



7-PROVEN INSIDER SECRETS!

*7-PROVEN Insider SECRETS
that EVERYONE can use to
Start MULTIPLYING Their
MONEY on the INTERNET!*

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7-PROVEN INSIDER SECRETS

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CHAPTER ONE

The PROVEN INSIDER SECRET to LONG TERM SUCCESS

When I first started out on the Internet I used to marvel at the numbers that some of the 'gurus' would throw around...

\$20,000 per month, \$50,000 in the last 30 days...etc.

What I didn't realize back then was that these were some of the most industrious, focused and **prolific** business people around!

The truth is that the Proven Insider Secret to Long Term Success is in being prolific.

Your one offering (no matter how grand and valuable it may be) will rarely (read never) provide you with enough stability and income to make a comfortable living on the Internet.

It's like placing all of your money in one stock – you're setting yourself up for a very nasty and costly fall.

It's good and right to love your product – but never “bet the farm” on an Internet venture and never allow yourself to fall prey to ‘tunnel vision’.

What that means is that you don't want to love the idea of your product so much that you are not willing to abandon it if it fails to make a profit. (In some cases it can actually cause you to lose money!)

There is a scripture in the bible that reads:

*“In the morning sow your seed,
And in the evening do not withhold your hand;
For you do not know which will prosper,
Either this or that,
Or whether both alike will be good.”*

Eccl 11:6

That is exactly the way it is on the internet. **Be prolific.** Don't be afraid to abandon a product that you thought would be a surefire hit, but hasn't delivered.

Sell you own product yes, but don't miss the opportunity to market someone else's product if the opportunity arises.

If you have already purchased a resell rights product – have you set up the website? Have you driven some quality traffic to that new web-page?

The more (quality) products or services you are involved in promoting, the greater your chance of success will be.

Just think...if you've ALREADY purchased a product with resale rights and you haven't yet put up the website and tried to resell it, **how much money are you missing out on?**

The fact that YOU bought the product proves that it has a market so you could be robbing YOURSELF!

Being prolific will also allow you, the security of knowing that if you do produce two, three or more profitable products that appeal to different markets, you will be able to weather downturns in one particular market or the other.

If the widget market suddenly dwindles, you might find that your health and fitness market is in fact growing or at least remains stable.

This is undoubtedly one of the lesser revealed Insider Secrets, yet it probably accounts for **more than 50% of all successful marketers income!**

Insiders that are making a living online are quick to create new products and even quicker to market products that are proven to sell well.

I've venture a guess that if you were to ask ANY successful online marketer (in YOUR own estimation of success) whether they have made their fortunes with the use of just one, two or three products they'd probably burst out laughing!

Most probably, and this has been my own personal experience when talking to people I consider successful, the products that they **thought** would produce the most success failed! (Or met with a rather underwhelming reception)

And what happened then? They refined the product, changed the sales letter or *sometimes* just abandoned the whole product and moved on.

There are no guarantees in this business but you WILL dramatically increase your chances of success by diversifying your offerings and becoming prolific in your approach to internet marketing and product creation.

CHAPTER TWO

The PROVEN INSIDER SECRET to WARP SPEED WEALTH

Jay Abraham and Mike Enlow both call Joint Ventures "the fastest, easiest way on earth to make a success..."

So if Jay Abraham and Mike Enlow were right, then why aren't more internet entrepreneurs using this powerful tool?

Because constructing a mutually beneficial joint-venture takes thought, preparation and lots of research.

Each of the following is just that, an exchange of one partners assets for another - to the benefit of both.

- Trade for advertising
- Trade for links
- Banner Ads can be swapped in the same way.
- Trade Web-site or Newsletter Content
- Co-Create a Product
- Trade Reprint Rights to Information Products
- Trade a Product/Service for a Product/Service
- Cross Promote a Product(s)
- Product Review for a Link
- Trade Autoresponder Ads

Make sure that you have a service or product that compliments your joint venture prospect and also make sure that the venture **is loaded with benefits in your partner's favor** (not yours!)

If you will do this, you will be establishing a relationship that can be used again and again to generate health profits whenever you like.

At the very core of Joint Ventures - what makes them work, and why they are more effective than other marketing strategies - is something called leverage.

Joint Ventures are a way to leverage someone else's money, customers, opt-in lists, marketing muscle, credibility, products, influence, whatever - to create benefit for both.

The most sought after benefit is probably immediate revenue and profits, which is why this chapter was titled “***The Proven Insider Secret to Warp Speed Wealth***”.

But, your aim might also be to:

- **increase your subscriber base,**
- increase brand awareness in a new market,
- **reduce or share certain costs,**
- gain valuable information or skills,
- **etc.**

Okay, so you already know about the power of joint-ventures, and you can't wait to begin, but maybe you just don't know where to start!

Where can you find **quality** joint venture partners that share your enthusiasm for a particular product or that are familiar with your industry.

Sometimes, the most difficult part of setting up a Joint Venture is identifying the partners that will benefit your purpose and then contacting them with your compelling offer.

Just identifying potential partners can be an intimidating task - using search engines to find web sites that target your intended audience is slow and tedious.

There are a number of tools available to automate the searching process. Some of these are free, but they typically do only a small part of the job.

The better tools will not only find the sites listed under your set of keywords, but rank them for you based on incoming links, level of traffic, or both - and retrieve the contact names and email addresses for you. For these, you will have to invest a little cash.

These tools only help you *identify* potential partners. None of them can help you determine their needs, or even if they are amenable to Joint Ventures.

This means that after identifying your potential partners, researching each one's needs, and designing an offer that you think will appeal to them - a majority of them will either:

1. not be familiar with Joint Ventures and not recognize the benefits you are offering them, or
2. just not be in the market for something like this right now, because of other projects they are working on that require their time.

In other words, a large portion of the work you have done so far - is *out the window!*

Wouldn't it be nice if you could approach a list of like-minded entrepreneurs who understand the value of Joint Ventures and are open to your proposals?

Well of course it would and the Insiders know **HOW** to do this.

So what is their secret?

To the best of my knowledge, and from every encounter that I've personally experienced, their secret is in attending and participating in networking activities.

When I began writing this chapter, I was reminded of an article I read by a fellow online marketer named Willie Crawford.

For those of you that are unfamiliar with him, Willie Crawford has been teaching others how to build an on-line business since late 1996.

He's been frequently featured in radio, magazine and newspaper articles and interviews and teaches the average guy what the top marketers are doing but seldom talk about.

