

The Inside Secrets to Wealth on the Web

Hello and welcome to the newest and most explosive Marketing Concept on the Internet. Your decision to print out and read this booklet is the wisest one you will ever make. I guarantee that after reading this your life will be changed forever!

Study this material carefully. In a matter of days you could be making more than \$5,000 a week using the techniques you are about to learn! You'll be amazed at what you can achieve in just one week!

Before you proceed I want you to put aside any preconceived ideas you may have on how to market your product or idea on the Internet. Forget all the advice you've been given until now. I need you to concentrate on, and accept without question, every single word you are about to read. If you are skeptical, put your doubts aside until you've finished reading this entire booklet, then you can make whatever decision you want. In the meantime, please just believe me!

Please also forget about your lack of success on the Internet so far. You must understand that you have been operating on outdated information and using techniques that everyone is using and teaching, but that just don't work in the Web environment. What I am going to show you is a new, simple method of becoming wealthy marketing on the Internet! It is the technique used by all of the Internet giants and it can make you one of them. But, you must wait until you have all of the facts before you decide whether or not this information is for you!

Let me give you an example of why it's important to get all of the facts before making a decision. If I promised you \$5 million to jump out of an airplane without a parachute, would you do it? If you quickly answered "no" you lost an easy \$5,000,000. You see, the plane I was asking you to jump from was parked on the ground.

Don't lose another \$5,000,000 by "jumping" to conclusions about the concepts you are about to read. Please go through the entire booklet before you make any judgements. OK. Let's get going. I know you're anxious to learn how to make your Internet Marketing efforts pay off! So follow me carefully and whatever you do, don't quit! For many years, I believed that "working smart" - not hard - was the key to success. The problem, I guess, was with the meaning of the phrase "working smart". I really don't know what it means. Do you? Does it mean getting someone to do the work for you as in Tom Sawyer? Or does it have something to do with priorities? And, how does it apply to business in Cyber-space? Is placing 300 classified ads with an auto-submit program "working smart" or does the answer depend on the results achieved? Perhaps "working smart" would be placing ads in E-zines instead? But then again, maybe not. Do you share my confusion? It's no wonder we find ourselves still working hard.

After countless hours in front of my computer I have slowly concluded that "working smart" is more like "working like a slave"! Here I was, doing all of the "right" things according to conventional wisdom, but not getting anywhere.

What was I doing wrong? My ads were packed with every motivating word and phrase in the "Internet Guide to Writing Effective Advertising Copy". One of my headlines read: "New! Learn How to Make Big Money with no Investment" That's four powerful sales messages in only 10 words. It should have worked. But it didn't do any better than "This Dumb Little Ad.....". I was on the verge of going back into regular business (it never even crossed my mind to look for a job, having learned long ago that working for someone else is the worst way to make money. In fact, a job absolutely guarantees that you will never even come close to financial success). Then I got the idea of studying the people who have become Extremely Wealthy using the Internet and duplicating what they are doing. Soon, I began to realize that most of the very rich Internet entrepreneurs don't work that hard at all. Indeed the majority of them not only have enough money to buy Hong Kong, but they also have enough time and freedom to enjoy it!

That's exactly what I call true success...having lots of money and the good health and freedom to enjoy life with your family and friends. What good is a bank full of money if you are working 18 hours a day, seven days of the week? You've got to be able to earn your money automatically...remotely...and without spending a lot of time and energy doing it! You need endless amounts of money pouring into your bank account while you enjoy life to the fullest!

That's what I want for you and you'll soon see that my system will bring you exactly that kind of a life. In only a few days, you'll see the money starting to pour in. Gradually, you'll be able to put your business on auto-pilot and turn your attention to the things that make life worthwhile.

My first reason for creating this program was, of course, the rather 'selfish' one of greater financial reward. But, it wasn't my most important goal. A long time ago, I learned from a book entitled "Think and Grow Rich" that the pure, unselfish act of helping others is, in itself, the surest road to riches and reward. I sincerely want to help you become a truly wealthy person with gigantic bank accounts and plenty of free time to do the things you want to do, when and where you want to do them.

The first step in becoming a financial winner is to start thinking like one! I know you are aware of that fact, but bear with me on this! It is an extremely important point. You must try to see yourself as a truly wealthy person. You have to believe that you have it all at last. All you are doing now is waiting for the checks to start hitting your bank. Start living it! I'm not inviting you to join Amway, but you might want to take a page out of their training manual and go shopping today for the car of your dreams. Test drive one if you can and bring home a brochure to show to your friends. Tell them "I'm in the market for a new car and I've been thinking of getting one of these"! Now your commitment to wealth is firm. You just have to get that new car. Next, go and get some travel guides to pour over with your family, and plan your dream vacation! Set a travel date for six months from now, and make a note to send your travel agent a deposit within 30 days! By then your business will be well established and there'll be nothing keeping you back. Go first class!

I know this is a tall order and you are probably very skeptical at this time. Please don't make any decisions yet. Just remember to come back and review this section after you've finished reading the entire manual. Now, let's move on to the next step.

Step two. Study the following three Keys to Success. I assure you they are of paramount importance if you hope to become truly successful in your life. They are all relevant to the precepts we will be discussing and I will be referring to them later.

They are:

A. Timing. Being in the right place at the right time. You believe that this is the right time and place, or you wouldn't be reading this booklet. And, You're right! The Internet IS the right place: it provides you with a customer base of more than 150,000,000 people! Communicating with them is cheap and fast, and the tools needed are sophisticated, readily available and, often, FREE.

This is also the right time. More than 1,000,000 web sites are being created every month. The people who own them are fresh and enthusiastic. They need help with site creation and promotion. They also have to have assistance with their marketing strategies and when you have finished reading my booklets, you'll be an Internet Marketing expert with some great ideas. You will be in an ideal position to assist them!

B. Vision. Seeing the potential in what is being presented...having the ability to predict success. I sincerely hope you have this unique sense. If you do, your future is secure. Within a very short time, you'll have a residual income greater than you ever dreamed possible.

C. Action. Acting upon the opportunity...going one step farther than most people do. Most importantly, it's taking immediate action. Doing it now. Too many people wait until they have cleared up one more point...then another...and another, until their initial enthusiasm has vanished and the opportunity is lost!

Dr. William James, of Harvard, often called the Father of American Psychology, says that if you are going to make a change in your life, you should "do it immediately and flamboyantly"! Whatever you do, once you have completed this booklet, get started immediately with my new techniques...and do it "flamboyantly"...apply my principles to your current program and watch it explode!

These three keys are the catalyst that make the following Success Secrets work. It's no good learning the steps if you don't act at once and put them to work for you immediately. Remember, just as there are millions of sales opportunities for you on the Net, there are also millions of people marketing competitive opportunities and products! Don't wait until they have become involved with an inferior program before you contact them.

Start applying these principles today and you'll be making more than \$5,000 per week within days! There are just eleven steps to success and they are simple. However, I want you to get a highlighter or colored pencil before you start, so you can emphasize the important thoughts in each, before you move on to the next. That will help impress the principles firmly in your mind, as well as make it easier for you to locate them again in your booklet, when you come back for review.

