



# OBVIOUS

## "An Obvious Truth"

An Eye-Opening Report On The  
Simplicity of Internet Marketing

IT'S TRUE!

## Table of Contents

<b>1. My Story</b>	<b>3</b>
<b>2. Am I Going To Try To Sell You Something?</b>	<b>4</b>
<b>3. Internet Marketing Is Hard</b>	<b>6</b>
<b>4. The Difference Between You and Me</b>	<b>9</b>
<b>5. Low Hanging Fruit</b>	<b>9</b>
<b>6. Looking at Reinvesting</b>	<b>11</b>
<b>7. What About The Google Slap?</b>	<b>16</b>
<b>8. I Want To Market My Own Products</b>	<b>21</b>
<b>9. You Won't Get Rich From One Product</b>	<b>22</b>
<b>10. Internet Marketing Amnesia</b>	<b>26</b>
<b>11. The Blue Pill Syndrome</b>	<b>28</b>
<b>12. My Secret To Internet Marketing Success</b>	<b>30</b>
<b>13. Internet Businesses Are Too Dependent on Joint Ventures</b>	<b>36</b>
<b>14. Internet Marketing Explained</b>	<b>39</b>

**From:** Armand Morin

**Re:** An Obvious Truth

Dear Marketers,

Let me tell you my story...

I was broke, now I'm rich. There you have it.

End of story.

No long song and dance which I'm sure you've probably heard a thousand times and are probably sick and tired of.

I'm also sorry to inform you that **nothing died** today.

My sales letters are in good health, my opt-in pages just got a check up and they're doing great and my AdSense pages are doing fine are in recovery from being slapped around a bit.

Thank you for asking, though.

Let's get the most important question out of the way.

## Am I going to try to sell you something?

Damn Straight! Why in the world would I even bother to write this fifty page Special Report, if I wasn't?

If you want to skip fifty something pages, just go here:

<http://www.InternetMarketingExplained.com>

I'm not going to give you a bunch of theory or concepts or tell you you're going to go to jail if you don't do what I say. Nor am I going to give a bunch of cool facts and figures which will make you think I'm really smart. (I'm not.)

I am going to give you straight to point information. I'm going to warn you up front, you may not like what I have to say because it's the truth. My reason for writing this letter is that amongst all the glitz and glamour of the latest tools, tricks and launches, **you've forgotten one important element.**

## Internet Marketing Is a Business

Ooops, did I say something wrong?

Did your local Internet Guru forget that little piece of information in his little blue pill you bought which said you would make millions from just buying a \$67 course?

I define a business as a venture where I turn a profit. If I don't turn a profit doing what I'm doing, then I call it a hobby. **Are you running a business or playing with a hobby?**

Isn't it time for a reality check?

Let's just throw it all out there and see what happens.

Where do we start?

How about we get rid of the stupid myth that...

## Internet Marketing is hard! What a Load of Crap!

That’s a good one. You might think I’m a little arrogant in saying that since I make millions of dollars online, but it’s the cold, hard truth.

It really isn’t hard. Let me prove it to you. Here’s how you start making money today.

- 1.) Pick a topic
- 2.) Go to Google and search for this... “topic” private label eBook

(Now some of you can’t find a private label eBook on your topic... quit whining and pick a different topic!)

- 3.) Buy the private label product (duh!)
- 4.) Get a ClickBank Account
- 5.) Add your product to ClickBank
- 6.) Edit the sales letter of your private label package with your payment link from ClickBank
- 7.) Get a domain name

- 8.) Buy a cheap hosting account for \$7.95 a month
- 9.) Upload the package to your hosting account
- 10.) Buy traffic from Google AdWords

(Oh, I know some of you are whining again about not knowing how to use Google AdWords. Here's a hint... Read the instructions. They have several hours worth of video tutorials there. Here's another hint... you'll never know how to use it unless you try it.)

<http://www.google.com/AdWords/learningcenter/>

- 11.) Get 1000 people to go to your site
- 12.) Track your conversions
- 13.) Now tweak the headline
- 14.) Send another 1000 people to it
- 15.) Rinse and repeat
- 16.) To be specific, repeat until you are making \$300-\$1000 net profit from this one product.

Ok, so some of you may be thinking, “Well what about a website?” Most “private label” products come with the product, the salesletter/website and many times even the thank you page or download page for after the sale. These products are also digital so, there's no need to ship anything.

I think that does it. You're now making money online. **Repeat this 100 times** with different products and you're rich!

