

SIX FIGURE SYSTEM



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Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, and situations and elements that are beyond your control.

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Now that we've got that out of the way, let's get on with the good stuff!

INTRODUCTION

Every entrepreneur has the power to make an absolute killing on the Internet.

Yes, this includes you.

Whether you're an existing marketer in search of serious passive income, a part-time dabbler who just can't get consistent sales with your existing funnel or maybe a newbie with no experience and a lot of desire, you have the power to pull six-figure profit off the Internet as consistent and routine as clockwork.

In fact, there is only one thing that separates the wannabes from the wealthy, the tinkers from the Trumps: successful Internet marketers have learned how to effectively and consistently **DRIVE TRAFFIC** in an ever-changing Internet world.

It sounds simple, right? Well, it is. It's just not easy. It will require a journey toward personal and professional development to which you must totally commit. But why should you believe me? What's makes me such an expert on the subject?

I've spent twenty years building Internet businesses and creating software solutions that get results. My first Internet business began in 1997. In 2003 I launched a software company that generated profits in excess of \$15,000 within 30 days and over six figures my first year.

I have developed innovative marketing tools, custom software solutions that drive tons of traffic. Internet marketing gurus swear by my software solutions and their effectiveness. I can tell you that everything you're about to read in this e-book *WORKS*. This is one of the most important skill sets you will ever learn.

This information will radically change your financial life and indirectly your entire life, given the correlation between financial success and personal freedom. It will give you control, once and for all, over how to achieve your short and long term goals. As a tool for financial independence it will ultimately impact every area of your life. Your confidence will soar.

As someone interested in Internet profits, you might very well have a goal in mind or some idea about what you want to do with this new-found knowledge. Perhaps you just want extra cash. Maybe you want to create wealth. Maybe you want to make enough profit to quit your current job and retire early. Maybe you just want to improve your marketing funnel.

Regardless of your intentions at this moment, I can tell you that as soon as you learn the skills I'm going to teach you, you are going to see immediate improvements in every area of your Internet marketing business.

Take a moment to consider why you do the things you do. What is the motivation that drives your actions? Why do you want to master Internet marketing?

Nine times out of ten the answer to that question will be: “If I can sell products on the Internet, I can make a lot of money.” But can't you make a lot of money in a professional career? Think about it. A career as a nurse anesthetist requires about 6 years of education and offers a mean salary of about 140K on average throughout the United States. What about salesmen? There are door-to-door vacuum cleaner salesmen who make 100K per year.

Why isn't everyone knocking on doors and making a killing? Because not only is it difficult, there is no freedom in it. And worse, it is *IMPOSSIBLE TO LEVERAGE YOUR TIME AND EFFORT*. Careers which are the result of education and certification frequently result in some manner of 'glass ceiling' where future increased salaries (profit) isn't possible. On top of that you're tied into a burdensome weekly schedule.

The whole point of making money is freedom. Freedom to do what you want on your own time; freedom to live and work wherever you want, for as much or as little as you want.

That's it. That is the point. Don't get confused about why you are in college, or why you went to college or why you are working a career or just have a job. Everything you do, consciously or unconsciously, is to achieve the goal of quitting work for good and having enough money...to **DO WHAT YOU WANT**. And if you don't know the skills I'm about to teach you, then it doesn't matter how much you study or what you do. Nor does it matter how much money you make.

Not having the skills you are about to learn – how to properly and effectively create lasting value and drive traffic – means you won't have the confidence of knowing that you're heading in the proper direction; knowing that you'll be able to get what you want: financial independence.

There are lots of people out there who just get “lucky”, but we are not interested in that. Why would you want to be one of the lucky ones? Why would you want to be the person who just so happened to be in the right place at the right time in order for something good to happen to you? I'm not going to teach you how to put yourself into routine strategies and systems which simply allow whatever happens to happen.

I'm going to teach you how to **CREATE** the most profitable and effective marketing systems, which will allow you to rapidly grow and scale your Internet business.

Everyone knows that “knowledge is power”. I'm certain you've heard this phrase over and over throughout your life. It sounds good – but it is completely meaningless. Knowledge isn't power...

Application is power.

You can know anything and everything, but if you don't apply the concepts, you will not be any more powerful.

Let's say when you finish this e-book that I give you a system, which, if you use properly to plan and build a rock-solid Internet business, would generate a million dollars. All you have to do is follow the rules and it will only be a matter of time before you have a million dollars in profit.

When you get the system are you rich? Of course not. Do you have a million dollars? No, you don't! All you have is the knowledge about **HOW** to get the million dollars. You have to stand up and motivate yourself to follow the plan and get the money.

Therein lies the key to mastering this material. Knowledge is nothing more than a means to application - something that enables it. You are learning this material so it can be applied. If you don't use the knowledge you've gained, you're just taking up valuable space in your brain. You would be far better off just forgetting it altogether.

Are you still with me? Good. I want to mention a few more things about goals.

The human brain is an intention-fulfilling mechanism. We have the innate ability to create an idea about something we want and then work toward achieving it. Regardless of anything else, any external event, good or bad, we are always working toward the goals that we have created for ourselves.

As a result of this truth, it is extremely important to be aware of what your goals actually are. Your brain does not discern between what you might consider to be 'good' or 'bad' for you. If you imagine something, it takes that as a command to somehow get that specific thing.

This aspect of the human psyche is hard-wired into our most basic, innate cognitive processes. Think about your goals as an Internet marketer right now. Take some time to figure out exactly what you want to gain by learning this material.

Got it? I hope so. Be certain that it is something very specific. What you want is not as important as **WHY** you want it. Why do you want to learn how to effectively market products and services on the Internet? Why are you reading this e-book? You are much more likely to attain your goals if you can explain – with clarity – to yourself **WHY** you want them, not just what they happen to be.

Consider this very carefully. Tell me why you are learning this material or why you wish to learn it. Let me be clear. Whatever you wish to gain from this, you **WILL** gain in some manner at some point. If you do not uncover your true intentions and set proper goals accordingly, you will probably not be happy with what you attain. Remember, the human brain is a coping mechanism that does not discern, but merely attempts to fulfill intentions.

When I was learning the business, I thought I was very clear about what I wanted to get out of it. I wanted to be successful. The last thing I wanted was to be one of the seemingly massive statistics of people who fail at this business. But what I found out was that for me, just wanting success was not enough of a reason why – and a rather poor excuse for a goal.

Therefore, I was not ready for some of the early financial success that I achieved. Financial success has a way of creating its own issues resulting in circumstances we least expect.

So it goes with aspiring marketers more often than not. I've worked with many students who were not clear about their intentions from the beginning. They studied and applied knowledge and eventually found themselves at a point where they thought they wanted to be, only to realize that they weren't truly satisfied. They had nothing else to say other than they wanted to make money.

If that is your intention, if all you want to do is make money, it will happen. But the problem is that the moment you achieve that goal, you don't have anywhere else to go, nothing else to strive for. It can be generic and hollow. Your success will stall out and you will hit a ceiling.

There are lots of “experts” in this field – authors, consultants, marketers turned instructors, those who attempt to turn modest success into coaching businesses - who are not as successful at Internet marketing as they'd like you to think. They set out with the typical simple intention most marketers have: “I want to make some money”. Now they have that ability but nothing else.

Or worse, they hop from one trend to the next, never understanding how to create **AUTHORITY**, **VALUE**, and **PASSIVE INCOME**.

They can make a living but have no idea how to transform the knowledge of Internet marketing into a larger business or wealth requisite to having true financial independence. Remember that you will pay tax on your profit, and if you're a full-time Internet marketer, you will have living expense. Some marketers who quit their careers for Internet ‘fortune’ do nothing more than trade one job for another.

Perhaps that doesn't sound like a bad idea – sitting around your house or condo near the beach pulling a living off the Internet. Hey, if that does it for you, then great! I'm not judging it. But you must be certain of your true intentions because what they may be, I can guarantee that you are going to fulfill them.

I know this from experience. I was one of those guys who just wanted to make money. Personally, when I hit that target, it was pretty hollow. I figured I needed to do more. More systems, more software, more everything. I thought I needed to spend even more *TIME* and *MONEY* to increase my bottom line. Had I realized that my true intentions were much larger – about the overall picture of personal freedom and financial independence, I could have saved a lot of time and avoided a lot of frustration.

