



A [MarketingWithYou.com](http://MarketingWithYou.com) Inc, Production.

**Inspired by true events.**

**Richard Tong**

[Email](#)

**Recommended Resources**

[Web Site Hosting Service](#)



<http://jadatrade.com/>

**RT Richard Tong**

<https://richardtong.com.au/>

# Welcome to my latest report called "Gurus Nightmare"

What I'm about to cover in this report will continue to have a profound impact upon what you do next online ...

Let me get straight to the point, this is not your typical internet [marketing](#) eBook.

This is very different, - to the regular eBooks out there.

And for the record...

You won't learn this knowledge growing up, for the simple reason you are not taught this stuff in [school](#) and people around you are blind to it too.

Meaning they just don't know this information exists.

They may have some knowledge that it's happening but they can't put their finger on what it is and how it works, and it's what makes the world go around!

So please note ...

Most people don't know what you're about to learn...

So of course don't understand it.

That stands for 96% of the world's population.

This is not your normal stuff, your school [teacher](#) will tell you, because they don't know how to make real money - they're just a school teacher (sorry but true).

But you and me we're different, alright.

After you've read this report you'll instantly know and totally understand the one thing that can change your [life](#) instantly to have more of whatever you want.



But first let me tell you about ...

## MY GURU BUDDY'S

It's no secret that I have a lot of [guru](#) buddies online, and I've done a lot of [business](#) with them too ...making us all a lot of money.

Now here's the tricky part...

Many of these gurus would not share this kinda information with you in a free eBook.

So I'm serious when I say ... this is not the kind of information you find in your normal internet marketing eBooks, TRUST ME!!!

But it's the one thing that can make you [money](#) - no matter what you apply it to and it's a fact that all the rich online guru buddy's of mine use it daily.

But still don't share it in their eBooks.

So with that said...

Many of these gurus may think I'm pushing my luck with this report, who knows .. I just hope I am pushing my luck?

So here goes ...

So whats this report all about?

Well first of all I wanna tell you that there's nothing for sale within the report.

There's no pitch to buy something and there are no [affiliate](#) links either.

So why on earth am i writing this report?

Now that's a good question...

So before I go ahead and answer it.

I want to tell you this first ...

**Most eBooks are made to sell to you,  
this one was written to teach you.**

Very big difference, okay.

So here goes ...

As you read this report understand I'm going to treat you different from how you've been treated by most marketers out there.



As you read forward you'll really get to understand how powerful what I share with you can be for you and your family's [life's](#) when you use what I teach.

I need to ...

## "PAINT A PERFECT PICTURE"

The plan for this report is to paint you a picture so deep that you instantly see it, meaning you can put it to use right away.

So to paint that picture I need to make this crystal clear, showing you everything for the very first time how [money](#) is really made online.

So each step of this report will be a piece adding to the puzzle and as you get to the end of the report you will see the clear picture to the whole internet marketing puzzle.

## "NO GIMMICKS ... NO HYPE ... NO B.S"

### **Just real talk ...**

Now if this is the first time we've spoken together me and you, you might be a little skeptical about me.

I'm not surprised because of all the big claims I'm making.

That I totally understand ... you are suspect about me.

For that reason I recommend you do your own research on Google.

Go and check out my name "Alex Jeffreys" and you'll find endless write ups about myself and my reports I have written in the past ...

All from previous readers and customers ...

Okay - check it out ... then come back.

I'll be here waiting to talk with you more about this one thing that is holding you back from online [success](#) ...

**Perfect**, so you've now checked me out on Google and you're no longer skeptical about me ...

As I'm sure you now agree it's quite clear that I'm capable of teaching you how to make money online, just like I've taught thousands of readers before you.

So now you're no longer skeptical of what I have to offer, I think it's time to teach you exactly how money's made online ...

Is that fair?

Then onwards we roll ...



# The problem with most free and paid products online is...

You never actually get to see the full picture of what you were sold into - there's something that always eludes you, right?

And if you've bought any information products before you know exactly what I'm talking about.

It goes something like this ...

You just get to see the pieces.

When you try put these pieces to use it, it turns out it not to be as easy as they said on the [sales](#) page, (why is that?) I'm going to tell you why shortly.

But the truth is normally your buying pieces of actual pieces to the puzzle, meaning you just can't see the whole picture, (and that's just the start of it).

Has that happened to you?

I know its happened to me and also happened to tens of thousands of my readers and hundreds of my coaching students too ...

So I know I'm not alone on this one.

When I was in this position of being lost and not seeing the full picture, I started with this one question on my quest:

## some people make money online, when others don't why is that?

And this is what I learned ...

The only difference between people who make money and people who don't make money is this one thing,

The people who make [money](#) have the correct information.

That's the only difference.

If I hadn't learned this correct information from my mentors, I'd still be lost TRYING to make money online buying all the new products weekly.

But of course these days, I don't need to buy all the new products weekly and now the same goes for you too, as:



# holding this report in your hands means...

You are holding the information that is correct, when it comes to making money online, and lots of [money](#) too.

So with this report I'm going to paint the full picture of the internet marketing puzzle and give you the correct information.

Now of course, telling you the pieces is one thing...

But going and doing them is another.

So I'm going to help with that too ...

## "Sit back and relax"

We've got a lot of great information to cover ...

Within these very pages lies a limited bonus that's only available if you're [reading](#) this report in the spring of 2010, so pay close attention if you are - and buckle up for a wild and profitable ride with me personally ...

## "I MEAN BUSNISS BUSINESS I MEAN"

Yes that is a real spelling mistake folks,

And I left it in the report for the simple reason ...

That I run an online information publishing company that generates into the hundreds of thousands of dollars each year, for the past several years now.

### **My track record is short and sweet:**

I've started three 6 figure companies online (which means each one of the three made me "at least" one hundred thousand dollars online.

I'm now working on my 4th company, which is on course to generate 7 figures, meaning I'll make over \$1 million dollars plus this year online.

**I know it's short but it's pretty sweet ...**



And get this I have no [school](#) education whatsoever.

(I really need to dig out my old school reports.)

I failed at each and every exam - did not pass one.

And I cannot spell at all.

Hence the headline: "I mean busniess - [Business](#) I mean"

I'm deadly serious when I say I was no good in school.

But school didn't teach me anything to do with money - **NOT ONCE!!!**

(And that's a global crisis)

So now you know my background and the issues that stood in my way trying to make [money](#) online, like setting up and running a information company, when I can't even spell!

## "Talk about a serious disadvantage!"

And even though I want too ...

I'm not gonna go the "**if I can do it, you can do it**" route, because that would be cheesy, right?

However ... I'm sure you've heard this saying before ...

## "An idiot **WITH** a plan, will beat a genius **WITHOUT** a plan"

Trust me, I've been called an idiot many a time before.

You see most people offline thought I was an idiot, when I stared out online **trying** to make money.

People thought I was plain crazy ..

And back then - I said balls to them.

And still to this day, I say balls to them.

Even though most of them now come to me for advice about this money making kinda stuff.

**(Funny how the tables turn, huh?)**



You see since the very first day I set up online back 29th February 2004 I've had a plan.

Now my plan has changed a lot since back then and it's worth millions in the correct hands now today ...

But I've always had a plan from day one.