You've just built a business of \$30,000 - \$100,000 a month.

Enough said.

Hang on! Did I just hear “**He's so full of %@#!**! If it was that easy than everyone would be doing it?”

That's the problem the average person faces online.

If it's so simple, drop-dead easy and can be explained in 16 easy to understand steps, then it must be a bunch of crap.

Here's why it's so hard to believe my little system works.

If my system works and it's that simple, then the problem lies with you and that's too much to take. To think that you are the cause of your financial hardships is a little too much mental stress for most people to undergo.



## Here’s the real difference between you and me!

- You’re looking to make millions of dollars
- I’m looking to make only \$300

I understand this may be a different way of thinking for most reading this right now, but I want you to understand one important fact. You are smarter than what you give yourself credit for.

### Low Hanging Fruit

The odds of you making a website and generating a million dollars from it are not very good. You may not want to hear that, but it’s 100% true. Think about it.

On the other hand...

I believe anyone with very little experience and a few hours worth of training can learn and develop the skills needed to create a \$300 a month income. I would dare to say, many of you reading this now are already at this point.

So, let’s think about this. If you simply duplicated your efforts 10 times, your’re now making \$3,000 a month. Duplicate your efforts 50 times, and you’re now making \$15,000 a month.

Whoa!!! I know what you’re thinking. Doing anything 50 times is a lot of work!

**That’s where you’re wrong.** What kind of real j-j-j-j-j-job (excuse me, that’s hard to say) would you need in order to make that kind of money? A job you’re probably not qualified for.

Here’s the good part.

You don’t **AND** you shouldn’t do it yourself. It’s called outsourcing. Reinvest your profits back into your company and hire someone to duplicate your efforts for you.

Let me repeat that. Hire someone to do it FOR YOU!

One more time... HIRE SOMEONE TO DO IT FOR YOU!!!

Are you catching my message here?

After speaking in front of hundreds of thousands of people all over the world, I’ve found the number one reason why someone doesn’t feel they can succeed in their Internet business is technology.

You don’t need any technical skills whatsoever.

Two of my friends, which many of you know, are self-proclaimed technophobes. This hasn’t stopped either one of them from making millions of dollars on the Internet.

These two individuals are Alex Mandossian and Yanik Silver. Neither one can make a website to save their lives, yet their Internet businesses are growing at unbelievable rates. They are literally making millions of dollars.

## Let’s Look at Reinvesting For A Moment

First of all, reinvesting is a compounding effect.

Here’s an important question. **Are you in business for the short term or the long term?**

Let’s play with some numbers.

Let's assume you paid someone \$200 to get your first website off the ground. So, at this point you are in the hole for \$200. When I say website, I'm referring to a private label product which we talked about earlier. Actually, \$200 is probably a bit overkill to pay someone to put this up, but let's use it.

Let's assume you now earn \$300 a month from that website. Let's also assume that it costs you \$100 in advertising to make that \$300. So, at the end of Month One, your money is back to you. You are now **even** as far as your investment goes.

What do you think we should do?

Reinvest it? Hmmm... YES!

Hire someone again to put up another website and product for \$200.

Now, you have two websites up and running. Making \$600 at the end of Month Two!

Reinvest the money earned this month and now you have 2 websites in Month Three, 4 websites in Month Four, 8 websites in Month Five, 16 websites in Month Six.

**So, let's look at what you have just done.**

Over the course of 6 months, you built a total of 32 websites. We're assuming each one costs \$100 a month in promotion and in return generates gross revenues of \$300 each month.

**So let's look at this...**

**32 X \$300 = \$9600 = \$115,200 Gross Year**

**32 x \$200 = \$6400 = \$76,800 Net Profit Per Year**

So why don't people do this?

That's an easy answer. They want to complicate it. If it's complicated, then it must work. **BULL!!!**

## **Occam's Razor**

The principle states that the explanation of any phenomenon should make as few assumptions as possible, eliminating those that make no difference in the observable predictions of the explanatory hypothesis or theory.

**"All other things being equal, the simplest solution is the best."**

Do you see what I’m doing here?

I’m breaking this down so anyone can follow this formula to make a significant income on the Internet. Please trust me. This is **NOT** complicated. You don’t need fancy strategies or the latest and greatest trick for Google. Just follow some simple and easy to implement business sense.