Here we go.

1. Set your Goals. There isn't a success or motivation program in the country that doesn't stress the importance of establishing firm personal and business goals. The logic of this step is clear. Do you ever go on vacation without establishing where you're going? Would you even think of going job-hunting without deciding what kind of work you want? You don't even go window shopping without some sort of goals...to look at sporting equipment ...antiques ...clothing...toys, etc.

2. So, if you are going to conduct an enormously successful Internet business don't you agree that you should have some firmly established goals? But don't worry. I'll help you with those as we go along. For now, just use the goal we've already set: an income of more than \$5,000 per week within four weeks!
This goal is realistic! At the same time, it is probably "flamboyant " enough to satisfy Dr. James as long as you start working toward it immediately! If you follow my instructions you will achieve this goal in a few days. Dr. James should be very pleased.

3. Establish Deadlines for your goals. You'll notice that when we set our goal firmly at more than \$5,000 per week, we also added a time frame of four weeks. This may seem like a small point, but it's an extremely important one. A goal without a deadline for achievement is no goal at all. Imagine going on a diet and resolving to lose 36 pounds without any sort of time-frame. The diet is doomed to failure.

Let's use the diet example to explore this discussion just a little bit more. The overweight person's main goal might be to lose 36 pounds in three months. Your main goal is to earn more than \$5,000 a week in 28 days. The dieter would probably want to break his diet goal down a little and redefine it as: lose 3 pounds a week for three months. Your financial goal might be restated as well. How about planning to make just \$500 in your first week, while you're doing your planning and testing? The second week, you'll probably see your earnings rise to \$2,000 as you become more comfortable with your new program. Your income should double again to more than \$4,000 in your third week, then soar past your \$5,000 per week goal by the end of the 28 day deadline!

One of the most important reasons for establishing these marker points in your goal is to help you overcome inertia...your natural inclination to put things off! Every human being possesses an element of laziness. Particularly when faced with what seems like an impossible task...and, at first, earning an income of \$5,000 a week may appear to be an unlikely possibility to you. On the other hand, \$500 a week isn't such a big deal and achieving a first small goal like this will help establish a pattern for success and give you much more confidence in your ability to achieve unlimited success!

Once you have proved to yourself that my system actually works, you won't have trouble

earning \$2,000, \$4,000 and much, much more within weeks.

Create a plan. OK. We have established goals, instituted timetables and set up milestones. Now you've got to make a plan for achieving these goals. This is sort of like charting the route to your vacation destination. If you just hopped into your car and started out without any idea what direction to go, what highways to travel on, or what cities you'd pass through along the way, what do you think would be the chances of reaching your destination?

However, I don't want you to develop your plan just yet. This is far too important a step to take before you get all the facts of this program. So let's just set it aside for the moment, until you've become fully conversant with all of the details of the secrets for success program.

Once again, don't worry. I will guide you all the way in this. My goal is to teach you everything you need to know to start getting results quickly. If you'll let me take you by the hand, you will have the opportunity to start making unbelievable money within 28 days! You'll be earning at least \$5,000 per week, week after week, month after month, year after year, for the rest of your life!

Avoid time-wasting activities. One of the reasons for establishing a clear-cut plan is to avoid wasting time and energy going down dead-end streets and switch-back roads. It's important to get to your goal as quickly as possible.

What time-wasting activities should you avoid? Well, they DO NOT include your leisure-time activities. Your goal is to create a massive income with the free time to enjoy it. You don't want to avoid leisure-time activities, you want to INCREASE them! No. The time-wasting activities I am referring to are things like taking a part-time JOB. Nothing could be more detrimental to your plans for Success. You're already wasting enough time working in your present employment. Why would you want to cut off all of your opportunities by giving even more of your valuable time away?

A little later, I am going to show you how to put your business on auto-pilot so that you are not wasting your time WORKING! Isn't that why you're reading this booklet? You want to lead the life that I am living...and my goal is to help you do that!

Avoid contact with Negative people. If you are going to be successful, it's important to associate with successful people, people who share your new lifestyle and your goals of freedom and wealth. You must shut out all of your negative friends and relatives. They cannot contribute to your success...only to your failure!

Negative people will tell you: "that will never work. There's got to be a catch somewhere. Mark my words". It doesn't seem to matter what opportunity you are talking about their response to your enthusiasm is always the same (yet they get excited when their boss gives them a ten-cent raise or a new title!).

The problem is that their negativity tends to bring you down, no matter how hard you try to resist it. Have you ever been excited about renting a video you wanted to see, only to select an alternate one because someone in the store made negative comments about your original choice? Have you ever bought a tie or dress that you thought looked great on you, but wore it only once because a friend said it made you look fat, frivolous or foolish?

These are just minor examples of how negativism can affect your life. Imagine what they could do to your financial well-being! There's an old saying that goes: "whether you think you can, or you think you can't...you are right!" Do not spend time with people who might convince you that you can not!

Associate with People who share your goals and values. I suggest that you begin immediately to make friends with the most successful members of your community. Find ways to be around people who share your goals and values.

You can think of many good examples of the importance of associating with like-minded individuals. They are everywhere around you. One of the best examples I can think of is

the very successful Alcoholics Anonymous program. Recovering alcoholics regularly attend meetings to gain support from others who share their desire to escape this terrible addiction. They know that to re-establish association with former "drinking buddies" would result in regression back to their former self-destructive lifestyles.

Your interest, of course, is in your own personal success. That's why you are reading this booklet. You might think then, that it would be important to associate with other entrepreneurs and business people...particularly with those who are successful. It is! It is equally important to disengage yourself from those who are neither successful, nor ambitious.

Listen only to people who are doing better than you are. It follows logically from the previous steps that you must not listen to negative people or those who don't have the same interests that you have. But, it is equally important that you take advice only from those who have already successfully applied their own suggestions.

I doubt very much if you would trust the financial advice of someone with rumpled clothes and who drove a second-hand "beater". Or lived in a low-income project and worked from a dingy, poorly furnished office. Nor would you trust the fitness advice offered by an obese hamburger flipper at Fat Boy's. Why then, would anyone place any credence in the business counsel of someone who works for someone else?

That's the reason so many Network Marketers drop out of their programs in the first 90 days. They listen to the "sage" advice of friends and family who have never earned a nickel outside of their J-O-Bs in their entire lives, but ignore the advice of leaders in their upland and avoid training and opportunity meetings like the plague. You haven't the chance of the proverbial snowball of making a big income if you ignore this important precept: Never listen to the advice of someone who is not more successful than you in the business you are considering or already conducting!

If you belong to a Network Marketing organization, start attending every meeting and get next to the leaders! They are obviously doing better than you, and probably know a little bit more. They may have a better attitude than you do and probably more experience.

Enjoy what you do. You are soon going to be earning more than \$5,000 a week. It shouldn't be too much of a chore enjoying that!