I've worked with enough different types of personalities and preferences to begin to see patterns in behavior as well as business-specific patterns. These core tenets and strategies transcend time and 'change'. These are the concepts that I'm going to be teaching you.

The reality is that **90% of Internet startups FAIL in 120 days**. It gets worse. Statistical probabilities do not favor success for most because the entrepreneur is part of the PROBLEM.

Wildly successful entrepreneurs all exhibit the same characteristic: they are masters of time and resource management. I will show you how to do this. You will not achieve that end just by reading this e-book, however. You will need to combine the knowledge herein with sufficient personal growth and experience.

This e-book is a primer for identifying a simple formula for generating six-figure income. Keep it handy so you can refer to it as necessary.

Maybe you're still not convinced. Are you still making the excuse that because you were not born with inherent talent or a ton of business acumen you won't ever be good at it?

The thing about successful entrepreneurs is that they are seldom born and almost always made. You see it everywhere. People who enjoyed success in other areas of life are often brought to their knees in business. Easy access to the Internet lowers the barrier to entry. This is both positive and negative. It is phenomenal that average people can make above average incomes, but only if they understand key business structures and processes that consistently produce success.

What I'm saying is that great marketers are not born with the ability to master the necessary skills – they're learned. The skill set has to be acquired. It may not be learned by reading an e-book or studying a course, but that doesn't mean the learning process didn't happen.

Many 'natural' entrepreneurs acquire invaluable information by mimicking successful marketers. This is only thing that separates you from the naturals. Just remember that these naturals don't know why they're doing something. They work on a subconscious level. If you don't know why something works, it's because you are not aware of it. Therefore, it seems to be natural.

In terms of evolution, being a natural is not an adaptive trait. It will not help them survive in the long run. High-flying Internet marketers fly and crash all the time. I once lost \$100,000 on a deal gone bad. Outcomes can be random. But long term success is grounded in the ability to create value and drive traffic consistently throughout your enterprise.

This is exactly how I have generated seven-figure money in my career. And now you are going to learn how to have the same level of success by acting on a totally conscious level. You will be able to control your actions when it comes to the process or learning and implementation. You will therefore be able to control subsequent outcomes. That's exciting!

The concept of learning in this manner is so much more powerful than having a traditional 'natural' ability or learning 'naturally'. So when things occasionally don't go as planned or you hit a bump, you'll know how to fix it. Naturals in this case would be forced to give up and move on.

There are lots of entrepreneurs and Internet marketers from the tech-boom in the early 2000s who are teaching elementary school in the Midwest.

Me? I know I have the skills to adapt to ever-changing conditions.

Here is an example: most people drive a car without ever understanding how the car actually works. Only mechanics and engineers truly understand how a car functions. So, when your car breaks down, if you're not a mechanic, you must call someone who is one so they can fix it. But if you are a mechanic, you can simply assess the damage and make the repair.

Entrepreneurialism is a lot different than automobile mechanics, but learning how to effectively market is quite similar. If you understand the core Internet marketing 'mechanics', you will be able to make "repairs" and build businesses more successfully than your competitors.

Use the concepts in this e-book to structure your business properly. Test out the systems on your own. I've tested these strategies hundreds of times over the years. Other entrepreneurs have learned these strategies and continue to test them. Up to this point I have worked out every possible kink that I could find. Over the years, I've built dozens of business strategies based on the very principles you'll find here.

The best benefit this information can offer you is the ability to really make these strategies your 'own'. Once you own them and discover the limitations and unlimited possibility therein (as well as your own potential), you become conscious of what is going on in your business and in your head. And that is a great place to be. Plain and simple, this stuff works.

While you read on, keep an open mind. The process and everything you are about to learn is going to change your life in ways you haven't even imagined yet. Herein you will find important tools for how to make a killing off the Internet.

THE WORLD HAS CHANGED

And it will never be the same. Ever.

Following World War II, Americans were flush with cash from the post-war boom. The American 'Dream' was born; derived from a Fannie Mae government marketing campaign aimed at the well-employed middle class. It spawned the mortgage industry. Why live within your means when you could borrow for the dream house in the suburbs?

And then it happened. A concept that built the great American nation, 'work to save', turned into 'borrow to spend'. Eventually the 15 trillion-dollar mortgage banking industry stream rolled the entire nation, promising a quick and easy solution to 'keeping up with the Joneses'.

This evolution was accompanied by the largest systematic banking intervention in history through the Federal Reserve. The longer it lasted, the more pronounced the boom-and-bust cycles became. Cheap money flooded the housing and financial markets.

A rising tide lifts all the boats, so consumer spending increased commensurately thanks again to the banking industry, now flush with mortgage interest profits. Credit card debt went parabolic, ballooning from a mere \$700 billion in 2005 to \$2.5 trillion by 2007.

It was a house of cards...

That came tumbling down in 2008 with an unprecedented financial crisis that rocked the world. The most interesting component about this latest bust was that in every similar historical debacle the middle class was able to absorb the shock. Why? It collectively carried the largest tax burden and so was the largest source of income. It also spends the most.

But this time the credit cards were maxed out. The kicker was that in succeeding years the job and housing markets remained flat. Uh-oh.

So what was left?

Increasing national debt.

The government-sponsored bail out of the banks whereby newly printed cash was used to pay interest on bank assets, keeping the entire industry afloat. Trillions of dollars were added to the national debt.

The result?

The recession never ended for most Americans. Let's take a look at the numbers:

- 25% of American households say they are 'just getting by' financially

- 13% are 'finding it difficult' to get by
- 34% feel worse off than they did five (5) years ago
- Only 30% report they are better off financially than five (5) years ago

And even a closer look...

The cost of higher education is making many Americans reconsider the traditional 4-year education. Soaring tuition is out-pacing inflation yearly.

The American obsession with automobiles has raced to record levels. In the last year, the average length of an auto loan is now 66 months, the highest level ever. More disconcerting is that 25% of all new vehicle loans originated now extend 73 months to (I hope you're sitting down) 84 months. Seven years! The price of an average auto sale is now \$27,612 with a record high payment of \$474.

The borrowing continues on unprecedented scales. But meanwhile...

Home ownership rates are dropping, to 64.7%, the lowest level in nineteen (19) years. Go figure rents are on the rise, increasing 6.1% on a year-over-year basis as of this writing. Can we count on rising home values to bail out the debt? Maybe not this time.

The savings picture adds clarity. 26% of Americans do not have a single cent set aside for emergency expenses. 67% have less than six (6) months of expenses saved. Curiously, high wage-earning households with incomes in excess of 75K per year are no better off. Fewer than half (46%) have a six (6) month savings cushion.

It gets worse. 36% of Americans have nothing saved for retirement. That same 36% have less than \$1,000 in savings and investments in the checking account. Why? The cost of living of course. Government intervention favors inflation over it's much less desirable counterpart, deflation.

The bottom line is that the nation's wealth has been decimated thanks to a combination of falling stock markets and housing prices over the last decade. The recent median net worth totaled just \$56,335 down 36% from \$87,992 in 2003.

And the big shocker: the only demographic which reported an increase in wealth during the same period was the 90th percentile (the richest top 10% of Americans).

People are broke.

Rising income and wealth inequality has been on the increase for the past several decades; the trend is unlikely to reverse anytime soon.

The most likely scenario: the slow recovery from the 2008 Great Recession will continue to create inequality in the coming years as assets are drawn down to cover increased consumption costs.

And so you might be asking: “Is there a silver-lining *ANYWHERE*, Jeff?

Yes. There is. Right here: despite all the statistics about what is happening to the masses, contradictions to the trend are *EVERYWHERE!* **More people than ever have discovered personal freedom as well as financial success** while *real* unemployment (or underemployment) probably exceeds 20% or more.

People just like me. A surfer turned DJ turned eight-figure Internet marketer. I am one of the 10% who experience increased wealth since 2003. My business expanded twenty fold.

Contrary to what you might think, none of what you just read about the changing world is bad news. It’s simply the new reality. It’s time to carve your **OWN** path. It’s time to build a rock-solid business that will generate passive income *AND* furnish personal freedom.

And your best bet for accomplishing this goal is to join a team with a proven track record of success. More on this in just a minute.

But first... you are going to have to make a choice.

WHY YOU MUST CHOOSE YOU

The choice you must first make is YOU.

