALL OUT" We go in putting together a nice package.

Let's "strip" this website for contacts.

Only one found on this batch:

**Stuart Lichtman**

Author, "**How to Get Lots of Money For Anything - Fast!**"

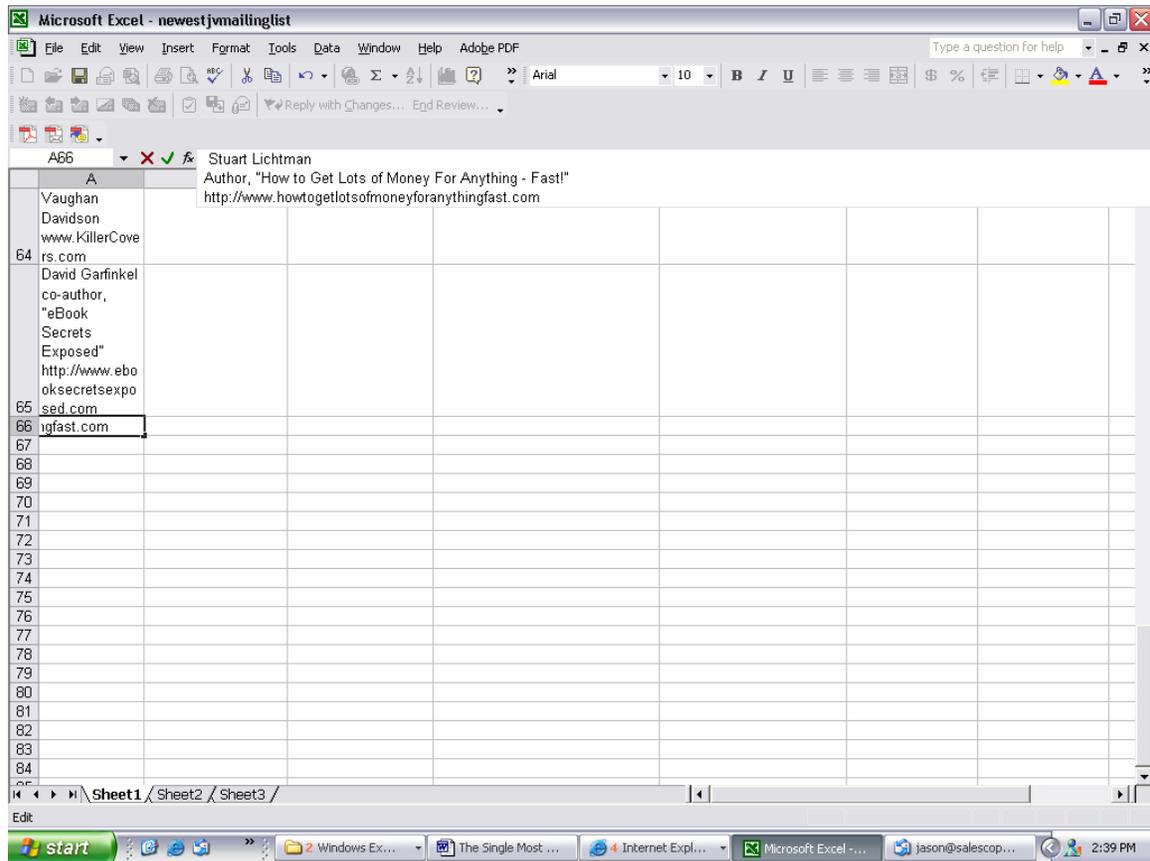
<http://www.howtogetlotsofmoneyforanythingfast.com>

But – what an interesting title! I might go buy that book.

See how SMART it is to get a “name” for yourself and then to go leave “comments” about everyone’s books everywhere?

Who knows how many free sales he gets from people like me reading his testimonial, becoming fascinated with the title, and than buying the book.

Anyhow, I add that to my excel sheet at the bottom like this now:



Enough CLICKBANK ... you can spend DAYS and DAYS doing this... and you'll be making yourself thousands and thousands of dollars for every great jv partner you find, and prepare a package to send out to.

Now let's go find as many mailing lists about our topic as possible... and subscribe to ALL of them... so that we can have loads and loads of JV partners e-mailed to us FROM HERE ON OUT!

Now we want to go subscribe to as many publications on our niche topic as possible, so that we can get "ads" sent to us by people in our market.

These will be our future affiliate programs to sell, and to setup JV's with.

Here's how you do that, go to these websites:

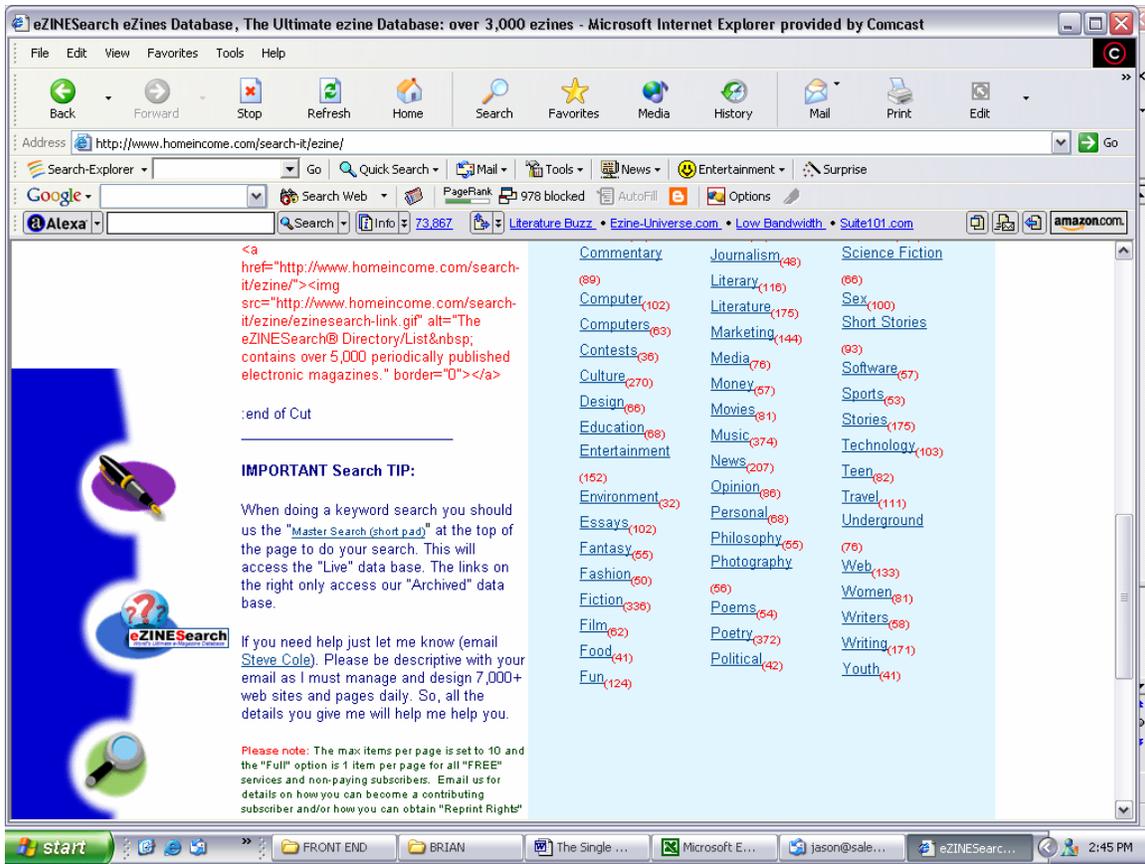
<http://www.homeincome.com/search-it/ezone/>

**Welcome....**

Need [help](#) on using eZINEsearch?

**Please see our Important Search TIP below:  
TOP 100 eZINEsearch Categories**

eZINEsearch	eZINEsearch	eZINEsearch
<a href="#">Advertising</a> (94)	<a href="#">Funny</a> (47)	<a href="#">Politics</a> (137)
<a href="#">Advice</a> (61)	<a href="#">Games</a> (43)	<a href="#">Pop Culture</a> (69)
<a href="#">Alternative</a> (155)	<a href="#">Gothic</a> (37)	<a href="#">Promotion</a> (63)
<a href="#">Art</a> (471)	<a href="#">Health</a> (75)	<a href="#">Prose</a> (60)
<a href="#">Articles</a> (109)	<a href="#">History</a> (44)	<a href="#">Publishing</a> (60)
<a href="#">Arts</a> (60)	<a href="#">Horror</a> (41)	<a href="#">Punk</a> (68)
<a href="#">Books</a> (101)	<a href="#">Humor</a> (272)	<a href="#">Religion</a> (64)
<a href="#">Business</a> (219)	<a href="#">Indie</a> (68)	<a href="#">Reviews</a> (256)
<a href="#">Christian</a> (48)	<a href="#">Internet</a> (160)	<a href="#">Rock</a> (62)
<a href="#">Comedy</a> (45)	<a href="#">Interviews</a> (95)	<a href="#">Satire</a> (99)
<a href="#">Comics</a> (66)	<a href="#">Jokes</a> (30)	<a href="#">Science</a> (111)
<a href="#">Commentary</a>	<a href="#">Journalism</a> (48)	<a href="#">Science Fiction</a> (66)
<a href="#">Computer</a> (102)	<a href="#">Literary</a> (116)	<a href="#">Sex</a> (100)
<a href="#">Computers</a> (63)	<a href="#">Literature</a> (175)	<a href="#">Short Stories</a> (93)
<a href="#">Contests</a> (36)	<a href="#">Marketing</a> (144)	<a href="#">Software</a> (67)
<a href="#">Culture</a> (270)	<a href="#">Media</a> (76)	<a href="#">Money</a> (67)



That's A LOT of e-zines in A LOT of different categories.

What do you want to sell? You've got so many different newsletters here; to give you idea's for "topics" to choose a product to sell. The moons the limit, but I've only tried INFO products.

A lot of people make BIG bucks selling things like "cell phones", "hats", "jewelry", "watches", "electronics", "houses", "loans", you name it.

INFO products, however, normally have the highest commissions, and can make you the most money.

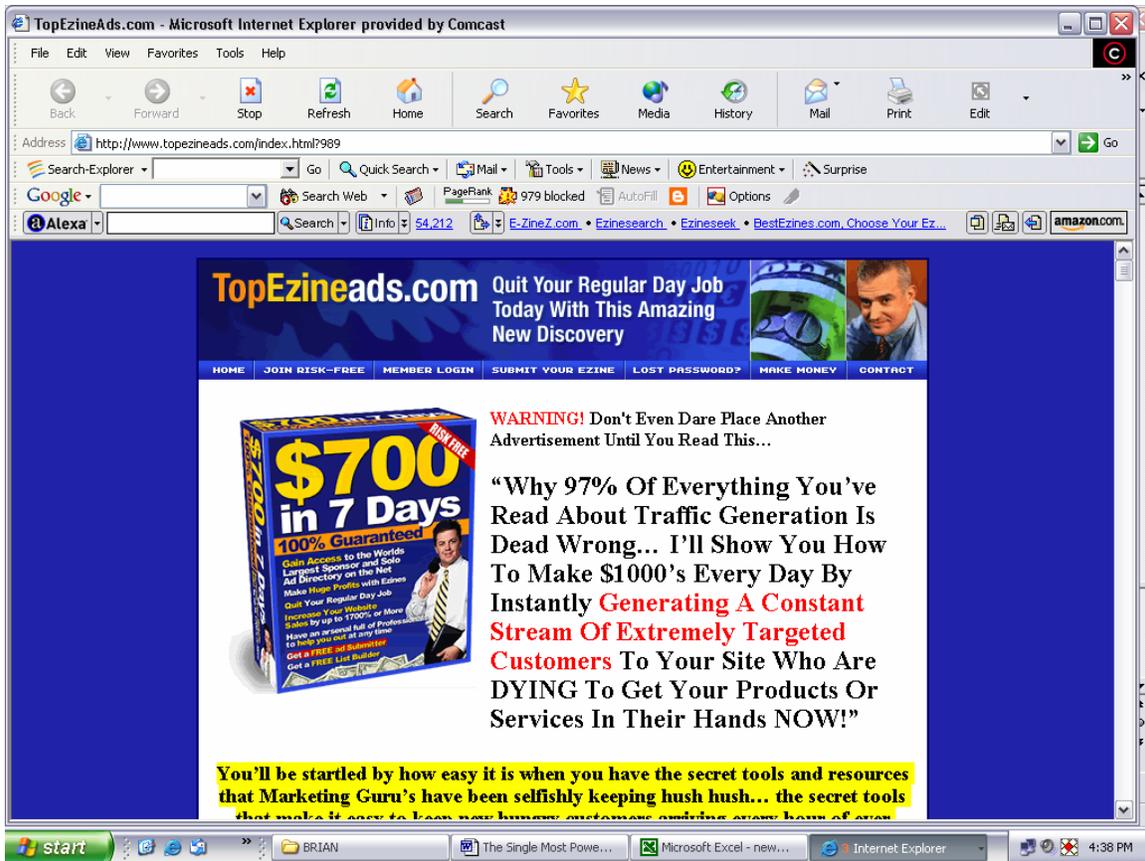
<http://www.ezine-universe.com>



These are 2 good directories.

There are also a few books you can buy FULL of e-zines, that are updated.

1. [howtocorp.com](http://howtocorp.com) has a book full of e-zine owners who want articles. (mostly marketing related I believe.)
  2. <http://www.directoryofezines.com/> Charlie Page has a great database.
2. Or my friend Jerome Chapman's site...



I actually wrote that headline way back in the day... a long, long time ago.

It's not the best headline I ever wrote – but interestingly enough, it's still the best one he has to use!

Looks like Jerome should go have MY HEADLINE copy critiqued by Brian at his copywriting clinic! It could definitely be way better. (That's one thing you learn about sales letters... you can always improve them.)

Back on subject again, **your goal here is to get on as many mailing lists in your niche market as possible... and to read your e-mails everyday, to follow all the links, read the articles, learn what the latest hype is about, etc....**

And eventually, you can emerge as an EXPERT in your industry about who's who, what's for sale, and what's new.

## Important Points To Remember:

1. Your first list should be no more than 25 initial people.
2. Make sure to pick 10 that are direct “competitors”. These guys can make the most money selling your product because it’s so similar... but not exactly the same.

Clarification: I know... it sounds like I’m telling you to “go convince Pepsi to sell Coke”. You’re probably thinking... “Yah right”.

Here’s what I’m saying. Pick a product where there are a lot of books that are SIMILAR... and that give the SAME END BENEFIT... but that aren’t exactly the same.

So.. Someone who sells information on copywriting... well, they could also sell a slightly different “angle” at learning copywriting... which is Brian’s website. They aren’t really in competition.

3. Make sure to pick 10 that are in “related” markets... that aren’t “super monsters” in their industry.

Like... people who sell a book on “getting traffic”... would be very likely to backend a product on copywriting... because that’s the next step anyway.

(Don’t forget... people who sell books on “getting traffic” often can sell the same person 2 or even 3 courses on the exact same subject!!!)

4. Make sure you have 5 “easy” ones where their alexa rankings are between 50,000- 120,000... these are like “guaranteeing you don’t fail, even though you might not make the “big bucks” with these 5.
5. In google... keep searching for different keywords. For Brian’s site, I will try keywords like:

copywriting, copywriter, (copywriter names) , copywriting directory, marketing directory, copywriting newsletter, etc...

6. Always “mine” each website for testimonials where people are literally “TELLING YOU” they would be a good contact.

They do this either by their “title” like “copywriting expert – Gary Halbert” ... or by their url [www.learnhowtowritecopy.com](http://www.learnhowtowritecopy.com) is a url that would tell you it’s related.