(For example, Willie demonstrates the power of automated residual income through his system at: <http://ProfitAutomation.Com> Visit now if you'd like to give your business a business boost.)

He's also been featured as a case study in Corey Rudl's Secrets To Their Success website – so he's **proven** everything he teaches and paid all his dues.

He recently wrote an article that would do this topic much more justice than I could in my own words...so I approached him to share his thoughts on the subject in his own words, right here for your benefit.

Pay close attention to what he is about to share with you, because he likes to call it...

The Secret To Million Dollar Joint Ventures

Copyright 2004 by Willie Crawford

"If you are in the internet marketing arena and seeking joint ventures, do yourself a big favor. Take a look at the websites of many of the top

marketers who have created and jointly marketed products with others. Take a look at 20 or more of these sites.

If you looked at the same sites that I often study, you'll notice something that seems "strange" at first. You will see that the same people often endorse each others products and often produce products together. You'll even see this will multi-million dollar producers such as Dan Kennedy, Gary Halbert, and Jay Abraham... to an extent.

Now here's a million dollar secret. These guys really do often have projects that they've co-produced or joint ventured on. If this isn't obvious to you, go back and study some more sites.

Better yet, get any of Jay Abraham's tapes and listen to him explain the benefits of joint ventures.

When you first notice this phenomenon it will strike you as "bogus" or somehow unfair! You'll think, "they only joint venture with each other." You'll become convinced that they only endorse or provide testimonials for each other's products. You'll think that since the "big guys" all do this, then the less well-know marketers couldn't possibly break into this "club."

Nothing could be farther from the truth! If you go back only one or two years, you'll see that many of the people now considered big name were unknowns. You'll see that many of these people were just newbies only a few years ago.

So how did they break into the big time? What was the secret that propelled them ahead of the crowd? What was the secret that gave them access to big name marketers who could help them grow really fast? In a word - contacts! They were usually introduced to those who could help them through mentors and friends.

Another way that many of these "stars" broke out of the crowd was by finding a way to hang out with those already doing what they wanted to do. Every success book that I've ever read, by someone making millions, tells you that you have to learn from someone already doing it.

Those NOT already doing it, can't possibly teach you something that they don't fully understand. They can share with you their theories and what they think is the key to success.

Here's the one question that you need to ask yourself anytime someone offers to share with you a success secret. This one question will keep you

from making many major mistakes. It will save you from those who don't have a clue what they're talking about. That one question is, "Is the person offering me this great advice achieving any measure of success applying his OWN advice?"

The title of Harvey MacKay's book, **Beware The Naked Man Who Offers You His Shirt**" says it perfectly! That man can't give you what he doesn't have... and neither can many people you'll encounter who are all too anxious to offer you advice for your business.

So how do you meet and hang out with those you want to learn from? How do you meet and learn from those that you want as mentors or JV partners? Do it the same way that most of them did it. Find gatherings where the people you want to learn from congregate. Attend the meetings, workshops, conferences, and parties that they attend.

These people work together and endorse each other's products because they like each other, trust each other, and get to really know the quality of each other's work. They're willing to take a look at a new product of a friend, because, that's what friends do!

While at these gatherings, approach the person or people that you want to learn from and ask questions. Get a feel for if this person is someone that you want as a mentor. Look them in the eye and communicate with them. Get a feel for if this is someone that you REALLY do want to set up a large joint venture with. If you get the right vibes, find a quiet time and make the person an offer. Explain to them how you can help them and what you want in return.

If the person you approach isn't a good fit, or can't help you, ask them to recommend someone who can. It really is THAT simple. Small JV's are easy to set up, but to set up really worthwhile JV's... what I call "million dollar joint ventures" you need to do this face to face.

...Study the history or bio of any successful person in your niche who has major joint ventures going, and there's a good chance that this is exactly what they did.

Now that YOU know the secret, confirmed by all of the evidence, go out and set up your own million dollar joint ventures."

So there you have it. And if you enjoyed Willie's advice, you'll be glad to know that you'll be hearing a bit more from him in Chapter 6.

Now for those of you that are thinking, “Now that makes sense – but where can I find one of these workshops?” Why not meet with Willie Crawford personally at his annual “how to” workshop.

You can learn more about it at: <http://InternetMarketingHowToWorkshop.com> and as someone that has observed, learned from and greatly benefited from his works, I can wholeheartedly support the quality of his products, advice and input.

Attending seminars, joining discussion forums and purchasing memberships are just some of the standard operating procedures of the online “rich and famous”.

Now for anyone that has ever looked into these activities, you’ll already know that these events are usually expensive..

In fact, memberships to some of these exclusive resources can cost hundreds of dollars and some seminars (offering a similar service to Willie Crawford’s “How To” workshop) can run into MANY **THOUSANDS of dollars!**

*(If you are able to afford these events then you should make an effort to attend since most of them do deliver and what they lack can often be made up by the **quality** of the partnerships and contacts that you make – just be sure to investigate the integrity of the hosts of such events)*

**Side note:* I would encourage anyone who is able to jump onboard Willie Crawford’s “How To” workshop as soon as possible and you could qualify for a huge ‘early-bird’ discount You can get more details about it here: <http://InternetMarketingHowToWorkshop.com>

But what happens if you are not yet able to afford a workshop/seminar or a \$97/month membership to an exclusive online club?

To find the answer to that question, I plainly give you the solution later in this ebook ...

CHAPTER THREE

The **PROVEN** INSIDER SECRET to **TRUE INTERNET MARKETING**

In general, I am pretty sure that it is a safe to say that . . .

☐ **25% of your success is product**

☐ **75% of your success is in the selling and promotion of that product**

In this chapter I will be discussing a little bit about your product/service, but before I even really touching on the subject we must first deal with your market for two reasons :

#1 – Your product should be your second priority and finding your niche market, your first, and ...

#2 – Your product creation should be the easiest part of your business, because it should involve something you have a passion for OR it should involve someone with a ton of expertise in a particular field.

Allow me to sum up the steps to creating...

A True Internet Business. This Is How It Works:

Step one: You create your own digital product

Step two: You put up a sales letter on a web page

Step three: Put up your own associate program, credit card processing and digital delivery.

To do this quickly and easily, go to: <http://www.clickbank.com>

Step four: Get traffic from overture.com or Google AdWords and ezine ads and make sales.

Step five: Make every buyer become a reseller by making them an offer they can't refuse (well, most of the time.)