James Altucher said it best:

“Human beings are born pioneers. The rise of corporatism (as opposed to capitalism) forced people into cubicles instead of out into the world, exploring and inventing and manifesting. The ethic of the Choose Yourself era is to not depend on those stifling trends that are defeating you. Instead, **build your own platform**, have faith and confidence in yourself instead of a jury-rigged system, and **define success on your own terms**.”

Defining success on your own terms. Think about it.

Not societal norms, conventional wisdom or whatever popular culture dictates.

Since the dawn of man’s time on earth, the basic human drive has been to seek out frontiers. Consider the great migrations, manifest destiny, crossing the Bering Strait, early European exploration, colonization, refugeeism, breaking the sound barrier, one-hundred story buildings, a walk on the moon, the Wright brothers and aviation, nanotechnology, splitting the atom, finite mathematics, the artificial heart. I could go on. It’s everywhere in history. It’s everywhere right now, right in front of us.

Even the Pilgrims did it. They chose themselves. The hallmark of the human evolutionary spirit has been to carve out our own path, our own method – our own truth.

The Burger King Restaurant chain built an international brand around “**have it your way**”.

It’s time to return to that way of thinking.

Choosing yourself will give you the skill set required to go out into the world and dictate your place in it.

It isn’t just about starting an Internet business because you want to make money. The ‘choose yourself’ mindset must first be in place because it furnishes the self-mastery required to put yourself out there and build the rock-solid business of your dreams.

Without a conscious decision to choose yourself, setbacks may seem insurmountable, or you will ultimately succumb to the eroding middle class and ever-shrinking median incomes.

Choosing yourself isn’t a selfish thing. It’s not self-centeredness. What you learn is that grounding yourself first, deciding what you want and following your destiny derives from relative self-mastery. It’s a foundation for attacking your goals and following your dreams from the perspective of a healthy, sane, complete sense of self.

This basis allows you to act in harmony with your environment and those most important in your life. You won't 'burn out'. You'll seldom be bored. Life won't get stale. In this respect choosing you is the best possible precursor to not only creating a meaningful life, but also taking the best care of your family and your circle of influence.

It's the ultimate value creator. And value is the supreme metric. People will be drawn to you and what you offer. And they will gladly exchange money for it, enriching you *AND* them.

The divorce courts are full of people who thought they were choosing themselves. They thought they were following their own path and walking their truth. But they weren't. All they did was buy into some canned conventional 'dream' without ever knowing who they are. These are the people who wake up one day, look at the husband or the wife, the kids, the house, the pressure, relentless financial obligations, college tuition, debt, the \$800 Lexus payment and think, "I'm *DONE*."

If you develop the mindset that you and you alone are responsible for carving out your place in the world, you can then focus on the idea that creating sincere value will open up all the doors you need.

And that's when the money starts rolling in. Trust me, it will.

At every turn in my career and business evolution, I chose myself. I wasn't even aware of it at the beginning. The reality is that the choices I made for myself were ultimately choices made for my family, my future, my way of life. The foundation of my entire empire rests on that very first choice: Me. I can tell you first hand, it *WORKS*. One of its greatest benefits has been the ability to guide other entrepreneurs in the proper direction.

Think you are ready to choose? Let's get down to business.

INTRODUCING THE 3-STEP PLAN

Let's simplify the process by beginning with the bottom line.

If you want to make six figures annually on the Internet, you are only going to require two things:

- (1) An offer... and...
- (2) Someone to buy it.

It really is that simple. It's just not easy. However, most people make the process much more difficult than it has to be.

If all you do is focus on this simple structure of offer + buyer everything else will fall in line.

Remember that the only difference between Internet millionaires and those who never make a dime is that the millionaire was able to get lots of people to purchase a product or service.

Let's look at how we are going to work with this structure using a 3-step plan:

1. **Building An Audience.** All successful businesses are built on the foundation of establishing, engaging and expanding a community with similar interests. Think of this audience as your 'tribe'.
2. **Building A Relationship...** with that audience. People will know, like and trust you enough to do business with you. This is the foundation for creating AUTHORITY. The result is social proof.
3. **Creating A Sales Machine...** to offer high-quality, valuable products and services to your audience.

Now let's examine each step of this process in more detail...

STEP 1: BUILDING AN AUDIENCE

Always remember this fundament truth:



Here are five (5) ways to effectively build your audience:

- (1) **LIST.** This is an email database of subscribers who 'opt-in' to receive communication from you on a regular basis. Typically, you will create a free offer to entice people to join your list. You will have to provide sufficient value in order to do this. Then you can begin to send follow-up emails to your subscriber base. More on this in just a minute.
- (2) **BLOG.** This is a time-based website which posts content on a continuous basis. A blog is superior to a generic (static) website because frequent updating and 'backlinks' facilitate improved rankings in search engines. Don't worry if you are not familiar with these terms. You will be soon. A blog is an excellent portal for establishing VALUE and AUTHORITY.
- (3) **VIDEO.** Using popular sites such as Youtube, you create and post videos on a 'channel' where people can subscribe to receive notification of your updates and new posts.
- (4) **SOCIAL MEDIA.** Here you create a digital 'following' on platforms such as Instagram, Facebook or Twitter. You can quickly and easily build a loyal following on Instagram using Insta Equalizer with very little effort or time.
- (5) **PODCASTS.** This technique involves offering downloadable audio series. Generally, podcasts are schedule weekly (or twice a week), and cover topics of interest to your audience.

You do not have to use all five of these strategies, but ultimately you can if your business and interests deem it necessary.

For the purposes of this e-book, I'm going to focus on the **LIST** and **BLOG** as the cornerstone of your strategy. Of course, you can also use Insta Equalizer to drive traffic directly to any landing page, including a squeeze page or sales page.

Yet list building should be your primary objective in the beginning. Using the tools I'm about to provide, you can be up and running – collecting emails address today!

LIST BUILDING

The cornerstone of effective Internet marketing is the development of the email list. This is how you will be able to achieve high customer retention and high lifetime value.

What most marketers overlook is timing. Email address acquisition *AFTER* the sale is too late, because it requires the customer to pass through the pay wall and current sales funnel. Therefore, your list will only be comprised of paying customers.

But what about the 'tire-kickers'? And those potential customers who are either curious or simply shopping?

You don't to miss out on *ANYONE* who expresses an interest in your niche. Think of it as an opportunity to introduce yourself, provide **VALUE** and demonstrate your **AUTHORITY**.

From this perspective, you must always list-build first. If you learn one thing from this entire blueprint, it should be this. As you will see, your list is your business. Outside the world of Internet marketing, this same phenomenon can be seen in commercial sales and marketing.

Have you ever seen the same people, perhaps you are included in this group, at your local Starbucks? You know, the same ones who make it a daily habit to stop for their favorite drink? This group is part of the millions of people on the Starbucks 'list'. It's that sector of current and potential customers that are *most likely* to purchase from Starbucks in the very near future.

The technical term for this concept is called **MARKET REACH**. I teach Internet marketing students how to best employ this tool. On the Internet, where you don't have a physical store, your email list is basically the same thing as that group of Starbucks enthusiasts.

With this in mind, let's examine my primary list building strategy:

- Build email list **PRIOR** to sending traffic to the sales page.
- Provide **VALUE** in exchange for the email address (this is generally an information product such as an e-E-book or video course). We will discuss this 'freebie' next.
- Create a free **SQUEEZE PAGE** to give away the product and capture emails (You may also use an Opt-In box on a website or a **BLOG**).
- Run traffic to the squeeze page or blog.
- Locate affiliate products to promote according to your pre-determined **FUNNEL**.

I will be discussing the funnel later in this blueprint. But first, we need to cover sequences and an overview of the tools just mentioned so you know exactly what to do.

The Follow-up Sequence

Sequences are the series of emails with which you will correspond with your new potential customer via email once they have joined your list. This sounds complicated but it's not. There are software tools that can help you automate the process.

Keep in mind, that from the very beginning, you want to provide VALUE and demonstrate AUTHORITY. There are two areas of focus:

- **Content**
- **Frequency**

Content is just that – exactly what you are trying to introduce or discuss. Frequency is all about how often you email list members.

The best strategy is to systematically bundle free value and promotions for either your affiliate links or your own products. I will demonstrate how to do this shortly. For now, just consider the importance of list building and the follow-up sequence as your primary focus.