Hence how I've become a major success when people thought I was an idiot.

Just remember ...

**"An idiot WITH a plan, will beat a genius WITHOUT a plan"**

Nuff said ...

**"I'm about to share this plan with you."**

Like I told you I flunked in school, so my spelling is real poor.

But, what I'm about to share with you is deeper than the written word.

I'm about to paint this picture by telling the whole story.

And I hope you see this as clear as I do ...

Here goes ...

## THE FINAL CHAPTER

When I started writing the first [book](#) in the trilogy called [Gurus Dream](#) back in September 2008, it was never my plan to create a trilogy of reports.

But, then shortly after I wrote that report, many thousands of people downloaded and read it, which quickly lead to a lot of people banging down my door for personal coaching from myself.

Now before the point of writing Gurus Dream, I'd never been a [business coach](#) before ..

But, the demand was crazy for me to open up a coaching program and we finally opened the doors to my very first coaching program October 2008.

Back then I was very nervous, as this was all new to me.

You see its one thing making [money](#) online, but it's totally another thing teaching others how to make money online.





So when we opened the doors to the first coaching program, we sold over 650 spots in just a few days, then we closed the doors to start teaching these new students.

## Now what happened next was just plain shocking ...

First of all, I'd just banked hundreds of thousands of dollars in less than a week from the coaching program.

And then this happens...

As we started to get to work with the coaching students, I quickly found out the Gurus Dream had a flip side which we soon called "The [Newbies Nightmare](#)."

Extract from page 6 of [www.NewbiesNightmare.com](http://www.NewbiesNightmare.com):

-----  
*I'm not writing this report for the fun of it.*

*In fact, the only reason I'm writing this report is because back in November 2008 (about 8 months ago) when I wrote Guru's Dream (part one of this [book](#)), it soon turned into the Newbies Nightmare.*

*Back then when I wrote that report I didn't know this problem I speak of today existed.*

*I thought I fixed the problem in The Guru's Dream - to help struggling newbies make [money](#).*

*I was so so so wrong ...*

*In fact, it was only shortly after I released Guru's Dream, when I opened up my first coaching program, Marketing With Alex, did I ever so quickly learned that this problem I speak of, affected almost every one of my students online.*

*Yes almost every one of the 500 active students faced this one problem.*

*And what you have to understand is, these are students from:*

*All around the world*

*All walks of [life](#)*

*Male/female*

*Different ages*



*Different backgrounds*

*But they all faced this one problem.*

*And back then I didn't know what this one problem was, let alone understand that it was the one reason why so many people fail online.*

*So at the start of my coaching I felt pretty helpless...*

*Not good, imagine how shitty I felt, huh?*

*It even made me sick to my [stomach](#).*

*I'd just made hundreds of thousands of dollars many times over, when I opened the doors to my coaching program and I didn't even know the problem that was holding my students back.*

*You see, before this find, I only [thought](#) I knew the problem.*

*(Deep breath)*

*After days of worry, I soon learned it was really a blessing in disguise, as magic happened there and then, which transformed my students lives.*

*I learned what the problem was and tackled it head on, and my [students](#) become successful and I'm about to do the very same for you, as you too face this exact problem online.*

*Which like I said is the number #1 factor why so many people fail online and will never become a success online.*

*So as we move forward in this report...*

*I'm not here to brag about mine or my students success, I'm here to fix this problem for you, so you too can make a lot of money online just like us.*

*Of course, I'm sure many of you are wondering why I would share this information with you for free, when other people paid a lot of [money](#) for it.*

*Well ... ( continued at [Newbies Nightmare Dot Com](#) )*

*end of Newbies Nightmare Extract*

---

## **As you can see from my previous report "The Newbie's Nightmare"**

I quickly found out that 99% of these newbie's had a nightmare.

But, before this point, I didn't even know this problem existed.



It was shocking trust me, I laid in bed towards the start of this first coaching program worried sick feeling helpless for these poor students, but like I reported in Newbies Nightmare - it was a blessing in disguise and we quickly worked out this problem was and tackled it head on, first.

### **Of course the rest is history ...**

We got over the problem and created success story after success story with my very first coaching students.

So, after learning this Newbies Nightmare and getting hundreds of people past it, who joined my coaching program, I wanted to get this Newbies Nightmare information out to the public and that's when I wrote the report Newbies Nightmare in June 2009.

As a result of this information, shared in Newbies Nightmare, I once again became in huge demand to open a second coaching program and we took on hundreds of coaching students mid 2009.

Once again I rolled up my sleeves packing my students with the correct information for their very own online success ...

### **Again we came up trumps ... one success story after another ..**

After this ..

Not only did we have successful coaching students, but now I had a lot of time on my hands to study my students behavior patterns.

Meaning, I took a few months out and studied my students to find out how my coaching students that started as newbies were now making [money](#) online and doing it fast.

Yes I studied my students ...

And, when you have hundreds of students you start to see a patterns occur.

## **"Becoming better"**

Each day gives us the chance to become better.

So I started to become a better mentor the second time around - but I didn't stop there, as my second coaching program had finished 8 months ago I've found some very interesting discoveries.

What I discovered is what I'm laying out for you within this report.

### **(Its simpler than one might think too.)**

On my mission to become a better mentor, I've traveled all around the world to visit my own personal mentors, as we'll as my coaching students, to talk about the experience with my coaching programs.



In fact I flew to the USA 9 times in 2009, and it was within this time that I finally cracked the code of how people go from a standing start to online success fast.

**And straight up ...**

This was the kind of information that I could only learn, after working with hundreds of my coaching students.

I revealed lots of home truths and secrets in my previous two reports, Gurus Dream and Newbie's Nightmare.

**"But, this report, Gurus Nightmare, really takes the training to the next level."**

This report is the result of working with hundreds of hi ticket coaching students and the information I share is yours for free ..

.. But, please understand the [power](#) of it - this is worth ALOT of [money](#) in the correct hands, and even though this information is used by all the gurus online, it doesn't mean you can't use it too ...

***The Gurus Nightmare finally gives a level playing field to the little guy.***

And, I'm going to share it all with you.

Just so you know ...there is one key element to all of this.

Social [media](#) is changing the face of the web and for that reason it's no longer a **static web**, but it is becoming a **social web** and anyone can become successful because of this ..

***Let me explain ...***

This means, the little guy can have a massive impact online, and that little guy (or gal) can be you.

***"It's time to unshackle yourself from the gurus chains"***

***"The definition of an idiot, is someone who does the same thing again and again, but expects to get different results!"***

So it really pisses me off when people say, well Alex it's okay for you, because you are a super successful online marketer and I have no hope.

**Grrrr !!!!!**

But, you see, that person does the same thing over and over and becomes lost in the world of internet [marketing](#) hype and they do not adapt, but just keep



getting sucked into the hype.

You need to adapt folks ...

As my son gets older, he adapts to new things.

Heck, he just swore at me yesterday for the very first time and I'm gonna get his Aunty for teaching him that!



But, this little dude is now 3 and running around at a million miles an hour, sometimes he falls over and yes he cries, but he gets back up and goes at it once again.