But it's more than a matter of money. You must genuinely enjoy the work you are doing. Wouldn't it be nice though, to be able to separate the two reasons we have for working...the creation of wealth and the feelings of accomplishment? Well, in the Secrets to Internet Marketing Success system, we do exactly that. I'm going to show you how to create an enormous income with very little effort or time, so that you can devote your full attention and energy to the things that really matter to you.

I can say, with a great deal of certainty, that at this moment you do not enjoy what you are doing working for a living, or else you would not still be reading along with me. That's about to change. From now on, you are going to enjoy what you do! Once you start to experience 5 to 7-hour work weeks and freedom from financial worries, you will surely realize what working for fun is all about!

Maintain a good attitude. I touched on the importance of a good attitude earlier, but it's so important that it must be included as a separate, very critical step in the Success Secret formula.

Have you ever noticed someone in a checkout line who appeared old and cranky? You were probably turned off by their apparent crabbiness. But suddenly they smiled or made some humorous remark. Your perception of the person changed instantly. Now then, suddenly, they are warm, pleasant and attractive. What an amazing transformation!

Make sure you project the right kind of image. Try to appear pleasant and cheerful at all times. Develop a perpetual smile. Of course, a pleasant appearance is not important for

business on the Internet, but it is critical to your off-line happiness. Zig Ziglar advises ebullience! Even to go so far as to respond to the greeting "how are you" with a statement like: "Fantastic. But I'm getting better!" or "perfect. But I'm Improving." Can you see how this response will create a good first impression? Always remember that attitude is highly contagious. So make sure yours is worth catching!

A good, positive, cheerful attitude is one the most important features of your success profile. You'll seldom find a successful person who doesn't think that every day is the best day of his life. Do you feel that way? You should, because today is the only day you have!

So, greet every day enthusiastically. Wouldn't it be terrible if you missed one? And stop referring to your wake-up device as an "alarm" clock. It's an "Opportunity Clock"! It wakens you to new opportunities that never existed before. Greet them with excitement and joy!

It's important too, to keep a good positive attitude toward your business. As you start to apply the techniques of my Success System, you are going to make some mistakes. There's no doubt about it. Don't dwell on them. Learn something from them and move on. Be like Thomas Edison. When interviewed about his tremendous success by Napoleon Hill, author of Think and Grow Rich, Mr. Edison said that he couldn't help but succeed. He'd had more than 10,000 failures and just ran out of things that wouldn't work.

Does your attitude compare with Edison's? Have you finally run out of things that wouldn't work?

Stop thinking Job Security. If you don't already know it, there is no such thing as job security. The only security you and I have is our own abilities. The countless Steelworkers who thought they had the world by the tail in the mid-50s have largely disappeared. Middle management positions of corporations like IBM, Boeing and most other Fortune 500 companies have been decimated. Rocket Scientists are pounding the streets looking for work! No j-o-b is secure!

Nor is there any such thing as true job happiness. I don't care how good it is, there is no way you can be truly happy working for someone else. It's impossible to be truly happy when you have to be on the job at fixed times. You can't be really happy when you have to beg someone for time off. You can't be fully content when you have to follow someone else's rules or guidelines. You can't be completely satisfied with decisions that aren't your own.

And, for the most part, you can't become truly wealthy with any kind of a job no matter what it is (the millionaires created by Microsoft, IBM and others became rich by buying stocks in their companies, not through their work). The only way you will ever become truly wealthy is if you are in complete control of your own actions...if you can make all the decisions! This can only be achieved if you are owner of your own business.

Does that bother you? I know you are thinking about the normal high start-up cost "Business as Usual": the franchise fees, leases, furniture and equipment costs, utilities, inventory, payroll and other costs normally associated with traditional business. Don't worry! The kind of business that I am suggesting is a far cry from "Business as Usual". But Internet business is a cat of a different color! It's very different from normal commerce. Aside from product development costs, there are none of the expenses normally associated with start-up businesses. You already have your computer and the necessary work space. You are already connected to the Internet. All you have to do is buckle up your browser seat belts and shift gears and you'll be on your way to an income of more than \$5,000 a week within 28 days.

I don't want to get into the details of your new business right now. But rest assured! I'll be teaching you everything you need to achieve success in the next few pages. For now, it's only important that you understand that your personal security depends entirely on YOU and your ability to make money, not on your job or pension!

By the way, did you know that there are more than 1.5 million millionaires in America? Or that less than 1% of them are involved in any way with Radio, TV, Movies, Music or Sports. Or that there are more millionaire salespeople than Doctors? Or that entrepreneurs of one kind or other, are the largest single group among them?

Help Others. Of the eleven Success Secrets this is probably the most important. It's not just an altruistic principle...it's a very practical one. In fact, it's the very foundation of the Network Marketing industry, which has been responsible for the creation of more millionaires than any other business. In fact, it's the most important factor in every home based business.

The principle can be stated thus: Help enough other people to become successful and you will automatically be successful yourself. For example, suppose you are the Sales Manager of a Traditional Corporation. It is your paid responsibility to train and motivate your salesmen to a degree that will allow them to earn significant commission checks. If you do your job well, your salesmen will get larger checks, the company will prosper and your "over-rides" will get bigger. Theoretically you could become rich if you helped enough salesmen make large enough checks.

Unfortunately, traditional business doesn't really work that way. If the commission checks get too high, Management either cuts the salesman's percentage or reduces the size of his territory. The Sales Manager is "promoted" and a new SM comes in - on a fixed salary!

If the business is yours, however, you'll benefit directly from the success of every salesperson in your organization. You'll want to do everything in your power to motivate your staff to greater and greater sales...and personal incomes.

Of course, there's also the intangible, but no less important, reward of feeling good about yourself knowing that you have been the cause of another person's success! I love doing things for other people...because it makes ME feel good! I always tip well, because it enhances MY feelings of self-esteem. I developed this program because a lot of people - perhaps yourself - will be grateful for it and join my circle of friends. It is my ardent hope that once you gain the wealth and freedom that I have promised you with Success Secrets, you will make it a point to contact me personally so we can get to know each other.

Now that we've thoroughly examined the Principles of Success, I'll guide you through some of the techniques we will use to establish an enormous income for you! I'm going to show you how this innovative new business works. I'll discuss the principles of pricing and the advantages of doing business on auto-pilot!

I talked briefly about "business as Usual" a little earlier, but it's important to do a short review so we can put my new program into true perspective. Let's find out exactly what is involved with starting a traditional business. If you have some money, probably the safest and easiest way to get into business is to buy a well-established franchise. The franchiser will provide you with expert training, a high-traffic location, a well-designed building, pre-tested advertising and promotion programs, legal services, business equipment and an attractive buy-back plan.

With such support, you are almost guaranteed success! But, only if you believe that success is working 12 to 14 hours every day; making a six-figure investment that you won't get back for five years; having to constantly deal with employee problems and a large number of various government agencies; and being under the strict control of the parent company!