7. Make sure you find the website address ON THEIR SITE WRITTEN BY THEM... or send out an e-mail TWICE (once fwd) to the person asking for the address. (Don't let them know exactly what you're sending... or else they'll tell you to e-mail it, and that IS NOT what we want to do!)
8. Install alexa onto your computer fast and free at [www.alexa.com](http://www.alexa.com) so that you can check the traffic of a website. (Also realize you can see how long a website has been getting that much traffic, which is important! The longer, the more traffic it's ever had, the larger the mailing list.)
9. [www.cj.com](http://www.cj.com) has a ton of affiliate programs you can join.
10. <http://www.associateprograms.com/> is run by Allan Gardyne, and he runs one hell of a newsletter, and has a great database. Check out his site.

He must get thousands and thousands of free visitors from people like me recommending him for free – a really smart guy.

## **Chapter 3 WRITING THE PROPOSAL LETTER, MAILING IT OUT... AND SITTING BACK TO MAKE THE BIG BUCKS!**

Well...

I guess the VERY FIRST THING I need to teach you is... how to get a TON of free boxes for sending out our JV packages from our good friend, FedEx.

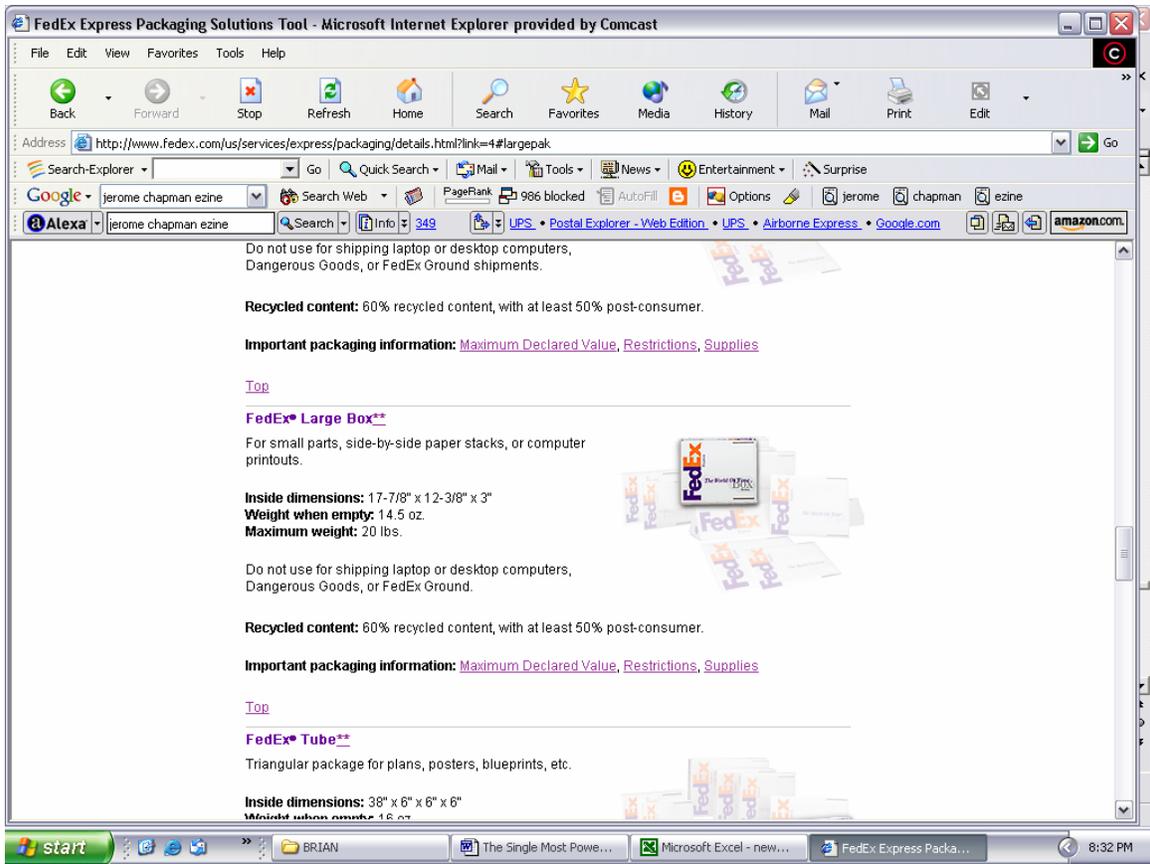
Yep – we’re sending them out via FEDEX (priority mail also works) in a box that looks like this:



I prefer large boxes... but you can also get medium and small. I don't have enough "split-testing" to tell you exactly which works the best for the money... but I'd assume that BIGGER is BETTER right now. At-least until a million people start using boxes, which won't happen most likely, because it's pretty expensive.

### **First you go here:**

<http://www.fedex.com/us/services/express/packaging/details.html?link=4#largepak>  
which looks like this:



Then you're going to click on the "supplies" button and create a free account (you need a credit card I believe) ... and you can order AS MANY FREE BOXES AS YOU WANT!

Don't go overboard; get 50-100... you'll be sending out more soon!

Also, get 100 "labels" for your packages. You can do it online, or you can even call them at their toll-free numbers and order over the phone.

It's really cool – you talk to an operator that can understand you!

Anyways –if you're not familiar with FedEx – go get acquainted.

You want SM ALL/MEDIUM/LARGE boxes. The more competitive your market – the more I'd lean on large boxes. Chances are it will cost the same.

Regardless... how much money you spend on this package is no big-deal... these first 25 packages should be PERFECT and OVERDONE INSANELY... so that you're practically guaranteed to make thousands of dollars for this first batch.

An extra \$2 x 25 packages (\$50) doesn't mean anything compared to what 1 JV will make you... which is thousands of dollars easy!

Big ones can make tens of thousands of dollars.

Figure out how to apply this to some really expensive stuff... like houses maybe? And you could be talking about hundreds of thousands of dollars.

Here's the "Fed-ex" option I use.



FedEx Express

For time-critical packages, FedEx Express offers the most reliable, time-definite delivery in 1, 2, or 3 business days, to more than 210 countries.

**Again, I recommend the LARGE or SMALL BOX, but here are all the options they have currently:**

Packages	Internal Size	Uses
<a href="#">FedEx® Envelope</a>	9-1/2" x 12-1/2"	Documents up to 8 oz.
<a href="#">Legal Size Reusable FedEx® Envelope</a>	9-1/2" x 15-3/8"	Designed to accommodate legal size documents without folding. Includes reusable option with dual tear strips.
<a href="#">FedEx® Sturdy Pak</a>	10" x 14-1/2"	Reinforced paperboard package for legal or other unbendable documents
<a href="#">FedEx® Small Pak</a>	10-1/4" x 12-3/4"	Tear- and water-resistant packaging for documents
<a href="#">FedEx® Large Pak</a>	12" x 15-1/2"	Tear- and water-resistant packaging for heavier documents
<a href="#">Small FedEx® Box</a>	12-1/4" x 10-7/8" x 1-1/2"	Videotapes, file folders, CDs, pagers, etc. if properly cushioned
<a href="#">Medium FedEx® Box</a>	13-1/4" x 11-1/2" x 2-3/8"	Binders, books, and similarly sized items
<a href="#">Large FedEx® Box</a>	17-7/8" x 12-3/8" x 3"	Small parts; side-by-side stacks of paper
<a href="#">FedEx® Tube</a>	38" x 6" x 6" x 6"	Triangular box for plans, posters, blueprints, etc.
<a href="#">FedEx® 10 kg Box</a>	13-5/8" x 13" x 10"	International Shipments
<a href="#">FedEx® 25 kg Box</a>	19 1/2" x 16 3/4" x 12 3/4"	International Shipments
<a href="#">FedEx® Sleeve</a>	92" x 12"	Overwrap for skis, blueprints, rolls of fabric, carpet, etc.
<a href="#">Medium FedEx® Bag</a>	66" x 24"	Overwrap for golf bags, duffel bags, small luggage, etc.
<a href="#">Diagnostic Specimen Envelope</a>	17-3/4" x 14-1/4" or 14" x 9"	Overwrap for appropriately packaged, non-infectious specimens

It's all done by weight... so that's the only real difference as far as I know.

It's not so much that the BOX is the reason it's so powerful... it's that it's so much nicer looking than anything else anyone else is sending. I bet if you bought a bunch of treasure chests, put a lock on the chest, put it in a box, and then sent him the box with a key in it. You'd get an even better conversion rate!

And – if too many people read this book – realize, you need to be thinking:

“How can I out do everyone else”.

Luckily, it's not like EVERYONE in the world will read this book.

It might get a bit “trendy” in the “internet marketing” fields... but if you take this concept to new industries... where your competitors have never heard of my book... you'll kick butt!

Let's checkout the prices and then move on:

[FedEx 2Day®](#) Afternoon delivery, second business day

[FedEx Express Saver®](#) Afternoon delivery, third business day

Those are the two I like to use, right now.

If I had more competition... I might DARE to even test out how POWERFUL the effect of a 10:30 in the morning “overnight” delivery would be:

[FedEx Priority Overnight®](#) Delivery by 10:30 a.m., next business day

It would probably cost you big bucks though! I'd imagine... someone would be pretty DAMN impressed with you though, so you might try it.

Anyways... you can expect to spend \$6-10 for USA to USA, and about \$50 bucks for sending to Canada.

Here's what a 1 pound and 2 pounds costs:

Weight	Zones ( <a href="#">Get Zone Chart</a> )							
	2	3	4	5	6	7	8	
1	\$7.70	\$7.80	\$7.85	\$8.05	\$8.60	\$9.05	\$9.65	
2	\$7.80	\$8.05	\$8.10	\$8.70	\$9.80	\$10.60	\$11.20	

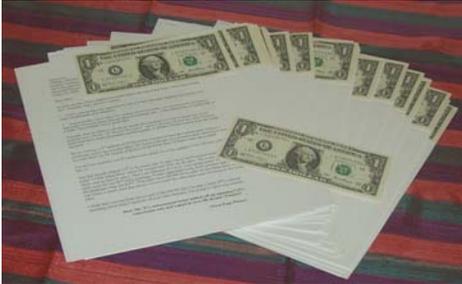
You can calculate what zone you are in here:

<http://www.fedex.com/us/rates/zonelocator/>

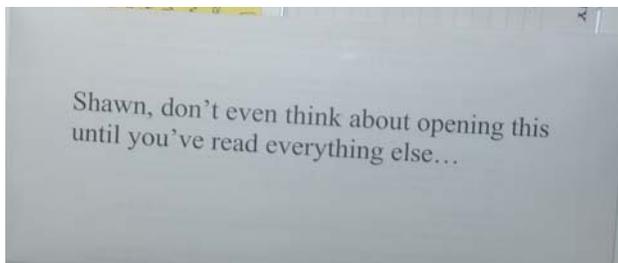
Let's move onto more important things.

## **Here's what you're going to put in the box.**

### **1. The JV proposal letter.**



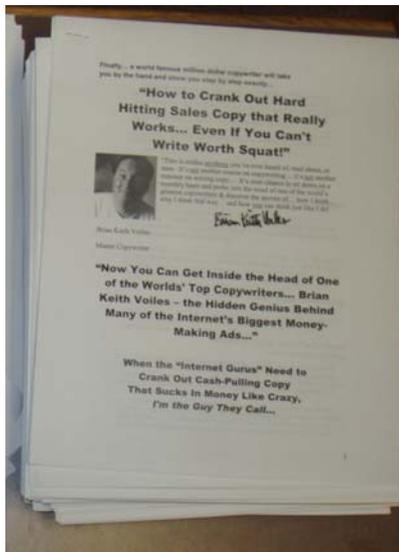
### **2. The sealed envelope labeled “Don't even think about opening this until you read everything else” ... with a letter inside that.**



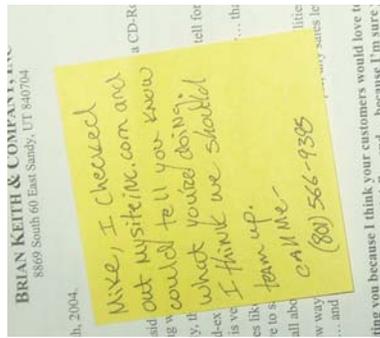
### **3. A copy of the product in one way, shape or form, as professional looking as possible. (Don't freak out about this, but do pay attention to detail! If you can't print it, burn it on a CD!)**



**4. A printed out copy of the sales letter and marketing materials.**



**5. A large sticky note, or a small piece of paper, with a handwritten note complimenting the person... with some kind of message. (Stole this idea from directly from Paul Myers – Thanks!)**



Those are the elements we're going to put in.

Let's go over a few examples of each one.

## Here's how the whole package works.

Most people don't have a clue what the most important elements of setting up a joint venture. You've got to be classy. It's like... you're trying to sell them into your idea, but you're also trying to become their friend. You want them to like you.

That's your goal.

People do JV's with people they like, just because they like them. They have a million people they could do JV's with, most of them earn about the same amount of cash each month, so why not do deals with your friends?

They also hope that in return, you'll help sell their products eventually... so keep that in mind as well. So – the proper headline (or intro sentence) for a letter is not always:

***“EARN THOUSANDS OF DOLLARS WITH YOUR MAILING LIST SELLING THIS PRODUCT THAT HAS A SUPER HIGH AFFILIATE COMMISSION AND THAT SELLS LIKE CRAZY”***

That is powerful... if you have SPECIFIC conversion rates, and SPECIFIC amounts of money other affiliates you can name have made, but it's not THE ONLY important thing you need in your JV letter.

In fact, here are all the other qualities the best JV offers have.

1. First off, the package MUST PROVE that you really care about their well-being.

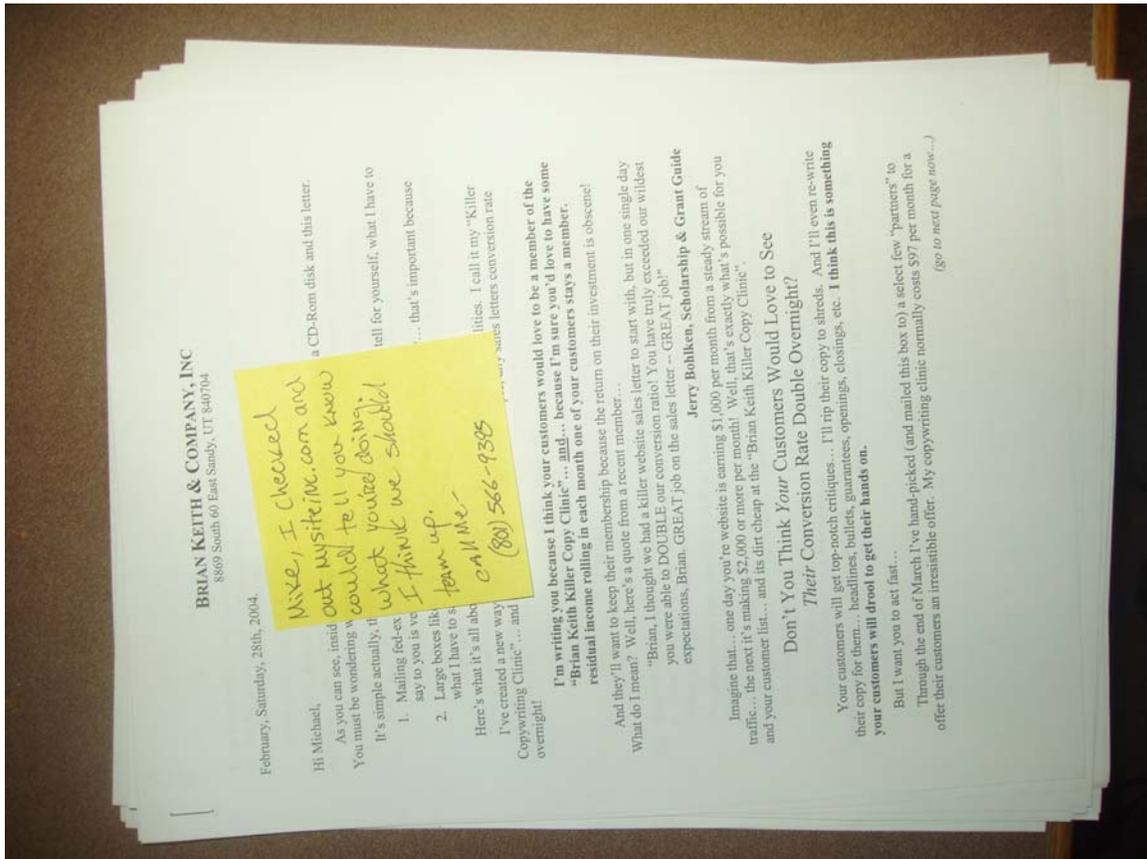
How can you do this?