Once you do this everything else falls in line. Let's look at the tools you'll require.

Tools

To facilitate your list building initiative you'll need an autoresponder service to first collect email addresses and then blast your follow-up sequences.

The ticket is that all of this is automation. Time-based email scheduling will enable you to engage each new list member with your follow-up sequence beginning on the very first day they join the list.

This is incredibly powerful as you can imagine. My favorite autoresponder service is [Aweber](#).

Once your email autoresponder is in place, you'll require either squeeze pages or an opt-in box to collect the email addresses.

Here's an example of a basic squeeze page...

FREE VIDEO: Discover How You Can Test Drive The System That Took Me From ZERO To \$9,000+ A Day!

Enter Your Email Address For FREE Instant Access...

[Click Here To Watch The Video Now](#)

 Your information is 100% secure.

You'll also want to consider employing an opt-in box on a website or blog. Most autoresponder services have tools for building and customizing squeeze pages and opt-in boxes. This further simplifies the process.

I'll cover some more detail about list building when I discuss blogging later in the e-book. This has been a good introduction to the concepts of list building and follow-up sequences as well as the tools required to facilitate these strategies.

Let's review the benefits of this strategy:

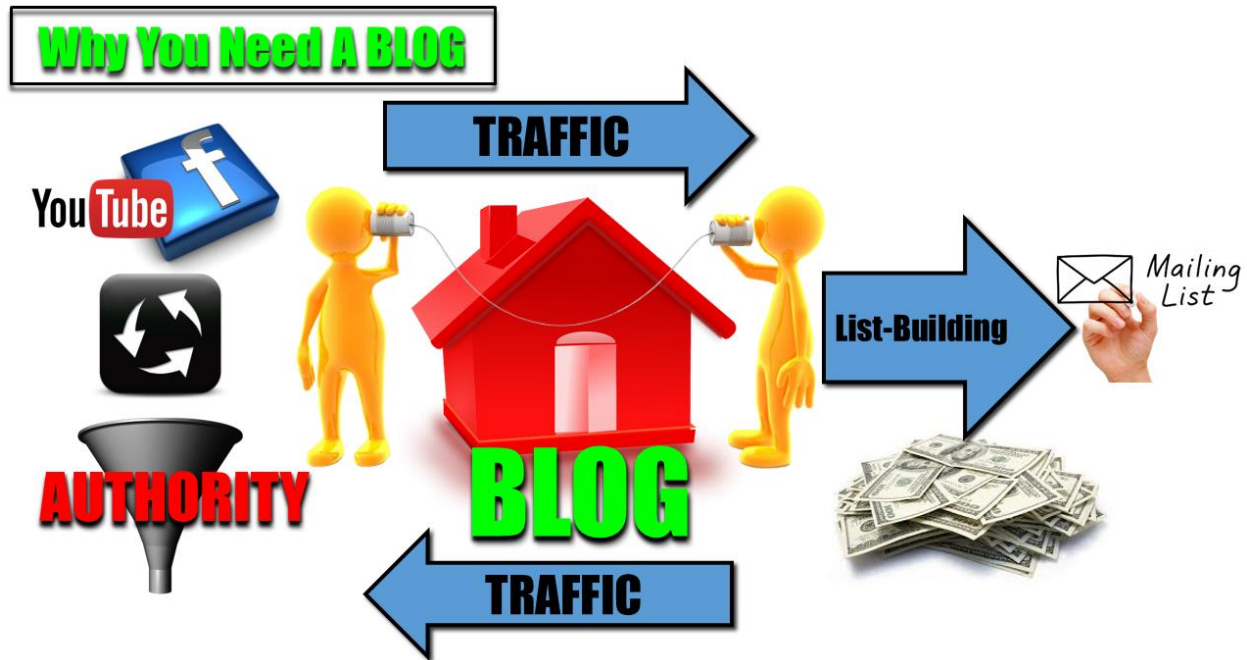
- You build strong **LIFETIME VALUE** across your enterprise. This is the possibility of repeat customers because you have earned their trust.
- You create exceptional **VALUE**. Delivering timely, pertinent information to your Audience (filling a need) is something your list subscribers will not be able to find elsewhere.
- You achieve solid **CUSTOMER RETENTION** rates.
- You build a rock-solid long term business...by first building the **LIST**

I've made as much as \$75,000 in just a few days with targeted email marketing. The secret is found in the promotion of higher priced products further down the sales funnel. You'll be learning the best way accomplish this objective later in this blueprint.

WHY YOU NEED A BLOG

In this chapter, I'll discuss one of the most important tools available to successfully create the powerful long-term Internet business you've been learning about in this blueprint.

That tool is the Blog.



Think of a blog as your home-base on the Internet. It is a powerful communication portal connecting you to the world. It is a place where you can connect with customers, potential customers and students. It is a destination that allows you to introduce your business and establish authority.

The blog enables you integrate social networking, traffic generating tools, and most importantly, it allows you to build your list.

It's always employing the proper mix of content, marketing and monetization to create authority. When you build an authority blog and combine this with a large email list, you have a viable business entity that can be further monetized and sold.

What most marketers don't understand is that a blog must have a specific layout and theme that makes it a viable commercial entity. Therefore, how the blog is initially setup and structured is very important to your success.

As if there aren't enough pitfalls for most aspiring Internet marketers, the learning curve for successful blogging is sufficiently steep that many newbies and professionals alike are deterred from blogging and miss out on a huge opportunity to create a high-traffic business.

An authority-style blog layout will enable you to effectively build a list with an 'opt-in' box to collect email address and further introduce customers and potential customers (leads) to your business and top portion of your sales funnel.

A properly-established blog requires the following:

- **Web hosting**
- **Domain name**

For hosting, I recommend Bluehost because it is one of the most affordable and reliable services available. They also give you a free domain name when you sign up. Bluehost also includes a 1-Click WordPress install, so you can easily install your blogging platform in only a few minutes.

Here's a great video on how to start a profitable blog:

<https://www.youtube.com/watch?v=5ZrLlhP2zy0>

I suggest watching the entire video and completing each step on your own blog as you follow along in the video. That way you can have your blog set up correctly within a few hours, so you can start posting content and getting free traffic.

Now that you are familiar with the tools of list building and the blog, let's examine how you can effectively build a rock-solid relationship with the new members recently acquired on your list.

STEP 2: BUILDING A RELATIONSHIP

Let's take a look at another fundamental business truth:



Higher conversion rates on offers to your existing audience (list) are proven. Conversion rates through advertisements to 'cold' prospects will always underperform in comparison.

This is why it is imperative that you establish a quality relationship with your audience.

The easiest solution is to provide a high-demand freebie first as a lead magnet to attract new prospects to your list. Once there, you will continue to offer freebies – inter-mixed with offers and promotions as a way to create value and build the relationship.

A freebie will enable you to:

- (1) Introduce your expertise to your audience.
- (2) Promote offers to your audience.

A great tactic for number 2 above is to use a 'blending' technique which positions promotional offers inside free value-driven content. You will be able to engage your audience with ways to address their pain-points while offering solutions with products and services that make you money.

Following are examples of freebies that I have used over the years with solid success:

Articles or blog posts. Articles can include just about any style or concept such as 'how-to', overviews, tips, tactics, strategies or anything else of interest to your audience. This is why it is important to know your audience, especially their pain-points. Articles are a great way to engage your audience and deliver honest value.

Reports. Reports are similar to articles but offer more structure and are greater in length. Focus on one specific problem or issue with each report. Prospects who absorb this content and find it use are very likely to become customers. For example, you might write a nutrition report that tells dieters exactly what to eat to slim down and start feeling better.

Toolkits. This freebie makes it easy for your prospects to take action on the information they've been learning about. For example, a business start-up toolkit might include template for fliers or mailings, sales forms or invoices.

Webinars. Your audience will place a high value on live events. This makes webinars an attractive freebie. The added benefit is that webinar recordings can be used as marketing tools. If you cannot manage a webinar on your own or lack sufficient content, you may explore partnering with an affiliate. More on this later.

Case studies. This tactic provides information or details a plan about how to achieve a specific result. Because of the added benefit of social proof and inspiration, case studies are a proven tool to help promote a specific offer. For example, you can provide a case study showing how a marketer increased traffic using one specific strategy.