Hey, I'm pretty sure that I've written this in a previous report ([Post Launch Profits](#), [Gurus Dream](#) or [Newbies Nightmare](#), I forget which one)

Even I've cried on a couple of occasions building my online [business](#), where I would be running around and falling over. (**Failure hurts right.**)

So, it then took Katie, my wife, to pick me up and get me back on my feet, just like she does with Cameron our son, when he falls over and cries.

Just like my son Cameron, who is picking up new stuff from his [family](#) and the kids at school.

That's what I do myself, I pick stuff up from my mentors and peers along the way and give it a go as I grow.

Heck, I had to begin somewhere and I started right at the beginning way back when, in 2004.

The good news for you is, I can fast forward your success, so its not years, but just weeks away instead ....





<http://jadatrade.com/>



<https://richardtong.com.au/>

# "MY PERSONAL MENTOR'S"

I need to cover something very important before we dive into the meat of this report.

You see, I've had many Internet Marketing Mentor's over the past few years.

It all started back in April 2006, when I attended my very first internet marketing seminar, flying from London UK to Alabama USA, where I picked up my very first internet marketing mentor, Tim Knox. Who was the host of the seminar.

Having Tim as my mentor really took me places back then.



You see ... before grabbing myself a personal mentor I was just a lost newbie, looking for anything sexy turning up in my email inbox that i could buy or download for free, but having a mentor took me down a new path.

A path of proven success ...

And, my mentor Tim, took me under his wing and started to introduce me to the crowd of successful people making money online, and this is what happened.

I tell you this, as there is a serious lesson to be learned within the story, that can save you many thousands of dollars.

The first person Tim introduced me too, was **Jason James**.





I'd met Jason briefly, at Tim Knox' seminar in Alabama and looked up to Jason, as he was already making hundreds of thousands of dollars online, and the fact that Jason wasn't as much of a guru as Tim Knox, made me feel that I could learn more from Jason, as he was much smaller an outfit, working out of his back bedroom making [money](#) online ...

And I understood what Jason was doing more, and we just connected.

Look, Jason was working out of his back bedroom - and Tim Knox had a full team in his office, making millions online.

So, I focused on what Jason was doing, as he too was learning from Tim Knox.

I'd sit and wait daily on MSN instant messenger, until Jason would log on and I'd ask question after question, trying to understand how to make money online.

## **" As i was getting advice from a trusted source - low and behold"**

I made my very first automated [affiliate](#) commission for Jason's Product within the first 90 days, which was July 2006, whist I was actually away on vacation.

So, now I knew what he taught me, worked.

That first sale was my turning point ... seriously. Once you have that first sale- there is no stopping you ...

You just become hooked to making more money online ...





Then, Tim Knox introduced me to **Harris Fellman**, another person I call a mentor of mine, where I studied all his products too ... <G>



Then, Tim Knox introduced me to **Michael Cheney**.



And I studied every one of Micheal's products, as well as all of Harris' products and all of Jason's products, and all of Tim's products.



Then Michael Cheney introduced me to **Mike Filsaime**.



Now, at this point I was studying a lot of these guys products - learning a lot, but not making much [money](#) myself?

Then it all changed.

I remember reading Mike Filsaime's book, and still to this day I think its one of the best eBooks on internet marketing for [sale](#).

What I learned in this eBook changed everything for me, and I knew there and then, I had to meet Mike Filsaime.

So, just 6 weeks later, I attended a seminar where Mike Filsaime was the speaker.

From that meeting I walked away as one of Mike Filsaime's \$5,000 coaching students, and he really started to build me up as the profitable internet marketer that I am today...

Working with Mike that year - I had my very first 6 figure year, selling information. I made about \$115,000 or around that [figure](#).

But, and get this ...

Here is the major lesson.

It wasn't studying these guys products that made me a success - it was actually knowing them personally, and asking them for advise that made me a success.

I'll go into this deeper later okay ...

But, for now let me continue with the story.

February 2007, Mike Filsaime invites me to New York, to attend his 7 figure code workshop, which was a \$5,000 a ticket, sold out event.

And, it was like the who is who of internet marketing at this event.

There was an A list of gurus in the room, - people you normally only read of.



So, after the first day of the workshop, sitting at the bar having a beer with Jason James, I asked him to introduce me to Andrew Fox and Jeff Walker, who were talking at the other end of the bar.

(Alex with Andrew fox)



(Alex with Jeff Walker)



Jason Introduced us and bought both these guys a beer, and we just started talking with them, about what stuff they were working on.

Now, since that meeting, Andrew Fox had become my personal affiliate marketing mentor - helping me make another 6 figures online, just from email marketing.

And, I studied Jeff Walkers product launch formula [course](#) right after our [meeting](#), which is a powerful \$2,000 home study course.

Again, learning from Jeff has made me another 6 figures online, doing product launches, and I've had the chance to meet Jeff Walker a number of times since



then, for advise on my product launches, which always helps carve out the best product launch.

You see a course is for the masses - but personal one to one support is for the successful ... remember this - **you need a mentor to become a success.**

So anyway, back to this meeting in New York.

Then, the next morning after meeting these guys, Andrew Fox and Jeff Walker, Rich Schefren was Speaking on stage at Mike Filsaimes event.

From that very first introduction to Rich Schefren, I've also studied everything Rich teaches too - costing me tens of thousands of dollars I may add, just on his personal coaching and mentor-[ship](#) course.

( Alex with Rich Schefren )



And, there are MANY MORE people I look up to for advice.

I thank you all ... x <<< yes that's a BIG kiss !!!!



# But, it's important for you to all know, if I were to just study these guys products, I would not have become the success that I am today.

It was the personal relationships, built over the years, that's helped me build these online 6 figure companies.

I have built great friendships with all of these guys and over time, they have given me the advice and support I've needed to keep growing and I have used their advice in my marketing decisions time and time again.

So, I hope you understand what I just explained to you.

You can LEARN things from products, but you need personal support when applying what you learn.

**Okay now we've got that cleared up...**

What the heck, is the Gurus Nightmare?

Well, it all comes back to something Rich Schefren told me, down in Florida.

He taught me something very special, he shared with me one day, at his \$5,000 a ticket workshop ... what I'm going to share with you within this report.

## It's simple, but I know 99% of you reading don't yet know it.

If you take away what I say, you can use this information right away and continue to use it for years to come.

As I said in the intro, you won't get this [knowledge](#) growing up, you are not taught it in [school](#) and people around you are blind to it too, but it's the one thing that can really change your [life](#).



# WHAT IS THE GURUS NIGHTMARE?

Okay, let's get into what the Gurus Nightmare is, then let me explain how it plays to your advantage.

**The Gurus Nightmare is quite simply social media.**

It's not me, I'm not here to call any one out or call people names - this is not another guru bashing report. This is my reflection on the [market](#) and the [change](#) we are going through right now, at this moment.

This is not a report on social media tactics - its way beyond that...

Also on another note ...

This report is an asset to my [business](#), where I'm holding myself accountable to tens of thousands of readers with what I'm about to do next.

And that is ...

**How I'm gonna make millions of dollars in these new times, called the Gurus Nightmare.**

As well as this, I plan to make my coaching students millions of dollars online too, and on the flip side social media is here to tell me if I'm slipping.

Google will hold me accountable to the world either way.

**So back to the Gurus Nightmare ...**

It's a fact that the gurus can no longer hide behind their websites and sell products that hold no value.