That, in a nutshell, is how you and I can make money on the internet. (And I do – Yes it really works!)

Although I strongly believe in being prolific and diversifying, don't just try slinging products out into (cyber) space. It is a major mistake that business newcomers make all the time. If you are not targeting a niche or specific, well-defined market - forget it right now.

The Jack-of-all-trades on the internet soon becomes a flapjack on the internet superhighway.

Dan Kennedy put it this way, "Simply deliver the right product, via the right sales letter, to the right market and you pretty much have it in the bag."

Laser Marketing is really what the internet is about. The more concentrated the beam of light the more effective.

That's what you want. On the internet, you will stand the greatest chance of success if you do what YOU do best!

So what is the third Proven Insider Secret to True Internet Marketing?

No matter which business you are in, the secret to getting the most out of your venture is to first convert your offering (product/service/activity) into a true internet offer.

In other words, make sure that you have some form of digital offering.

I'm in no way implying that you cannot sell hand-made widgets that need to be packaged and shipped on the internet – what I am saying is that Insiders *KNOW* that the Internet and Internet marketing is about information.

Sometimes it might even be to your benefit to covert your widget business into a digital business.

How?

Let's say that your hand-made widgets are very popular but because of your situation you can't personally furnish the whole country (or world) with your widgets so you decide to give the internet a go.

You could try setting up a website and selling to the public directly via your website...but *what if* your fulfillment costs would end up being more than you profit? (It's not uncommon for that to occur)

What if you were to convert your widget business into a "**How To**" digital information product?

“Here’s how you can make your own widgets at home in just 30-minutes, for less than the price of a Happy-Meal!”

Bingo!

You’ve just harnessed the true power of the internet and your fulfillment (delivery) cost is **ZERO!**

Now this solution may not be desirable in every situation, but you could miss out on thousands of dollars in profit by not considering this possibility when you set up your online business.

So What Does An In Demand Product Look Like?

These In-Demand products are related to what people want to achieve in their lives and some are: to make more money, to lose weight, self-improvement (both physical and emotional) and the list can go on and on.

If you can create an info-product out of these subjects, you have an In-Demand product.

The subject you choose must fill a need, solve a problem, and satisfy a desire to feed the information hungry market.

Do You Want To Know How To Turn Any Problem Into Massive Profits?

Just sell the solution.

When you encounter problems, get excited! That problem could be worth thousands of dollars to your bank balance!

Work at finding the solution and then find ways to offer the solution to others. You can rest assured that if you have a problem, you’re not the only one who has ever (or will ever) struggle with it.

So, why not take your experience, package it, and live off the profits!

Most information products today, show the reader ...

- * **How to start or expand a hobby**
- * **How to develop new abilities or qualities**
- * **How to start a new business or expand an old one.**

- * **How to prepare for a new career**
- * **How to make or save money**
- * **How to solve personal problems**
- * **How to spend leisure time.**

If you can produce a "How To" info-product that is NOVEL, INTERESTING, and genuinely HELPFUL, you can do what hundreds of successful marketers are doing online.

Let's start off with your topic. Do you know what you are going to write about?

Consider these topics for examples:

How to budget your monthly paycheck

How to stand out in a crowd

How to meet the women of your dreams

How to meet the perfect man

How to find a partner after divorce

How to turn disaster into triumph

How to get free dinners at restaurants

How to save your marriage

How to write a hot selling report

How to clean house in half an hour

How to raise your kids into responsible adults

How to go from rags to riches in one year

How to land a hot paying job

How to arrange car pools...etc.

Compile it into an ebook (electronic book), package it with some great sales material and sell it using a direct response website.

Best of all, any information product you will be selling will be available 24 hours a day without any inventory and shipping cost. Think about this:

You have no shipping and inventory costs and a comparatively lower advertising cost, so all that remains is pure PROFIT.

Yes, you CAN make money on the Internet.

Don't worry; you **don't** have to be a literary genius to create an ebook or a hot money making report.

Everyone already has an information product within them.

With a little work you can unearth them, copy and paste them into your favorite writing program and before you know it, you will have developed an ebook or a report that can make you money.

To succeed in the information business you should be the owner of your own product **or** have the rights to resell products created by someone else.

So, if you think you don't have a single creative bone in your entire body, you can still make it big online by selling products created by others.

Actually, I have found this the best way to easy money and instant fame. If you can find a **hot-selling product** with resell rights, your work and time on making a profit is more than halved!

Why? Because it already has a market and all the sales material you could need.

For example, you could take this ebook you are reading and put up a website to sell it.

(I've already included a website template, so you wouldn't even need to make one for yourself or hire someone)

The great thing about selling this ebook, is that it's already fully created, it comes equipped with all the **proven sales tools** and you already know that people will buy it (after all you did because you saw the value of this information, right?)

So you get a ready-made In-Demand product with complete Reseller Rights. You keep 100% of the profits. And you did only 12 ½ % of the work! (Like setting up your own [ClickBank](#) account)

There has never been a faster way to begin turning over a profit than by selling information products over the internet. Don't let this opportunity pass you by.

So here are some of the best and easiest ways to create an information product:

- ☐ **By brainstorming ideas about your favorite subjects**
- ☐ By recording interviews with experts and transcribing them
- ☐ **By collecting and compiling reports with reprint rights into ebooks**
- ☐ By transcribing your study notes into ebooks
- ☐ **By collecting and compiling free resources into an ebook**
- ☐ By collecting and compiling lists of free and useful applications into an ebook...etc.

In summary, Insiders think digital.

Even if your business **does** sell physically shipped products and you have no intention of **selling** digital products – create a FREE report about your product or service and offer it at your website.

Use it to spread the word about your offering or to establish yourself as an authority in that area. Use it to win their trust or to answer their questions.

Information drives the internet, and if you want to experience the thrill of true internet marketing then **begin to add digital information** to your arsenal of marketing tools and what your bottom line soar.

If you would like to write your own information product (or any book) and need some help, you can find HUNDREDS of experienced product creators by making use of some of the resources that I refer to later in this book.

It's the kind of help that no one could ever put a price-tag on.

****Side Note:** If you do intend to sell physical good on the Internet, you may wish to look at a payment processor such as www.myPaySystems.com

CHAPTER FOUR

The **PROVEN** INSIDER SECRET to **SELLING ANYTHING ONLINE**

It's Time For Mathematics Class

Poor sales letters = Poor sales!

Got it? Easy, isn't it?

Does your website copy convince people to make a purchase?