Email courses. I know several marketers who specialize in autoresponder email courses. The benefits of multi-part training segments as a freebie is that you do not have to create all the content before you can deliver value to your audience. Furthermore, over time you will be training your list subscribers to anticipate your value. Try this example: a 10-part e-course called "The 10 Secrets for Quickly Tripling Your Internet Traffic", sent via autoresponder on a schedule of 1-2 segments per week.

Cheat sheets. I use cheat sheets all the time to condense a more complex task down to a manageable procedure. Usually just one page, cheat sheets are downloadable, printable PDFs that provide exceptional value. They are also evergreen and may be included with other offers or as additional content in your autoresponder.

Newsletters. Probably one of the best tactics for interacting with your audience, newsletters can be sent on a weekly basis. Content can vary from training segments to human interest to industry news and product reviews, or anything that allows you to connect with your tribe. Autoresponders such as Aweber enable you to create great looking html templates so your newsletter appears professional and hip.

Interviews. One of the best ways to build social proof and inspire your audience is the interview. Interview success stories are a phenomenal way to connect with people, build your brand, and encourage your audience to take action. Interviews combine social proof with value – a powerful 1-2 punch.

In order to make the most of the freebie, you will need to know a few things first before you decide which strategies to use and how to structure your campaigns.

8 Proven Steps to Maximizing Your Freebies

#1: High-Quality Content

Without a doubt your freebies must be high-quality. Try to focus on one specific issue or problem with a method, strategy or advice that gets results. Keep it short and to the point.

Some of the best content is that which is simple yet effective. Consider the “Try this one easy thing” approach.

#2: Make It Useful

Your freebie must be something that your audience is craving. This is why market research is paramount. You must know who you are dealing with so you can properly engage them and improve their circumstance.

The best way to do this is a combination of market research and surveys. We’ve discussed this before but autoresponders are a great way to include surveys which will you sniff our audience demand. Then you can create valuable content for both freebies and paid promotions.

Never forget the axiom about filling a need. If you can help something look better, feel better or make more money, you will be a friend for life. More on this later when we discuss the product funnel in detail.

#3: Make It Personal

You will notice that most well-known industry experts or marketers put a face with the content. By this I mean that you allow your audience to get to know you – what you look like as well as personal details that allow them to connect with you on a more intimate level.

The importance of this bond cannot be overstated. Adding personal details such as tidbits about your everyday life, preferences and goals can go a long way to building the bond.

Putting a face on your brand is one of the best ways to build it. List subscribers will come to recognize you and look for your value-added content.

#4: Empathize

No one likes to be ‘sold’ anything. High pressure sales gimmicks and over-the-top offers will not build the bond you are seeking for long-term success. Your audience needs to know that you understand their pain points.

Let your audience know that you are aware of how they are feeling or where they are on a specific journey. Perhaps you have been there yourself. Empathy is the ultimate connector. When your list sees you as ‘one of us’, your honest credibility will skyrocket.

#5: Social Proof

Although these tips are not in any specific order, social proof is probably the most important tool in your arsenal. It also makes perfect use of the freebie.

Testimonials from your audience are one of the best ways to build your brand and expand your influence. The Internet is filled with bogus offers, extreme promotions and unbelievable stories. Honest review and testimonials will set you apart and give you much needed credibility.

Testimonials and reviews should be specific and include detail about how someone was able to benefit or achieve a certain goal.

#6: Case Studies

Use case studies to as a method for building credibility and maximizing social proof.

Recently, I conducted several case studies for traffic-generating software using a small group of clients who had recently purchased the product.

This focus group provided specific details about how their businesses improved during the 2-week testing phase after they implemented the software. These results were then published in a newsletter.

If you do not conduct your own case studies, you might try publishing existing case studies in your industry or niche. It is one of the best ways to maximize the freebie.

#7: Engagement

The importance of proper engagement with your audience is crucial to your success. You must always answer questions and respond to comments promptly.

Be certain to add value with invested answers and sincere empathy. This is a great opportunity to teach, direct and encourage your audience.

If one of your list members is the catalyst for an interview, training segment or newsletter topic, be certain to include their name in the process. This builds loyalty and makes you accessible.

I work with one marketer who uses this tactic all the time. He does a weekly Q&A (question and answer) segment in a newsletter where he personally responds to a subscriber's question. What a powerful tool! It builds credibility and social proof at the same time.

Be certain to factor engagement into your business. Allow for a certain amount of time each week to respond to questions and comments. Some of the most successful marketers and content providers I know have a policy that no question goes unanswered.

One of the most demoralizing things you can do to a member of your audience is ignore them. You would be surprised at how often this happens with Internet businesses. Marketers are so busy marketing that they forget the most important thing of all – the needs of their audience.

#8: Maintain a 3:1 Ratio of Freebie to Promotion

It has been proven that high unsubscribe rates comes from two things: over-promotion and excessive email frequency.

You will have to balance the amount of your interaction as well as a ratio of free content to paid promotions.

If the only time your audience hears from you is when you have a new promotion or some other product for them to purchase, they will tire quickly and begin to suspect your business. This is not how you build trust.

Try this: for every 1 promotion that you send to your list, be sure to include 3 freebies. These should flow naturally from week to week and may include a survey, article, video or any of the other value-added content I mentioned.

Your autoresponder sequence should have a natural flow. People do not mind purchasing products and services that help them solve a problem or fill a need. This will occur naturally as you interweave free valuable content with offers.

Now that we have studied how to maximize the relationship with our list, let's move on the most exciting part: building a sales machine which benefits from all the work we have done to provide value.

STEP 3: CREATING A SALES MACHINE

Now we come to the part you have been anticipating: monetizing your business. We want to take the shortest path to turning the list and a good relationship with our audience into six-figure revenue.

The best way to do this is by creating your own products or partnering with content creators who fill a key, in-demand niche.

This way you control the quality of the information you produce in addition to controlling the list and how you engage with your audience.

What you will be doing is building a ‘funnel’ that includes a variety of products at various price points to engage your audience at wherever they are most likely to commit financially.

The process begins with the freebie and graduates successively through a series of higher and higher-priced products.

As your audience continues to get to know and trust you more, they will commit to purchasing these products.

At any one time, you will have a group of devoted followers who truly respond to your content. This group is worth gold. In a coming chapter I will show you exactly how this funnel works.

For now, check out five examples of how easy it can be to achieve your financial goal of 6-figure income:

Example 1: Create a \$27 a month membership site. You need 310 active members to earn \$100,440 per year.

Example 2: Sell a \$77 video training info product. You need 4 sales per day to make \$112,420 per year.

Example 3: Provide a \$197 “done for you” service. You need 10 sales per week to make \$102,440 per year.

Example 4: Create a \$997 webinar. You need 17 sales per webinar (6 webinars a year) to make \$101,694 per year.

Example 5: Set up a \$4,997 private 12-week coaching program. You need 21 sales to make \$104,937 per year.

As you will see in the next chapter, the process can be simple. The best part is that you can start right now and very quickly build a successful Internet business.

I will show you exactly how to take consistent, month-by-month steps to improve conversions, get more and more traffic, and add products to your funnel.

Some of my students have used the exact same funnel you are about to learn to build million-dollar Internet businesses.

They didn't have any special skills or expertise. Neither did I when I got started. Literally anyone can do this... even YOU.

So, I hope you're excited and ready to take action!

Let's learn all everything we need to know about a funnel...

THE SALES FUNNEL

Many new Internet marketers make the mistake of focusing on a specific product or promotion at the expense of the long term big picture. Even experienced entrepreneurs make a similar error.

You have to begin to think about your business as an enterprise. Depending on your niche, what are all the various types of products and services you can present to both your current and prospective customers.

Think value.

Your subscriber has joined your list because they are looking to solve a problem or fill some need. Successful Internet marketers know how to effectively meet demand either by innovation or coupling the customer with an existing effective product or service via affiliate promotions.

I'm always reminded of a quote I heard from a seven-figure marketer early in my career:

"IF YOU CAN TEACH PEOPLE HOW TO FEEL BETTER, LOOK YOUNGER, BE THINNER OR GET RICH, THE WORLD WILL BEAT A PATH TO YOUR DOOR."

Taking this concept one step further, let's consider a concept called **MARKET REACH**. Think of 'reach' as the universe of potential clients or customers for your particular niche, product or service.