- i. You can compliment them where they deserve credit, that's shows you respect them, and are behind whatever they might be doing. This is THE FIRST thing we want people to read.
- ii. The second thing you want to do is to PROMISE and even offer proof... that this product will DEFINITELY be highly desired by a big number of his customers.
- iii. Next, you want to start pulling out PROOF that your product sells, and you paint a picture of how much money they'd make.

The first thing they'll read is either

- A. The note we put in the envelope that says "Do Not Open" ... or something of that nature.
- B. The JV letter.

I like to "stack" my deck. I start off the JV letter, and the "note inside the letter" ... with a compliment. Here's what the JV letter looks like:



Now, the JV letter is going to be pretty “canned”. The only personalized thing on it is their firstname. “Dear {firstname},” is how it starts.

But, on top of the JV letter, I put a sticky note with a compliment.

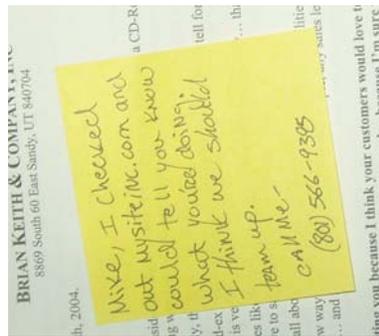
Here are a few examples:

“Allan, I really like that article you wrote about picking the easy fruit first. I find it to be so true as I go through life. – Brian”

**Hand written though...**

This example above would work with Allan Gardyne, because... he just wrote an article about how he has this deep feeling that you should go for your easy things in life first, gain the motivation from succeeding, and then go for bigger goals.

I believe in it to.



Example:

Take things one step-at-a-time until you get going, then start leaping hurdles. This compliment would really show I UNDERSTAND his ideas, and people LOVE it when you understand how they feel.

So – to do this... we’ll have to go back through ALL of my JV partners... and see if we can’t find something to work with. (Later, as we collect their newsletters, and things such as that... we’ll be constantly adding tid-bits and comments we can use for future JV letters we send to the SAME affiliates.)

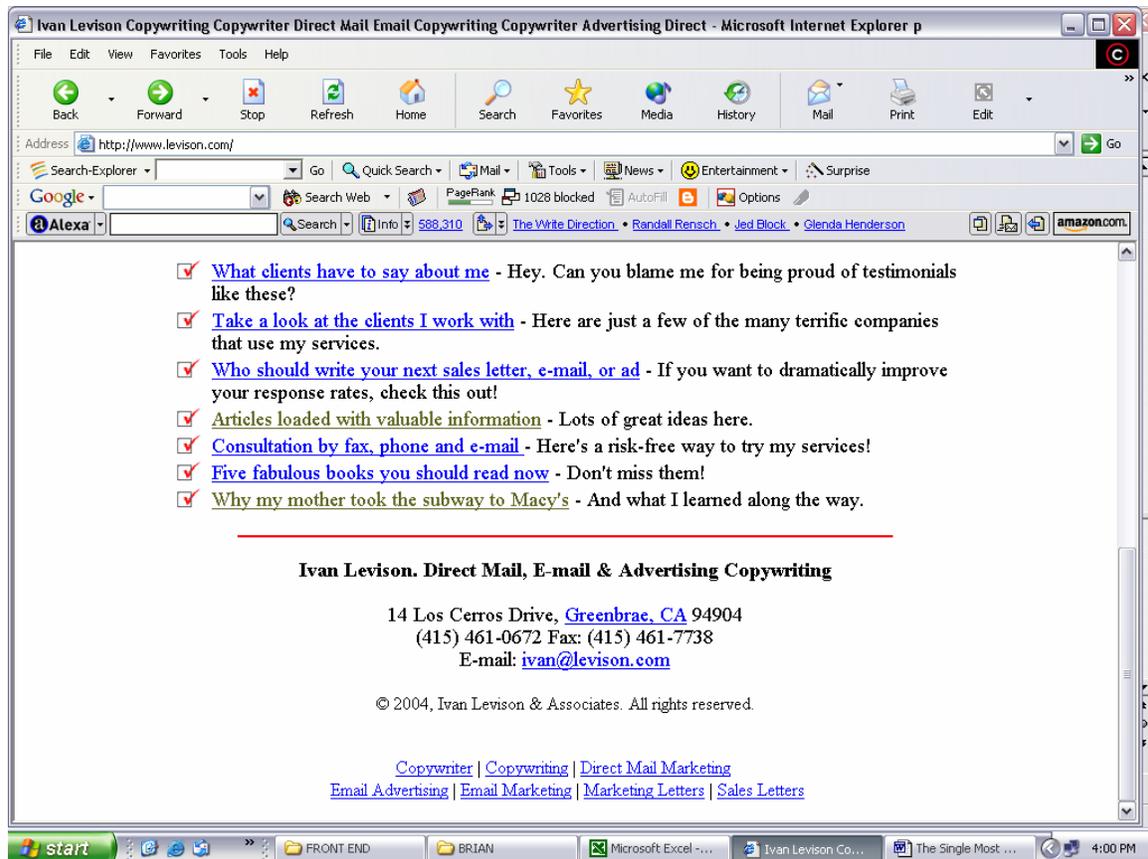
**If I have one secret... it’s to go after the same affiliates with new offers and deals to endorse – all the time!**

**Here’s a step-by-step approach to writing the “compliments” you put on the sticky notes:**

I'll just let you "peer" over me as I "go about" the process of writing these compliments on the computer. . Which will then be hand-written on the sticky note. I go to my excel sheet, and grab the first person: "Ivan Levison".

Now I'm going to visit his website... and start looking for something personal to compliment him about.

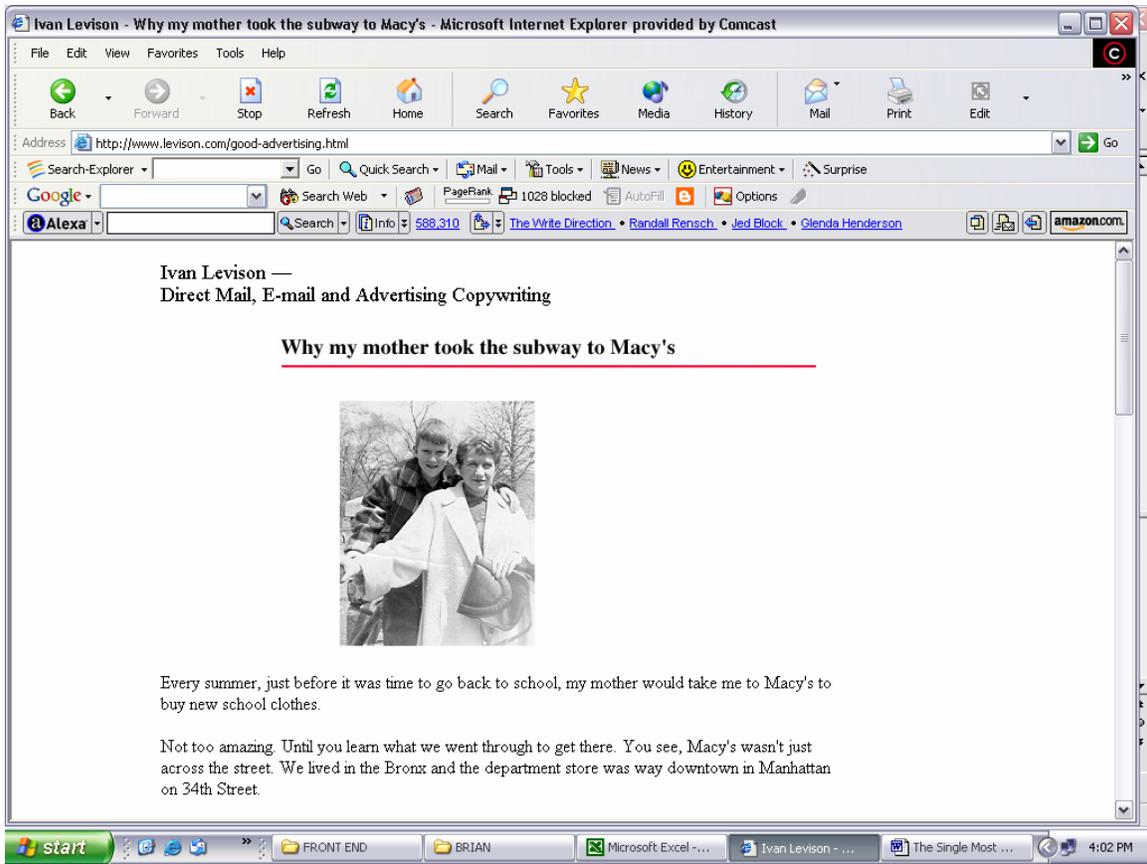
Half way down the page I see this:



“Why my mother took the subway to Macy’s – And what I learned along the way.”

That’s an interesting headline; it sounds very personal. It looks like I’ll get to really get a good idea of who this person is from this page.

Let’s checkout what the article looks like:



It can't get any more personal than this. It's definitely worth the read. Let's both read it together now, here on the screen, so that you can FULLY understand this process of writing these sticky notes.

They are VERY important!!!

**Here's the article he wrote:**

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“Every summer, just before it was time to go back to school, my mother would take me to Macy's to buy new school clothes.

Not too amazing. Until you learn what we went through to get there. You see, Macy's wasn't just across the street. We lived in the Bronx and the department store was way downtown in Manhattan on 34th Street.

That meant we had to take the subway. Again, not too amazing, until you remember that descending the steps of the Independent Line in August was like entering Dante's seventh level of hell.

The question I always asked myself as we rattled along in our mobile sauna was why we were going to Manhattan when there were dozens of stores only two blocks away?

Why did we go through this ordeal of fire simply to buy me some shirts, socks, and a new winter coat?

At nine years old I never knew the answer. Today I do. The answer is advertising. You see, over the years, through their endlessly persuasive advertising, Macy's had purchased and cultivated a small part of my mother's mind.

Sure, the local stores were good now and then, but "For back to school the right place is Macy's!"

Never mind that like a fighter trying to make the weight, I sweated out three and a half pints of water under the Grand Concourse. The point is, "For back to school the right place is Macy's!"

Now the reason I'm telling you this story is not to call attention to my mother's hypersensitivity to advertising. On the contrary, the important thing to remember is that we're all sensitive to advertising despite our protestations to the contrary.

Oh, yes. Many people, filled with smug self-satisfaction, claim to be beyond it all. They tell us that they're just not influenced by ads or commercials. This is self-delusion.

Let me give you an example.

My wife and I were recently at a dinner party in San Francisco. The guy sitting across from me was a doctor who really freaked when he heard I was a copywriter. (I guess he thought I was personally responsible for every ring-around-the-collar commercial he ever had to sit through).

Anyway — he went on to tell me what I've heard a million times. That advertising doesn't touch him. That he chooses products rationally. And so on, ad nauseam.

Here's a guy who drinks Henry Weinhard's (not Bud), drives a Volvo (not a Chevy) and eats Haagen-Dazs (not Lucerne). And he still tells me that he's not affected by advertising. As I explained to him over the pasta al pesto (not Rice-A-Roni), we all are human. Inside of all of us is that hopeful little kid, dumping out the Cracker Jacks, looking for the prize.

I did my whole number and of course got nowhere. This bothers me not at all. You see I know a secret. That, like soldiers wearing their rank on their sleeves, we all go through life flashing little messages and emblems that help define who we are or who we want to be.

Whether we wear Guccis, Nikes, Kinneys, or walk barefoot, we are making a public statement about who we are.

Advertising is the mirror in which we see ourselves as we want to be.

It is a powerful force that can take us anywhere.

Even downtown to Macy's."

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Ok, so – what did you get out of that?

First off.

He's obviously a powerful writer!

The entire thing was FULL of images, and I could really "feel" the emotions of each "scene" he was described.

He's really quite an amazing writer.

Also... I loved the line "Advertising is the mirror in which we see ourselves as we want to be."

How true.

So here's what I will write on the sticky pad.

2 ideas:

I think you really nailed it in with that story about your Mother's attachment to Macy's, beautifully written. Give me a call – 801 – xxx - xxxx

Or

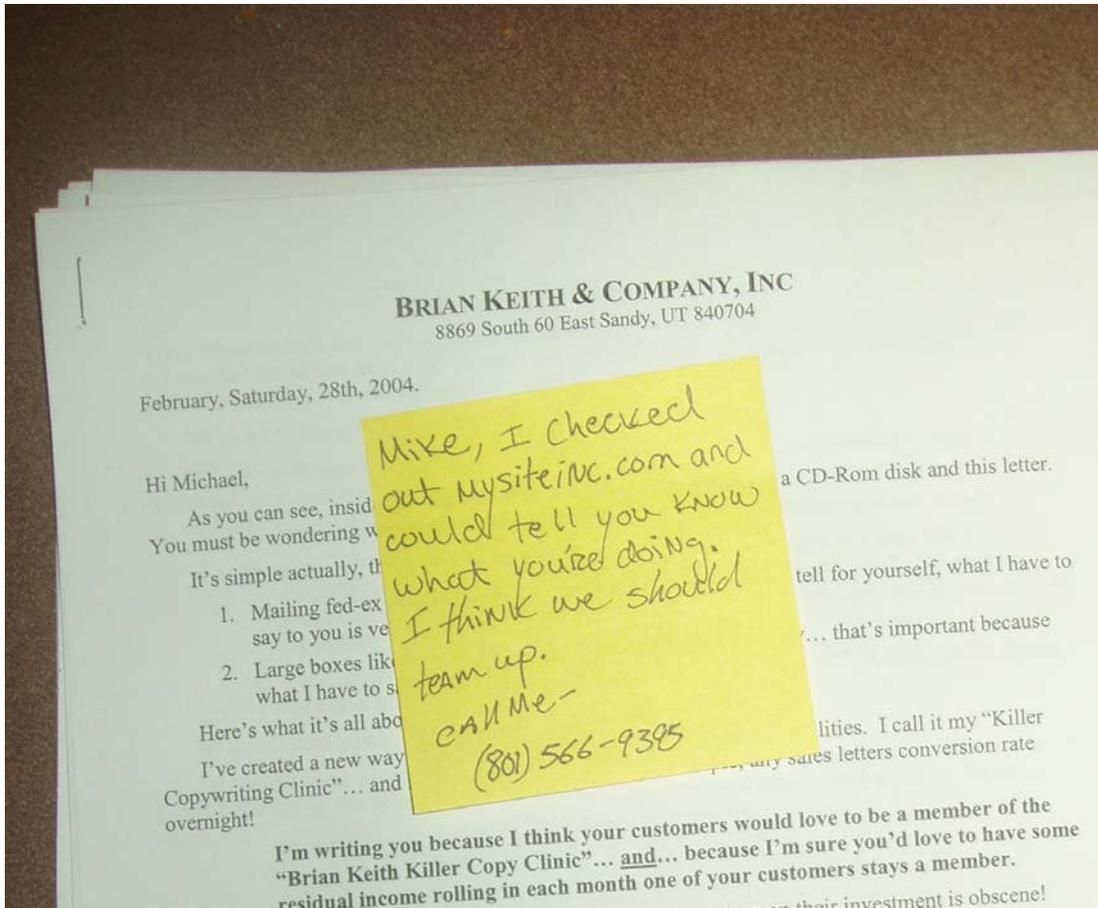
"Advertising is the mirror in which we see ourselves as we want to be."  
I couldn't agree more. Give me a call – 801 – xxx – xxxx"

Either one of those would work.