I’m not saying you couldn’t improve upon \$300 a month. In fact, give me a website making \$300 a month and I’ll turn that around overnight and have it making \$1,000 a month. There are conversion strategies which can be learned, as well. We’ll talk about that later.

You see, what we just covered was simple, straight to the point and more importantly, it works. The concept of compounding is an interesting subject. It can work for you, if you understand it.

**Let me give you an example of the power of this.**

If you did exactly what I have just laid out for just 2 more months, how many websites would you have?

If you owned 16 websites in Month 6, then Month 7 you would own 32 and Month 8 would have 64 websites, right? So at this point you would have a total of 128 websites.

**128 x \$300 = \$36,000 = \$432,000 Per Year**

## **But, If It Doesn't Have a Fancy Name It Can't Work!**

It seems as though many people in the market place need a fancy name attached to a concept to make it work, a quote from some business strategist or a quote from some Fortune 500 corporation talking about a concept which you can't duplicate any way in order to take a system seriously.

If that's what you really need to get off your ass and do something, then here it is.

Now and forevermore this system will be **OFFICIALLY** called...

## **Compounding Residual Annual Profits”**

**If you're the type of person who likes to use acronyms, just call it “C.R.A.P.”**

Now get off my back and put this CRAP to work!

But still you may say...

## “I Can’t Use AdWords For Traffic... What About The Google Slap?”

First of all stop whining. Second, what about it? Google Slap was all about relevancy. Here’s the low down on the “Google Slap.” Basically Google started penalizing advertisers for advertising their products under every keyword under the sun.

For example, search on “how to knit” and you will see products advertising “how to make money.”

In order to make advertisers comply to advertising in the right categories, Google started charging them a premium amount to advertise under words which they felt weren’t relevant. In many cases, it was \$1.00 - \$5.00 per click. Obviously, you can see, this isn’t economically feasible to pay this much.

You have to remember this. Google is all about creating a better search engine. A better search engine is giving your customers relevant results for their searches. They have carried this through in their organic searches, now they have just carried it through in the Adword ads.

This isn’t new, it’s been around for a while. I was getting slapped around back in 2005. I was marketing a low cost CD for only \$13.95. I figured why not advertise under all the top artist names in



that genre. Well, Google didn't think it was a good idea. They immediately started charging me \$5.00 per click to do this. Yes, I stopped that campaign immediately.

## So how do you get around the Google Slap and Google's Quality Score?

**YOU DON'T!** First off Google gives you a Quality Score. Each one of the keywords you advertise under is given a Quality Score, where it basically checks how relevant your keyword and campaign is to what the end user would search on.

Here's exactly what it's based on...

- The keyword's clickthrough rate (CTR) on Google; CTR on the Google Network is not considered
- The relevance of the keyword to its ad group
- The quality of your landing page
- The historical performance of your account, which is measured by CTR across all your keywords
- Other relevance factors

“Gee Armand, you're so smart. You must have an inside guy at Google.” No, I actually just read their website. Here's the link: <http://AdWords.google.com/support/bin/answer.py?answer=10215>

Here’s my simple philosophy. Don’t break the rules. Know the rules and do everything you can to work WITHIN the rules. If you break them, you’re just going to get in trouble.

Here’s how you get a low minimum bid by following the rules. It’s quite easy, too. I’ll give you the short version.

- 1.) Use relevant keywords to what you are selling.
- 2.) Create an “Ad Group” with the same title as your keywords.
- 3.) Use your keywords in the “Title” of your AdWords ad.
- 4.) Make a specific landing page for each one of your keywords.
- 5.) Use that keyword in the headline of your landing page in an H1 tag, in the title tag, and in your Meta description.

Here’s an example...

Let’s say I’m promoting “Nike shoes.”

My “Ad Group” should be called “Nike shoes.”

All of my keyword phrases better have “Nike shoes” in it.

- Nike running shoes
- Nike air Jordan shoes
- Nike basketball shoes
- Nike athletic shoes
- Cheap Nike shoes
- Buy Nike Shoes
- Buy Cheap Nike Shoes

My keywords would appear in the “title” of my ad.

My landing page might say something like “Nike Air Jordan Shoes are Available and In Stock.”

My title tag for the page, if I was promoting “Air Jordans,” would be, “Nike Air Jordans.”

Do you get the picture? I would have 100% relevancy all through the process. When Google checks my Ad Group, my ad, and my landing page they would all be in sync with 100% relevancy.

Do this for your Adword campaigns and you’ll never have to worry about the Google Slap ever again. The cool part about this is you’ll find you’ll be paying lower minimum bids, as well.