**Meaning their ONLY intention with their products is to sell to you and not teach you.**

Come on ...

Doesn't it seem you're always being held back from the truth?

And here is the truth:

**You should be marketing online and that should be your primary focus.**

But here is where it all went wrong in the guru days ...

The main reason so many products are sold with hyped up sales pages that hold no solid information is because any Tom, Dick or Harry can create information and knock up a [website](#) in a day with BIG claims.



Problem is they haven't got a REAL clue about making [money](#) themselves and they are out just trying to make a quick buck for themselves.

In order to make money themselves, they hype up the claims, and feed you the American dream.

it's sad but its a fact ..

The gurus from the Wild Wild West days cranked out these crap products day in day out just to sell to prospects, and now these prospects have tried their hand at marketing they become carbon copy marketers selling the same rehashed rubbish and know no different.

There are so many get rich quick [websites](#) all over the internet, you just don't know where to turn. Right?

### **Here's the really sad part ...**

The sad and true part is MOST of these sites are created by people who are trying to make money, but don't know how to make money, meaning they use hype to make the sale, if they make any at all ...

I've seen it first hand.

Heck, the gurus use big claims on their sales pages and their making money, so why don't we use it, along with the fake [income](#) claims and fake testimonials?

These tactics are used by a load of inbred carbon copy marketers - call them what you like, but that day is coming to an end.

And halleluiah...

Here's the interesting part ...

We are facing an age where any one of you reading this report can become very rich on the internet and you don't have to act shady, like so many before you have either ...

Look, I'm not writing my [book](#) about how I made millions on the internet ten years ago - **I'm writing to you in the moment.**

Right now as it's fresh and I'm making a TON of cash, my NEWBIE students are making a TON of cash, and so can you ...

## **"the Guru's Nightmare is the Newbie's Dream"**

Well I wrote Gurus Dream - Newbies Nightmare and now Gurus Nightmare.

I don't want to write Newbies Dream Report and don't think I need to, so let's make it a chapter ...



# "NEWBIES DREAM"

## **TIMES ARE CHANGING....**

Really this report is not just the Gurus Nightmare, but it is also the markets nightmare, things are changing all around us right now, like:

The FTC are closing in on Testimonials on sales pages

Master Card and Visa are closing down account after account with millions of dollars in cleared funds for these unethical marketers out there.

The market is having a serious shake down, and while the bad guys are falling, I'm rollin' up my sleeves and rising to the top, *and I wanna take you with me.*

## **So please know this as we move forward ...**

When I talk about gurus - I'm really talking about the "perceived" gurus, the ones that talk about the push button riches and take your money and don't give a shit about your success.

These are the people who give the online marketing game a bad name.

But how do you know who to stay clear from and who to trust out there?

Look, fair game - the internet is a place for making a lot of money fast, but if you are focused on doing that by 'taking' peoples money, you wont be in the game for long.

But the real gurus are the guys focused on their customers success - they understand business and they know that marketing is the major leveraging point of any [business](#) on or offline.

## **Now for anyone reading this report in 2010....**

No longer is it a time to just sell any old shit product online - this is because it's changed from gurus market to the customers market.

I'm personally glad to see this and knew it would happen sooner or later.

In fact since my very first product in 2007, I've been focused on giving the customer what he/she wants, and have never created any crap product just to make money.

Since I started online, I've seen a lot of crap out there and I wanted to be different.

Especially today ...

No longer can the product be of less value than the cost of paying, or the product owner will get slammed on blogs, social media sites, and forums etc.

And trust me I've seen this happen to a few people when they sold crap





products over the past year ...

And it's must be horrid to be slammed in public like this.

But like i said...

If you are here to just take peoples money you will not be in the game long

**and why be that stupid when there's millions to be made using this proven formula ?**

So let's look at the correct way to make money ...

## **USING THE GURUS NIGHTMARE TO YOUR ADVANTAGE?**

You've most probably heard this before -

The saying is: - **be transparent in your marketing.**

Being transparent in your marketing these days is a must play factor for success, or you will get caught out and called out online.

Don't let this panic you as its simple to be transparent - **JUST BE YOU** - then you're transparent.

Maybe you're scared about starting out.

And defiantly don't feel like you can become a leader online.

That's fine - its common to feel that way.

I will cover how you can shift to a leader later on ...

But for now...

Like anything in [life](#) you have to try it first and fail at it, as that's how you learn.

Face up to it - you gotta start doing something to see results, meaning you'll have to make a change to see a change.

Question is can we change you?

I hope too ...

But I need your support on this one.

**Onwards with the training...**

The gurus must be horrified by the way the web has changed from static to social.



Me, personally I [love](#) it and you should too.

And not for the reason that the bad gurus can no longer take our money for crap products.

But because instead we can use the [power](#) of social media to drive our online [profits](#) sky-high through the roof, - and I'm going to teach you exactly how.

**Let me explain what I'm getting at with a comment from one of my readers ...**

"The guru era has changed Internet Marketing, especially marketing to the IM niche is changing and dare I say it - evolving.

There was a time when all you needed to make sales was to build hype sales pages and drive traffic. We like to call this 'cave man' marketing.

Then came along web 2.0, social media sites and the birth of the 'new age man' (or woman) marketing. Its now the social and relationship marketing era and someone taking full advantage of this is Alex Jeffreys.

Alex is building his online empire, not by pushing the hard sale, but by social marketing. He is building relationships on blogs, social sites such as twitter and attending conferences.

Alex Jeffreys is building a business by giving away information many other marketers charge for and this is a model that we will be looking at in non IM niches.

We will start hanging out at niche specific social sites and not selling, but building friendships by participating in communities and giving.

Will this work?

It has worked for Alex Jeffreys.

We will test it and see."

By JB & JM at <http://improfitlauncher.com/>

Nicely said guys

But I want to add to this comment...

I myself personally don't hang out online at social [sites](#) and blogs, I'll pass through them and I'll send out a twitter message here or there.

But the main thing is this...

I understand that my customers and readers hang out socially online at all different venues, from their own blogs, to other peoples blogs, to forums and on Twitter, Facebook, YouTube and the social list goes on to sites I've never heard of.

Over the past 2 years, these people have become the driving force of my



business talking about me on many thousands of different websites that I don't own.

Now I'm not talking about affiliate marketing here ...

This is something totally different ...

Most of the people who write about me have no affiliation with me whatsoever, meaning they write about myself or my product for the simple fact they want to share the word in their own [voice](#) out there, publicly on the web.

Old and young, male and female, I've seen them all and everything in between do this and write about me online publicly in a good manner, with nothing in it for them.

And you have to ask yourself this one question...

### **WHY would they do this?**

Why would they drive me [traffic](#) and make me money?

### **And more importantly why would they do this for you?**

Like I said these people are the driving force of my [business](#).

So if we look at why they have done this for me...

The conclusion we can come to, is that I must have done something before this, for them do write about me.

Somehow, somewhere along the line I must have made an impact on their [life](#) and normally at no cost too.

I make this impact by giving away my free information, like this report.

So giving away free information makes a lot of money for my business. (This may sound strange, but it's very true.)

There is just a formula I follow whenever I give away free information so I'm ready to accept money from the people who want to pay for more information.

Now if you want this for yourself, just imagine what the effect is of having all these people writing about you does for your business... and what it costs you?