You want to make the most of this demographic by delivering value across a broad spectrum of engagement depending on how great the problem or need is for the customer or potential customer.

You achieve this goal through your enterprise funnel.

In this chapter, we'll expand on the concept of the funnel I mentioned earlier in the e-book.

Examine the following image:

SALES FUNNEL MODEL



The sales funnel model works in any niche market. Notice how the funnel addresses the concerns of the market interested in a specific type of product with a wide variety of solutions (in terms of price and extent), depending on how great the demand for a solution may be for any given customer. This is KEY!

This funnel, the proper sequence of widget products and service, accomplishes several tasks:

- It introduces your concept or idea of the widget FREE of charge – this will enable you to build your **LIST**.
- Keeps start-up costs low – **you grow your funnel as your business grows.**
- Next, as customers and potential customers become more acquainted with your business and perceive its value, the funnel will help build your **BRAND**.
- Your business will benefit from 'Social Proof' generated not only by your customers who have experience value, but also from your own branded success.
- Next, as customers move through the funnel, benefiting from the more advanced widget solutions provide, the funnel builds high lifetime value.

The Hyper-Responsive List Group

As your business expands, whether you are promoting your own products or affiliate products and services, there will be a select group of customers who will become your raving fans and love what you have to offer.

This group will purchase virtually everything you promote because you have earned their trust by providing sincere value. This same group will make it ways through the funnel to either additional, higher-priced products or higher-priced widget products in the same niche.

This is called the 'Hyper-Responsive' List group. These customers create high lifetime value because they will purchase products and services at the bottom of the funnel.



This is where most marketers make the mistake of only promoting cheaper, niche-introductory products. Remember, credibility and a brand must be built. Trust must be earned.

USE THE FREE REPORT AND LESS EXPENSIVE PRODUCTS AT THE TOP OF THE FUNNEL TO INTRODUCE YOUR EXPERTISE, CREATE VALUE AND **BUILD YOUR LIST!**

This way, you don't have to work so hard to acquire new customers and increase your monthly sales totals. The flow will occur automatically.

Remember that the funnel is scalable to virtually any business model, whether you are creating your own information products or promoting affiliate products and services.

With this in mind, take a look at 3 proven ways to increase your business...

1. Get more customers. There are two ways to do this. The first way is to get more targeted traffic. The second way is to track and test all your campaigns and landing pages, so that you're converting more of your browsers to buyers.

2. Get more customers to spend more per sale. In other words, increase your profit per transaction. You can do this by offering upsells, cross-sells and one-time offers on your order form. This will also occur naturally as customers work their way through your expanding funnel.

3. Get more customers to spend more per sale more often. One of the keys to the big profits in your business is how often you can get your existing customers to buy from you repeatedly. That's why it's so important to keep adding products to your funnel, so you that you have larger products and services to offer your hyper-responsive list group.

Now let's condense everything into one easy, actionable plan you can start implementing TODAY!

ARE YOU WILLING TO CHOOSE YOU?

Believe it or not, you now possess everything you need to know to build a wildly successful Internet business. Perhaps some of the details are fuzzy, but that is OK. The point is that from the perspective of structure, you know exactly what to do:

- (1) Build an Audience...
- (2) Create a rock-solid relationship with that Audience...
- (3) Build and expand a round-the-clock sales machine with a sales funnel.

Take the process step by step, day after day, building your business like a brick layer builds a massive wall.

You can imagine your 6-figure business at its completion, but do not be overwhelmed by the process it will take to get there.

I am going to give you a specific starting point – right now. You can start today to build the business of your dreams.

Do this...

One list + one source of traffic + one freebie or targeted offer

Use the tools mentioned earlier in the e-book. If you take this first step you will have a list provider so you can begin to collect email addresses for your future funnel.

Each day, every month, take one step closer to completing your funnel. This could be a new product, finding a new source of traffic to add to your list, or even adding a new freebie to your autoresponder to create more value and build your relationship and brand.

The choice to begin TODAY is a choice for you. Will you do it? Or will you make an excuse to put off your Internet business for another time?

If you begin today you will be amazed at the progress you have made in three months, six months or even a year.

Your focus on list building will drive your business as you find out how to fill the needs of your audience. You will learn their pain points and what products and services will improve their lives, improve their health or help make them more money.

They will love you for it, and in return you will profit handsomely.

This is the sure way. This is the process of creating value.

It remains the most powerful strategy I have ever seen. I can tell you it works. I have done it. I'm doing it right now and I'm teaching others how to live their dreams.

If you apply everything you've learned in this e-book and use the tools I've provided, you will achieve great success on the Internet. You now have a proven **SYSTEM**.

There is no need to struggle any more with trial-and-error or hit-and-miss Internet marketing opportunities.

It is time to choose you for all the reasons I've suggested in this e-book. It's about defining success on your own terms, carving your own path and creating a lifestyle for you and those you care about just like I did.

BUT wait... there's more...

BONUS Viral Marketing Tips

How would you like to tap into the power of Viral Marketing! It's a SUPER powerful way to generate more traffic, so you can grow your Internet business FASTER.

Having said that... the only problem is most marketers don't utilize this powerful strategy. Maybe they think it's too complicated or difficult to do. Yet, that couldn't be further from the truth.

The concept of viral marketing is in fact quite simple...

Deploy an entity that is so compelling, so interesting, and so valuable, that anyone who comes in contact with it immediately has the desire to share it with someone or everyone they know.

In other words, it's viral.

But only in the sense that once that entity is out there, it takes on a life of its own, spreading and multiplying like some powerful yet non-threatening virus.

As Martha Stewart says, it's a good thing.

There are numerous and creative methods that can be implemented for viral marketing. But in order to be effective, any method chosen needs to contain these same three primary ingredients in one form or another...

1. Content that is valuable, useful, entertaining, etc.
2. Includes information about you, your business, and your products
3. Motivates someone to pass the viral entity along to others

Here are several examples of viral marketing methods...

- Hand out a free e-book that the viewer can download from your website.
- Give away a free e-book that the viewer can brand with their own information before they themselves distribute it.
- Write and distribute your own articles with topics that are directly related to your website and/or products.

- Syndicate your blog or newsletter content through RSS.
- Create a funny or witty video. Then upload it to YouTube and share it on social media.
- Offer interactive games or puzzles on your website.
- Offer free email or autoresponder services.

The list goes on and on...

There's really no limit to the methods in which viral marketing can be implemented. The only criteria is that viewers have the ability to either tell other people about it or to personally pass it along to someone else.

Beyond that, the "virus" can pretty much spread itself. Which is exactly what you want to happen.

The true benefit of any viral marketing technique is the fact that you only need to set it in motion once. From that point on, it becomes a word-of-mouth type process that spreads and multiplies on its own.

Naturally, you can also continue to independently push, promote, and advertise any viral method on an ongoing basis...

Like taking the time to list your free e-book in as many download locations and directories as possible.

Or visiting discussion boards and letting the readers know about some e-book, funny video, or free interactive game you have available.

Or implementing and improving keyword search engine optimization for pages that are associated with your viral marketing methods just like you would any of your other website pages.

Viral marketing methods - if used properly - can be responsible for the majority of targeted traffic and overall promotion you receive on a daily basis. And of course, the more traffic you receive, the more income you'll ultimately generate.

Adhering to the following guidelines will help you achieve the most benefit from viral marketing.

First and foremost, you need to provide something that's both original and interesting. If you want the best viral results, you can't distribute e-books that have little or no value in terms of content.

Just because it's free doesn't mean it can be inferior. Instead, you should view e-books or any other viral entity in the same light as you would a product that you intend to sell. As something worth putting a price on.

If it's not good enough to put a price on, it's not good enough to use as a viral marketing tool. After all, no one is going to recommend something that has little or no value, much less pass it around to their friends and associates.

No matter what you come up with – an e-book, report, funny video, etc. make certain it's something people will want to talk about and share with everyone they know. Otherwise, there won't be any viral benefit to enjoy.

Another important factor involves thinking outside the viral box...

The most common method for distributing content is to use free e-books. But what about podcasts and video presentations? These two formats in particular have gained a great deal of popularity over the years and continue to grow year after year. Take advantage of that fact and you could see a tremendous boost in your viral marketing results.