If not, **CHANGE YOUR SALES COPY!**

Insiders *KNOW* that it's your WORDS that *sell*, not your product.

If you want to sell anything on the internet then it becomes vital that you learn to master the skill of copywriting. But, don't let that scare you off though, because all successful sales letters have a few common elements that **anyone can learn** in a fairly short space of time.

Now my own sales letters **are** good enough for me to make a living online, but I don't stop there.

I keep learning, I keep studying and I keep adding to my collection of sales letter material that I use over and over again to generate my monthly income.

You don't need to be an expert or perfect before you make money using these techniques, but you **must** know something about copywriting...

Enter Yanik Silver...

For this chapter, I've left the sales letter copywriting secrets to **one of the best in the business...**

Yanik Silver is an absolute master of sales letter magic.

I've been emulating his techniques and strategies for ages so I've approached him for the right to reprint an article that he published a long while ago that not only tells you what you should do – it literally takes you through an actual (non-internet related) sales letter that out-performed most sales letters in that industry.

So without further ado, let's uncover Yanik's sales letter secrets...

=====

The Scientific **"Sales Letter Secrets"** Report

*Dissecting A **PROVEN** Sales Letter By A **PROVEN** Marketing Master*

An Analysis of A Winning Sales Letter

Author: Yanik Silver

=====

Many people say they can spot a good letter when they see it, but the problem is when it comes down to writing one, they simply freeze up. That's why I want to take you behind the scenes of a successful sales letter I wrote and illustrate the thinking that goes into writing a killer letter that generated a healthy 3810% ROI.

This letter sold all of the clients overstock merchandise and they even created a waiting list.

You'll find my comments in the side notes below.

Can You Get A New \$8,000 Power Table For \$417?

-----Side Note Comments-----

First off, the headline is a grabber and makes people want to read more. Anyone interested in your product at a bargain price would certainly continue reading.

-----End Comments-----

Read The Amazing Facts To Find Out How..

.

-----Side Note Comments-----

Next, the subhead tells prospects that the answer is right inside this letter if they keep reading.

-----End Comments-----

Dear Friend,

Yes, it's absolutely true. You can really replace your old, worn-out exam table and only pay \$417 out of your pocket (But only if you are one of the first 2 people to respond to this letter.)

Let me explain.

-----Side Note Comments-----

Your first sentence is absolutely critical to your letter. If your first sentence doesn't make people want to keep reading, you can expect your letter to end up in

the circular file. So make sure it keeps their interest piqued and follow up on the headline promise in the first sentence.

In the first sentence I reiterate the fact that yes they really can get a brand new power table for such a low price. The second sentence I throw in a little scarcity right at the beginning of the letter so they won't just toss this letter aside for further reading.

-----End Comments-----

Last April, our little company took a big gamble and signed up for a power table promotion. In order to get on the promotion we had to agree to take 3 power tables - nearly \$15,000. (And for a small company like us, that's a lot of money to be tied up in inventory).

Only one of those 3 tables were sold - so there are still 2 left.

-----Side Note Comments-----

The next paragraph I begin to explain the story of why we're selling this product at such a bargain price. I've discovered that telling people the truth and giving a reason why is actually one of the most powerful psychological motivators to action.

-----End Comments-----

And My Problem Is Your Opportunity

-----Side Note Comments-----

This subhead turns the letter back around to what's in it for the reader. Everyone is always silently asking themselves "So what?" and "Who cares?". You've got to keep the focus on what the reader will gain from the letter.

-----End Comments-----

In order to move these last 2 tables I've decided to do something somewhat bold and a little daring.

First, you should know that the manufacturer's promotion of these power tables ends June 30th. And any unsold inventory I have could be sold to another dealer at wholesale. But instead of doing that, I would rather sell you the table at a wholesale price and gain your goodwill.

-----Side Note Comments-----

Here I explain how and why I'm willing to make a sensational deal.

-----End Comments-----

The regular price for a XXX power table is \$8,000 but during this promotion they were on sale for \$5,375 (which is a pretty good deal anyway).

But until July 15th (I've extended the offer 2 weeks), you can buy one of our last 2 tables for just \$4,897. That's a savings of over \$3,100.00

-----Side Note Comments-----

I introduce the special offer and the reason why we're selling the product at such a discount. That's a key point, because unless you give people a believable reason for the reduced price they won't believe you. Nobody thinks you're lowering the price because you're "such a nice guy" so let them in on the reason behind your offer.

-----End Comments-----

What? I promised you could get a power table for only \$417 and here's how...

-----Side Note Comments-----

I answer an anticipated objection here since I promised they could get the table for only \$417.

-----End Comments-----

Here's How To Get That New Power Table For Almost "Zip"

By buying a power table, you can qualify for a 50% tax credit under section 44 of the Americans with Disabilities Act. That's right Fifty Percent! All because a power table will glide up and down to accommodate disabled and handicapped patients.

And here's what else. You can also take the amount of the power table and deduct it off your taxes using Section 179. (That is if you haven't spent over \$18,000 on capital equipment this year.)

That's not all, here are a few more incentives for you: We will give you a \$150 trade-in for your old table (or you can donate it to charity for another tax break).

And add an extra 2 -year warranty (\$1,000 value), plus, we'll pick-up your old table and deliver the new one all for free! Pretty good, right? Wait, I have even better news for you...

-----Side Note Comments-----

Here I've explained each of the incentives and how they can really get the table for such a low cost. Plus added in a few extra bonuses and now I'll another bonus to really increase their desire.

-----End Comments-----

You Can Pay In 3 Easy Installments With Zero Interest

We'll break up your payments into 3 easy installments, spread thirty days apart.
Why You Must Act Before July 15th.

First, I doubt if these tables will still be around until July 15th because the first 2 doctors that put their deposits down will take them. And when they're gone this offer expires.

But even if they are still here (highly unlikely at this bargain price) this offer has to expire anyway because we will be shipping out these tables to other dealers in the area.

-----Side Note Comments-----

I bring back the deadline here and scarcity again. So not only do they have a limit on the number of units available, but there is also a time deadline. This is a double whammy to get people to take action immediately.
-----End Comments-----

Here's What You Should Do Now

Pick up your phone and dial xxx-xxxx and reserve one of these last 2 tables with your credit card. Or in case, you're still undecided call us and ask for some more information to be faxed to you.

Otherwise, you'll be giving up the ease and convenience of having a power table at this bargain price. I really hope you're one of the 2 lucky doctors who decide to take advantage of this golden opportunity.