The effect of having all these people write about you gives you a constant flow of targeted traffic to your [websites](#) ...

... And it cost you nothing apart from giving stuff away for free.

Look at it this way ...

These peoples' reviews are now real life emotion driven write ups about myself and my products

When other people read these 3rd party reviews, it gives the reader some



interest which drives fresh new preconditioned targeted prospect traffic to my websites, right?

At this stage I do not need to hype up my claims, I just use facts.

We don't try and sell to this new [traffic](#).

Instead when these new people arrive at my website, I have in place an automated marketing campaign that gives away free information that touches people on an emotional level to become a future customer and also write about the free [product](#).

Which then gets even more reviews on Google ...

Do you see where this is going?

And what did it cost me?

A bit of time to create free information - and a bit more time marketing that information.

**Now we have people on our mailing list.**

**It's now time to start making the money.**

From here it's simple .. and I don't use any hype, when selling to my mailing list

In fact ...

**"My personal sales videos don't have any testimonials"**

I know from my own research on my customers that before they buy from me, they research me on Google and read up on all the 3rd party endorsements.

I know this is true, as I surveyed all my students and the feedback told me exactly why people bought from me ...

So having that Google wealth in this social media time is very important to making the sale ...

## **JUST WHAT IS SOCIAL MEDIA?**

Here is what Wikipedia says:

"Social media, is media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media uses Internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many). It supports the democratization of knowledge and information, transforming people from content consumers into content producers. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content"[1]. Businesses also refer to social media as user-generated content (UGC) or consumer-generated media



(CGM). Social media utilization is believed to be a driving factor in the idea, that the current period in time will be defined as the Attention Age.

Social media has modernized the reach consumers in a new way; through the internet. Social media has become appealing to big business. Credible brands are utilizing social media to reach old customers, gain new ones and build or maintain credibility and reputation among consumers. In recent years social mediums have drastically grown.

This has tremendously increased the number of consumers that producers are able to reach. Social mediums have not only grown in popularity with the increase in consumer participants, but social mediums have also expanded globally. Twitter, for example has expanded its global reach to Japan, Indonesia, and Mexico to name a few. This means that brands are now able advertise in multiple languages and therefore empower brand and consumer reach and improve their brand. Social media has become the new "tool" for effective business marketing and sales. Social mediums are not only a way for businesses to interact with consumers but also a source of networking and communication between people. Popular networking sites including Myspace, Facebook and Twitter are social mediums most commonly used for socialization and connecting friends, relatives, and employees."

Man that sounds crazy...

If you skipped reading that, basically this new era has made it easy for the little guy to get out there and share thoughts with the world of people who have never met.

Meaning it's given us the chance to bond with people that we could have never connected with previously.

Heck, I'm sat here at 1.06am in my dressing gown sipping a [coffee](#) writing this report...

Now of course, as you're reading the report, I'm going to be somewhere else doing my thang.

But also right now this report is also being read all over the world by many other people, and as you put it down - someone else will just be picking it up.

Imagine if you had my leverage and my [power](#) online?

Could you get rich - like I am?

Now that brings me to a good question ..

## **If I gave you my business today - could you run it and make money?**

And I'm talking about making hundreds of thousands of dollars a year with it?



If you couldn't take this over and you want to make [cash](#) online, then you would need to learn what I have learned ...

Because even if you do FINALLY ever get your hands on a product that sells, if you don't know how to sell it - then you're not going to get rich, are you?

We'll dig deeper into this area later in the report too ...

As a pure example ...

## SOCIAL MEDIA IS TAKING OVER

Just Google the buzz around "Gurus Nightmare"

As I type this page, there is very little buzz around the report.

Right now its' just an idea in my head, that I've been working on for a few months.

But by the time you read this, I bet it's all over the place on all different forums, blogs, Twitter, YouTube and Facebook.

I can tell you something off the bat, it won't be me publishing all that information.

It's going to be reader driven [content](#) ...

Other people will do this for me and they will continue to drive me more preconditioned targeted prospect traffic that will join my mailing list.

Plus I will have affiliates out there doing the same thing, but for a commission.

All these people will help drive traffic into my marketing campaign, where they will downloading my free stuff and joining my email list where we have back-end offers for sale.

And the list just continues to grow ...

A serious lesson learned ...

... The bigger it grows, comes down to the effort you put in to giving value in what you give away.

More value becomes more remarkable, means more [traffic](#) which equals a bigger list.

**And that all means more \$\$\$.**

So, that's the power for you too, and I can just pass it to you, if you are willing to take on the baton and run with me here.



Let us dig deeper, as we're digging around some golden nuggets right now.

We have all heard of web 2.0 right?

### **That's now called social media, but what is it and why is it the gurus nightmare?**

Well, the internet is no longer the same static format, as when these gurus ruled the roost before.

This was the old day drill, have a top paid copywriter to create your sales page and that's it, the sales will roll in when you drive [traffic](#) to it.

### **Let's use me as a perfect example ...**

My first product sales page, was before the day of video sales letters that I now use...

My first sales letter cost me \$10,000 to have a pro copywriter create for me, and by the time I had explained my product to the [copywriter](#) and he knocked up the sales copy, it was better than my product actually lived up to.

He told me: " **I'd sell a bucket load, with this sales page ...**"

I paid him \$10,000 and started to sell my product and in the first week, we sold \$27,000 worth of that [product](#).

Pretty darn cool I [thought](#).

**Now get this ... most people hide from this fact.**

## **When I first launched that first product it sucked.**

And, I got a little bad press about it too, but back then it didn't go social - because we were still in web 1.0, as this was late 2006 before social media was a trend.

### **And, this is what I mean by social media taking over.**

I can explain it like this...

When I came online to make money on eBay in 2004, my friends thought I'd turned into a geek using a computer, but these days every single one of them is on Facebook and they are all totally social online.

My wife has two sisters, that are FOREVER in my house on Facebook, hanging out with all the other girlies, reading what they are up to and checking out there pictures and other information about what's going down ...



## **That's what I mean by the internet has turned social.**

So, in the 6 years since I started online ... the internet has changed, full tilt, and changed the way the real world is evolving too ...

Let me take you back, to when I had issues with my product in 2006, **when it was not living up to the hyped up sales pitch.**

Lucky enough, we quickly padded out the fire and didn't get burnt too bad, but I didn't just hide from the fact my [product](#) was of less value than the cost to order it.

What I did instead, was I made my product better, I worked day and night to fix the problem ...

And, the lessons learned first hand, was how to provide more value than what I offer people, so I never again over promised.

Instead, from there on out I always under promise and over deliver... (Even with my free products.)

With this attitude, I still have customers coming back from 2006, that buy every single one of the products I've launched to date, over the past 4 years.

## **"On reflection, looking back at what i did and what the gurus did, shows we did things totally different."**

You see, the gurus didn't fix their products, .. no...no...no!!!

They just pumped out more and more of these crap products, racking up the millions of dollars without a care in the world, and YES it was that simple.

And, we were the suckers buying into all of them, week after week, right?

I know I was one of those suckers ..

And, it was only February 2008, when I finally stood up to this Guru crap, when I launched my online brand [Marketing With You Dot Com](#) slogan: we're [marketing](#) with you NOT to you ...