Well how about setting up your own service business? Surely that isn't too expensive? Let's think about it. You will need to rent an office at a minimum cost of between \$300 to \$1,000 per month depending on where you live. A business phone is required along with

a desk to sit it on. A filing cabinet is needed to store customer and supplier information. You'll have to have a typewriter or computer for invoicing...and a waste basket for your typing mistakes. A couple of office chairs are needed in case a potential customer walks in; maybe a coffee pot and cups, and an answering machine to take messages when you are out on calls. You'll have to place some classified ads to let people know you're in business. And you'll need some business cards to hand out to friends. You'll use your own automobile, of course, but you'll still have to pay for extra gas, maintenance and depreciation. I'm just guessing now, but your absolute minimum start-up costs are probably going to exceed \$2,000.

But, now you're in business for yourself! Isn't it great? You can go to work anytime you want and come home again when you feel like it. The only problem is...when you're not working, you're not making money! The more you work, the more you make. The more you make, the more you spend. The more you spend, the more you need. The more you spend, the more you have to work. The more you work, the more you make...!

Is this the American Dream? I don't think so! All you've done is buy yourself a JOB. Your hourly rate might be more than your previous employer paid you, but now you have to "take your work and worries home with you". You'll also find yourself putting in an awful lot of unpaid hours planning, problem-solving and collecting unpaid bills.

What about network marketing? Until now, this has been about the only opportunity available for the average person to become wealthy. MLMs offer extremely high residual incomes and relative freedom. In fact, Network Marketing has been responsible for the creation of more Millionaires than any other single type of business. The problem is that only about 3% of those who purchase distributorships ever make any money. The rest, 97%, lose their

Finally, there's the Internet with its vast potential. Startup costs for business in cyber-space are practically zero. You already have a computer, a desk to sit it on, a telephone line and an Internet connection. All you have to do is register in one of the zillions of Business Opportunities that proliferate the Web and you're on your way to success. Right? Wrong! If you had a lake, a dock, and a bathing suit, just signing a swim-club application wouldn't mean you'd make it to shore if you jumped off the end of the jetty, would it?

But that's what we all seem to do. Lured by promises of easy money, but completely unprepared for the realities of Internet Marketing, most of us start by posting commercial messages to newsgroups and blasting out emails. Our dreams are quickly shattered, however, by a bombardment of "flames", E-mail bombs and cancelled ISP accounts. The Internet doesn't tolerate the Junk Mail business as the US Postal Service does.

Nor does ad submission to the thousands of classified ad pages fare much better. The fact is that most people just don't waste time browsing through pages of classified advertising. Do you? If you did, you'd never come across a Microsoft ad encouraging you to: "Cruise the Web FREE with Internet Explorer 4.01". Ask yourself why not? Besides, although the classified is free, you don't get much for your money. There are usually charges for features like positioning, email or URL inclusion, color, and bold-face headlines. Then too, placing the ads is a time-consuming chore and they expire with exasperating frequency.

Other advertising opportunities like E-zines (Electronic Magazines) and Free-For-All (FFA) pages offer some hope if you are prepared to have your mailbox choked with an endless flood of counter-offers.

It all looks rather discouraging, doesn't it? But don't worry! There is a way, and that's what we are going to discuss next. I'm going to show you exactly how to advertise your business to make BIG MONEY in Cyberspace!

We all know, or strongly suspect, that there are some very exciting opportunities to earn a fortune on the World Wide Web. For some reason, however, that knowledge isn't supported by any concrete information. Every once in a while, we've read of some Florist or Architect from Obscurity, USA, turning a marginal enterprise into a National or International success, but that's all we know.

But is it, really? Examples are everywhere! The trouble is, they don't seem like practical examples. The fortunes being made by Prodigy, Alta Vista and Netscape are somehow disqualified from our criteria for examples of "rags to riches" stories. We ignore the fact that these companies started out with absolutely NO customers. Their products or services seem too technical or complex for our comprehension. I don't know when it was that I finally woke up to the fact that the success of these "sophisticated" corporations wasn't due to their technical expertise or product, but rather to their marketing abilities! That doesn't mean that you can be successful without a product that most people want or need.

Let's take a look at some of the companies and individuals who have made fortunes marketing their products and services on the World Wide Web and try to figure out how they did it.

You may or may not be familiar with the names Dr. Jim Clark and Marc Andreessen, but chances are pretty good that you know their product, Netscape Navigator. Navigator is the wonderful Internet browser that Netscape provides FREE to anyone wishing to use it. How can they do that? How can they GIVE THEIR PRODUCT AWAY FREE and still report earnings of more than \$346 million in 1996 - their second full year in business?

The answer to that will become clear in a minute or two. First, it's rather interesting to note that as soon as Bill Gates saw the power of Netscape's exciting new marketing technique, he immediately made dramatic new "Course Corrections" for Microsoft. In November 1995, he announced that his company would switch a big chunk of its resources to the development of a FREE Microsoft browser. Today, a large percentage of people 'cruising' the Internet do so with Microsoft's Internet Explorer.

Course Corrections? Doesn't it seem reasonable that If Bill Gates thought the mega-prosperous Microsoft could make even more money providing product and services on the Internet, you and I would do well to follow his lead? You can bet your bottom dollar that if Gates is involved, there are huge fortunes to be made in Cyber-space. Browsers aren't the only thing needed by people cruising the Web. In fact, Web Browsers are merely transportation - cyber-cars that people use to navigate the Net in the search for INFORMATION. It is this Information, not the vehicle that's important to us. And, that's the reason there are so many Search Engines (literally hundreds) like Alta Vista, Lycos, Infoseek, Excite, GoTo, and Hot Bot competing vigorously (without charge) to help "Netizens" find the information they need.

So here we are, cruising around the Web in our new high-speed luxury browsers, guided by Search Engines and Spiders, trying to find Information that will help us in our daily lives and businesses. The information we seek is stored in millions of Web Sites with strange addresses like my own, <http://www.wiseoldmule.com>.

Suddenly we see new opportunities for enterprising Entrepreneurs: to get into the Construction business - Web Site construction, that is. The creation of a new site requires html, Javascript and CGI programming. Graphics and photos are need for backgrounds and banners. The list of ancillaries and services needed is long and varied and a multitude of businesses have been established to service these needs.

The first requirement for a Web Site is hard disk space on a reliable server. For some reason that I still don't understand, very few ISPs have learned the lesson of FREE and insist on charging their customers for Business page space on their servers. This policy has cost them a lot of very lucrative business and opened up opportunity for Web Hosting businesses like Hypermart, Tripod and GeoCities.

These companies are aware of the very high value of providing FREE services and offer 10mb or more of FREE Web Page space to anyone who wants one. In fact the competition to attract residents to their servers, is so fierce that most provide FREE extras like email accounts, chat rooms, and guest books. Some even provide FREE homepage building wizards.

Other companies like Link Exchange offer FREE counters for these pages and provide weekly visitor INFORMATION reports by e-mail to keep their counter users informed about visitors to the site. A service called Garage Mechanic will analyze and provide FREE information about the quality of the Site. And Joe Burns Phd. provides information about how to write HTML code for the creation of more exciting Pages. The training is FREE and is the finest available anywhere.