Get the point?

If you can't think of anything really personal to write, that doesn't sound cheesy, here's a "canned" hand-written note I like to write:

"firstname, I saw your site a [url] and could tell right away, you know what you're doing. That's rare these days. I think we should team up and combine our efforts. Call me – xxx-xxx-xxxx"



## Here's what the actual JV letter will say on it:

- **Catchy intro that shows you're serious... and this expensive box you spent money on proves it.**
- **Proof and details about why his customers would fall head over heels for this product because it'd help them out so much.**
- **Proof of how much money they can make, conversion rates, etc... and info about how you've set them up a SPECIAL offer.**
- **Call-To-Action**

Let me show you a few sample JV letters I've sent in the past.

Here's one for Brian's copywriting clinic:

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## BRIAN KEITH & COMPANY, INC

8869 South 60 East Sandy, UT 840704

[Date }

Hi [firstname],

As you can see, inside this big box there's nothing to be found but a CD-Rom disk and this letter. You must be wondering why I would do such a thing?

It's simple actually; there are two reasons:

1. Mailing fed-ex boxes like this one are expensive, so you can tell for yourself, what I have to say to you is very important.
2. Large boxes like this are almost always opened up right away... that's important because what I have to say is extremely urgent...

Here's what it's all about...

I've created a new way any person can enhance their copywriting abilities. I call it my "Killer Copywriting Clinic"... and it's proven to double, and even triple, any sales letters conversion rate overnight!

**I'm writing you because I think your customers would love to be a member of the "Brian Keith Killer Copy Clinic"... and... because I'm sure you'd love to have some residual income rolling in each month when one of your customers stays a member.**

And they'll want to keep their membership because the return on their investment is obscene! What do I mean? Well, here's a quote from a recent member...

"Brian, I thought we had a killer website sales letter to start with, but in one single day you were able to DOUBLE our conversion ratio! You have truly exceeded our wildest expectations, Brian. GREAT job on the sales letter -- GREAT job!"

**Jerry Bohlken, Scholarship &  
Grant Guide**

Imagine that... one day your website is earning \$1,000 per month from a steady stream of traffic... the next it's making \$2,000 or more per month! Well, that's exactly what's possible for you and your customer list... and its dirt-cheap at the "Brian Keith Killer Copy Clinic".

**Don't You Think *Your* Customers Would Love to See  
*Their* Conversion Rate Double Overnight?**

Your customers will get top-notch critiques... I'll rip their copy to shreds. And I'll even re-write their copy for them... headlines, bullets, guarantees, openings, closings, etc. **I think this is something your customers will drool to get their hands on.**

But I want you to act fast...

Through the end of February I've hand-picked (and mailed this box to) a select few "partners" to offer their customers an irresistible offer. My copywriting clinic normally costs \$97 per month for a

*(go to next page now...)*

## Page -2

"Basic Membership", but you can give your customers the same membership for \$5 the first month, and then \$47 per month from there on out... but only during a giant promotion I'm conducting with you and a few other serious marketers.

It'll be a "72-Hour, Once In-A-Life-Time" sale held next week.

So if you're interested, and you feel like this is something that will be a blessing in your customers' lives – here's what you need to do next:

1. First... signup as an affiliate here: URL
2. Next, call my affiliate manager immediately at 505-280-8236 or e-mail him at [Jason@thebkvspecial.com](mailto:Jason@thebkvspecial.com) to let him know "ready to go". His name is Jason Cox. He'll hook you up with all the endorsement sales copy, and fill you in on all the details.
3. Then, all you do is plug in your list and **watch the money flow in every single month they stay a member!**

A little residual income sounds nice, doesn't it?

Let me hear from you right away though – because next week is "the big launch"... and you won't want to miss out on this chance to bless your customers' lives, and make a little money at the same time.

Warmly,



Brian Keith Voiles

P.S. Attached is the sales letter for [briankeithkillercopyclinic.com](http://briankeithkillercopyclinic.com)... I thought you might like to read it. When you do, you'll see right away... this pitch *sells*. It's proven, too – **currently it's pulling a 6.9% conversion rate.**

I've already done Joint Ventures with Kirt Christiansen and Frank Kern. They both have made thousands and thousands of dollars with me. How 'bout you?

P.P.S. Just for fun, I thought you'd like to see some of the videos that members are privy to as part of their memberships. So I put some on the enclosed CD for you so you can get a feel for how the membership works.

I'm not kind on critiques. I'm ruthless... and I rip-apart their copy and then give detailed advice on how to make it convert better. I hope you enjoy watching!

P.P.P.S. By the way... **feel free to call me on my direct line at (801) 566-9395 and chat.** If we've never met, I'd love to meet you – and if you're an old salt in these waters, I'd love to get reacquainted!

Here's what you should have noticed about this JV letter.

**The intro tells them that we are serious about this package... and that they need to read it right away!**

“Hi [firstname],

As you can see, inside this big box there's nothing to be found but a CD-Rom disk and this letter. You must be wondering why I would do such a thing?

It's simple actually; there are two reasons:

3. Mailing fed-ex boxes like this one are expensive, so you can tell for yourself, what I have to say to you is very important.
4. Large boxes like this are almost always opened up right away... that's important because what I have to say is extremely urgent...

Here's what it's all about...”

**Brian's website is not a “book” it is made up of movies.**

**There's just no way I can send them a nice printed out copy of the book, so I made use of what I could do. And that is... burn a CD-rom with movies from his clinic!**

**The next important part of the letter is that “This will really help your customers, they'll love it”...**

I've created a new way any person can enhance their copywriting abilities. I call it my “Killer Copywriting Clinic”... and it's proven to double, and even triple, any sales letters conversion rate overnight!

**I'm writing you because I think your customers would love to be a member of the “Brian Keith Killer Copy Clinic”... and... because I'm sure you'd love to have some residual income rolling in each month one of your customers stays a member.**

And they'll want to keep their membership because the return on their investment is obscene! What do I mean? Well, here's a quote from a recent member...

“Brian, I thought we had a killer website sales letter to start with, but in one single day you were able to DOUBLE our conversion ratio! You have truly exceeded our wildest expectations, Brian. GREAT job on the sales letter -- GREAT job!”

## Jerry Bohlken, Scholarship & Grant Guide

Imagine that... one day your website is earning \$1,000 per month from a steady stream of traffic... the next it's making \$2,000 or more per month! Well, that's exactly what's possible for you and your customer list... and it's dirt cheap at the "Brian Keith Killer Copy Clinic".

**Then ... we start putting the "time" element and "money" elements into the "endorsement letter". Notice A. that we've "hand picked" them B. that we're giving them a better deal to offer their customers than the site normally allows C. in the P.S. we mention specifics about conversion rates, and how people have made \$xx,xxxx selling the course.**

But I want you to act fast...

Through the end of February I've hand-picked (and mailed this box to) a select few "partners" to offer their customers an irresistible offer. My copywriting clinic normally costs \$97 per month for a

"Basic Membership", but you can give your customers the same membership for \$5 the first month, and then \$47 per month from there on out... but only during a giant promotion I'm conducting with you and a few other serious marketers.

It'll be a "72-Hour, Once In-A-Life-Time" sale held next week.

So if you're interested, and you feel like this is something that will be a blessing in your customers' lives – here's what you need to do next:

4. First... signup as an affiliate here: URL
5. Next, call my affiliate manager immediately at 505-280-8236 or e-mail him at [Jason@thebkvspecial.com](mailto:Jason@thebkvspecial.com) to let him know "ready to go". His name is Jason Cox. He'll hook you up with all the endorsement sales copy, and fill you in on all the details.
6. Then, all you do is plug in your list and **watch the money flow in every single month they stay a member!**

A little residual income sounds nice, doesn't it?

Let me hear from you right away though – because next week is "the big launch"... and you won't want to miss out on this chance to bless your customers' lives, and make a little money at the same time.

Warmly,



Brian Keith Voiles

P.S. Attached is the sales letter for [briankeithkillerclonclinic.com](http://briankeithkillerclonclinic.com)... I thought you might like to read it. When you do, you'll see right away... this pitch *sells*. It's proven, too – **currently it's pulling a 6.9% conversion rate.**

I've already done Joint Ventures with Kirt Christiansen and Frank Kern. They both have made thousands and thousands of dollars with me. How 'bout you?

**If Brian's product wasn't so new... and we'd had a lot of people already endorsing his e-book with REALLY SPECIFIC figures... I'd have moved that up in the letter a bit higher.**

**Then the end of the piece reminds them... TO GO CHECKOUT THE PRODUCT before they decide!**

"P.P.S. Just for fun, I thought you'd like to see some of the videos that members are privy to as part of their memberships. So I put some on the enclosed CD for you so you can get a feel for how the membership works.

I'm not kind on critiques. I'm ruthless!... and I rip-apart their copy and then give detailed advice on how to make it convert better. I hope you enjoy watching!

P.P.P.S. By the way... **feel free to call me on my direct line at (801) 566-9395 and chat.** If we've never met, I'd love to meet you – and if you're an old salt in these waters, I'd love to get reacquainted!"

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Here's another killer JV letter... that I used to sell over \$13,000.00 worth of this e-book That is actually being given away...online.... FOR FREE!

No joke. It's a killer motivational book by Stuart Goldsmith called "the Midas method" that usually sells for like \$17?... but that you can actually download for free online.

Crazy huh? =-)

I sold over \$13,000 of it in under 72 hours... for \$47 PER sale...

(NOTE: This JV letter is REALLY long... and I recommend keeping your letters what shorter than this one. Also note... you can often "pretend" to be the owner of the product in your JV letters, even though this is "FROM BRIAN"... I was the one who sent it out, I was the one who came up with the idea, etc. It's actually a long story how I ended up getting Brian and I the RIGHT's to sell someone else's product and keep 100% of the profit... but I'll get into that a bit later.)

Here's the JV letter I used:

**From the Desk of Brian Keith Voiles**

8869 South 60 East  
Sandy, UT 84070-2133

Thursday, November 26, 2003

Dear Len,

**I Want You On My Team**

My name's Brian Keith Voiles.

Maybe you know my name – maybe you don't. But, most serious direct marketers and Internet marketers consider me to be one of the most brilliant copywriters on the planet.

What's more, they consider my "Ad Magic" course to be the "bible" of copywriting.

But enough about me.

The only thing you really need to know about me is this: my name... my "brand"... is an asset. An asset that has been highly UNDER-leveraged and UNDER-utilized on the Internet. (Chances are Len, you've actually wondered, "Why the heck hasn't Brian hopped on the internet bandwagon?" That's a story for another day...

What's important right now is that my name is "out there"... and there's a certain mystery about my "brand". And between the two of us, I think we can leverage that brand to make some serious money, seriously fast.

Here's what it's all about:

Enclosed you'll find a copy of a really awesome book. I want you to read it... it's awesome. I'm sure you've read other books like it... but there's just something special about this one. (Besides... if

Above is the intro.

In this JV letter... we focused on Brian... "Climbing out of his hole back into the marketing arena".

Right away... it tells them... "Brian Keith Voiles" is back to do business... and "Here's a book Brian Keith Voiles Loves"...

Then we get into this portion:

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Here's what it's all about:

Enclosed you'll find a copy of a really awesome book. I want you to read it... it's awesome. I'm sure you've read other books like it... but there is just something special about this one. (Besides... if you'll take the time to read it, you'll at least have been blessed from this interaction with me even if we don't do business together this time 'round.)

The book is called “The Midas Method”. It’s really an e-book... but I printed it out for you to save you the hassle (I hate reading books on the computer screen!) **Anyway... here’s the deal I’m proposing:**

I’ve hired Jason Cox to be my official “Affiliate Manager”... Jason has a track record like no other affiliate I’ve ever met. He’s a 19-year (ambitious) kid who’s making more money from his affiliate promotions on the Internet than most “grown-ups” will ever make their entire careers. Jason’s brilliant... and he’s inspired me to “come out of my shell” and get onto the Internet. (I still don’t even have a website... yet!)

Well anyway, Jason and I have put together what we call a “72-Hour Affiliate Special”. It’s something that he’s done in the past and from the numbers I’ve seen, this thing works like gangbusters – and its going to make you a ton of quick-cash.

How?

First off – the book will make your customers more CONFIDENT... more APT to buy more of ANY and ALL marketing products you offer them.

If you don’t believe me... then **I just dare you to read this book and NOT become extremely excited about your business, your future, your life...** and in making a whole lot more money than you are right now! *Because it really does motivate you to do more with your life and make more money!*

**But the main point here is that your customers are going to be more likely to buy MORE e-books and courses from you in the future...**

The “Midas Method” will super-charge your customers, get them so excited about making money, and make them so confident in themselves... it actually makes them more prone to buy anything of value you have to offer.

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In this part of the JV letter Brian lets them know we’re setup to sell it... and end by telling them.... “This book is so great, and so motivating, that if your customers read it... they’ll buy twice as many products from you in the future... because it’ll make them more successful”.

That’s the “benefit” delivered to the customers.

(Important note: I sent this JV letter to people selling mostly Internet Marketing..., which was stupid! I should have sold it to people who buy “motivational” books... and that would have indeed – changed this JV letter.)

But with that said... we still sold over \$13,000 in just 72 hours!

Now its time to “close the sale”... give them details...tell them about how we’ve found a bunch of products that normally sell online (more on this later) that they can give-away to help sales... and then tell them to call ME!

(Note. We had NO proof that this product sells... so instead, we talked about how Brian is such a great copywriter... and how he’s re-done the sales copy for the book!)

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This book is basically a pitch to “believe in yourself”.

And you know as well as I do that one of the biggest obstacles to overcome in a sales letter is the whole objection that the prospect simply doesn’t believe they can have the results we’re promising.

**This book will help wipeout that objection to anything you sell.**

Essentially, customers who read this book will be more likely to buy more stuff from you in the future... and (even better) your customers *honestly ARE* much more likely to succeed!