-----Side Note Comments-----
In this closing paragraph I give readers a little pain by mentioning what they'll be missing if they don't act on this offer.
-----End Comments-----

Sincerely,
XXXX

P.S. Hurry! This letter is being sent to 1,283 local doctors and this offer is strictly limited to the first 2 people who respond.

-----Side Note Comments-----
The P.S. is your last place to help prospects make a buying decision. People go from the headline in a letter to the signature to the P.S., so your P.S. should be powerful.

Here I introduce even more scarcity. I let them know exactly how many people (specifics sell) are receiving this letter and it makes the limited quantity seem even more limited since so many other people are getting this same announcement.
-----End Comments-----

I guarantee by using the same elements, I just illustrated; you'll see your next sales letter produce incredible results.

~~~~~  
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<http://www.surefiremarketing.com>  
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CHAPTER FIVE

The **PROVEN** INSIDER SECRET to **EVERY PROFITABLE WEBSITE**

Just as your success online turns on your ability to write sales copy that sells, every successful online marketer will tell you that there are several key ingredients to creating a website that **maximizes your bottom line**.

Insiders *KNOW* that for every website they create, they will need to equip it with the tools and formatting that brings the results they desire, time-and-time again.

Their SECRET is that they follow a formula, a **checklist** of sorts, to ensure that every website they own turns a profit.

Initially you might find the prospect of creating/modifying and maintaining a website a little daunting; however, there are vast amounts of tools and techniques available that reduce the task to little more than using a word processor such as Microsoft FrontPage among others.

I will not delve into the technicalities of how these programs work as such instruction can best be obtained from the manufacturer's documentation.

What I will however devote this section to is the study of the factors that make websites profitable.

This study can be broken down into the ***Insiders' 20-Point Website Flight Checklist*** found on the next page.

I would **HIGHLY RECOMMEND** that you print out this next page and review it before you create a new website as well as at the completion of each new website.

Insiders' 20-Point Website Flight Checklist

Simply tick off each point as you add them to your website

1. A Powerful Headline ☐

According to popular marketing research, the headline of an advertisement can increase product sales by up to 500%!

If you want to maximize your sales, then your ad copy MUST open up with a GREAT headline that does, what I call, the **Awesome Foursome!**

- ***Tell the biggest benefit and why the reader should continue reading...***
- ***Distinguish you from your competition...***
- ***Be specific, not vague....***
- ***Be believable***

Your headline is really the "*advertisement*" for everything that follows. If it doesn't tell your prospects exactly WHY they should keep reading... *THEY WON'T!*

2. Email Capture System ☐

The #1 way to make money on the Internet is to build your own opt-in email list. This way you can build a relationship with thousands of potential customers all over the world without huge advertising costs.

Tips:

- Use an autoresponder to automatically follow up on your prospects
- Add a sign up form to every page of your website

Remember that once you've built your list, you can make money through it virtually anytime you want!

You can start selling advertising, doing Joint Venture deals, listing your affiliate programs, etc. There are literally dozens of ways to use and make money from your opt-in list. This opt-in list will truly become the "golden goose" to your business.

3. Great Opening Sentence ☐

Create instant interest. That is what the very first purpose is of your opening line. Your first line of the sales letter should immediately create a desire in the reader to want to learn more or find out more about your product/service.

Either consciously or subconsciously, you must direct your prospect further into your letter.

Questions are great for the purpose of opening lines. Another winner is open ended statements like, “It happened!” or “Yes, it’s true.” These kind of open ended statements beg for answers such as, what exactly happened or what is true.

Before our conscious mind can even catch up, we end up at least 5 paragraphs into the sales letter. Masterfully craft your first line. If you can immediately get them wanting to know more, you’ve got a real winner.

4. 'Features-Turned-Benefits' Bullets ☐

People love bullets. They are shiny and dangerous (...oops wrong kind)...anyway, the truth is people spend a lot of time reading bulleted lists.

...Sometimes, over and over again.

That in itself makes it one of the best selling tools within your presentation.

Use bulleted lists to show the benefits of your product or service, to spell out exactly what is included in your offer.

Use an extra space in between each bullet to really highlight each line and create a sense of more length to the list (yes, sales can be a sneaky business.)

5. Void of All Distractions / Low/No Animations ☐

Distractions distract. ‘nuff said.

Animations are cute and very amusing. But do you want ‘viewers’ or customers?

You can’t have both.

As per the previous point, animations can often be very distracting and they also usually slow down the time it takes to load your web page.

Stay away from fancy animations. You have been warned.

6. LESS Affiliate Links & No Clutter of Products ☐

Focus your attention on the featured product on your website.

If you truly want to make use of affiliate links, then there are many other places that they can be employed *besides* your main sales page.

One of the best places would actually be on your thank-you page, after they've already purchased your product and while they are still in a "buying mood"

Affiliate links are also goldmines when used properly within any free traffic virus ebooks you create.

Focus on one product or you'll lose sales. Plain and simple.

When offered too many choices, our brains will seldom choose any.

Use the power of **focused** communication to turn your sales page into a laser-like profit pulling tool.

Less is More...More Profits, that is ☺.

7. Lead Visitors To The Order Button ☐

If what you are saying is not helping you move the sales process forward, it's killing your website.

Your communication should funnel the attention of your prospect directly to the order button.

Remember, **the purpose of your sales page is to sell**, not entertain.

8. Natural Flowing Paragraphs ☐

Don't allow your prospects' attention to be jolted from the wondrous journey that you have placed before them.

Use sentence connectors to keep the rhythm and flow natural, fluid and almost hypnotic.

(These connectors are also known as the *Bucket Brigade* to copywriters. They are phrases like, “But wait! There’s more...”, “Now consider this...”, “Here’s how simple it could be...”, “There’s just one more thing,”...etc.)

Smooth fluid paragraphs will make your 16-page sales letter seem like a quick, light and pleasant read. Bumpy paragraphs jolt us back to our everyday cluttered and noisy lives every time.

I don’t know about you, but that is not ideal buying state to me. Herewith is my take on the KISS principal, **Keep It Smooth, Stud.**

9. Speak In Stories - Stir Imaginations, Appeal to Emotions ☐

Everyone loves a good story.

Everyone loves to hear about the possibilities and opportunities that are out there. Paint pictures of these things in your letter.

Tell them of people you know who were disadvantaged, but used your product or service and are now living a better quality of life.

Let them smell the roses and taste the salty sea air. Stir their imaginations with descriptive metaphors and soon you’ll have them spellbound!