So you see, it's not only Netscape and Microsoft who give their products away FREE on the Net. Hundreds of successful Internet Marketers have followed Netscape's lead. They have learned the value of giving their product, or some component of it, away FREE. This is one of the two principle elements of success on the Web!

It certainly is a new world, isn't it? Could you imagine a garage in your town doing tune-ups for free! Or a high-rise office building giving you office space for nothing? Or a car-rental company providing FREE transportation so you could go shopping for a new car or computer? What airline would take you to Brazil at no charge so you could do some research on coffee?

The reason for all this altruism is that there are no costs involved (other than development and start-up costs) for goods and services on the Internet. It's the absence of cost, coupled with the sheer NUMBERS of People on the Internet that makes the whole thing work. If your product is good enough to entice millions of users, you can sell them something else and make fortunes. Do you see the principle? But, don't get me wrong, I'm not suggesting that you have to give away the whole store. All you need do is give a portion of it away then SELL the essential features after the customer has a chance to evaluate the product.

You probably recognize the Shareware concept in this approach to Internet sales: you are allowed to use the product long enough for you to make a proper evaluation, then charge you if you want to continue using it!

With more than 150,000,000 TCP/IP enabled computers in the marketplace, and the Web growing at the rate of more than 1,000,000 new sites per month, and Internet sales projected at more than \$1.2 TRILLION within five years, you can make your fortune many times over by following Netscape's lead. Do you use this valuable principle of FREE in the promotion of your current product?

At this point, you are now armed with two of the most important secrets of marketing on the Internet: providing much needed INFORMATION and giving something away FREE. Do you see how important these two success ingredients really are?

In case you are still wondering how Netscape and the others can give their products away and still earn fortunes doing it, let's take another quick look at Netscape. Many millions of people land on Netscape's home page every hour (150 million hits a day in 1996). In fact, Netscape is "home base" to many of these people - they start out there when they go online and return there often during each session on the Net. For a clear picture of what Netscape has in mind when it gives you a free browser, just imagine yourself in charge of networking the computers of a large corporation. If you used Netscape on your own computer and liked it, wouldn't you recommend Netscape's "intranet" software when the time came for your company to set up its own internal network? Well, when you learn that Intranet software sales are expected to reach \$10 billion by the year 2,000 you begin to understand why giving away your browser is such a very sound business idea.

The following table, taken directly from Netscape's Web Page, will provide another look at the value of FREE. How many \$Millions do you think this will put into Netscape's bank

accounts?

ProgramCost-per-Click Option

Communicator Bookmarks

Only for future Communicator 4.x releases between 6/1/98 and 5/31/99 \$50,000 net up-front slotting fee \$17,000 net per month for 12 months \$254,000 total net cost
Optional for all browser releases between 6/1/98 and 5/31/99: \$50,000 net up-front slotting fee; \$0.20 net cost per click per month for 24 months. Clicks reported using Netscape server logs and billed and reported monthly. Total cost capped at \$500,000 net per year for two years.

Compare the cost of 1,000,000 copies of Netscape Navigator (zero) to the value of just one \$254,000 advertising contract. These advertising rates are only possible if you develop a program that will attract 25, 50 or 100 million people to your site every day. If you can, there are hundreds of corporations waiting with pen in hand to write you a check.

If "FREE" is such a highly effective tool for business on the Web, why don't off-line businesses employ the same methods? The simple answer is expense. On the Internet, It costs exactly the same to give away 1,000,000 browsers as it does for one. Netscape's latest browser upgrade (Communicator 4.51), for example, is stored in less than 15mb of space on their server. Their only expense was incurred in producing the original. There are no reproduction costs, no packaging expenses, no warehousing, no delivery charges. Nothing! In fact, you could download as many copies as your computer will hold and there'll still be enough copies in stock for everyone else in the world!

A physical product, on the other hand, might cost from \$5 to \$50 a copy for duplication, packaging, documentation, warehousing and shipping.

Even in the high-cost physical world however, giving away something FREE can be immensely profitable. AOL, for example, made billions by mailing unsolicited copies of their Internet programs on Floppy disks and CD Roms to almost every household in America. The idea was to entice people without Internet connections into signing contracts with them. The multimillion dollar cost of the mailings paled into insignificance compared with the massive profits derived from the campaign.

Last year, AOL's Revenues were more than \$2,600,000,000! The measure of AOL's success can be seen in their acquisition of Netscape on March 17 this year. AOL also made a very smart move with purchase of ICQ whose online chat service is FREE and growing at the rate of 1.5 million subscribers per month.

What does all this mean to you? It means that there are fortunes waiting for you on the Web if you just find a way to give something of real value away, FREE. It also means that you have to offer a product that is needed by the majority of people on the Internet. Every successful business I've mentioned (as well as those I haven't) has been involved to some degree with either the search for, or dissemination of FREE information. Are you getting excited? You should have no doubt by now that earning an income of more than \$5,000 a week is easily within your grasp! The only thing missing now, is the product. But we've already learned that it is information that drives the Internet. Doesn't it stand to reason then, that all we need to do is come up with a good, information-based product? If we can do that, and give it away FREE, our warehouse parking lot will be filled with shiny new browsers bearing license plates from all over cyber-space!

Before we make a final decision on product, though, there is one other important success characteristic that we haven't examined. That's the ability to operate on auto-pilot. Everything required by the customer must be available directly from the company's Web

Site, automatically, with no human interaction required or provided. You shouldn't even have to provide an email contact.

In Netscape's case once the browser is ready for distribution and uploaded to the website and promoted, the rest is up to the Internet public. Marc Andreessen and Dr. Clark could have closed their doors and gone fishing if they'd wanted to. Pure Information products such as books and manuals, are even simpler to market by "remote control" than are software programs. They lend themselves ideally to no-hands marketing. There is no need for tech-support, no need for program upgrades, no office, no warehouse, no people, no government. Can you think of a more perfect business?

After you've set up your automatic information business, which takes just a few hours, about the only thing you have to do is deposit your checks. You get paid whether YOU are working or not! Take a year's vacation if you like. Your income will never stop, because I'm going to help you set up a team of thousands, even millions of little salesmen who will be out there working their hearts out for you...without pay! Does that make you feel guilty? I hope not because, after all, it's your business and you are the boss!

To me, the most exciting aspect of almost all Web businesses is that they can run themselves without help from us. They have the ability to operate on auto-pilot... automatically. This feature allows you to operate your business on remote control. You can set it up to perform exactly the way you want it to, then go on vacation with the confidence that sales will continue unabated, that orders will be filled without delay, and the profits will be deposited in the proper bank account.

Does that appeal to you? Or does it make you a little uncomfortable to continue receiving your pay when you're not working? I'll admit that it takes a little time to get used to being wealthy, but I urge you to resist the inclination to go back to your day job. Take my word for it, you'll grow to like it!

As you've seen, the amount of money you can make on the Internet is almost unbelievable. Imagine! Two point four Billion dollars for an Internet Service Provider (AOL) whose service is inferior to that offered by most local ISPs - many of whom feel lucky to have 1,000 subscribers. And it's all done automatically! You either use one of the many disks mailed to by AOL (I think that I've received 20 copies over the past five years) or go to their Web Site and sign up on-line. You provide your credit card information and download the AOL programs without any verbal or written communications with an actual person. An auto-responder then provides you with a User name, Password and set-up information and you go online. What a business! \$2.4 Billion per year!