If you create videos, then always submit your videos YouTube and Vimeo, as well as using social media to distribute your videos, so you can receive maximum exposure.

You also need to be imaginative with regard to how you get the word out. Here is a list of some of the more creative ways to do that...

- Get your product listed on any and all websites that offer free downloads.
- If your product is an e-book, submit it to as many e-book directories as possible.
- Create a version of your product that people can brand with their own information prior to distribution.
- Let product owners know that you have a free product available, one they can include as a bonus for their own products.

- Locate large giveaway packages. Many of them have open submission, allowing owners to include their products along with all the other offers listed there.
- Sell your viral product on eBay for a small fee which includes rights to either resell it or give it away.

The goal is to get your viral products in as many hands as possible. The more people who see them, the more they'll get passed along. And the more they get passed along, the more benefit you'll achieve.

Articles are one of the few things that can perform two different and equally effective viral tasks...

They can either be the viral marketing product or they can be the tool that promotes your viral marketing products.

As a viral product, the key to success is getting your article widely distributed. And in order to accomplish that, you first need to start with an article that webmasters, newsletter owners, and other online users actually want to distribute.

Some will publish your article on their website, others will publish the article in their newsletter, and still others will simply feel compelled to pass it along by sending either the article itself or the URL address where it's located.

Without writing quality articles, of course, none of that will take place. Or, if it does, the results will be minimal at best.

In order to get the most benefit from articles, you need to choose extremely compelling and interesting topics. One of the best approaches is to give the reader the solution to a problem.

For example, here are three headlines that offer some very desirable content...

1. Lose 10 Pounds In 10 Days Or Less Without Pills Or Surgery
2. 15 Ways To Generate Massive Traffic Without Spending A Dime
3. 5 Simple Changes That Will Double Your Existing AdSense Income

Of course, the next order of business is to actually deliver the kind of quality information the headline promises. And that's what makes people want to publish it, distribute it, and pass it along to others.

But getting the article distributed across the Internet doesn't do you much good if there's nothing in it that leads back to you, your business, or the products or services you're selling.

That's why the article topics you choose need to be either directly or indirectly related to whatever it is you want to promote.

Depending on what that is, the content of the article should include links such as your primary website address, a download link to a free e-book, report, or autoresponder series, or your newsletter subscription page.

Since they'll be included within the body of the article, they need to be included in such a way that it doesn't appear like a blatant ad. All you're doing is suggesting something that contributes to the value of the information contained in the article.

Here are two examples:

For more tips and information on how to lose weight safely and easily, get your free copy of The New You E-zine.

And the second example:

If you'd like more information, you can download a free report entitled "How To Develop Your Own AdSense Empire In Less Than 3 Weeks".

In addition to including your links in the body of the article, you have the author's resource box. Whatever you decide to place there, make certain it gives you the most benefit possible.

Aside from having an article as the viral marketing product, you can simply use them to promote your other viral entities.

For example...

If your free viral entity is an e-book or report that includes several methods which can increase AdSense revenue, write an article based on one of those methods. Then, somewhere within the body of the article, give them the link where they can download the free e-book (which contains all the other AdSense revenue methods).

The point is, the content of the article you write will be...

1. Associated with a specific viral product

2. Lead to that viral product

The more valuable the article, the more it will get distributed, and the more people will have access to your viral product. That in turn means your viral product will be viewed on a much wider scale.

The final result is more traffic and ultimately more sales. And that, of course, is the precise purpose of viral marketing.

Of all the viral methods available, distributing free e-books is still one of the most popular. And oftentimes, it's still the most effective.

The first, and most common form, is the basic free distribution e-book. It contains valuable information about a specific topic and can be easily and immediately downloaded from a web page.

Some webmasters require that a person give up their name and email address in order to have access to the download. Although this might be a good method for increasing the size of your mailing list, it can seriously diminish the number of people who download the e-book.

Keep in mind that the primary objective is to widely distribute a viral marketing product. It would be best - at least in this particular instance - to find some other way to get names and email addresses for your mailing list.

For example, within the e-book, you could offer readers some other freebie in exchange for their name and email address. That could be an autoresponder e-course, another e-book, videos, a software program, etc. Basically, something of value that is related to the same topic discussed in the e-book.

The second form of e-book is one that can be branded. In this version, the end user is allowed to insert their own information. For example, they could include their name, a link to their website or business, and/or an ad for a product they would like to promote.

How much information you allow them to insert is entirely up to you. But you need to consider the value factor. The more benefit the end user will achieve, the more likely they'll actively distribute the e-book after it's branded.

You don't have to let them take over the entire promotional aspect of the e-book. After all, it is your viral marketing product. However, you do need to allow them enough branding so they feel as though promoting and distributing the e-book will be well worth their own time and effort.

Of course, the ultimate value of the e-book, both for you and for anyone who brands it, is the fact that it contains content that's worth passing along to other people.

If your e-book appears to be nothing more than a promotional message for some product or service, it's unlikely anyone will want their name or business associated with it. And even if they do, there won't be many people inclined to help distribute it.

What you need to provide is good, concise, and exciting content. No fluff, filler, or BS. Just the most important and interesting facts about whatever topic you've chosen. Keep it short and sweet and to the point.

This is the perfect example of quality versus quantity. It's not about how many pages you pack into the e-book. It's about how much value you pack into it.

It doesn't matter whether there are 10 pages or 50. If the reader feels as though they gained a considerable amount of benefit from the content, you've got yourself a winner. And in this case, that means a viral winner, something that will be widely distributed.

Writing your own e-book content can be a rather daunting task, especially for someone who doesn't feel comfortable doing that sort of thing.

But it's actually not that hard to do. Here are 7 simple steps to help you create your viral e-book...

Step 1: Choose A Topic

Sometimes, this can prove to be more challenging than the content itself. Let's face it. Without a "killer" topic, you don't have much chance of producing an e-book that countless people will be anxious to distribute.

Although there are many directions your content could take, the most popular ones are those that have two distinct characteristics...

1. It promises the reader a timely solution.
2. It tells the reader exactly how to accomplish it.

For example...

If the topic is "lose weight quickly and safely" the title of the e-book could be "Lose 10 Pounds In 10 Days Or Less Without Pills Or Surgery". Then the content of the e-book tells the reader exactly how they can do that.

Or...

If the topic is “free website traffic” the title is “15 Ways To Generate Massive Traffic Without Spending A Dime”. Then the content lists what those 15 ways are and explains exactly how to implement each of them.

When choosing a topic, always think ahead. Can you associate a really killer title with that particular topic? Can you gather some really dynamic content based on that particular topic?

If the answer is no, pick something else. Something that does in fact fulfill all the characteristics that an e-book needs in order to qualify as a viral marketing product.

Step 2: Conduct Research

Make a short list of keywords that are directly related to the topic you’ve chosen. Then conduct searches using each of those terms.

What you’ve looking for is quality information about your topic. It can be articles, web content, or any other form of previously written information.

What you’ll do with that information is become totally educated and familiar with your topic. A simple method of doing that rather quickly is to print out the information you’ve found and then read it over and over again.

Once you feel as though you know the topic inside and out, you’re ready to start developing your own content.

Step 3: Create A Table Of Contents

Even before you begin to write, you need to establish specific areas within your main topic that you want to cover throughout your e-book. Basically, you need to develop a table of contents.

For example...

If you’re writing about how to lose weight, you need to break the main topic down into sub-categories. These might include such things as nutrition, exercise, and mental attitude.

If your e-book covers 15 ways to generate free traffic, you should make a list of those methods so you know exactly what sub-topics you’ll be writing about.

The more specific you can be about how the overall content will be structured, the easier it will be when you actually begin writing. And that includes where and how you'll insert your own promotional link and information.

Remember... above all else, this e-book is intended to be a viral marketing product. Make certain you've established a convenient and natural means of weaving your own information throughout the content.

Step 4: Develop The Content

The main advantage of having a clear and concise structure including a table of contents is the fact that you can simply fill in the blanks.

Pick an area of the content you feel most confident and knowledgeable about and then start writing. Don't worry too much about making sense or being perfect. Just get something written.

If you run out of steam on that particular area of content, move to something else. Write whatever you can and then move to yet another area. Keep doing that until you've filled in as much overall content as possible.

If you run completely dry but your content isn't complete, go back to your original research information (what you printed out) and re-read any areas that you still need to develop.