Now... let me tell you the reasons why you’ll want to do this Joint Venture with Jason and I:

- **I’m writing all the sales copy for this book myself** – so you know it’ll be good...
- **This is a “must read” book for any person who wants to succeed in a big way.** I think the more people that read this, the more successful we’ll all be – and that’s exactly why I’ve decided to sell 5,000 copies in 72-hours... and make a bunch of cash for you and me right before Christmas! Sound good?
- **You get 50% of each sale... but if you make 400 sales or more, your percentage jumps up to a whopping 65% percent.**
- **Up-sell your customers and make more money!** Jason and I have created *an automatic up-sell page that’ll increase your profits even more...* let me briefly explain: Jason was the affiliate manager for Mark Goldman at [www.jvsecretsrevealed.com](http://www.jvsecretsrevealed.com). And by adding a simple up-sell page the affiliates made an extra 20% on top of what they would’ve made without the up-sell offer! (*Most affiliate programs don’t even bother to do an up-sell, let alone give you a percentage of the deal – but I’m looking’ out for you at every turn...*)
- **You get valuable FREE Bonuses to sweeten the deal to your customers!** Jason and I have arranged for you to get free copies of a valuable \$47 e-book, an eye-popping \$99.95 e-book, and a few other e-books. These can all be used to make your offer more desirable... and you get them *AT NO CHARGE*.

You Get \$2,500 Worth Of E-Books To Give-Away Just Because of This Deal With Me!

But now... I'm going to sweeten the pot with the most succulent residual income bonus you've

ever seen in an affiliate program:

**Chances are (based on your online success) you'll have no problem selling 200 or more copies of this book. To reward you for your hard work, here's what you'll get:**

- Sell just 200+ copies and you'll automatically be loaded into the affiliate program of two, re-occurring monthly membership sites...

These membership sites are *HOT*... one of them is mine – and one of them is Jason's. (Both of which are not yet launched... so you'll be in the door first!)

Mine is a special copywriting clinic that runs \$97 or \$247 per month where you'll get 50% per month on sales. And Jason's is \$47/month where you'll earn 50% per month.

Bottom line... here's what I'm offering you:

**Any Customers You Bring To Me Now Through This 72-Hour Affiliate Special, I'll Pay You On Forever For As Long As They Stay a Member of These Membership Sites!**

There are, however, two catches to this deal... this is a “closed door” affiliate program. You're being invited in... and those who are invited are the only affiliates I'll take.

Second... you must get in touch with Jason immediately if you're interested. The 72-hour pitch is going to take place December 3 through the 5<sup>th</sup>.... That's just around the corner so you need to contact Jason immediately...

Jason's email is: jjcox1@comcast.net and you can call him on his cell phone at: (505) 280-8236

I've contacted you because I feel you can benefit from this win-win offer... and because I admire the level of success you've earned online. But know this:

I've mailed this letter to just 47 people... all of whom I consider great successes. **I'm only looking for 30 people who are ready to work hard for just 72-hours to make a small fortune... just in time for Christmas.**

If you ARE that person, then you'll commit the time and get in touch with Jason right now (I would call him, if I were you). He'll explain in *complete detail* how it's all going to work. So here goes... Brian Keith Voiles is launching into the Internet... don't you want to be a part of this “Millionaire Maker's” success.

Contact Jason immediately at (505) 280-8236

Warmly,



Brian Keith Voiles

P.S. I have one last thought... maybe it'll sweeten my offer to you... maybe not – but it will certainly enrich my life. **If your sales do top 200 with this promotion, I would like to gift you a critique of any sales copy you choose.** You can use this any time you'd like.

I'm charging \$1500 for a critique these days – but I'd like you to have this as my gift. Again... if nothing else, it will surely enrich my life to visit with you.

Finally... the only thing left we can do with the JV letter is try to convince them into reading the book! That's what this sales copy does:

P.P.S. If you're curious to know more about the book, let me tell you...

An incredibly remarkable man named Stuart Goldsmith successfully sold this book, The Midas Method, years ago, you might have heard of him. He became a multi-millionaire selling this book, and courses on "direct mail"... he never sold anything on the Internet though.

I ran into this book completely by accident, but it turns out... this Midas Method is brilliant. You simply cannot fail if you read the book, and follow its advice. I dare you to try it and disagree.

I can't even begin to explain how amazing and just how fast you'll see changes happening in your life if you take the book and use it. Sometimes I like to think of it as a "Kick In the Rear" to start doing something.

It's like... if success could be measured by how big of a fire you had... reading this book would be like pouring gallons of gasoline on your fire!

The same is true for anyone you sell this book to; they will simply become more successful once they've read it. It's like the Napoleon Hill book I'm sure you've read (Think and Grow Rich)... but I dare to say even better... because it's a 1<sup>st</sup> person story that's been done extremely well on a much more personal level. You can really connect to this book.

More importantly, it is a lot lesser known... so it's like you're un-covering a hidden treasure for most people... and anyone who reads it will become extremely motivated INSTANTLY upon just reading past the first 50 pages!

Heck, when my partner Jason read the first 75 pages... he got SO excited about being my affiliate manager that he put down the book and stayed up until 6AM planning out the most amazing 72 hour affiliate promotion ever.

**Let me tell you the details about this 72-hour promotion spurned from the Midas Method.**

Just over a year ago Stuart Goldsmith let loose the "re-sale" rights for this book to a few people...for \$7,000... and hardly any of the licensee's took advantage of this opportunity.

(Or if they did... they must be doing it offline, because nobody is 'selling' it online right now.)

In fact... if you run a quick search on the internet... you can find a few hopeless souls trying to sell it - but their alexa ranking is something like 1,000,000 (they've got no traffic)...and the sales copy is poor. (They took his 1-page ad that is used for placing in magazines... and are trying to sell it online!)

I'm going to change everything around for you... and let you bank in on my hard work this Christmas.

You see, in exchange for re-writing the sales copy for this book... I get the rights to sell 5,000 copies at the price of \$47, and you take half the cut for each book of mine you sell.

**It's happening December 3rd-5th and then everything will be over.** All 5,000 copies will be sold forever, and along with my promotion ending... so will the following bonus's that occurs during this 72-hour extravaganza.

You see... because everyone else online is using a 1-page letter to sell his e-book for anywhere between \$10-\$20... and because the book is worth at-least twice that...

I've raised the price to \$47, I've written a powerful sales letter, and I'm making the "package" you actually sell A LOT MORE VALUABLE.

Check this out... during the first 24 hours of this sale... everyone who buys the package will also get a free copy of Jim Straw's \$99.95 "Affiliate Marketing" e-book (it's dynamite).

Get this (nobody else could ever afford to do this while selling a \$47 e-book)... I've exchanged one sales letter to Jim for the right to sell or give-away to buyers 1,000 copies of his e-book.

I could sell these all... but I really just want to help you make a small fortune with them right before Christmas.

I'm letting you tell your customers "I've struck gold - and the first 25 people who buy The Midas Touch will also get a copy of Jim Straw's excellent book - which most people are buying... over at <http://www.businesslyceum.com/AffiliateMarketing.html>" right now for \$99.95.

But that bonus is only good for people who buy on the first day, during the first 24 hours.

For the 2nd 24 hours I've lined up another hot e-book, that Jason will tell you about when you call us up to say you're "in". This one is selling online for \$47.

During the last 24 hours of the promotion... if we haven't already sold all 5,000 copies... there'll be one final bonus (I've made a similar deal) and am passing on the e-book (that is actually online, selling many copies every single day as we speak) to you for FREE.

**P.P.P.S. Everything is happening December 3<sup>rd</sup> – 5<sup>th</sup> ...so don't put-off making your decision.**

I want to be mailing you out a check for at least \$5,000 **before Christmas**. Everything happens the first week of December – from Wednesday thru Friday.

You can sell it either on one day... or on every single day. You'll probably get just as many sales each time you mail out... so that's why I've traded 3 sales

letters (each worth \$25,000)... to get you thousands and thousands of dollars worth of bonus's to give away each day.

But if you don't read the e-book right now, and if it doesn't make you so super charged about your life and about your business... none of this can happen.

You need to read this book right away and prove to yourself – this info is dynamite. Once you've done that... get in touch with Jason Cox my affiliate manager as quickly as possible.

Here are 3 ways to get a hold of him.

1. MSN chat: xxxxx@hotmail.com
2. Email: [Jason@xxxx.com](mailto:Jason@xxxx.com)
3. (505) 280-xxxx

He's a college kid who doesn't really sleep all that much, so don't be shy to call him at pretty much any time of the day. (He only turns his phone off when he's sleeping or busy... so you have nothing to worry about calling at weird hours.)

December 3<sup>rd</sup> is just over a week away... so don't put this off and miss out on some serious "found money" right before the Holidays!

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Boy... that was a long JV letter.

I wouldn't recommend such a long one for your first try, and I wouldn't again use such a long letter either.

Instead – I prefer to break up the different "messages" into pieces.

Here's one more JV letter I've used... that you can "steal" ideas from.

It's actually the FIRST JV letter I ever sent out, and made over \$2k within 72 hours from just 1 deal it brought in:

(The greatest strength behind this JV letter was that indeed, it was proven to sell already, before I even walked onto the job.)

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Jason Cox – Marc Goldman’s affiliate manager  
1858 Pleasantville Rd. #126  
Briarcliff Manor, NY 10510-1038  
(914) 723 5940

Dear Stephen,

As you can see, I have stapled a crisp \$1 bill to the top of this letter. Why have I done this? Actually, there are two reasons:

1. I have something very important to tell you and I thought stapling real money to a letter would grab your attention.
2. And secondly, since what I'm writing about can make you money (a lot of money) and make you even more famous than you already are... I thought using a 1-dollar bill as a little "eye-catcher" was a good idea.

Anyway, here is what it's all about: Inside this package you have a hardcopy of my popular new e-book “JV Secrets Revealed” where I discuss 14 real life Joint Venture deals that have made thousands and thousands of dollars. I’d like you to read the book because....

We’re writing a 2<sup>nd</sup> edition of JVSR (Joint Venture Secrets Revealed) and I’d like to challenge you to be in it this time! We’ll put a picture of you and a story about how you recently beat our JV record of \$8,432.53 in fewer than 72 hours with one e-mail!

For privacy reasons, our JV partner has asked not to be named so we will just call him Mr. X

Just last month, March 12<sup>th</sup> to be exact, Mr. X sent out an endorsement letter for JVSR to some 17,000 subscribers where he would earn 50% on all sales. The e-mail produced 895 clicks and he had 65 sales. That’s an unheard of 1 in 13 conversion ratio! 54 of those sales were for our \$97 basic package. 9 sales upgraded to the \$147 product and 5 choose the platinum offer for \$297. That adds up to \$8,049.00 in sales in just three days with just one lousy e-mail! And that doesn’t even count the sales that came trickling in the week after.

I think that you can beat our record of \$8,049.00 this Tuesday (April 29<sup>th</sup>) without spending more than 5 minutes of your time because I’m going to show you exactly...

**How Mr. X’s endorsement letter pulled an amazing 7.2%  
conversion rate and raked in over 8K in just 72 hours!**

**(Turn Page Please)**

Reason #1 For Mr. X's success: He only promotes products that are extremely valuable... and his list has become ultra responsive because of that.

Reason #2. We set up a special URL (<http://mrx.jvsecretsrevealed.com/>) where his subscribers/customers could order the e-book at a 20% discount during a special 72 hour time-period!

Reason #3. Joint Venture and advertising related products are HOT! Checkout how powerful just the opening headline for [jvsecretsrevealed.com](http://jvsecretsrevealed.com) is:

**"How To Turn No Money, No Product and  
No Customers Into Steady, Substantial  
Cash Flow: Highly Leveraged, Insider Techniques  
Reveal Secrets of The Joint Venture Masters"**

This product appeals to all Internet marketers.... so you'll make tons of sales! We're not 100% sure if it's the sales copy or the basic offer itself... but we've had so many sales for Joint Venture Secrets Revealed this last month that our Merchant account threatened to shut us down! (Don't worry... we got that taken care of.)

Reason #4. He purchased 5-year memberships to [www.infoproductlab.com/](http://www.infoproductlab.com/) for the first 25 folks to order JVSR from his promotion... and this caused a huge buying frenzy!

I've already written and set up every last thing you'll need to beat our record of \$8,495.53 this Tuesday... and I purchased 25 memberships to [infoproductlab.com](http://infoproductlab.com) that you'll use to put your list into a buying frenzy!

I know you're extremely busy, that's why if you look on the inside cover of the folder containing JVSR you'll find the endorsement letter that'll make you thousands of dollars with no effort or time commitment on your part.

The same letter that'll get your name, website and story published in JVSR 2<sup>nd</sup> Edition and read by 1000's of avid marketers who'll now look up to you as a JV marketing master.

When you read this endorsement letter... you'll notice it sounds like you actually wrote it. That's because we paid a copywriter to take the time to study up on your past newsletters and purposely write the endorsement letter in your own voice, format and style. But that's not all we did for you. I've already set up your special link at <http://pierce.jvsecretsrevealed.com/> where your customers and subscribers will be able to

**(Turn the page please)**

purchase JVSR at a 20% discount from Tuesday April 29<sup>th</sup> until Wednesday May 1<sup>st</sup>

I even created an affiliate account for you that can be accessed at  
<http://www.goldbar.net/lisa/affiliate.cgi> username: stephen password: pierce

Now all you have to do to make a tremendous amount of cash and put yourself into an extremely prestigious new book are 3 things.

1. Log into your affiliate account with the info on the last page, change your password, and make sure I have the right "pay to" written.
2. Call Marc and Terry at (914) 723 5940 or call me, their Affiliate Director (Jason Cox) at (505) 842 5221 and confirm that sending out the letter this Tuesday will work for you. (If it doesn't... just contact us and we can set up a different time)
3. Send out the endorsement letter that's saved to the disk that is also on the inside cover of JVSR, then go turn off your speakers because our affiliate software will be sending you hundreds of e-mails in the next 3 days saying "you've made a sale!"

By the way.... The First 10 People To Call Up And Confirm Will Get A Free Endorsement To Our 60,000 Member E-Zine Where We'll Personally Recommend The Hell Out Of Your Best Products and Services!"

**"It's like we've Picked You Up In A Limo,  
Driven You To The Casino, And Paid For Your Chips!"**

Just put on your best outfit, do up your hair, and get ready to beat our old record!  
All you have to do is look at the e-book I've already printed out for you, call me to say you're in... and then send out the letter!

I'll be waiting for your call =)

Peace,  
Jason Cox

P.S. If you think Mr. X's results were an anomaly, consider this: 4 of our other JV partners have experienced conversion rates of 1 in 18 and most have produced at least \$2,000.00 even to very small lists of only a few hundred people! As a matter of fact, this past week, on April 14th, one of them did just what Mr. X did... to a much smaller list of subscribers... and his e-mail already produced 550 clicks and 20 sales in 3 short days. 18 of those sales were for the \$77 basic package. 1 sale upgraded to the \$147 product and 2 chose the platinum offer for \$297. That adds up to \$2,127.00 in fewer than 72 hours!