Can you see why I can promise you an income of more than \$5,000 a week in only 5 - 7 hours? Why not go on vacation? Even if you stayed home and sat in front of your computer, you couldn't take part in the process. The only way you could contribute, would be to reset your e-mail blaster or classified ad submission software, then sit back and watch some numbers flashing by on your screen. What other kind of business could you run in this fashion? Could anything be easier? Certainly not "Business As Usual" and definitely not anything that involves a physical product. There is nothing in the world that can tie you more tightly to your work than the need to take and fill orders for "guns or butter".

We hear an awful lot about Home Business today, and it seems like a wonderful idea on the surface! But don't be deceived by the title. Unless your Home Business is an Internet Business it is just physical commerce operated from someone's home.

That would be OK except that 92% of all Home Businesses fail within the first two years. The pressures are simply too great! You see, Home Businesses require your undivided attention 24 hours of the day. You have to be on the job to receive orders and deliver your product. . You must spend long evenings studying book-keeping, advertising, tax accounting, and general business practices to keep your costs in-line. If you take a vacation (which is improbable because you'll need all your spare cash for inventory and supplies), your income stops while the work piles up and waits for your return. In a few

months, after you've decided to do something else, your left-over inventory will be moved to boxes to await for future garage sales.

It's sad to see so many businesses fail today. If you live in a small town anywhere in America, you have witnessed dozens of stores and offices open and close over the past two or three years. Upon being vacated by its devastated proprietor - often late at night - the premises remain vacant for a month or so until a newcomer arrives on the scene with another "Sure-fire" idea. It doesn't take long to realize that almost EVERY BUSINESS in town is on a downhill slide. It's just a matter of time before the owner is forced to close his doors.

There are a number of reasons for this reality. Among them are the need to maintain inventories, hire employees, pay taxes and deal with banks. It's usually impossible to maintain sufficient markups to cover overhead and expenses. Thirty years ago, the pricing rule of thumb was: one for product, one for expenses and one for profit. That doesn't work any more. Rising costs, the proliferation of cheap imports, and competition from discount retailers like Walmart, make it impossible for a small merchant to get realistic prices for his merchandise. Convenience stores, for example, are excited when a supplier offers 40% off retail. Grocery stores are lucky to average 20%. Another business possibility is Network Marketing. With a good MLM, the average person has a realistic opportunity to create a six-figure income. However, the attrition rate in this business is even greater - and much faster - than in regular business. Only 3% of those registering in an MLM will have any degree of success. The others will lose their distributorship fees, some inventory costs and the price of tapes and other promotion products...usually within three months! In this case, however, the failure can usually be traced directly to the member's inactivity and reluctance to attend training sessions and opportunity meetings. I'm an enthusiastic supporter of the MLM principle, but only for people who do not have access to, or experience with, the Internet.

So what is left? Well, we already know what my answer to that question will be, don't we? We've already established the fact that it is possible to earn huge profits with e-commerce... business carried out in cyberspace. The Internet is truly one of the greatest developments in the history of mankind. I will admit, that, at this moment, there is an extreme limitation in the type of merchandise that can be transmitted through the Web. But that too, will change.

The exciting thing is that all of the liabilities of physical commerce - the expenses, employees, inventories, warehousing, packaging, and the necessity for personal supervision - are completely eliminated in e-commerce. This makes Home Business a truly viable opportunity for anyone with a computer and telephone line. It also provides an opportunity for members of the MLM industry. However, for success in any Internet business the participant has to become familiar with the principles laid out in this booklet.

Can you see some opportunities here? Do you think any of the business people we've been discussing could benefit from information you are studying right now? Couldn't you put them on the right track to an enormous Internet income? Anyone can easily build an income in the high six or seven figures using my techniques in a matter of months. Recall that Netscape's sales went from zero to \$346 million in two years! All you need now is the product and a few effective advertising techniques. We'll go into both of these topics next!

The Search for the Perfect Product

We learned something of the very successful Internet businesses like Netscape, Alta Vista, Link Exchange and others. What do they have in common? Basically, they offer products constructed entirely of bits and bytes - little Binary "conditions" - that can be cloned (downloaded) by the customer after payment. Their businesses operate on auto-pilot, performing their routines automatically, without any need of supervision or

control. Of course, they also offer products that are needed and desired by almost everyone using the Net and are either provided free or have a free and useful component.

What these companies don't do is sell physical products on the Net. As we discussed, such items cost too much to manufacture, package, warehouse and ship. They require the employment of large numbers of people and attract the attention of countless government agencies. Cyber-products, on the other hand, are constructed entirely of binary numbers and can be stored in very little space on a Server hard drive. These products, which include things like photos, artwork, software, books, movies, music, games, contracts and airline tickets, have none of these costs and can be sold at tremendous markups and profits. Did you know that one Medical research company recently cut a frozen human body into paper-thin slices, scanned them into a computer and constructed a fully-functional cyber-person that can be sent by Internet to Universities and Medical facilities all over the world? Who knows what will be next? Beam me up Scotty!

The only cost of cyber-products is the expense of taking the original photo, writing the book, filming the movie, recording the music, writing the software, or designing contract, ticket, etc. After that, the article can be reproduced, warehoused, paid for and delivered without expense. When the customer buys, the transaction is completely automatic. He/she fills out a credit-card or cyber-check form and is then admitted to a secure area of the server to download the item to his computer.

One thousand, one million, or one billion of the booklets you are now reading occupy exactly the same disk space on my Web Server...at the same time. You can take all the copies you want there's plenty more where those came from! Do you understand why intangible products are the only ones you should even consider if you want to make BIG MONEY on the Internet? Now about the only thing left is to decide which specific cyber-product is best for you and, unless you are a software developer, musician, movie-producer, photographer or artist, you'll probably agree that some sort of Information product is ideal. As we've seen, It's information that drives the Internet. Doesn't it stand to reason then, that all we have to do is come up with a good information-based product and we'll have our warehouse parking lot filled with high-speed, luxury browsers with license plates from all over the world? So, exactly what kind of information product should you offer? Let's take a look at some of the thousands of classified ad pages on the Web and you'll find countless ads for information products. Most of them offer some kind of "how to" information such as how to lose weight; how to stop smoking, how to meet a mate, how to find a better job, how to make jam, how to save money, how to use cutting edge software, and how to find products and services.

The fact is that most people who are peddling this information don't do very well because they don't know what they are doing. They are simply trying to sell something that they like, without giving any consideration to the marketability of their products. The fact is, there are four primary conditions for successful marketing on the Internet and unless the product meets these conditions, it is impossible to create real wealth with it.

What are these conditions? They can all be stated quickly in one sentence: to be truly successful, your product must solve a problem for most people, at the time they are thinking about it, and do it easily and quickly. That's quite a mouthful, isn't it? But, does it make sense? Let's break it down a little and examine the four conditions separately.