So spend less money and make more profits!

## **“But, I want my own product to market online.”**

That’s great and I applaud you for wanting your very own and original product to market online, but you have to understand four things.

- 1.) This is the very reason you should do the method outlined above. To test the marketing waters so you understand what you are doing online first.
- 2.) Also, you need to understand this one basic principle. Your bank doesn’t care if it’s your product or someone else’s product; they just want the check to be good.

**You don’t get paid for creativity!!!**

**You get paid for results, and that’s it.**

- 3.) Some people use “creating their own product” as an excuse for NOT taking action immediately. Just put something up right now. Improve it later.

- 4.) It doesn't matter if you wrote it or someone else wrote it. Business is NOT ABOUT PRIDE, it's about turning a profit, and doing it morally, ethically and legally.

Ok, now let's cover something I touched on in my previous example, but it's so important that the majority of marketers online don't even come close to fathoming it.

Ready? Here it is.

## **You won't get rich from just one product!**

There it is. Thank you, thank you very much! Armand has left the building.

What do I mean in this statement? It's simple. If you think you are going to create just one product, put it up online and then retire, you are freaking nuts!

Who in the world ever said this? Who even implied this? If someone has told you this, they should be shot in the head.

I was talking recently to one of my Platinum AM 2.0 Coaching Members, Ray Edwards. Ray asked me a really good question.

The question was something like this, “**How many products should I have in my product line?**”

My response was quite simple. “You’re not a **player** unless you have a minimum of **at least 20 products** released and working for you day in and day out.”

## Richard Branson Agrees With Me 100%

I was speaking Joe Polish’s seminar recently. Joe had Richard Branson speaking there, as well. I was listening to Sir Richard and he said one very important piece of information which reinforces my opinion on this. I don’t think many people caught it, but it was the most important piece out of his 60 minute talk.

He said, “I own over 390 corporations.”

If you don’t know, Richard Branson is a **multi-billionaire**. I quickly did some math and said, “**HOLY CRAP.**” That’s the secret.

I own 9 companies right now, doing a significant **8-FIGURE** business each year. I did some quick math and figured out I would be making \$650 Million Dollars a year if I owned 390 corporations. I felt like a total idiot.

Let me lay out Sir Richard’s formula in simple to understand terms which can be reproduced.

Develop a business to a million dollars a year and then outsource and duplicate this business model 390 times.

Yes, I’m oversimplifying a bit, but I’m sure you get the picture.

## **So, how does this relate to Internet Marketing?**

It’s simple, **market** more products. I didn’t say “create” more products. I said **MARKET** more products. The product does not have to be one that you personally created, it can be one you purchased rights to or paid someone to create for you.

Here’s another reason to focus on marketing as opposed to creating.

Many people use product creation as a crutch and a reason **NOT** to take action immediately. They tend to overcomplicate the issue of creating a product.

It’s not that hard. You just have to do it.

Let's take an eBook for example. I'll assume you are working on your business on a part time basis. Here's the deal.

I personally feel an eBook should be no shorter than 50 pages of content at 12-point font using a normal 8.5 x 11 page size. Remember, I said **CONTENT**, not fluff.

If you've read this far, **you've read a total of 3,341 words** right. We are **24** pages into this report. That's an average of 139 words per page, and I'm breaking my paragraphs into short concise snippets to make it easier for you to read. I'm also using a short page. Instead of the **normal 8.5 x 11** page size, **I'm using an 8.5 x 7** to make it easier to read in Adobe Acrobat.

(Did you just catch the hint I just **GAVE YOU?**)

A word document contains approximately 200-300 words on a standard page. So, at a minimum, your eBook would contain 10,000 words at 50 pages.

Now let's look at this from a logical standpoint.

If you type slowly at only 30 words a minute, I'm sure many of you type faster than that. But at only 30 words a minute, every twenty minutes you would write 600 words.



Each hour you would write an average of 1,800 words.

If you spent one hour each day or you wrote until you typed 1,800 words, you would have your eBook finished in about 6 days. Your objective in writing is to not edit as you write, just write.

Here’s an easy guideline to make it even easier for you.

- Take your topic and divide it into 10-12 chapters.
- Take each chapter and write 4 bullet points for each. These are your subchapters or a more in-depth look at the main topic.
- Your goal is to write two chapters a day. You would complete your eBook in only 5-6 days.