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**After I sent that letter out... Stephen Pierce took the idea... and DID beat their record. He did over \$13,000 in sales... and I earned 20% of every sale!**

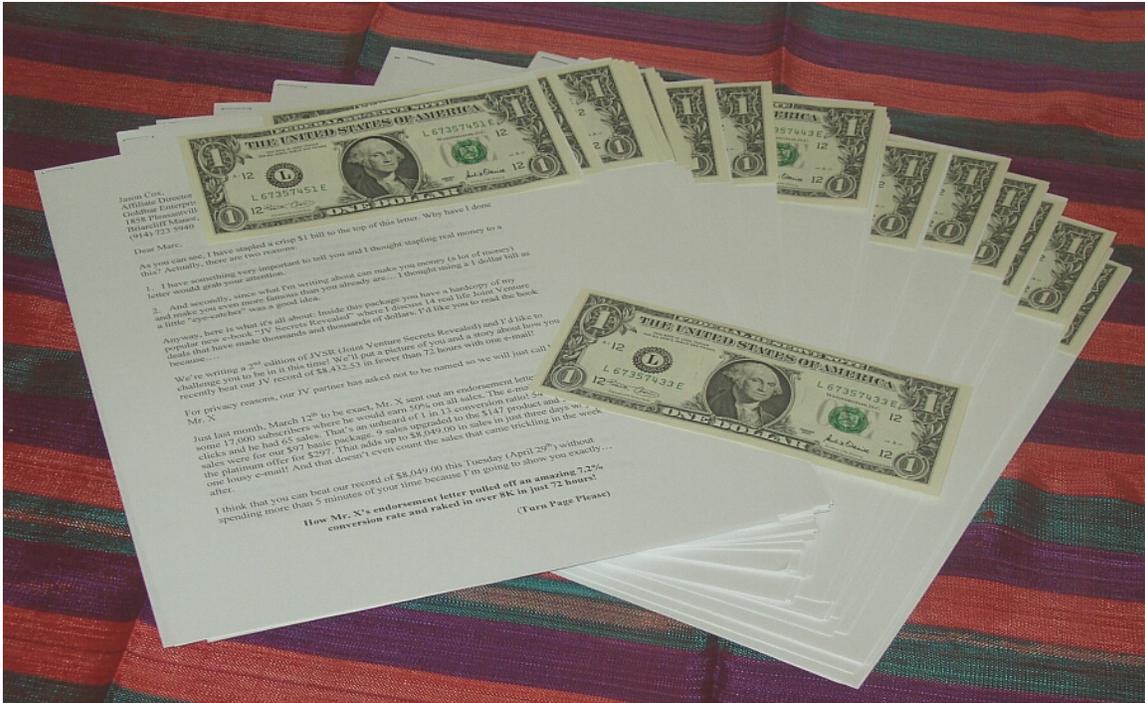
Did you notice that I always make the deal special for the JV partner in one-way shape or form?

In the first JV example, for Brains killer copy clinic... we let the JV owner give his customers the product for \$5 the first month... which is a heck of a better deal than the website first offers.

In the second example... I'd contacted other product owners... and convinced them to let me give-away their product to people who buy our copywriting course for a 72-hour period. (Most smart product owners are more than happy to do that...they'll let you give-away their most popular books... in exchange for the mailing list and free publicity they get from your big 72-hour promotion.)

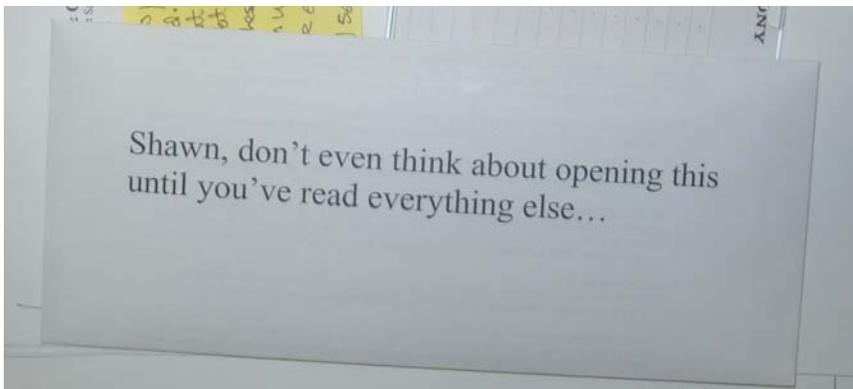
In the 3<sup>rd</sup> example... they get to give away the product at a discount (a 20% discount I think)... and they get to give-away this infoproductlabs.com membership site to their customers as a bonus.

➤ **This sales letter actually had a \$1 bill attached to it... to grab attention!**



- **Putting a 72-hour deadline... or any deadline... is a guaranteed way to increase sales big-time.**
- **Letting affiliate's give-away real products to the first "XX" who order... is ANOTHER way to make A LOT more sales.**

**Here's what I put inside the "Firstname, don't even think about opening this until you've read everything else" envelope.**



Remember... this envelope more than likely... will be the FIRST thing they actually do read. So – it should work 100% by itself, and it should not make references to something they could have read in the package.

It's like its own "stand alone" pitch.

Here's the one I used:

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Ivan,

This is Brian's affiliate manager, Jason. I sort of snuck this into your package without Brian really knowing... so keep it kind of hush hush, if you know what I mean. =-)

I just wanted to let you know, I spent quite a bit of time at your site:  
<http://www.levison.com/>

...and I'm extremely impressed.

In fact, I liked it so much I'd even like to broker a few joint ventures to help sell your course. (Brian always hates it when I offer to help out other people setup JV's, that's why you've got to keep this part of our deal quite.) I'm already in the process of building strong relationships with basically... everyone involved in selling copywriting information online... so, I could easily help you out a lot.

Selling ten or twenty thousand dollars worth of your products, in exchange for a small commission, is what I'd aim at doing for you first. One JV alone that I setup with Stephen Pierce early last summer sold over \$13,000 of this \$97 e-book in 72 short hours... so I'm sure with relationships I already have, we could immediately start seeing those kinds of numbers.

All that I ask from you initially is that you take a really serious look at Brian's brand new copywriting clinic, and consider endorsing it to your customers who truly do need his one-on-one copywriting advice.

I initially met Brian by paying him \$500 to talk on the phone for 30 minutes about this sales letter I wrote... and boy let me tell you, it was worth every penny of it. The letter I'd been paid thousands of dollars to write for a client quickly doubled its conversion rate after I went through and re-wrote it to Brian's suggestions.

Basically, that's what you get dirt-cheap with Brian's new copywriting service. He'll take your sales copy... and then he'll make a video of him critiquing and re-writing your sales copy for you!

It's totally the most amazing and eye-opening experience you can have; the experience of having your own sales copy critiqued by one of the worlds best copywriters alive.

It normally costs \$97/month or \$247/month... but I've created you a special access code so that you can check it out for free. Just visit his site at: <http://www.briankeithkillercopyclinic.com>, click on the order button, and then use this promotion code "jasoncox" (without the quotes)... and you'll get a 100% **free** basic membership.

It's my gift to you.

Warmly,

Jason Cox - Call me anytime.... 505- 280 – 8236 or email me at [jason@briankeithkillercopyclinic.com](mailto:jason@briankeithkillercopyclinic.com)

P.S. If you want... I could probably convince Brian to do a free critique for one or two of your best customers... so that you could have real life proof for your own two eyes... that Brian's critique's flat-out work.

P.S.S. Attached are a few pages of proof showing that I can move products when I really want to...

PO BOX 5180  
SIMI VALLEY, CA 93062-5180

PAGE 2 OF 3  
MERCHANT #: 267773959882  
PERIOD: DEC 01,2003 - DEC 31,2003

JASON COX  
312 LAGUNA SECA LANE NW  
ALBUQUERQUE, NM 87104-1772

SETTLEMENT STATEMENT

FUNDING SUMMARY  
DAILY SUMMARY OF FUNDED ACTIVITY DURING THE STATEMENT PERIOD

(A+B+C+D+E+F+G = NET AMOUNT TRANSFERRED)

DATE FUNDED	DEPOSIT SUMMARY (A)				FINANCIAL SUMMARY							NET AMOUNT TRANSFERRED
	NET AMOUNT SUBMITTED	NET AMOUNT FUNDED	TO BE FUNDED BY 3RD PARTY	DEPOSIT ADJUSTMNT	(B) CHARGE BACKS	(C) CHARGE BK REVERSAL	(D) INTERCHANCE /ASSESSMENT	(E) DISCOUNT/ SRVC. CHG	(F) FEES	(G) FINANCIAL ADJUSTMNT		
12/03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-40.00	0.00	-40.00	
12/04	761.00	761.00	0.00	0.00	0.00	0.00	0.00	-58.12	0.00	0.00	722.88	
12/05	6496.50	6496.50	0.00	0.00	0.00	0.00	0.00	-276.54	0.00	0.00	6,219.96	
12/06	2271.00	2271.00	0.00	0.00	0.00	0.00	0.00	-96.60	0.00	0.00	2,174.40	
12/07	1557.00	1557.00	0.00	0.00	0.00	0.00	0.00	-63.84	0.00	0.00	1,493.16	
12/08	617.00	617.00	0.00	0.00	0.00	0.00	0.00	-24.62	0.00	0.00	592.38	
12/09	426.00	426.00	0.00	0.00	0.00	0.00	0.00	-17.85	0.00	0.00	408.15	
12/10	188.00	188.00	0.00	0.00	0.00	0.00	0.00	-7.50	0.00	0.00	180.50	
12/11	97.00	97.00	0.00	0.00	0.00	0.00	0.00	-3.87	0.00	0.00	93.13	
12/12	476.00	476.00	0.00	0.00	0.00	0.00	0.00	-20.70	0.00	0.00	455.30	
12/13	435.00	435.00	0.00	0.00	0.00	0.00	0.00	-17.36	0.00	0.00	417.64	
12/14	-852.00	-852.00	0.00	0.00	0.00	0.00	0.00	-54.68	0.00	0.00	-906.68	
12/16	47.00	47.00	0.00	0.00	0.00	0.00	0.00	-1.88	0.00	0.00	45.12	
12/17	288.00	288.00	0.00	0.00	0.00	0.00	0.00	-12.35	0.00	0.00	275.65	
12/18	97.00	97.00	0.00	0.00	0.00	0.00	0.00	-5.87	0.00	0.00	93.13	
12/19	-291.00	-291.00	0.00	0.00	0.00	0.00	0.00	-16.91	0.00	0.00	-307.91	
TOTAL	12613.50	12613.50	0.00	0.00	0.00	0.00	0.00	-656.69	-40.00	0.00	11,916.81	

DEPOSIT DETAIL  
DETAIL OF DAILY DEPOSIT ACTIVITY BY CARD TYPE FUNDED DURING THE STATEMENT PERIOD

(\*) TO BE FUNDED BY 3RD PARTY

REFERENCE#	DATE SUBMITTED	DATE FUNDED	NET AMOUNT SUBMITTED	NET AMOUNT FUNDED	FUNDED BY 3RD PARTY	TOTALS BY CARD TYPE	
						M/C	VISA
010112030704	12/03	12/04	761.00	761.00	0.00	285.00	476.00
010212040712	12/04	12/05	6496.50	6496.50	0.00	2518.00	3978.50
010312050704	12/05	12/06	2271.00	2271.00	0.00	661.00	1610.00
010412060709	12/06	12/07	1557.00	1557.00	0.00	376.00	1181.00
010512070708	12/07	12/08	617.00	617.00	0.00	141.00	476.00
010612080711	12/08	12/09	426.00	426.00	0.00	141.00	285.00
010712090706	12/09	12/10	188.00	188.00	0.00	0.00	188.00
010812100709	12/10	12/11	97.00	97.00	0.00	0.00	97.00
010912110710	12/11	12/12	476.00	476.00	0.00	191.00	285.00
011012120709	12/12	12/13	435.00	435.00	0.00	47.00	388.00
011112130704	12/13	12/14	-852.00	-852.00	0.00	-332.00	-520.00
011212150708	12/15	12/16	47.00	47.00	0.00	0.00	47.00
011312160711	12/16	12/17	288.00	288.00	0.00	94.00	194.00
011412170707	12/17	12/18	97.00	97.00	0.00	97.00	0.00
011512180711	12/18	12/19	-291.00	-291.00	0.00	0.00	-291.00
GRAND TOTAL			12613.50	12613.50	0.00	4219.00	8394.50

SUMMARY BY CARD TYPE  
SUMMARY OF DEPOSIT ACTIVITY BY CARD TYPE FUNDED DURING THE STATEMENT PERIOD

CARD TYPE	SALES		RETURNS		NET		AVERAGE TICKET
	TOTAL ITEMS	TOTAL AMOUNT	TOTAL ITEMS	TOTAL AMOUNT	TOTAL ITEMS	TOTAL AMOUNT	
M/C	83	4,551.00	6	352.00	77	4,219.00	54.79
VISA	167	9,302.50	14	908.00	153	8,394.50	54.86
TOTAL	250	13,853.50	20	1,240.00	230	12,613.50	54.84

(Brian wrote the copy, I setup the JV's, and together we sold this e-book "The Midas Method" that is actually being given away for free on the net for \$47 per sale! We ended up with \$12,613.50 from this little project.)



April 9 through May 8, 2003  
 Account Number [REDACTED]  
 Page 2 of 3  
 460

**Activity detail**

**Deposits**

Date	Description	\$ Amount
04/18	Paypal Transfer 030116 [REDACTED]	250.00
04/22	Deposit	400.00
05/05	WT Fed#03345 Jpmorgan Chase Ban /Org = goldbar Enterprises Srf# 0116900125E Trn# [REDACTED] Rfb# [REDACTED] Of 03/05/05	2,000.00
<b>Total deposits</b>		<b>\$2,650.00</b>

**Withdrawals**

**Checks**

Number	Date	\$ Amount	Number	Date	\$ Amount	Number	Date	\$ Amount
1509	04/22	150.00	1512*	05/05	77.64	1514	05/05	300.00
1510	05/05	250.00	1513	05/05	24.23			
<b>Total checks</b>								<b>\$801.87</b>

\* Gap in Check Sequence

**Other withdrawals**

Date	Description	\$ Amount
04/18	POS Purchase - 04/17 Mach ID [REDACTED] Central Aswalgreen Calbuquerque Nm 8716	41.14
05/02	Paypal Eche [REDACTED]	29.98
05/05	Wire Trans Svc Charge - Sequence: 03 [REDACTED] Srf# 0116900125E Trn# [REDACTED] Rfb# [REDACTED] Of 03/05/05	5.50
05/05	State Sales Tax	0.32
<b>Total other withdrawals</b>		<b>\$76.94</b>