First, you know that people will happily pay for something that will solve some pressing problem that concerns them. In other words you should offer something to provide solutions.

The problem with most products you see advertised on the Net is that they are of interest only to a small percentage of people. If you e-mailed an offer of "How to Make Strawberry Jam Quickly and Easily" to 100,000 people, what percentage of the recipients do you think would have any interest in your offer? I suspect that it would be very small any time of the year, but it would certainly be zero in December. Condition number two then, is that

your offering must have Mass Appeal. It must be of interest to most people.

At first glance, "How to Quit Smoking" has a broader appeal, doesn't it? But, when you analyze it, less than 33% of people smoke. How many of them are seriously thinking of quitting at the moment they see your ad? Do you think either of these products could possibly produce an income in excess of \$5,000 per week for you? Probably not! The same holds true for "How to meet a mate". Most people already have a mate and are not in the market for information about how to get a new one. You can see that even if your product can solve a problem shared by most people, it also has to be something they are in need of most of the time!

When you advertise the right product, you know you are targeting the right market, no matter what list or directory you are using, because the right product is one that will solve some problem that is common to most people. What problem is that? Well there may be others, but the need to make money is of paramount concern to most of us. If you are currently involved with a product or program, ask yourself if it will help people make money - or solve some other common problem. If it doesn't, you must either develop or find a new one or else resign yourself to mediocrity! Don't worry too much about it for now though, because I'll be showing you how to find the perfect product in a few more minutes.

In the meantime, there are two other conditions your product must incorporate. The first is that you must be able to promise quick results. You are now reading a perfect example of the importance of this condition. My promise to you was "Make more than \$5,000 a week in less than 30 days" What if I had said, "make more than a million dollars in 4 years?" In either case, the promise is true, but do you think you would have responded to the latter?

And then there's the final condition of simplicity! I'm sure you've heard of the KISS principle - Keep It Simple, Stupid! Well KISS is of crucial importance for any automatic business on the Internet. If your product isn't simple, people will need help and you don't want to be tied to a support desk. Besides people just don't want the trouble of trying to decipher complex ideas, even if they do offer a solution to their problem. If you thought this program was very complex and difficult to use, would you be interested? Do you think most people would want it?

Absolutely not! We all want the most advanced features in the products we buy, but few of us are prepared to spend time learning how they work. You've probably noticed that no-one reads instructions. We like to be able to figure things out for ourselves. In fact, Software Developers have quit supplying printed manuals in favor of detailed help files, which are also ignored. So, if you want your program to be successful, make sure it is easy to put into action!

Do you mind if I say this again? The ideal Information product must offer a quick and simple solution to a problem that concerns most people, most of the time! Be careful though, sometimes your offer can be so simple and effective that it is unbelievable! Take this program for example. When you first started reading this booklet you probably didn't really believe that you could make more than \$5,000 a week within 30 days, working just 5 to 7 hours a week, did you? If I had said you could make \$5,000 in the FIRST DAY, you wouldn't have read the first line! In fact, that's why I've gone into such great detail to prove that it really isn't very hard to make BIG MONEY on the Internet...if you have all of the right information!

My program, "Secrets of Information Marketing" is the perfect product. It meets all of the conditions for success with flying colors. It's simple to put into action and offers a quick solution to the pressing need of making money that is common to most people all the time. Remember when I told you earlier that there are over 1,000,000 new web pages created each month? Do you think the 1,000,000 people who own these pages would benefit from the exact same marketing information you now have in your hands? Indeed, most people with Internet connections are vitally concerned about making money on the Web and the market for this program is unlimited.

OK. You know exactly what kind of product you need to have. Now you must either find something that will meet all of the criteria, or develop it. Either way, that can be a big problem. If you are really lucky, your current product or program might fill the bill. Does it offer a solution to a problem that is common to most people? Is it simple to put into action and does it offer quick results? If it meets these criteria, you've got a real winner and the techniques that I will reveal to you in the next manual will bring you fantastic success with it.

If it doesn't, how are you going to find this ideal product? You have two options. You can find someone else's information product, such as a book that meets the four conditions we are talking about, or you could write your own. If you are a marketing expert, and a very good writer, this last option might be the wisest. But, I can tell you right now, that it's a bigger job than meets the eye.

First you would have to isolate a common worldwide problem and then write a book that describes the solution(s) to that problem, keeping in mind the four conditions we talked about above. Next, you'd have to test the techniques you have presented in your book, to make sure that they work as well as you have said they will. It would be disastrous to try to market a book of untested theories.

Market research can be a long, expensive proposition. You might spend months or even years trying out different advertising and marketing approaches. You must test each of the promotion options that are available, to find which will give the best results. Does email work better than classified advertising, for example, or should you concentrate on banner exchange programs or search engine positioning? You'll have to experiment with advertising copy to determine which headlines and body copy will pull best. You must also try various advertising approaches to ensure that the maximum number of people will not only read your ads, but will buy your product.

This is all very complicated and time consuming, but, just to compound the problem, there's a bit of a Catch 22 in it too: you must test the market for your book before you start writing it! Otherwise, how would you know what advice to give?

While you are doing all this, you'll also have to become a marketing expert, specializing in the Internet Marketing techniques that are specific to the subject you'll be writing about. This, in itself, would be a major strain. I suspect that you don't have the desire, or time, to go through this exhausting process so you'll have no choice but to look for someone else's book - a book that offers a quick and simple solution to a common problem shared by most people. Are you tired of reading that sentence? It is such an important key to your success I want to be sure you will remember it. But, I won't use it any more.

The problem with someone else's book is that you will have to pay Big Money for it. Almost everything on the Web is protected by copyright law. You cannot use anyone else's material without paying the author or owner. You couldn't, for example, reproduce the material you are reading here, either in whole or part, without my written consent. The same holds true for any book or manuscript you'd like to copy to your hard-drive for someone else to download. How much would copyrights cost? Usually they are very expensive if the book is any good at all. And, if it is very good (which is the only kind of book you should buy if you are going to be truly successful with it) the copyright wouldn't likely be for sale at any price. It appears that we've arrived at another impasse! It's impractical to produce your own product and it's impossible to buy one from someone else. What can you do?

Fortunately there is a third choice. The book that you are reading right now is actually the perfect product for Internet Marketing. It offers practical new Internet Marketing Secrets that have never been published before, on the Net or elsewhere. You have already had a couple of examples of the kind of information I am talking about: (1) the real importance FREE and (2) how to determine what kind of Information to offer. A little later, I'm going to give you the master key that will unlock all of the power contained

in my Secrets of Internet Marketing. I'll also tell you why it is the ideal choice for you!

In the meantime, let's continue with the requirements for successfully selling the book you've either written or purchased. This is important because you now have a raw product in your hands and you may not realize what's required to sell it on the Internet.

The first thing you have to do is to let people know about it. To do that you'll need to set up a "store" somewhere on the Web where your new product can be advertised, displayed, be made available for purchase and paid for.