10. Keep Your Message Credible ☐

“Make A Billion Dollars In The Next 24 Hours!”

Credible? Hardly!

Delete.

‘Nuff said.

11. Guarantee ☐

When you make it risk-free to buy from you - more people will buy.

By removing the risk, you make it less threatening for people to consider your offer. You immediately eliminate the resistance that prevents people from doing business with you and you give them a compelling reason to make their purchase today (without fear of looking bad tomorrow!)

12. Believable Testimonials ☐

Put an emphasis on believable.

If possible supply email addresses of your satisfied customers (with their permission, of course) **Testimonials are diamond mines.**

They make your offering sparkle with life and vigor. They bring your product a level of credibility that can be surpassed by few (if any) marketing techniques.

Bottom line...***GET TESTIMONIALS!*** The more the merrier.

13. Neat And Professional ☐

Give your prospects added confidence in you and your product by portraying excellence.

If that means paying extra to employ a professional to design or manage your website, do it.

It will be well worth the expense, and it won't be long before your investment will reward you many times over.

*****Side Note**:*** Professionalism doesn't necessarily mean that you need hugely expensive graphics or perfectly constructed sentences. Many websites are pulling in **hundreds of thousands of dollars** and have no graphics at all. Professionalism in this context simply refers to ensuring that your information is well organized and formatted for the viewers' easy and pleasurable utilization.

14. SIMPLE, Readable and Quick Loading ☐

The average attention span of the average web-surfer is comparative to a schizophrenic gnat.

Statistics vary, but they all indicate that if your web page takes longer than around **10-15-seconds** to load...your prospect will probably already be long gone to the next website on his list of "must-visit-websites."

15. Ask For The Sale ☐

Ask and you shall receive. So why do so many websites fail to ask? Your website shouldn't blush when asking for action.

Your letter should make your MWR (*Most Wanted Response*) clear and simple. and more importantly, more than once.

Because your call to action is on a web page, most people are tempted to read everything on there and look at the very bottom of the page, and the borders and read all the fine print before making the order.

Your job therefore is to **make their job easier** by making your order buttons and links easy to find after their sight-seeing excursion. You can best do this by asking for the order more than once.

Preferably, 3 times (or sometimes even more!)

16. Scarcity/Urgency ☐

Bob Serling, put it this way once...

****Killer copy = Immense offer + Total Credibility + Scarcity!****

Scarcity/urgency is what drives home the instinct to buy now.

Without it your sales may be too few and far between to make any kind of a full time career on the internet viable.

Scarcity/urgency is what makes you buy that suit, even though there are more pressing bills to be paid.

The experienced salesperson will be quick to point out that there are only 2 in stock and once those are gone, the manufacturers don't expect to be making anymore in that particular style.

So, what do we do?

We skip the rent payment and say, "Here you go...just put it on my credit-card."

One more thing. Make sure that your scarcity/urgency factor is believable.

That can be quite tricky with digital products since you can't ever say you only have 2 copies left! Instead, **try and think creatively**. Think Valentine's Day, Mother's Day special, product launch...etc..

17. Explain The Package & Process ☐

Is it downloadable? Is it in the form of a password to a protected sight? Is it viewable online? Does it take 2 minutes to fulfill the order? Two weeks? Whatever, the case may be...let your customer know beforehand. Keep him/her happy.

Prospects are skeptical and DON'T want to be ripped off. So, don't rip them off. Explain exactly what ordering entails and the safety precautions that guarantee their safety online.

Calm their fears and boost your click through orders.

Use bullets, use a paragraph or show a picture, but make sure your prospect will become a satisfied customer by letting them know **exactly** what they are getting when they order.

One of my favorite techniques is to restate the package contents in a list under the heading, "So Here's What You Get When You Order". Try it. It's fun and it gives you a chance to refresh their memories about all the loads of benefits your product/service offers.

18. PS & Contact Details ☐

ALWAYS include at least one PS in your website copy. Statistically it is recognized to be one of the most read portions of any sales letter.

Use it to restate your guarantee, to remind the prospect of your promotional deadline, add an incentive if they act now...etc.

Also insert clearly visible and detailed (not just an email address) contact details to put the customers mind at ease. It adds great credibility.

19. High Value, Low Cost Bonuses (Perceived Value) ☐

Make your product seem like a bargain at any price.

Add *free reports, bonus ebooks, discounts....*or anything else that is low cost to produce and high in value to your customer.

You can easily make your \$29, 95 package seem as if its worth \$290.95 – and to the customer, it really could be!

Add value to your customer and they will support you for life, knowing that you provide them with a superior quality product or service. Earn their respect and gratitude.

20. Test & Repeat ☐

Key word: “test”! Once you have gone through this checklist, buy some traffic and test your results, then refine your website, test a new headline, add a few bullets and repeat.

****Side Note**** *The ability to track your websites traffic...where it comes from and which campaigns are successful is at the core of your profit-making. If you have not yet begun tracking your campaigns – start TODAY! Ad tracking software is relatively inexpensive and your returns will easily outweigh your initial expense. It doesn't have to be the latest and greatest to make a considerable difference to your bottom line, if you like, you can check out AdTrackz – an oldie – but a goodie! You'll find it here: <http://www.adtrackz.com> . (There is a free demo for you to test the software as well)*

CHAPTER SIX

The **PROVEN** INSIDER SECRET to **FREE ADVERTISING**

If you think of many of the online marketers that you respect the most, the chances are that you've read some of their articles and reports on the web. That's because hundreds of Insiders specialize in...

Getting MASSIVE Traffic, Sales & Credibility from Writing Ezine Articles

Our friend, Willie Crawford again gives us some of his own thoughts on the subject...

This is what he had to say:

Copyright 2004 By Willie Crawford

"By now, most internet marketers have been convinced of the value of writing and distributing ezine articles.

You write articles on your area of expertise then allow others to reproduce them in their newsletters, print publications, and ebooks, or post them on their websites. The benefits of doing this are:

- They are publicizing you and increasing your credibility and name recognition.**
- By including a link back to your site and/or autoresponder in your resource box they are sending you new visitors and customers.**
- Aside from the time involved, it's free or nearly free publicity that is more effective than most paid advertising.**

However, there are some things you need to know in order to super-charge your ezine article writing. That is, if you want your articles to drive more than a trickle of traffic your way there are insider techniques that you need to understand.

There are little things about article writing that significantly increase your return on the resources you invest.

First, you need to acknowledge that many people you will submit your