**Daily balance summary**

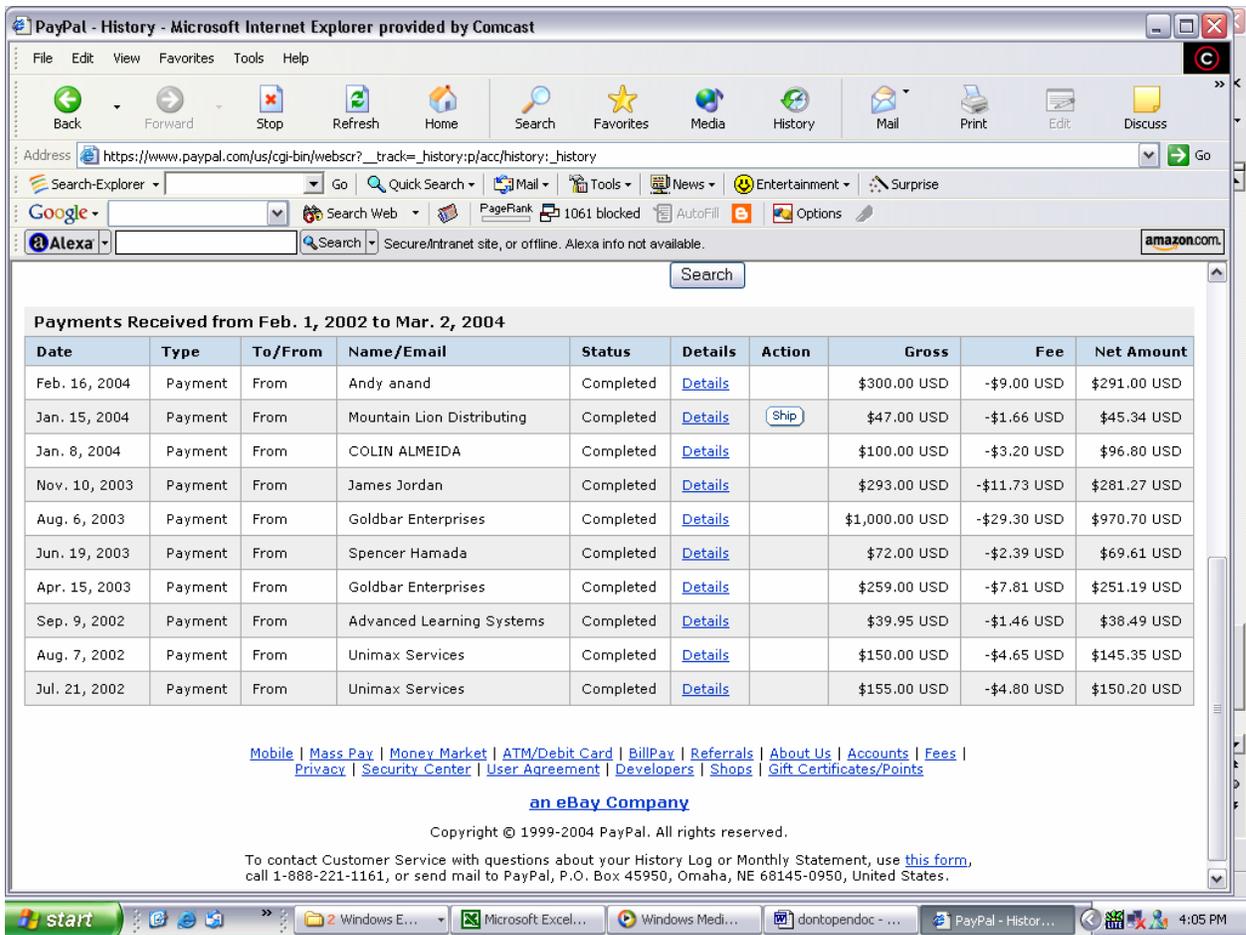
Date	\$ Balance	Date	\$ Balance	Date	\$ Balance
04/08	676.72	04/22	1,135.58	05/05	2,447.91
04/18	885.58	05/02	1,105.60		

**Direct Deposit Advance (Lender - Wells Fargo Bank Nevada, N.A.)**

Outstanding balance as of last statement	\$0.00
Outstanding balance as of this statement	\$0.00

ONLY AT WELLS FARGO AND ONLY WITH DIRECT DEPOSIT ADVANCE UP TO \$500 OF YOUR RECURRING DIRECT DEPOSIT INCOME AT THE ATM, ONLINE OR BY CALLING THE PHONE BANK. SEE YOUR ACCOUNT STATEMENT AND INFORMATION CENTER FOR COMPLETE DETAILS.

(This \$2,000 was part of my commission from Marc Goldman selling his jvsecretsrevealed.com course... Kim is my Mom, this was way back when I was only in high school when I first started setting up big JV's. I earned 20% of each sale... and the first batch he sent me was \$2,000.00) More affiliate commissions I've been paid:



James Jordan is the owner of [www.explosivegrowthspurts.com](http://www.explosivegrowthspurts.com) he sells a “weight lifting” course that I wrote the sales copy for... and that I earn royalties on every copy sold.

The “Goldbar Enterprises” is Marc Goldmans affiliate program at [www.goldbar.net](http://www.goldbar.net) where I sold his book on setting up joint ventures and his autoresponder service.

The others are just a bunch of random commission checks I’ve made by setting up a few deals.

It’s really easy to do... and I guarantee... if you help me out by selling Brian’s copywriting clinic NOW... it’ll be the smartest decision you’ve ever made.

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So ... obviously, you won’t be able to put as much PROOF into your letter like I did the first time. (I have screen shots of my bank account, merchant account, and paypal account with sums of thousands of dollars coming in.)

You might decide not to put this envelope in your first package at all, until after your first 25 packages go out... so that you can go back with real proof.

I sold tens and thousands of dollars without ever using this additional envelope, but because now I do have proof that I can sell any product I please it makes setting up joint ventures much easier.

The key here is... to let them know you'll help them sell their products if they can sell massive amounts of the product you're working on right now.

You could also... however, put lots of testimonials or proof into an envelope like this that the product works, instead of promising to help them sell their products.

In fact, there are endless opportunities for improving the sales presentation of any joint-venture proposal... and here are a few more important factors.

## You Also Want To Print Out (Or Burn) A Copy Of The Product You're Trying To Sell If At All Possible!

The letter I'm sending out for Brian's copywriting clinic sells an online membership where there are movies to watch. How the heck can I print that out?

Well... what I did was burn it onto a CD, and then print out the descriptions of the movies.

If you're selling an e-book... its well worth it to ask the owner of the product if you can print out 25 copies (you'll need his permission) so that you can send them to a few select JV partners.

**Don't try to print out the books yourself... go to OFFICE MAX and let them do it! Spend your time marketing, don't try to save a buck or two here for an extra hour of work.**

**If you can't afford to send out 25... send out 10.... But whatever you do, don't waste your time putting together books!!! (I LEARNED THIS THE HARD WAY.)**



The FedEx mailing addresses have a top sheet you can “pull off”.

I lightly write “1”, “2”, “3,” so that it only appears on the top sheet.

Then I go put a number 1, 2, 3, etc... on my boxes.

Then; I can just match the right shipping address to the right box address... and bingo, everything gets matched up perfectly.

You really don't want the JV person to know that they were number “14” though... so try to make sure you don't leave any evidence that this package was a certain number in a list.

The goal is to appear as personalized, and unique, and sincere, as possible.

## Words Of Wisdom

1. FedEx packages out of the US cost me \$50-\$70. Only send those after you've got a proven package that works... and to people you know could easily return that investment.
2. FedEx does not deliver to PO boxes; use priority mail boxes for that instead. (They give you free boxes as well.)
3. For out of country packages... I'd just recommend using Priority Mail... until you've got a much larger list.
4. When you contact product owners... to see how well affiliates have sold their products in the past... you want to also know WHO not to go after, and who TO go after.

Either A. Give them your list of people you want to go after first or B. have them give you a list of people NOT to go after.... Before you send out packages.

You don't want to send someone a package if they are already an affiliate; that would be a big fat waste!

5. Start off with 25 packages... make sure the product really sells, get proof that you can setup JV's.... then go back and send out more.

## **Part 5 The Last Piece Of The Puzzle – *HOW TO WRITE KILLER ENDORSEMENT LETTERS***

The next thing you'll need to be able to do is... make sure you've got a killer "endorsement e-mail" for your JV partners to use. One of my favorite tricks for boosting the sales of any campaign I do is to get other people to let me give-away their products to people who buy the course I'm selling.

Why would any product owner give away their products for free?

A few reasons actually:

1. To gain free exposure
2. They get the mailing address, email, and name of anyone who buys my course.... Basically for free!
3. They can sell their other products to these "qualified" leads.

All you have to do to get people to let you give-away products is send them an e-mail like this:

Subject: [firstname], want my customer list?

Message:

[firstname], I'm helping sell this course "XYZ" and I was wondering if you'd like to get a copy of all the customers I'm personally responsible for selling.

The course costs \$xx and totally qualifies them to enjoy our Course ZYX because... blah blah blah.

Here's the deal: You'd let me give-away your course as a bonus That my affiliates will give to the first 50 people on their list who Go and buy "XYZ".

You should quickly expect to have in your hands, for free, a few hundred People who are proven to pull out their credit card and pay for quality Information.

I only need 2 bonus's, so if you want to be one of them, let me know Right away.

Warmly,  
YOUR NAME”

**These you go, that letter above, will instantly increase your sales by at-least 150%!**

What you’re going to learn is...**a lot of my most successful endorsement letters didn’t even hardly talk about the products being sold!** They focused on the bonus’s that they’d get on top of the product if they ordered RIGHT AWAY.

(The affiliate program SHOULD come with endorsement letters to use, but you’ll always want to re-format them to be UNIQUE to YOU... with Time-Sensitive Bonuses... so that you can make A LOT more money!)

Below are 3 killer “endorsement” letters you should study. They come in “series” of letters.

**Endorsement Series #1 – Brian’s “Killer Copy Clinic” 50% off for 72-hour endorsement deal. (2 part series.)**

**Email #1.**

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Subject: [firstname] – print this out!

Or...

Subject: [firstname] – “web gold is here”

Or...

Subject: [firstname] - “name of publication is here”

Dear [FIRSTNAME],

You won't believe what I found... man  
Oh man... its sort of like the "Holy  
Grail" of copywriting or something...

I don't know how else to explain it, but here goes...

My personal friend, Brian Keith Voiles, has put together a membership service on copywriting that is just unbelievable!

When I first heard about it, I was actually sort of ticked-off at Brian... I said, "Dude!... you're charging way, WAY too freaking little for what these people are getting!"

It blew my mind when I found out that as a part of being an "Advanced Member" in this, Brian will actually write copy for you AND he'll critique your copy for you!

Now, I don't know if you know Brian, but he's one of the most amazing copywriters on the planet.

He's written kick-butt copy for almost all the "gurus"... Ted Nicholas, Gary Halbert, Yanik Silver, Mike Enlow, Jay Abraham, Terry Dean, Frank Kern, Michael Kimble, and me... and the list goes on and on.

He's amazing.

Now... I know you've heard it from me a thousand times... but I'll say it again: If there's just one skill that you **MUST** have to enjoy massive success on the Internet, it's copywriting.

Well, what Brian has put together has got to be the ultimate way to really, truly master the art of crafting killer copy.

You'll virtually sit down with Brian several times a month and get inside his mind as he creates line after line of brilliant copy for his clients - and for you!

Now, I don't know where you're at... maybe this



Membership" in the next 3 days!

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**Then.... on the 3<sup>rd</sup> day...they send this out:**

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Subject: [firstname], less than 24 hours left.

[FIRSTNAME],

My how time flies... and I'm afraid that by the time you read this message, the half-off deal I cut for you on Brian Keith Voiles' new "Killer Copy Clinic" membership is going to be over!

So if you haven't signed-up yet, do yourself a favor and check it out now! (Before the half price membership deal is axed!)

Go to:

<http://www.briankeithkillercopyclinic.com/betteroffer/a97/index.htm>

...and order now... or else be prepared to pay twice as much later.

With this deal I've setup for you, you'll get LOCKED in at this ultra low price for as long as you want to be a member!

All you need to do is type in this special promotion code "CODE" to get the half-off deal. (Just type in "a97" without the quotes on the order page to get the half-off discount.)

But remember, this code is only going to work for the next 18 hours!... so don't put it off.

Just imagine looking over the shoulder of a top ad writer and watching him write copy...

listening, learning, hearing everything he's thinking!

With that kind of advantage, your copywriting skills will shoot to the next level!

Go now before it's too late:

<http://www.briankeithkillercopyclinic.com/betteroffer/a97/index.htm>

Warmly,  
-NAME-

PS> Also... if you sign-up for an "Advanced Membership" you'll get a FREEE, ONE-ON-ONE consultation direct with Brian to use however you'd like!

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**Important notes:**

- 1. These e-mails, from my experience, should be sent out between 4-6 AM mountain time. Early = good. That's when the most sales happen – the first 6-12 hours.**
- 2. Watch out for spam filters!**
- 3. Hide the “affiliate” link with a re-directed link like the ones I used.**
- 4. It's hard to get a partner, at first, to send out more than 2-emails for a promotion.**

**Endorsement Series #2. Here's the endorsement letter we used for selling “The Midas Method”.**

We tried to have 3-emails... most partners only sent out 1 or 2 of the letters though.

**WARNING: Never have a new bonus each day like I did in this series of e-mails. (Each day there was a different bonus, worth more than the price of our product, just for ordering The Midas Method.) I recommend you just give away ALL the bonuses, everyday, or your life will become a complete mess trying to sort everything out.!)**

**Email #1.**

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subject: {firstname} How to Accelerate Your Success... Beyond Belief

[FRISTNAME],

For the next 72 hours you can get 3 extremely popular  
(And hot selling books) for the price of one right now!  
And one of them is guaranteed to change your life forever!

It's all here at: <http://thebkvspecial.com/go.php?affiliate=67>

For less than 50 bucks you'll get...

"The Midas Method" by millionaire Stuart Goldsmith where  
you'll learn:

- Why living your dreams and getting what you want has absolutely nothing to do with your age, sex, background, physical abilities, luck, race or even education!
- The main thing stopping you from having everything that you really want, and a step-by-step map to overcome it!
- Why, even if you're diligent and hard-working, you might try to make permanent change for a few weeks, but then give up!
- The four key steps to getting everything you want in life – and why only two of the steps make up 75% of the secrets to success!

Click here --> <http://thebkvspecial.com/go.php?affiliate=67>

Paul Myers - "The Amazing List Machine" which sells online for \$97  
(see it selling here: <http://talkbiz.com/results> but don't buy from there!)

You'll learn:

- The 3 things you need to do before you ever start looking for subscribers. Simple, but not 1 publisher in 100 does them. Get them right, and you're ahead of the pack before you've even begun.

- Why you should build a list even if you don't publish a newsletter. If you do publish a newsletter, you'll learn how you can turn secondary lists like this into surprisingly lucrative income streams.

- Why so many people have trouble getting subscribers, and how to turn that around in a matter of days.

- The "old standard" promotional techniques can actually work against you, and why doing things differently can be the BEST thing you can do.

Click here --> <http://thebkvspecial.com/go.php?affiliate=67>

And if you're one of the first 25 to respond to this advertisement you'll also get Jim Straw's e-book on affiliate marketing, called "How You Really Can ... Make Your Internet Fortune As An Affiliate Marketer!"

This book is \*brand new\* and is selling for \$99.95.. but this is your chance to get it FREEE!  
(sells here: [www.businesslyceum.com/AffiliateMarketing.html](http://www.businesslyceum.com/AffiliateMarketing.html))

Just don't buy there... because when you pickup The Midas Method form my link... and FWD ME YOUR RECIEPT... I'll Give you a FREEE Copy!

Click here --> <http://thebkvspecial.com/go.php?affiliate=67>

You'll learn:

- Creating your own UN-ezine
- Writing articles for other ezines (even if you aren't a writer)
- Buying advertising in ezines ...
- How to tell the real, good stuff from the crap!

Order right away.  
Brian Keith Voiles

P.S. I'm giving away a free sales letter to someone who joins my newsletter at [www.thebkvspecial.com](http://www.thebkvspecial.com) ... and I normally get paid \$25,000... and my clients include marketing guru's such as:

- Yanik Silver
- Gary Halbert

- Jay Abraham
- Ted Nicholas
- Terry Dean
- Kirt Christiansen
- And more!

Click here --> <http://thebkvspecial.com/go.php?affiliate=67>

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**Email #2. Sent out the next day.**

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subject: {firstname} How to Accelerate Your Success... Beyond Belief

[FIRSTNAME]!

For the next 48 hours you can get 3 extremely popular  
 (And hot selling books) for the price of one right now!  
 And one of them is guaranteed to change your life forever!

It's all here at: <http://thebkvspecial.com/go.php?affiliate=64>

For less than 50 bucks you'll get...

"The Midas Method" by millionaire Stuart Goldsmith  
 where you'll learn:

- Why living your dreams and getting what you want has absolutely nothing to do with your age, sex, background, physical abilities, luck, race or even education!
- The main thing stopping you from having everything that you really want, and a step-by-step map to overcome it!
- Why, even if you're diligent and hard-working, you might try to make permanent change for a few weeks, but then give up!