Take another day to edit the eBook, another day to write the sales letter and in less than 10 days, giving you time to goof off, you are finished with your product.

Of course I’m assuming you know what you are talking about.

That brings up another point. I’ll call it...

## Internet Marketing Amnesia

Here's what typically happens. A person gets a computer, jumps on the Internet, finds out you can make money online and then forgets everything they've done in the real world.

Let's take it a bit further. This person figures the only way to make money is by selling products to others on how to make money on the Internet.

Let's get something straight. The Internet is not a Ponzi or Pyramid scheme. This is not how it works.

I'm about to go off on a rant, so bear with me.

I personally do not sell products online about how to make money. Interesting, huh?  
(I will in the future, but that's NOT where my income comes from.)

I'm well known for my teachings, but I don't sell information like this on the Internet. I actually make my money doing exactly what I teach. I sell products and services.

When you are looking for a mentor, ask yourself this question. **Does this person actually make money in the real world selling products and services? Or does this person only sell products related to how to make money?**

It amazes me how many self-proclaimed experts only do this. If your methods are so good, then why aren't you using them yourself? It makes you wonder, doesn't it?

So, back to my point, the average person has years and years of very specific knowledge on a wide variety of topics which many people would gladly pay to know about.

Don't discount your life experiences. This is the fastest and easiest way to create a product and you are already an expert at it.

- What did you do for past jobs?
- What do you currently do for work?
- What are your hobbies?
- What do you do well?

Here's another pitfall I see so many people fall into...

## The Blue Pill Syndrome

When you truly take a look at the state of the Internet today, you see it all over the place. The little Blue Pill.

If you buy this course or use this technique you'll never have to worry about money again. Do nothing, make money!

Come on, I know you're smarter than that. Aren't you?

Think about it, will you get rich from a \$67 eBook or course? Of course you're not. Am I saying don't buy these products? No, I'm saying just read through the hype and have a realistic expectation.

I spend a lot of money each year on eBooks, products, software, scripts and seminars. Last count I spent over \$100,000+ last year alone on my education.

Why? Don't I know everything yet?

**NO**, and anyone who says they do is full of crap. When I buy these products and service, I’m looking for just **ONE idea** I can implement in my business. If I can just get one good idea then my purchase was well worth it, no matter what the cost was.

## Here’s my **SECRET** to Internet Marketing Success!!!

Are you ready? Can you handle the truth?

**I SUCK at marketing.**

I also realize YOU SUCK at marketing. Even further, EVERYONE SUCKS at marketing.

So if I suck at marketing, how is it that I’ve built not one, but several multi-million dollar businesses?

It’s simple.

I realized my prospects **DON’T SUCK!**

My prospects or my potential customers are the smartest people in the world, and I know it. In fact, if I ask them in the right way, they will tell me 100% of the time exactly how to sell them.

Don’t think for one minute I’m blatantly saying, “Please tell me how I can sell you.” That’s not what I’m talking about.

I’m talking about **TESTING**.

I **TEST** everything I do. In fact, what you’re reading right now could be only 1 version of this letter. I may have several that I’ve set up for people to download, in order to see which one persuades you to go to my website the best.

Your market will dictate what works best. You don’t!

I’m pretty opinionated when it comes to marketing. Not because of my marketing skills, but because of the extensive testing I’ve done over the years. I’ve been fortunate enough to see exactly what works and what doesn’t work.

Here’s one thing to keep in mind... what works always changes. So you have to keep on testing to stay current.

For some reason, testing and tracking seems to be the one area where people have problems on the Internet. It’s really quite easy and I’ll prove it to you.

Here’s how you test and track. I’ll give you two methods.

- 1.) Go get an account at Google Analytics. It's free.
- 2.) Subscribe and place the tracking code on every page of your website.
- 3.) Log back into your Analytics account and click edit and set a goal for each page of your website. A “goal” is traceable path around your website.
- 4.) That's it.

Once you've done that, we can see exactly how many people go to each page of your website and where they come from.

You can even see exactly what phrase they typed into the search engines to find your site.

### **Here's a little tip.**

If you see a considerable amount of traffic is coming from a **specific phrase** in the search engines, make sure that phrase is in your headline. This will instantly increase conversions of your sales letters.

That's one way to start at least tracking.

So what about testing?



Well, that’s pretty simple, as well.

Here’s how you test.