material to have tons of articles to choose from. I use to get 30 - 50 articles per week, and I only used 2 a week at the time. Now I rarely run guest articles in my ezine.

Knowing that you contend with many competing writers, you can gain an advantage by incentivizing publishers. After you make sure that your article contains information of genuine value to their readers, add something that directly benefits the publisher...

I sometimes do this by allowing publishers to replace the URL in my resource box with an affiliate URL for one of my products.

This allows them to earn extra money directly from running my articles.

Other times, I offer some special gift that is personalized for subscribers to a particular ezine. That allows them to make their subscribers feel special. I'm sure that if you use your imagination you can come up with many similar ideas.

Next, try to put some bounce-back offer in your articles. This is what drives them to your website. This bounce-back could be a free gift or report that they can collect by visiting your website.

If you don't want to force the visitor to your site in order to collect the gift you can also make it available via autoresponder.

You could also make the incentive available both from your site AND autoresponder.

Either way, you capture their contact information and then follow-up offering them related information, products or services. If they are subscribed to an autoresponder series always include a way for them to unsubscribe themselves, and explain how they got on your list in the first place.

The biggest problem faced by many writers is how to get their articles in front of enough interested publishers. I do this two ways:

First, I submit articles through article submission lists. These are email lists that writers and publishers join. All members of the lists generally get all article submitted to the group, although you can also generally elect to read posting to the group online only.

As a group member you can submit your articles and include your publication guidelines (generally you just want to require that the resource box be included and that the article be published unchanged).

My favorite such lists are those you can join freely through Yahoo Groups.

There is a whole SCIENCE to maximizing the results from the lists at Yahoo Groups and one of the best ebooks I've seen on the subject is "Yahoo Groups - the Free and Easy Way to promote your business and drive a boatload of traffic to your websites using Yahoo Groups!" You can download it with my compliments here:

<http://TheRealSecrets.com/YahooGroupPromotions.pdf>

I also use several paid article submission services. These services allow you to submit your articles through an online form, and then they blast them out to their constantly updated list of publishers. They send your articles only to the category of publisher that your articles are appropriate for. Two of these services I use to

send out articles practically every week are at: <http://www.ezinetrendz.com>

and

<http://www.submityourarticle.com>

Each time that I submit an article through either of the above services, I get emails from between 20 and 50 publishers and webmasters telling me that they have/will published my article or posted it to their websites. I've received as many as 700+ new subscribers in a day from having one of my articles published. This article WAS the exception and was run in a very big ezine, but the others all produce results too.

Another thing I sometimes do is manually post my articles to websites that allow this. Since searching for website to manually do this on can be time and labor intensive, I do it the smart way. I keep all of my recent articles handy in text files. I also keep some posted to autoresponders and web pages. When I come across a site that invites you to post your articles, I post as many as appropriate all in one visit :-)

The reason that I keep article posted to autoresponders and on web pages is that many of these sites will also ask for your autoresponder and webpage addresses. They want their visitors to be able to quickly retrieve your articles in several formats... depending upon their needs. Also, you should post your articles to your site to allow the search engines to index these keyword rich pages.

There you have a brief summary of how to drive massive traffic, subscribers and sales to your site. It's the quick and easy way that I personally do it :-) Submit your articles to appropriate publishers and website. Publishers often post back issues in online archives. You get an immediate surge in traffic, and then a steady trickle of traffic for years to

come. With enough articles in circulation, this traffic really can become MASSIVE!”

Master Internet marketer Allen Says has often advocated exactly the same strategy over the past 7 years on the Internet. When you see people getting the results you want – do what they do. It’s that simple.

CHAPTER SEVEN

The **PROVEN** INSIDER SECRET to **CREATING A FULL-TIME INCOME** **ONLINE**

Now, before I reveal the fastest, simplest and most affordable means of practically becoming an “Insider” yourself, let me take a brief moment to tell you of its importance to everything you ever intend doing or selling online.

The Secrets Of The Inner Circle

“He who walks with wise men shall be wise.”

Through the process of modeling the success of others, we afford ourselves the opportunity to avoid obstacles before we encounter them, achieve results faster than ever and limit our risk of engaging in unproductive or unprofitable endeavors.

Right now you could begin achieving in hours the success that took the pros months or even years because of the strategy known as modeling!

So, Is Modeling The Seventh Proven Insider Secret?

In a word: No.

But, it is probably the second most vital element in all profitable business, and I will cover it again to some extent later on in this book.

What I am about to share with you will reveal how you can go about surrounding yourself with some of the top marketers on the Internet. It will also reveal how you can access the latest products at amazing discounts, find hot products to sell before they even hit the market and weed out scams and rip-offs with the help of people that know the industry inside and out.

It’s not free, but it is by far the BEST investment I’ve ever made and I know of more than 4,904 online marketers that would wholeheartedly agree with that.

It is in my opinion, **the most affordable way to network with some of the greatest minds on the internet** and I am going to show you **TWO** ways to access it at a price you CAN afford.

The first (and easily the most value-packed) way would be to access the exclusive membership area with the Host4Profit web-hosting service.

Why?

Allow me to explain...

You get much more than just a web hosting service when you order. (You must know that if you are serious about turning a profit online you're probably going to require at least one quality web-hosting account anyway. So if you don't have a web host you can get this package at a reasonable hosting price and you get the rest as a 'free' bonus)

The hosting account in question features:

- 300MB WEB SPACE
- 10GB TRAFFIC
- UNLIMITED POP EMAIL ACCOUNTS
- UNLIMITED MAIL LISTS/NEWSLETTERS
- UNLIMITED AUTO RESPONDERS
- UNLIMITED EMAIL ALIASES
- ACCESS EMAIL BY WEB
- SITE STATS
- MAIL MANAGER
- CONTROL PANEL
- SUB-DOMAINS
- FRONTPAGE 1998/2000/2002 EXTENSIONS
- SITE CREATION TOOL
- PASSWORD PROTECT DIRECTORIES
- URL REDIRECT
- MYSQL DATABASES
- SECURE SERVER USE
- FILE MANAGER
- PERL 5.005
- PHP4
- SSI/SHHTML
- REAL CGI-BIN
- RUN SCRIPTS OUTSIDE CGI-BIN
- RUN CRON EVENTS
- SHOPPING CART
- SEARCH ENGINE
- ONLINE SUPPORT MANUAL
- MUCH MORE...

But most importantly, you'll **ALSO** get instant access to the secret forum that Internet Marketing Expert Allan Says started several years ago that has become the **undisputed number one Internet marketing forum** with over 4,904 registered members – many of whom started with little or no internet experience and are now making hundreds (and many of them thousands) of dollars every week!