That's when I went against what most people pushed online.

If you want to read the full story of how I started up making my first money online, you can read it in my first report, Post Launch [Profits](#). That tells the full story.

But, in short ...

... Back then, daily I went out and hustled to get [traffic](#) to my site to keep making sales to my site, as it wasn't as easy as I first thought it would be.

This is what i did.

I went to all the review sites, blogs and forums and put the word out there, that





my product lived up to its claims...

Now, if you go ahead and Google "[Easy Profit Auctions](#)", although that product is no longer for sale, because it taught, how to market on eBay, old-[school](#) and the rules have now changed, mid 2007 on how you could sell information on eBay, but if you Google "[Easy Profit Auctions](#)", there are tons of reviews all over the internet, about the product and many happy customer review's too ..

Yeah, Yeah Alex, so what - you padded out the fire and got traffic - so what !!!!

Well this is where it gets exciting for you ...

## **I did all that, as a newbie before social media was upon us.**

I got a ton of daily traffic hitting my sales page, making me sales day in day out.

It took a lot of work on my part.

Back then, I really had to go out there and push it hard.

You see ...

I needed to make this work and I needed to make money to pay our bills - this website was our only supply of [income](#).

And, I had racked up some serious debt, buying all these products in the past, so daily I would find new sites that would drive me traffic to my sales page.

Oh! The hard knock old days.

Now these days, if your starting out in this social era, you can create that kind of response with very little work on your part.

All you need to do is ....

## **DO NOT TRY AND SELL DIRECT - LIKE I FIRST DID - WHERE I WAS CHASING MONEY.**

Instead ...

Create one thing of value and give it away for free ...

Just give it away ... and this starts off the upwards spiral of traffic.

Don't get me wrong you will be selling stuff, but only to people who have joined



your mailing list, after downloading your free stuff.

Once you set this up, its automated ... So, now your focus will be on other areas like using leverage, for example, email [marketing](#) campaigns and it can be as simple or, as difficult as you make it.

### **"Business is easy - people make it hard."**

So, when did all this Social Media start.

Well, the first time I heard about it, was when I attended Rich Schefrens seminar July 2007, where I paid him \$5,000 to attend and flew to Florida for the weekend to attend live, where Rich was going to expose a new era, called web 2.0

Now, back then, web 2.0 was still very vivid and nothing of the power house it is today, but still, Rich had his finger on the pulse with this changeover from web 1.0 to web 2.0 and I was there as a student, learning from the best of the best.

### **> Even Google paid Rich to speak on this very topic at their event <**

Back then, I didn't quite get what he was talking about.

But, today I totally get it, it's as simple as this ...

Every time I release a new report or video ... all my mates pass it around to each other online, all my stuff is all over facebook (where my friends hang out) and I can't go anywhere these days without people talking to me about my websites, as they all see my stuff, from what my mates post on facebook.

They are all online watching me very closely, and I don't even have a facebook account, but my stuff is all over face book.

I can't hide from the fact that people share information online.

But, it's not a bad thing ... it's a bloody powerful thing instead!

Now, 3 years later, after Rich's seminar in Florida, it seems this kind of thing can happen for anyone, as you can reach the world in an instant and this has become the norm now.

## **SO ARE THE GURUS DAYS OVER?**

People will talk online good or bad, it doesn't matter ... People just talk.

If you want people to talk about you and your products in a good way, then how they talk about you, all depends on what you bring to the table. Firstly, just think back to what I've already talked about in this report.

Hence, why social media is the gurus nightmare, because these days, they get such bad press on all the blogs and forums out there, because their [products](#) don't live up to the hyped up claims, used to sell them.



**And, it boils down to, all these gurus were focused on, was conversions of their systems, not how good their products are.**

They have been used to this situation for years, focus on the selling not so much on what they're selling.

So, it was a major shock to them when social media kicked in, and it's only really been a MAJOR factor over the past 18 months.

Ever since just before I wrote Gurus Dream.

So, I'm glad I didn't get too big for my boots, before social media kicked in, and now instead of it being used against me, I now use it to my advantage.

And, for you too...

If your starting out with a clean slate, then you can use social media to your advantage very quickly...

And, to make this very clear for you ...

[Check](#) out how I'm using social media to my advantage, by typing into Google "[Alex Jeffreys scam](#)". Then, read the type of reviews and comments on that key word phrase.

You'll be glad to hear - all the reviews and comments are positive ones.

What you will notice is, each site you go to, under "alex jeffreys scam," has a write up about myself and my products, then, it also will contain other readers comments, about their experience with me.

And, it continues down multiple avenues, where you can continue to read more about the subject in hand.

You see ...

**The internet is a platform for linking things.**

On my program, Marketing with Alex Coaching Course 2.0, I did a survey, of why people bought from me.

Heck, my coaching is not cheap - so there has to be a reason, why they bought it, and as a marketer I wanted to know who bought my [product](#) and "why people buy."

And, more importantly, why people buy from me.

There wasn't a better time to survey people, than right after they paid me.

Now, the response was [life](#) changing for me (and triggered off the start of my research on the Gurus Nightmare).

I asked two questions in this survey:

#1 Who sent you to me



## #2 What made you pay me

And this is what I got back from the hundreds of replies from my \$1,000 coaching students...

They told me what Joint Venture partner or affiliate sent me the traffic, but before most of these customers paid me there money, they did their own research on Google, before they paid me.

They came back saying, that the previous customers reviews were the main reason they bought into my coaching program.

### **Interesting...**

There and then, in June 2009, I learned my customers are my selling channel.

And, without this proof over Google (known as "Google wealth"), I wouldn't have sold anywhere near as many spots on the coaching program as I did.

What I took away from this learning lesson, was easy...

All I need to do is introduce even more people to my "Google wealth", where these people see all the proof, all over Google, about successful students.

And, I know I will sell more places in the coaching program - FACT!!!

A simple formula when you think about it.

But, very powerful, when used like I'm using it.

So ,lets look at this formula, to put to use for yourself.

If you have no Google [wealth](#) right now, it's not a problem - at least you understand its a MUST, in order to get paid online, and the quicker we get you some - the quicker you get paid.

### **First, we need to work on your Google wealth.**

If you miss this part - selling becomes so much harder - take it from me.

Now I'm excited to let you know, you can create your very own Google wealth from scratch fast.

In fact, you can create this Google wealth at the very same time your building your very first marketing campaigns, that will crank out hard, cold, [cash](#), once it is in place.

All you need, is to follow a proven plan - and do it side by side each other, as you are growing...

You see, that's just the way the web is going - it's social weather, it works in your favor, or against it...

It's so easy to get Google wealth - all you need, is to just provide free value to the marketplace.



Just make sure to have a follow up marketing campaign in place, to close sales from your prospects. Which I'll cover shortly...

### **Now, can you see how powerful this social media can be for you?**

And, I promise you there has never been a better time to start, but time is ticking!

### **We can take advantage of this... Where the gurus are getting burned by this.**

Whats happening to the gurus, with all their crap [products](#) out there, that they had ghostwriters create for them, is it that they are now doomed, and I've noticed many gurus are pulling down their sites, quicker than they were put up (and I'm talking fast).

Social media is doing the gurus' business more harm than good, as their customers are complaining and future customers are wise to do the research these days, before they make the order, like the survey proved to us.