- 1.) Go to Google AdWords and create an account.
- 2.) Log into your account and click on Website Optimizer at the top of the page. This is Google’s free testing software.
- 3.) You have two options.
  - a. **A/B Split Test** – This is the simple version. It compares two or three pages and tells you which version sold the best. **Isn’t that what you want to know?**
  - b. **Multivariate Split Test** – This is a bit more complex. In essence, it allows you to test multiple variables on the same page at the same time. I wouldn’t start with this.
- 4.) Create two versions of your opt-in page or sales letter and then follow the instructions on the A/B split test.

5.) This will tell you exactly which one converts better.

That's it. You're now testing.

You should always be testing. At a minimum, you should be testing your headline on your sales letters as this is the most impactful area which will have an immediate effect on your sales.

Other things you should test...

- Sub-headlines
- Number of order links
- Font styles
- Font colors
- Images
- Call to actions

These are just a few of the items which can affect conversions of your sales letters and opt-in pages. There are many more items you can test, but I don't have enough space to list them all.

If you get nothing else out of this report, I hope you get the idea that you need to TEST.

Let me tell you a quick story.

I was talking to a copywriter one time at a seminar. We got on the subject of testing. He confided in me that he doesn't test his copy. I was in utter shock.

My response was this, **“So in other words you might have been writing crappy copy for years and not even know it.”**

You'll find all great copywriters test, test and test again in order to write the best possible copy. They know the only real genius in the marketplace is the prospect.

Even when you understand testing and tracking, you still need to get traffic to your product or service. If you don't get traffic to your website, your business will die on the vine.

The myth which is perpetuated is that you need to have the big marketers promote your product or you will not succeed. This is furthest thing from the truth.

This leads me to my next point...

## Most Internet Businesses Are Too Dependent on Joint Ventures

Let me give you an example...

I am fortunate enough to have relationships with the many of the top marketers in a wide variety of industries, from the real estate industry to motivation to Internet Marketing.

Of all the years I've been in business, I've only actually asked these people to promote once. And that was only for a \$13.95 CD. It was done as a favor, not as true Joint Venture.

There are two points I want to be clear on.

- I'm **not** saying I'm never going ask. I will in the very near future.
- I'm also **not** saying I don't believe in Joint Ventures.

What I am saying is that with all the various product launches, it reinforces to the marketplace that you must be connected to the "A" list in order to become successful.

This is not true.

- What about basic business principles of actually advertising?
- What about building your own affiliate force?
- What about simply doing things like writing articles?
- What about building a community within your niche you can promote to later on?

Advertising is the **Lost Art of Internet Marketing**.

Everyone seems to be caught up with the tricks and mega launches. They've forgotten what a real business is all about.

Here's the question you need to ask yourself...

Ready?

Here it comes...

It's the most important thing I've ever said.

Get ready to take notes.

It's coming...

Here it is!

**"If you could never do a Joint Venture ever again,  
how would you build your business?"**

This, my friends, is how we should act every single day.

## They Told Me I Had To Put This Part In

This is the part, I’m supposed to tell you that I’ve made millions of dollars online and own a lot of fancy stuff and that I know what I’m talking about.

Yes, Yes and Yes. I’m guilty on all three counts.

**Here’s my big house.**



**I've had dinner with Prince Charles of England.**

*His Royal Highness The Prince of Wales,  
President of The Prince's Trust,  
requests the pleasure of the company of*

*Mr Armand Morin*

*at a Gala Dinner to celebrate  
the 30th Anniversary of The Prince's Trust  
to be held at Buckingham Palace  
on Thursday, 16th March 2006*