If you've been online for any length of time then you might recognize some of the registered members names as true 'Internet marketing gurus'

So you get access to this incredible hosting package plus the expertise and experience of marketers that are at the peak of their game for a really low and affordable price of just \$24.95/month.

<http://www.warriorpro.com>

It really is unbeatable value.

As if that wasn't great enough, they also offer an amazing affiliate program that pays **YOU** to host with them.

For each referral you make you'll receive **\$10 per referral**.

So, if you tell 3 more people and they sign up for their hosting package, not only will your hosting fees be covered every month – but you'll even have some extra cash to boot.

Dollar for dollar, their hosting plan is outstanding.

You can find the full list of features and details of the package and hosting features here:

<http://www.warriorpro.com>

Now don't be intimidated if you feel that you can't or are not ready to make a monthly investment of \$24.95 because there is another way to gain access the same online community of marketers.

Or maybe you've already got a hosting package and don't feel that you need all of the bells and whistles that the package above described.

That's okay – Next I'm going to show you how you can receive all of the networking benefits that I have described even without investing in the hosting package.

In any event, should your situation justify the need for a reliable web-host in the future you can rest assured that this excellent provider will still be around.

Your next option would be to simply get hold of what I like to think of as the Internet marketers' secret weapon.

It's a tiny piece of software called "**The Money Browser**".

It's hard for me to describe the true value of the Money Browser.

For a small, one time fee you are going to get a non-stop flow of the hottest books, articles, marketing courses and ideas you've ever seen.

It won't take but a few days for you to agree this was the best money making decision you've ever made on the Internet.

On top of all the free scripts, ebooks and courses you'll be getting, you'll also be learning the "real secrets" to making money on the web from someone who has done it for the last 6 years non-stop.

It's LOADED with practical information that will provide you with some of the most **sound and timeless advice** available on the Internet (And that is saying a lot considering that the Internet changes by the minute!)

You can get your copy for just \$17 here: <http://themoneybrowser.com>

When you order you'll also get instant access to the same support system that I just spoke of...

You'll Make Partnerships... Discover New, Incredible Ideas... Get Help On ANY Subject... Ask For Site Reviews... Do **Joint Ventures**... Get New Resources In Minutes... Make **Special Offers** To Members Only... Get Immediate Solutions To Problems... And much, much more...It's been the secret weapon of **many** of the "gurus" you read about today.

If you were to decide that you were only going to purchase 1 more product on the Internet EVER – make it one of these 2.

The value of the partnerships and input you would receive would be the most valuable asset you could ever invest in.

Conclusion

So there you have it.

The 7-Proven Insider Secrets Secret have been used by 'Insiders' to produce amazingly profitable results.

Add to that the fact that I have included with this ebook program the opportunity for you to take everything you've learned and apply it immediately to create instant profits by simply offering this ebook to anyone over the internet.

I've given you all the tools you need. All the promotional materials utilizing the exact Secret to Selling strategies we've learned in this manual.

All the information you could ever need to market a digital information product is within your grasp.

If fact, I more than challenge you to use what you've learnt – I dare you to do it!

Why? Because everything said in this ebook is useless until someone acts on it.

I would suggest ordering any one of the products that I've mentioned in this ebook right now ...if you put it off until later you are only procrastinating and that never created any success in anyone's life yet.

Bite the bullet and take action on your future today...please don't put it off. Days have the nasty habit of turning into months before we can even blink an eye.

Use Everything

Our goal in studying **7-Proven Insider Secrets** has been to unleash those strategies that create Internet Success, and allow them to work for us.

Your arsenal consists of power words, relationships, solid products and hungry markets.

Practice these skills. Use them whenever possible...and use them all!

To become a master, sit at the feet of a master. You now have the strategies of the masters...and you even have a selection of the most profitable resources within your grasp...now, what will you do with the Secret to Selling?

You have nothing to lose, except time. If you already have web hosting space, put up the web-page template today.

You may very well be able to break even for the cost of this ebook within the next 24 hours! Just put what you have learned into action.

Don't worry about getting everything perfect. I have learned one thing from studying the masters – **start badly!**

Because until you make a start you'll never see results! Even getting results you don't want is better than no results at all. At least you'll learn something that you can use to make your business better.

Lastly, if you act on nothing else in this ebook but you want to create your own online success, then the **SINGLE GREATEST INVESTMENT YOU COULD EVER MAKE** would be to purchase one of Allen Says packages.

The advantage of having thousands of fellow marketers that are willing to share their expertise and experiences with you is invaluable and yet it's being offered to you with any of his products starting from just \$17 ...

...add to that the members only special offers and beta testing opportunities and joint venture possibilities and you'll find that your investment has greater returns that you could ever have asked for.

I have put my heart and soul into authoring this ebook and I hope that you can tell that this wasn't just thrown together to make a quick buck.

I know that there is information in here that you can use and benefit from, but none of those matters if you don't apply it.

I have, and I love it. I love working from home. I love running my internet business. I love the challenge. I love the freedom. (I enjoy the money too ☺)

It's time for you to get your share.

Create your own systems for marketing using what you have learned about the 7-Proven Insider Secrets and begin creating your own success in life.

I wish you success, prosperity and fulfillment. And I hope to meet you again as we travel on this journey together into creating a Vibrant Destiny!

Sincerely,
Marvin G. Haycock, C.E.O.
Xone Marketing Enterprises CC
<mailto:info@xmeonline.com>
<http://www.xmeonline.com>

Would You Like to Know How To Make This E-book Your “Round the Clock”, 24/7 Digital Salesperson?

[Click Here for all the details!](#)

Or Go To:

<http://www.xmeonline.com/7ProvenSecrets/custom>

About The Author



Marvin Haycock has committed himself to helping develop and unleash the wealth that lies within each individual he meets.

He is the designer and driving force behind the **Vibrant Destiny** range of life-changing tools.

Utilizing a variety of information distilled from his personal experience in the finance sector, information technology arena, his Toastmasters training in public speaking and the best in Peak Performance technology distilled from dozens of skills training programs, books and seminars, he combines them in his dynamic programs aimed at creating an all encompassing, extraordinary quality of life and Vibrant Destiny for the ordinary individual.

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