Social media is 100% effecting the gurus [business](#) model...

So you can't cut it with crap anymore.

Now if you are thinking - this makes it even harder for you to start out, then I want to tell you, that is far from the truth. In fact it's even easier to start out, this is so powerful that its working to the little guys advantage.

I've proven it with hundreds of case studies.

Start up to success, you just got to follow the formula - and not chase the money.

I follow the saying, **don't chase the money, let the money chase me.**

It goes against logic, but giving away free stuff makes me a lot of money, so it works!

So, if I'm giving away all my stuff for free and I've only opened my coaching program twice before, Nov 2008 & June 2009.

How the heck, can I make so much money online.

For example, making \$50,000 this month alone.

Well, here is the process...

In order to make money, you need to market, not try and sell, but have a marketing campaign in place.

We are called internet marketers -NOT- internet sellers.

This next sentence, changed my whole [business](#) and it grew thousands of % because of it...



## "Marketing makes selling superfluous."

Rich Schefren taught me the meaning behind this sentence and boom, my [business](#) sky rocketed because of it.

The meaning behind this sentence, is quite simply this.

If we do our marketing correctly – then when it comes time to sell something - the selling part becomes easy.

## "SOCIAL SUPPORT"

That's what's great about social media – the support you get from a strong community.

With that said...

I [love](#) all my Marketing With Alex students, they were the foundation of my coaching program.

Instead of my students going it alone, they had support of the community, as well as me a mentor to support and advise them.

Now, you don't need to think about this much - it's quite obvious you need support when you are starting up...

But, I'll break it down 2 fold:

#1 Having a community of like minded people, will support your reaching success much faster, than going at it alone...

#2 Having a community of like minded people, starts off your Google wealth almost over night, and gives you that instant leverage - that going it alone just doesn't bring...

Imagine having that kind of power to your advantage.

Here's an example of Google wealth and community support pieced together.

<http://www.youtube.com/watch?v=YkjeQOoykbE>

I hope this is starting to fit together for you, but we've got a lot more pieces to go, so I must press on....

Let us just look at the bad side of this;

Imagine trying to start out, without having a community of like minded people to support you.



Imagine being alone and having to keep buying the latest and greatest new eBook, in the hope that something different will happen.

### **The reality is this...**

I told you at the start, I couldn't have made money just from reading peoples reports, I had to learn from these people themselves.

This has been kept quiet up until this point, but can you understand how I get so many successful students coming out of my program?

It's because of the support they have on multiple levels, at any given time all planned out for them...

So, now they know the formula for fast growth and know that the gurus are the common enemy. So, I tell them not to become a carbon copy marketer, but instead, use the gurus nightmare to there advantage.

## **Gurus are the common enemy**

The big guys are now looking at what the little guys are doing.

Heck, just listen to this to understand that last sentence,

I hang out daily chatting with Rich Schefren and if you don't know whi Rich is let's just say ... he's the guy that all the big guys look up to, okay.

So this **BIG** guy Rich is talking with me the **little** guy Alex daily ...

Why?

Well we brainstorm ideas together and on our chats, we have questions for each other ...

Now when Rich asks for my advice, it seems his questions are always based around social media.

Now it's not that I'm a social media expert - because that I'm not.

I don't claim to be and don't want to be ... it's darn confusing all these social media sites like Digg and Stumble Upon etc ... and the list goes on ...

But I understand the power of unleashing a marketing campaign through the social media and by this I mean letting the readers take over the message on all these sites for me.

**Remember I'm in the social media not by my content, but by reviews by my readers and my customers on my content.**

And Rich had a firsthand experience of the power of my **Marketing With Alex community** and admits what I've created with this community is very powerful



for myself and my students alike.

We drew him into the community and he's given some great advice for my students too ...

(When this guy talks me and my students listen.)

Seriously, the power of social media is crazy.

We could do this same thing with other celebrities and draw them into the community, (which I plan on doing with people like Peter Jones and Richard Branson and soon we'll do some sort of [business](#) with these guys.)

(Hey there's something I'm holding myself accountable to for my students )

So what are you gonna do with this [power](#) at your fingertips?

People always say to me - Alex I don't know what to write about.

I tell them learn something and apply it, then write about your experience good or bad.

Not only learn from the experience, but share it with other people.

**NOW YOU HAVE SOMETHING TO WRITE ABOUT!**

Here is a funny video example from my coaching student Steve Wakefield

[http://www.youtube.com/watch?v=eFHoQc\\_kU0Y](http://www.youtube.com/watch?v=eFHoQc_kU0Y)

Now the ball is in your court.

## **MESS UP - BE FUNNY - BE LIKED - AND HELP OTHERS FROM YOUR FAILURES.**

All my success has come from my failures.

Notice in any of my reports, I talk about my failures and how I overcome them.

I don't just write about my success - **SO YOU SHOULD FOLLOW SUIT.**

I'm not sorry to say this...

**YOU HAVE TO FAIL TO BE A SUCCESS.**

Now you know it - go out and be willing to fail - but just try and limit your failure, okay.

This is how you limit it ...





Follow a proven marketing system, forget about building online business and focus on learning how to run your online biz and market it effectively!

**SO YES THIS CAN WORK FOR YOU TOO ...**

And the reality is my finger is barely on the pulse either ... but I'm making a ton of sales regularly and doing very well online.

And I'm not doing this well, just because of social media - NO !!!

That's just the driving force of my [business](#).

The reason I'm doing so well is **because I know why people buy stuff and I know how to market to these people who want to buy stuff.**

So I want to explain how I do this too within this report.



# THE WAKE UP GURU MYTH

Nobody just woke up and was suddenly a guru overnight.

Come on ... none of you believe that crap do you? **Do you?**

You hear of these overnight success [stories](#) all the time though.

In fact, I'm in the media as an overnight success story myself.

I think people somehow forgot to research all the learning I did, before they added their affiliate link trying to sell my overnight success story on one of the many thousands of review sites about me online ..

I went from newbie to internet marketer, over a couple of years.

Then once I learned about making money online ...

I shifted my focus to learning coaching ...

I studied coaching for 8 months before I opened the door to my very first coaching program to make sure my students were not inbred marketers. Instead I wanted them to be a force to be reckoned with.

I trained them to be different ...

But this took me months of work building up to the coaching program.

And I have to confess I only started coaching, once I'd been through Rich Schefren's coaching program.

Until then I did not feel ready to have my own coaching program online.

Not only is Rich world famous for teaching all gurus how to make millions (yes even bad gurus studied from him and used his tactics unethically, which really pisses rich off), but he taught me personally how to grow my business from \$20,000 a month to \$332,500 in a week.

So I now knew something that I didn't before - once I'd been through his coaching, I was finally ready to coach people myself.

For me it wasn't just marketing, it was to become a commitment.

***"This is more than marketing, its a commitment."***

So you're not ever going to find the magic system to start making money overnight, but if you follow a proven formula and learn it, then you can make money every single night.

**Think about that for a second.**



# SO WHY DO SO MANY PEOPLE FAIL?

This part of the [book](#) is going to be dark.

Maybe some people will not like reading what I write about.

I have to just come clean and be open, before I expose how you can use the Gurus Nightmare to your advantage and quickly profit online.