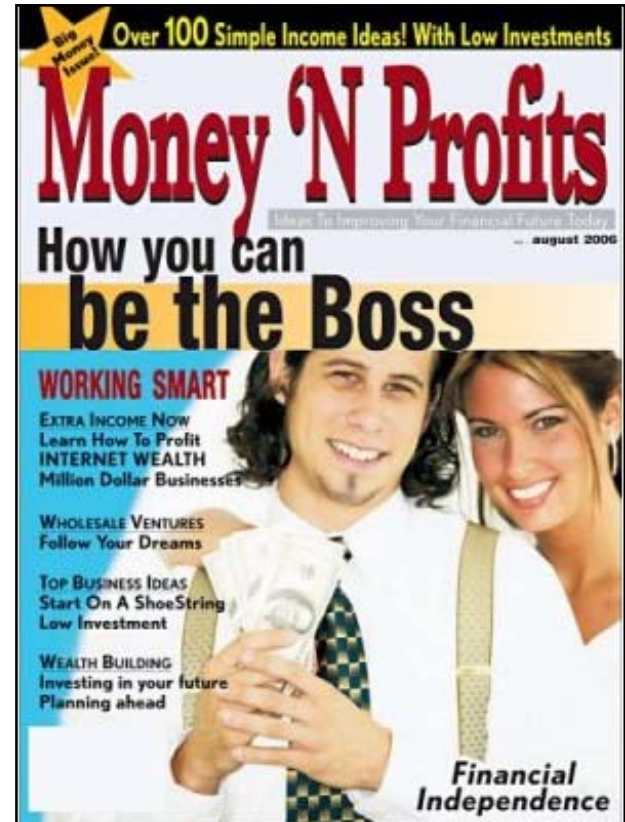


- My businesses have now generated over **\$45,000,000+** over the Internet in the past 11 years.
- My business this year alone generated **over \$15,000,000+**.
- I’ve taught **hundreds of thousands of people** how to build a true business on the Internet.
- I’ve trained and continue to train many of the top marketers online which you all know. It’s not uncommon for many of them to call me in the middle of the night to run their ideas past me.
- I run the most prestigious and the **largest Internet Marketing Seminar in the United States** which has trained more people on Internet Marketing than any other seminar.

**bigseminar**  
Our 10th Seminar and We're Celebrating



- I write a **monthly** column in not one but **TWO NATIONAL PUBLICATIONS**



- I’m a multi-million dollar a year speaker and trainer. This year alone, I’ve generated over \$4,000,000 from speaking only 15 times to thousands of people all over the world.



Me Speaking in Front of 4,000 People In England

- I've shared the stage with almost every major marketer on the planet today and many of them have spoken at my own seminar. People like Jay Abraham, Dan Kennedy, Bob Proctor, Joe Vitale, John Assaraf, Bill Bartman, Loral Langemeier, Mark Victor Hansen, Robert Allen, Jay Conrad Levinson, John Reese, Alex Mandossian, Stephen Pierce, Jim Edwards, T. Harv Eker, Mike Stewart, Michel Fortin, Ray Edwards, Mike Filsaime, Mark Joyner, Andrew Reynolds and many others, too numerous to mention.
- I've created many of the Internet Marketing community's most popular software which is used by people all over the world.
- I run an international corporation which does business in over **121 different countries** around the world.

Why am I telling you this? Not to brag (I don't need to), but to let you know that Internet Marketing is a real business.

**You can achieve everything I have in much less time than I did.**

Why?

I didn't have a road map.

I wasn't fortunate enough to have had someone who had gone before me and tell me what to do and what not to do.

You do.

What am I selling?

I make no bones about it. I'm here to sell you on my newest product which I am very proud of. It is a comprehensive collection of everything I've learned in the last 11 years online.

It's called...

## **Internet Marketing Explained** **Officially Launches January 18<sup>th</sup>, 2008**

It's over **32 CDs and 800+ pages of the most up to date** and eye-opening techniques and strategies you've ever seen. It's literally the tell-all product of the last few years which leaves nothing unturned.

## Here’s What You’ll Learn Inside of Internet Marketing Explained

### Each Segment Is Covered In Detail and Almost 3 Hours Long Each

**Buying and Selling Websites** - You’ll learn how I buy complete businesses online and flip them in as little as 3 days. The best part is that you can get started in many cases for as little as \$50. I buy on average of 2 websites every month. Many I keep and generate passive income. Other websites I turn around and sell for 3-5x profit.

**Money With AdSense** - It’s a fact that I taught the very first class ever on AdSense back in 2003. You’ll learn the exact strategies I’ve used over the years and what I personally use today to generate a very significant income on autopilot. Just to give you an idea of how well my system works, from one month’s check from AdSense, I purchased a **new home** for my parents.

**Affiliate Marketing** - Discover how I earn over a million dollars a year by marketing other people’s products and services. You’ll learn the exact same strategies I personally use.

**Income With Blogs** – It’s no secret I’ve dabbled online between black hat and white hat SEO over the years. A while ago, I discovered a little secret which is simple and 100% white hat in nature it uses blogs. I have several thousand blogs in existence, and I don’t steal content.