The kind of store I am referring to is your own World Wide Web site. Your local ISP can help you by providing space on his server. Your contract with him probably includes some limited Web-site space but only for what are known as "personal pages". A commercial site always costs extra. You might find it cheaper and better to find a professional Web Hosting service that can provide you with such valuable extras as CGI scripts, autoresponders, and additional email accounts. Prices will vary from \$25 to \$100 per month plus a one-time set-up fee. You'll also need to register a Domain name with Internic. Your Web-site host will help you with this for a fee ranging from \$25 to \$250.

If you know how to write HTML code, Java, Javascript and CGI you can probably produce your own Home Page in a couple of weeks. If not, a professional Web-site design service will charge you between \$200 and \$1,000 per page (or more) to do it for you.

Then you'll have to be able to accept checks and credit cards on-line. Thanks to electronic commerce that is pretty easy, and completely hands-free! The only difficulty is that you need a merchant account to accept credit cards and special check acceptance software to be able to accept checks online. I won't go into the problems or expenses that you are going to face here, but it is unlikely that you will get away with less than \$500 up front, and a per transaction charge of up to 10%.

Now comes the matter of security. Do you know anything about Secure Socket Technology to ensure that no one except you and your customer can view the order information? How about Address Verification Systems to ensure you are not taking lost or stolen credit cards? If you don't, it's just another couple of little things you will have to learn before you are ready to start taking orders!

Once all these problems have been solved and your store is all set up for business, what's next? All you have to do now is sell your book! Whether you like to sell or not, the basic truism of business - any business - is that something has to be sold if money is to change hands! It's absolutely necessary to sell something if you want to create wealth for yourself and your family. I suspect you don't like the idea of selling, and neither do I. I'm a terrible salesman! But what are we going to do about it? If we don't like to sell, and we don't want to work more than 5 to 7 hours a week, how in cyberspace are we going to move enough product to create an income of more than \$5,000 a week?

Do you think such earnings are possible if we just sit back and wait for customers to find us? Opening a Web Site is sort of like hanging out your shingle over a little cubby-hole shop somewhere in a Tokyo back alley and hoping that customers will somehow find you and drop in to see what you have to offer. It just won't happen! No, we are going to have to do some selling.

As you already know, the trick to bringing people to your web site is to offer them something of real value FREE, then you can introduce the product you want to sell. But how do you let them know about your FREE offer in the first place?

Remember, a little while ago, I said I was going to help you establish a horde of little salesmen. Well that's exactly how we'll get around this sales dilemma. This huge force of little salesmen will travel the world, working 24 hours a day, seven days a week, and if each of them makes just pennies for you, you'll soon be rich!

What if I told you that these salesmen never tired, complained or wanted "a piece of the action"? What if told you they made the same, perfect presentation every time? What if I told you their transportation costs to cities and towns all around the world were practically zero? It sounds almost too good to be true doesn't it? Well it is good, and it is true, these little salesmen are tireless and will attract thousands and millions of people to your Web Site every day.

Actually, though, I have a confession to make. They aren't really people at all. Did you already guess that? They are incredibly effective advertising messages that will convince unbelievable numbers of people to try your product for FREE. But wait! Didn't I tell you near the beginning of this booklet that most Advertising on the Internet, doesn't work? Well that is generally true. Most Internet advertising does fail, but not all of it does. We've already talked about some of the huge profits being earned by some of the major players on the Net. You see, it all depends on the advertising STRATEGIES you use. Not the words, or the medium, but the METHODS. I'm going to teach you some advertising strategies that ALWAYS work. I'll also show you how to create super attention grabbers to use with the strategies to get thousands of people to come knocking on your door every day.

I won't leave anything to chance. You'll soon have a wonderful, enormously successful business. It's so clean, simple and effective you'll wonder what you ever did to deserve it. There's only one little catch. You'll have to do some work. NOTHING is ever totally free. But it's not a big deal, only 5 to 7 hours a week and you can decide for yourself just when you are going to put in those few hours. You might want to work one whole day or evening then take the rest of the week off. Or maybe you'd like to work one hour a day; or not any specific time, but just when you feel like it. It's all up to you.

Is the work difficult or complicated? Absolutely not! Your work is very simple, but you do have to know what you are doing! You'll be setting up advertising programs that will automatically get your message out to thousands of people every day. I know you're wondering how you are going to advertise to thousands and millions of people in only 5 to 7 hours a week. In addition to being time consuming, won't it be expensive? Relax. Everything is automatic. You simply set up the advertising machinery and go to bed. The computer will do the work for you while you sleep. The only other work you will have to do, once the automatic devices are set up, is to sit back, monitor results, and make fine adjustments in your advertising program.

What about my promise of freedom? Didn't I tell you that in addition to earning more than \$5,000 a week, you would have the time and freedom to do anything and go anywhere you want? If that's the truth, how can you go on a two-week fishing trip to Canada? Who will do your 5 to 7 hours of work while you're gone? I didn't lie. You see, your work is so easy it can be done beside the pool in Acapulco or anywhere else you can plug your laptop computer into a telephone line. In this way, your advertising program will continue uninterrupted wherever you are in the world and the money will keep pouring in!

Once I show you how it's done, it will become an easy routine that you can do anywhere, anytime. But, that's what the next booklet is all about, so don't worry about it right now.

What kind of results you can expect from your 5 to 7 hours a week of marketing efforts? I promise that between .25 and 2 percent of those who receive your FREE offer for this program will visit your web site and download the booklets. Response could go even higher depending on the mailing list, or advertising medium, and the message used. Of the people who read the booklets, you can expect about 50% to join the program. You know that such results can't be achieved with just any old product, so exactly what is it we are selling that can generate such high response rates? I have alluded to it before. You will be promoting the finest, most complete, Internet Marketing Course ever offered anywhere! A course designed to make the student rich! Quickly and easily!

Although the course is presented in an easy-to-read and understand format, it's been called the equivalent of an MBA in Internet marketing and promotion! The material is up-to-date and complete. It covers every effective Internet promotion technique ever

devised, and includes hundreds of dollars worth of FREE software to help you get the job done with Es...Effectively, Efficiently and Effortlessly!

The entire curriculum has been designed for easy, on-line, self-study at the student's own pace. There's no worry about assignments, homework or examinations. Progress is measured by the size of your monthly paychecks, not examination marks or teacher assessments! And, you should be able to start making money from your very first day "in class". Lesson number one teaches you how to post hard-hitting, response-generating, advertisements in the thousands of FREE classified ad sites that permeate the Internet. We even give you FREE submission software to make your postings faster and easier!

Now that you have some idea about the exciting product you'll be selling, it's time to find out how much it costs and how hard it will be to sell. Well, let me ask you this: have you ever thought how rich you would be if only you could get 10-cents each, from just 10% of the people on the Internet?

Well that's exactly what my program is designed to do...make it possible for you to get a little bit of money from an awful lot of people, all over the world!

Our exciting on-line marketing course costs just \$29.95 and includes hundreds of dollars worth of free software that everyone needs and wants! That makes it attractive to everyone and well within the financial ability of almost everybody. Most importantly, the program offers a real opportunity for the student to become rich...almost overnight!

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