Be aware, however, that the information you printed is merely a means of educating yourself. If you can't write something on your own, it means that you haven't become as familiar with the topic as you need to be.

In that case, keep reading the printed information until you do know the topic well enough to write something new and original.

Step 5: Edit and Proofread

What you've initially written should be considered nothing more than a first draft. That's why it's important not to labor over the writing style or being perfect when you first begin writing.

After you've gotten the overall content down, then you can go back and re-work it. Go over it as many times as you want or need, refining and editing until you're satisfied with the end result.

When you feel as though you've reached a final draft, put the content aside for at least a day or two. After it's cooled off, you can go back and perform one last edit. Or, if you know someone who is more qualified and they're willing, have them do it for you.

Either way, make certain your e-book has been checked and re-checked and is ready for public distribution.

Step 6: Compile Your E-book

Once you're certain the content of your e-book is as good as it can be, it's time to compile it into an actual e-book.

You have two choices... PDF or EXE format.

Most people choose PDF, mainly because it's a universal format that both Windows and Macintosh users can access with Adobe Reader. And since Adobe Reader comes installed on most computers, opening and reading a PDF e-book isn't a problem.

Even if Adobe Reader is not installed, it's simply a matter of downloading a free copy from the Adobe.com website.

Plus, there are programs like PDF 995, Primo PDF and online services like Neevia PDF Converter that allow you to create PDF e-books for free.

The other format, EXE, is more commonly used for brand able e-books. These can be created using any number of compiler software programs, many of which come with their own branding software that's included in the purchase price.

For more info on this type of software check out Activ E-Book Compiler. The web address is ebookcompiler.com.

You can also brand PDF e-books, but you'll need to purchase a separate program like Viral PDF found at viralpdf.com in order to accomplish that.

Step 7: Distribute Your E-Book

The last and final step is to distribute your new masterpiece. If you have an email list then start there. Send a short email with a link to your e-book. Be sure to tell your subscribers they can give your book away for free and also use it as a bonus for products they sell.

Next you could give away copies on forums related to your niche topic. You could also make YouTube videos and include the download link in the description.

And don't forget about social media. Send a Tweet or do a status update on Facebook. You have all sorts of free distribution channels at your disposal, so put them to go use!

Now I would to share 3 more viral e-book tips that are easy to implement and work extremely well, so you can get even better results:

1. Include Tweetable content, so the user can easily click on a line that they like and instantly send a Tweet to all their followers.
2. Search for products that are related to the topic of your e-book. Contact the owners and offer to let them give your e-book away, both on their website and through their newsletter (if they have one). To sweeten the deal, allow them to brand the version they personally distribute to their viewers and/or customers.
3. Submit your e-book to online directories. Simply do a Google search using the term "e-book directory" and you'll find plenty of sites that you can submit to.

I've personally had great success with these methods and you will too if you take action. Invest a little time on this now and you will reap the rewards for many years to come!

Now I'm going to reveal powerful viral video marketing secrets including the three essential components you **MUST** have in your video to increase its chances of going viral.

But first, **WHAT** is a viral video?

Here's the short and sweet answer...

A viral video is any video that gets massively shared online.

Think Charlie Bit My Finger or Sneezing Baby Panda.

In the beginning, most videos that went viral were amateur-filmed and funny.

But once marketers saw the potential, they immediately threw their hats into the ring...

And completely changed the landscape of viral video marketing forever.

Now, viral videos run the gamut of epic fails to big budget, cinematic masterpieces.

You have sole proprietors competing with Fortune 500 companies for your attention on YouTube. And the fight is pretty even.

But why are they fighting in the first place? And why should you consider joining the fight? Some of the reasons are obvious for why viral video marketing is so popular (traffic generation being the most obvious). Others, not so much.

Here are 5 reasons you should consider creating videos in case you're still on the fence about using videos as part of your marketing strategy:

1. Videos promote more engagement than any other form of media.
2. Potential clients are more likely to purchase a product when it's featured in a video.
3. Videos provide more word-of-mouth attention than other forms of media.
4. Videos are becoming more and more popular on social media sites.
5. Videos compel more people to share.

And a viral video will do the following for your business:

- Generate more traffic
- Generate more sales
- Generate more clients
- Generate more attention
- Generate more brand exposure

Now it's time to answer the million-dollar question...

So, how do you make your video go viral?

Ever since the viral video craze started, marketing blogs have published countless posts listing the "8 Simple Hacks" or "10 Essential Ingredients" (or other such titles) for making your next video go viral... guaranteed!

Everybody jumped on the bandwagon with blind optimism – convinced that they only needed to do those 8 or 10 things to make every video they created go viral.

They mistakenly thought that a simple formula (which always included some type of "cute animal") could create viral video after viral video...

It didn't take them long to figure out that wasn't true.

See, it's not a series of tricks and tactics that are guaranteed to make videos go viral.

Truthfully, there's no set formula.

If there were, viral videos would no longer exist. Instead, every video would just have millions of views, and there would be no need for companies like Coca-Cola and Apple to spend big bucks on video marketing.

So let's go ahead and get the bad news out of the way...

You're NEVER guaranteed that a video will go viral – even one that does everything right.

But you CAN increase your chances of creating a viral video. And it's not as complicated as you may think.

Here are the 3 key components every video MUST have if you want to increase your chances of creating a viral video.

Component #1: You MUST make something worth sharing

This is the cardinal rule of viral video marketing.

Every day you're exposed to seemingly unlimited video options on YouTube and Facebook. But do you watch every single one?

No. If you did, you wouldn't have time for anything else.

Instead, you pick and choose – selecting only the videos that resonate with you personally. That first make you feel something...

And then compel you to share with your friends.

Screencast or PowerPoint slideshows don't compel you to share. And yet, they're typically the first route most marketers take to try and create a viral-worthy video.

Point blank... you have to bring more to the table than that.

You must make something that people will a) choose to watch and b) want to share with their friends.

No one else can give you the answer to the question, "What will my target audience want to watch?"

That's up to you. And I believe it depends heavily on how well you know your target audience.

As a matter of fact, that's the cornerstone to ALL marketing!

Component #2: You MUST make your viewers FEEL something

Before you can make someone do something, you must first make that person FEEL something.

As humans, we are motivated by our emotions. They're the real reason why we decide to buy or share anything.

Your video must elicit an emotional response from your viewers. If it doesn't, it will simply be ignored.

How do you make your readers FEEL something?

Here are a few suggestions:

- Tell them an interesting story
- Make them laugh
- Make them cry
- Shock them
- Inspire them

REMEMBER: It's not enough for your video to be purely informational. It should elicit strong feelings.

Component #3: You MUST market your video

You can't expect just to upload a video and instantly get massive amounts of views and traffic.

You have to ACTIVELY market your video. I suggest implementing all the following methods:

- Post it to your Facebook and Twitter accounts
- Submit it to social news sites including Reddit
- Ask all your personal friends to share your video
- Tweet it to well-known people in your niche market
- Email popular bloggers in your niche market

Who knows... they might feature it on their blog!

You see, a great video by itself won't be enough to make it go viral. The winning combination is an entertaining, emotionally-moving video and a solid marketing plan. That's what will make it a huge success!

So, what's the big takeaway?

NEVER upload a video and hope for the best. Actively market your video as much as you possibly can until you gain viral momentum. Then you can kick back and enjoy the rewards!

Which leads me to the next and final point. I mentioned this earlier, but it's worth saying again...

You're never guaranteed that your video will go viral.

This is why most marketers give up on video marketing. They make a video that has all of the right components... but it doesn't take off like they thought it would.

And it crushes their confidence and spirit. And they give up. Game over.

Listen. There are way too many variables when it comes to video marketing. Even the experts don't have it all figured out.

If there was an exact formula for making every video go viral, then everyone would do it. It's just not that simple.

However, as long as you make something worth sharing, as well as make your viewers FEEL something and then market your video aggressively, you will definitely increase your traffic and get results with your video!

And who knows... you may even win the viral video lottery and create a massive viral winner!

So, there you have it... powerful tips and strategies for viral marketing.

However, the key to your success with viral marketing is to take action! Put this information to use right now and watch your traffic and income rapidly increase.

Always remember, there is NO shortage of traffic.

You just have to use the RIGHT systems to get the traffic!