**Press Releases** – This is one area which marketers tend to ignore. For every major launch, I use Press Releases to gain added exposure and to gain market penetration beyond my hold in whatever industry I’m in. The best part about press releases is that if you understand the system, then you can use it to your advantage. **I will teach you how to get traffic to your sites overnight.**

**Viral Marketing** – Viral Marketing is certainly a big buzzword. I’ll show you my viral marketing techniques which have been used to attract over 2,000,000 visitors. I also show you my video which generated over 14,000 views in the first 48 hours. I’ll even show you exactly how I did it.

**Product Creation** – I’ve been fortunate to take a liking to Product Creation. In this section I teach you exactly how to create literally ANY type of product without any knowledge whatsoever. I take you by the hand and teach you how to create information products as well as my time-tested and proven formula for creating high quality in demand software products.

**eBooks** – I created the most popular eBook software on the Internet. I know what people want and how to give it to them. Many people think there are only two types of eBooks. There are actually four types. I teach you how to create them with simple-to-follow instructions.

I even teach you how to write the product in a very in depth no-stone-untuned way.

**Ghostwriters** – It’s a fact the most successful people in the world today don’t write their own books, so why should you? You don’t have to if you understand how to use and find a qualified ghostwriter who knows what they are doing.

**Interview Products** – It always amazes me when I see an interview type of product. Most people end up doing this entirely wrong. Very little time and effort is put behind it. I will show you how to do it the correct way which will make your product stand out from the crowd unlike anything you’ve ever seen before.

**Audio Products** – Technology can be your friend if you let it be. When creating audio products, there are simple techniques that can make your product sound like a million dollars. Ignore this and you fall into the abyss with all the other non-memorable products in the marketplace.

**TeleSeminars** – I have been actively doing teleseminars since 1996, and over the years I have learned easy-to-implement strategies which will allow you to profit quickly and instantly from sitting in the comfort of your own home. It’s not uncommon to generate \$10,000-\$50,000 with tele-seminars if they are done correctly using my techniques.



**Public Domain** – Public domain is the greatest asset anyone can use in order to create products almost instantly. We have uncovered several ways in which you can predict with 100% accuracy which public domain products will sell the moment you place them up for sale.

**Product Launches** – A well-planned product launch can generate significant income in just a few minutes in many cases to within the first few days. You can generate buzz before, during and long after the product has launched with techniques and strategies you’ll learn in Internet Marketing Explained.

**\$4 Million Dollar Story** - It’s true, I generated over \$4 Million dollars very early on in my Internet Marketing career. It wasn’t all peaches and cream. I actually had \$2 Million taken from me and withheld for 6 months. I will show you what I did and how you can avoid my mistakes.

**Traffic Secrets** – The generation of traffic to your websites is one of the most sought-after skills any marketer can possess. It’s not complicated, and YES, it can be learned. I will show you exactly how I **drive over 5,000,000 visitors to my sites every single month!**

**Copywriting** – I publicly state that I’m not a copywriter in the normal sense of the word. I don’t write copy for other people, I only write for myself. I’ve studied from my early beginnings the classic copywriters and have learned through massive testing what works for me. I don’t think I’ve done too

bad with my copy since up until recently, I’ve written all my own copy, and I’ve sold millions of dollars worth of product.

**SEO** – A mystery to many people on the Internet is how to optimize your websites for higher rankings in the search engines. There is no exact science to this, but I have discovered several techniques which have worked for us over the years to increase our rankings very quickly. We do not use black hat techniques but rely exactly on what the search engines want to see.

**Your Own Affiliate Program** – Discover how I recruit, build and train affiliates to market my products and services. I will show exactly what tools we provide and how we provide our trainings each week, which produces results.

**List Building** – I’ll show you how I continually build an opt-in list into the hundreds of thousands and how you can do the same. The principles are simple and straightforward, and they work for anyone as long as you IMPLEMENT THEM.

**Keep Reading... I’m Not Done Yet!**

**I Want To Give You A Lot More FREE Training  
AND  
I'll Show You How You Can Turn This Report  
Into Thousands Of Dollars Quickly and Easily**

As I've already stated, I'll be releasing Internet Marketing Explained on January 18<sup>th</sup>, 2008. This report is just one of the many marketing strategies I'm using to make people aware of the course.

Go to <http://www.InternetMarketingExplained.com> and sign up for our **FREE UPDATES AND TRAINING**. Once you sign up for the updates, I will immediately send you information on how to turn this report into thousands of dollars by giving it away for **FREE** from your websites.

**What are you waiting for?**

**Click This Link Right Now**

**<http://www.InternetMarketingExplained.com>**