- The four key steps to getting everything you want in life – and why only two of the steps make up 75% of the secrets to success!

Click here --> <http://thebkvspecial.com/go.php?affiliate=64>

Paul Myers - "The Amazing List Machine" which sells online for \$97 (look... you can see it selling at <http://talkbiz.com/results>)

- The 3 things you need to do before you ever start looking for subscribers. Simple, but not 1 publisher in 100 does them. Get them right, and you're ahead of the pack before you've even begun.
- Why you should build a list even if you don't publish a newsletter. If you do publish a newsletter, you'll learn how you can turn secondary lists like this into surprisingly lucrative income streams.
- Why so many people have trouble getting subscribers, and how to turn that around in a matter of days.
- The "old standard" promotional techniques can actually work against you, and why doing things differently can be the BEST thing you can do.

Click here --> <http://thebkvspecial.com/go.php?affiliate=64>

And if you're one of the first 25 to respond to this advertisement you'll also get Jim Straw's e-book on affiliate marketing, called "How You Really Can ... Make Your Internet Fortune As An Affiliate Marketer!"

(JUST EMAIL ME YOUR RECEIPT TO [jjcox1@comcast.net](mailto:jjcox1@comcast.net) For This Bonus!)

This book is \*brand new\* and is selling for \$99.95 at Jim Straws site..but this is your chance to get it FREEE!  
(Sells online here: <http://businesslyceum.com/AffiliateMarketing.html>)

You'll learn:

- Creating your own UN-ezine
- Writing articles for other ezines (even if you aren't a writer)
- Buying advertising in ezines ...
- How to tell the real, good stuff from the crap!

<http://thebkvspecial.com/go.php?affiliate=64>

Order right away.  
Brian Keith Voiles

P.S. I'm giving away a free sales letter to  
someone who joins my newsletter at [www.thebkvspecial.com](http://www.thebkvspecial.com) ...  
and I normally get paid \$25,000... and my clients  
include marketing guru's such as:

- Yanik Silver
- Gary Halbert
- Jay Abraham
- Ted Nicholas
- Terry Dean
- Kirt Christiansen
- And more!

Click here --> <http://thebkvspecial.com/go.php?affiliate=64>

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**Email #3. Sent out on the 3<sup>rd</sup> day.**

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Subject: {firstname} there's less than 24 hours left now!

{firstname} this is crazy..

If you missed out on the bonuses from yesterday... you're still in luck!

Until Midnight PST time... Friday December 5th...  
anyone who picks up my favorite new book "The Midas Method"  
will also get a copy of "The Mouse Trap" which is  
selling like hot cakes for \$67 right now at ([www.projectmousetrap.com](http://www.projectmousetrap.com))

But don't order from that link!

Get it for FREEE here while ordering The Midas Method:  
<http://thebkvspecial.com/go.php?affiliate=66>

You'll learn many secrets like...

- "The craziest search engine optimization technique of all time" This is the FIRST time this technique will see the light of public.

If you think that you have seen "weird" stuff in your time, wait till you see this one! Do you fancy increasing the traffic to your site...and turning it into hot dollars?

- The one piece of advice "gurus" and high circulation newsletters have spread that can actually cripple your business for good! If you are using this... then you need to read this report immediately.
- How a simple search on Google can give anyone free access to your site's products! This one is crazy!!! You will see live examples right before your very own eyes!

It's all here at: <http://thebkvspecial.com/go.php?affiliate=66>

But what you'll really love is "The Midas Method" by millionaire Stuart Goldsmith where you'll learn:

- The "Re-Written Formula For Success"... the formula you must absorb in order to have whatever you want in life.
- What your "Mental Jigsaw Puzzle" is and how it is essential to how you see yourself and the world around you.
- The powerful secret behind "Content" and "Tone" and how they program you for success or failure.
- What the "Brick Wall Effect" is and what it has to do with stopping your dreams cold!

Click here before it's too late--> <http://thebkvspecial.com/go.php?affiliate=66>

You'll still get Paul Myers - "The Amazing List Machine" which sells online for \$97 at <http://talkbiz.com/results/> (just don't buy from here. You get it Free from my link below!)

- Why so many people have trouble getting subscribers, and how to turn that around in a matter of days.
- The “old standard” promotional techniques can actually work against you, and why doing things differently can be the BEST thing you can do.
- A simple strategy-building exercise that will guarantee that you get more of what you want, faster.
- Get into untapped markets. Your ezine may be the ONLY one those subscribers get on your subject. You’ll learn why that’s important.

Click here --> <http://thebkvspecial.com/go.php?affiliate=66>

This is a once in a life time deal - take advantage!  
 Brian Keith Voiles

P.S. I'm giving away a free sales letter to someone who joins my newsletter at [www.thebkvspecial.com](http://www.thebkvspecial.com) ... and I normally get paid \$25,000... and my clients include marketing guru's such as:

- Yanik Silver
- Gary Halbert
- Jay Abraham
- Ted Nicholas
- Terry Dean
- Kirt Christiansen
- And more!

Click here --> <http://thebkvspecial.com/go.php?affiliate=66>

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**Important notes!**

- 1. I made this series way to complex, you should just give away all the bonus’s you manage to collect for affiliates... in every e-mail.**
- 2. It’s better if people write their OWN endorsements... but most people wont. So you better get damn good at writing your own “endorsement” letters by studying these ones! (Even though the people you’ll be brokering JV deals**

with, should already be good at writing sales copy.)

**Endorsement Series #3. Here's a few endorsement letters that have been used to sell Marc Goldman's book on setting up joint ventures...**

**Here's the one that Phil Wiley sent out... to do so well selling Marc's book. He wrote it all himself, and notice... because it's in his OWN voice... it sells so well: (Also notice, the letter barely even talks about the book for sale!)**

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Letter from Phil..267 - Mar 12th, 2003

Affiliate Programs - business tactics and ideas - work from home news.

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Letter from Phil

Last week a big name marketer approached me wanting me to endorse his new ebook, which is all about succeeding with joint ventures.

He offered me a 50% deal if I'd join his affiliate program and promote it to my list.

Naturally I wanted to check it out first. So I started reading it, then very quickly became totally enthralled, and kept reading until I'd finished it.

Ok, yep I thought. It's top quality stuff. I'll endorse it no problem.

But then I thought "hold on Phil"

It's all about joint ventures, so let me do something crazy for once :)

So I thought about it for a while, and argued about it for a while, and in the end I managed to put together a great offer for you.

Shame about my affiliate commissions, but there you go :)

In fact I've had to spend quite a bit to do this for you.

Here's what you need to do to take advantage of this once only special deal Mark

1. Go to <http://www.jvsecretsrevealed.com/>

Now whatever you do DON'T buy it from that link. Read the sales letter, but in particular read all the testimonials down the right hand side.

The testimonials alone show the great value of this product.

2. When you've finished reading come back here and go to this page.

<http://www.ozemedia.com/jvsecrets.htm>

You'll see that I struck a hard bargain for you. I've arranged a big discount, plus a special not-for-anyone-else bonus. Compare the cost to that on the first page you looked at.

Much cheaper from my link.

3. Ok, you can buy now if you want to....but first you should probably look at step 4.

4. Go and take a look at this truly excellent member only site

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

Spend some time there looking around, but whatever you do don't sign up to be a member because I've arranged for you to get a free 5 year membership when you buy JV Secrets. (Limited to the first 25 people)

5 years? No kidding. I've bought 25 memberships

and I'm giving them away to the first 25 people to get JV Secrets from this link

<http://www.ozemedia.com/jvsecrets.htm>

I've been a member of Info Product Lab for quite a while, and I visit often. I've learned a lot from it and so will you.

So to recap:

1. You get a big discount on JV Secrets, plus all the bonus products.
2. You get a special "for Phil readers" only special report.
3. You get 5 years free membership to Info Product Lab.

So what's the catch? Nothing. I just like to do things for you now and again.

All you have to do is get JV Secrets from my special discount link then email me your receipt and I'll arrange access to Info Product Lab for you.

Oh, just one thing. There's a 72 hour clock ticking on this. After that the price for JV Secrets reverts to the normal price.

And the Info Product Lab deal is limited to just 25 people. So you need to take action quickly.

<http://www.ozemedia.com/jvsecrets.htm>

Ok, that's it. Do it now :)

phil

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**I took his... and re-wrote it a bit for Stephen Pierce... and we get this one... which out-pulled Phil's sales!**

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=====  
How To Make Tons Of Cash Without Owning  
A Product Or Having A Huge List!  
=====

Hi <firstname>,

Last Thursday we sent you an email on one of our many joint ventures and showed you proof of how we made a net profit of over \$6,000.00 in less than 48 hours.

If you didn't get that email and special report, you can grab a copy of it from here:  
<http://www.the-whole-truth.com/jv-case-study.html>

Now it's your turn to do some JV deals like this yourself.

Since we do 3-4 JV deals of this kind a month, we will show you exactly how you can do deals like this yourself.

The single most common question I'm asked by subscribers is this: "Do I have to have a huge mailing list and a product to succeed online?" So I thought I'd address this once and for all.

NO!

There are thousands of people online making a huge income with no product, no list, and who started with very little money.

And there's no reason you can't do it too if you get a full grasp on the most powerful form of

advertising that exists. What is it? Joint Venture Marketing.

Now don't get me wrong, it's not the easiest thing in the world to do. You've probably heard hundreds of techniques for forming Joint Ventures. But 99% of what everyone is doing is flat-out wrong.

It's the 1% of successful marketers that you need to follow. Let me give you a real-life example of "The Right Way To Setup A JV".

Last week a big name marketer approached me wanting me to endorse his new ebook, which was all about succeeding with Joint Ventures.

His offer actually came in a big fed-ex box one morning and it laid out one of the most compelling Joint Venture offers I've ever laid my eyes on.

Basically, he offered me a 50% deal if I'd join his affiliate program and promote it to my list, but he did it in a spectacular way.

I could tell right away his book would be awesome, by the quality of the JV letter he'd sent me. And it only took minutes after opening his book to confirm that idea.

I quickly became so enthralled that I couldn't put it down until I'd finished it. Right away, I knew I'd be endorsing this book, it's hot stuff.

But then I thought for second. "Hold up Stephen"

This book is all about Joint Ventures. Maybe I can take an idea from his book and do something crazy myself!

So I got a hold of Marc, the writer of this book, I Twisted his arm, made him scream and cry, and then he finally gave in to what I wanted.

A HUGE DISCOUNT on his e-book that ONLY my subscribers can get. I know this will really kill my affiliate commissions, but there you have it.

For the next 72 hours, you can get this amazing book at a fraction of the normal cost. Here's what you need to do to take advantage of this once only special deal.

1. Visit <http://www.jvsecretsrevealed.com>

Warning! DON'T buy it from this link. Just read the sales letter, but more importantly, read all of the testimonials down the right hand side.

There are some real players giving two thumbs up to this book, and that alone shows the great value of this product.

2. After your done reading, come back here and visit <http://www.the-whole-truth.com/jv.html>  
<a href='http://www.the-whole-truth.com/jv.html'>\*AOL\* users ~click~ here</a>

You'll see that we've really saved you A LOT of money.

3. You can order now if you want, but you'll probably want to see the Free "Not For Anyone Else Bonus" that we're also throwing in.

4. The first 25 to order JV Secrets from my special link at <http://www.the-whole-truth.com/jv.html> will get a 5-year subscription to <http://www.infoproductlab.com/> paid in full by us.

Let's sum up this deal again.

1. For the next 72 hours. Marc Goldman is letting us give you his product a huge discount.
2. You'll get a special bonus-report (It's a copy of the JV letter that they sent out... that even worked on me!)
3. You'll get a 5-year membership [infoproductlab.com](http://www.infoproductlab.com)

Is this too good to be true? Nope. Every once in awhile We just like to go way out of our way to help you out.

All you have to do is order JV Secrets from our special link then e-mail us your receipt and we'll get your Free membership set up.

Just remember, only the first 25 who order will get the Free membership, so you need to read about the book and then go buy your copy of JV secrets right now.

<http://www.the-whole-truth.com/jv.html>

<a href='http://www.the-whole-truth.com/jv.html'>\*AOL\* users ~click~ here</a>

That's all; go do it Jason!

God Bless YOU and YOURS,  
Stephen Pierce

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Ok. So why did this one work so well?

1. Stephen Pierce's readers LOVE HIM... so they were very attentive to this offer.

(He's the guy who sells [www.the-whole.truth.com](http://www.the-whole.truth.com))

2. There are a bunch of hot-triggers that make people go-nuts and rip out their credit cards before they even hit the website!

For example: "The first 25 people to purchase will get a 5-year membership to [infoproductlab.com](http://infoproductlab.com)"

YOU can't BELIEVE how many people e-mail us saying they purchased because of the freebie they'd get upon ordering... and not because of the actual book!

Also... we only gave them 72-hours to buy the book at this discounted price... so this had people buying just to save a buck!

You should try to create as many time-sensitive hot triggers in every ad you write... we've had another endorser sell over \$8,000.00 worth of [jvsecretsrevealed.com](http://jvsecretsrevealed.com) w/out even discussing the book!

No joke. All he said about the book he was promoting "it's high quality stuff". The rest of the pitch was 100% angled at the discount and a freebie offer for the first 25 people to order!

3. The sales letters at [www.jvsecretsrevealed.com](http://www.jvsecretsrevealed.com) is just tremendous.

Stephen Pierce sent us 1324 Total Clicks and made 117 sales!

That's a 9% Conversion rate!

Most affiliates on have a 1:13 conversion rate... so his credibility helped him out quite a bit, because his was way above average!

Now you've Got What It Takes to become A Pro Joint Venture Broker!

## **Final Tips - HOW TO MAKE MY “PERFECT” PLAN EVEN BETTER!**

### **Here’s the first secret.**

Once you build a relationship with one person, and they in turn make you money, treat this person like GOLD.

Send them gifts at every holiday you can.

Anything they’d enjoy having is excellent.

The key here is... if you can do a deal with someone once, they’ll most likely do many more deals with you in the future. Especially if they like you and possibly even become friends with you.

### **Here’s the second secret.**

Go back to the SAME list of JV partners with a new offer.

Look, just because they didn’t want to sell your first product, doesn’t mean they won’t do a joint venture for a new, related, product.

Especially... if in the 2<sup>nd</sup> proposal you send them... you’ve got even MORE proof that the product sells.

### **Here’s the third secret.**

Sometimes when you find a product to own, and show the product owner you know how to setup JV’s big time... they’ll hand you over their “affiliate mailing list”.

These are people who are already affiliates of theirs, and who you already have the mailing addresses too.

What you do in this case is tell the product owner...

“Hey I bet you have a ton of great affiliates who could be selling your products, or your new products, but just flat out aren’t doing it.

”I know you’re busy, but I would be glad to send out an extremely professional fed-ex package to a few of your top affiliates you’d like to see some action from for you!”

Or something like that.

This is a sure-fire way to

- A. Quickly build a correct mailing list
- B. Find people who are proven to be interested in the product owner in the first place

..... That's it, now go open up your "quick start guide" and start making some money!

**Here's the fourth secret.**

When you make a JV deal with someone... do everything possible you can to save them time! Setup their affiliate account.

Put their affiliate links into the endorsement letters.

Do everything you possibly can to make their lives easier!

**Here's the fifth secret.**

Don't diddle-daddle around.

Read this book twice or even three times... make damn sure you've got the system down... then **actually do it!**

**I suggest you open my "quick start guide" at this point and get right to work!**

Warmly,

A handwritten signature in black ink, appearing to read "Joe Ha". The signature is written in a cursive, somewhat stylized font.