I've made it clear that I've studied hundreds of private coaching students, I've studied my mailing list of tens of thousands of people and of course, the feedback I get from my [blog](#) readers is unreal too.

I've studied the market place as a whole, I've become so focused on this that I got lost for months.

I took a 90 day detox from drinking or living [life](#) to the full and I've become immersed in this [study](#), I really know what is going on out there, when it comes to why people become a success and what's holding back so many people from success.

Now I've solved this problem, that people face.

I want to show you what I see, what I understand and how it will help you create the income you [desire](#) for yourself and your [family](#).

This is not another get rich quick eBook, far from it, but can you become rich from what I share with you.

No doubt you can use this information online, offline or anywhere in any market to be exact and you'll have the unfair advantage, like I do.

I've been lucky enough to be mentored by some of the best people online and each mentor has taught me profound knowledge in different areas.

The stuff I learned along the way over the past few years has been quite simple.

Think about how many new emails land in our inboxes daily about the latest and greatest new product.

I don't need to buy any of these, my whole focus has been on:

market research > **product creation** > sales copy > **driving traffic** > list building > **joint ventures** > email marketing > **relationship marketing** > product launches > **super affiliate marketing** > social marketing > **viral AKA remarkable marketing**.

Now when I started out, I didn't so much do them all, but just knowing them lead me on my path from puppy to big dawg.

These are the [skills](#) that I have studied and have become advanced at now after trying them first to fail, then using them with little success, to now making hundreds of thousands whenever I set up a new marketing campaign.



Not too long ago I was just learning what they were and YES there has been a lot of fads along the way.

You know the new product launch with the latest and greatest list building strategy or traffic system blah, blah, blah.

But, what was really important in my learning was these areas, was what they really were and what they are used for.

Please note these are the things that I am no good at:

**Creating graphics** > building [websites](#) > **building simple web-pages** > html code > **software and any tech stuff whatsoever.**

I just focused on the areas that can be leveraged, once I did this everything else just happens.

***"Not only do I have an idea, I have a plan."***

Now this is a serious slap across the back of the head, but I need to wake you up before we continue.

So, before I slap you, I want you to know it might hurt a lot, but after you continue reading the report, I'll fix the pain with a cash getting system that goes against almost everything you have ever read about internet marketing.

## **OKAY SLAP TIME**

(Wheres that wet [fish](#)?)

Okay got it ...There are people reading this report now, who know that they have to put forward effort in order to become better at this, before making any money.

You really know deep down, there is no push the button success where the [cash](#) magically arrives.

But you are scared that you don't think you can do this.

You don't know where to start.

You don't know who to trust.

You don't think you can help or teach others,

So in reality for you this will not work for you.

That's why you keep chasing the Gurus Dream, in the hope that the Gurus Dream is for real.

Most people are in denial that the need to take action is from the ground up ... and learn how to run a profitable site before building one.

If you are in that position, then this report is going to solve this for everyone of



you.

I'm sure that's most people reading this report.

I've done my study on the market and understand what most people are going through, so I should be explaining you quite right now.

(THE ONLY OTHER PEOPLE THAT SHOULD BE READING THIS REPORT, ARE GURUS DOING THEIR OWN STUDY, ON WHAT THE GURUS NIGHTMARE IS ALL ABOUT).

WHAZZUP GURU < cheeze >

Okay, back to business...

If it is you whom I speak about, let me say this, if you are willing to put forward what I teach you today and start at the beginning, you'll not only have an advantage over 99% of the market, but you'll start to make real progress from day one and will quickly break free of the gurus shackles.

On top of that, this shift will happen for you, you'll no longer be a prospect online, but you will become an online marketer.

## THE VICIOUS CYCLE OF BEING A PROSPECT

Right now you're a prospect. You are being sent from website to [website](#) and email list to email list from marketers who are trying to sell you the Gurus [Dream](#), from their list . They are selling to you via email marketing.

I'm not against email marketing, I do it myself regularly and make tens of thousands in a week when I run email campaigns and I LOVE email marketing.

So I'm not bad mouthing email marketing.

I'm trying to make it clear your position on the internet ...

As a prospect, you're on these lists being bounced around in the hope that you order something. Heck, the more people on my list I can get to buy, the more money I make, right?

So I want a bigger list with more buyers - who doesn't!

We all think that way ... you would too, and when our prospects order something, the hope is, they will order more when the next promotion goes out to the list. That's what a prospect does – they keep buying.

Now, my aim for you with this report, is to sharpen your knowledge on internet marketing and totally change the way you think about it.

**I want to turn your mindset from, what a prospect would do, to what a marketer would think.**

So, lets get you up to scratch and make you a marketer, especially if you want to



make money online.

Every top marketer is good at these things:

market research > **product creation** > sales copy > **driving traffic** > list building > **joint ventures** > email marketing > **relationship marketing** > product launches > **super affiliate marketing** > social marketing > **viral AKA remarkable marketing**.

Now to start off you don't need to focus on all these things, but as you grow and your income starts to roll in you will want to learn these areas one by one.

As you learn them - your income will gradually grow as you do.

The problem with most people in the marketplace is they are looking for the quick fix and that's brought into play because there are so many myths out there in hyped up sales pages, that it's common for people to buy into them in the hope of fast riches.

***"The formula for failure is repeating errors of judgment everyday."***

Heck, tens of thousands of dollars are spent to hire the worlds best [copywriters](#), and they're paid that to sell the pants off you.

They write to sell you the [DREAM](#) of life as a guru and how it would feel to be that guru.

After along time of hope, you fall into a vicious circle that keeps you chained to being a prospect in the market.

Without a change - you'll not see a change.

***"If you change, everything will change for you."***

The problem is who do you trust?

Before you work this out ...

Let me first go deeper into what happens with prospects, just so you know what's going on with most people reading this report.

Then we'll shift your thinking in a matter of moments, and continue to talk about what changes we need to make for you, so you can become better and make money.

From my extensive study of the market, this is the normal average scenario we see...

You try to find someone who you think you can trust, who offers a free product that will change your [life](#), and the promise that it could [boost](#) your income in a matter of minutes.

You join their list where they offer you an upsell. Some people buy others don't.



The ones who buy - start a new venture they hope will be the one...

The ones who do not buy, get slammed with emails in an auto-responder series to order the upsell product...

But normally either way, if you buy or do not buy, you still do not know where to start - you just have some information.

You try and put the pieces of the puzzle together, when you only have one piece in your hands and don't know what the full jigsaw puzzle looks like.

So there you are trying to piece together a jigsaw, not knowing what the full picture looks like and feeling very lost.

Most products are created to just make sales and before you know it, this person has already made you an affiliate offer for another persons product, this continues over and over again.

Sooner, rather than later you are on a ton of mailing lists who are all trying to sell you something, or feeding you with free information in order to buy something later down the road. and quite quickly it becomes overwhelming.

If you haven't already by this point, soon you break and buy a [product](#) that promises you riches.

Now you hope, that the information contained in this product you just bought will bring you riches.

Normally it won't...

But the [seller](#) now sees you as a person that has joined their buyers list, knowing that they can sell more to you, as you're not just a prospect now but you are a paying customer.

The reality is their focus was NOT to teach you, but to sell to you.

In fact, my experience was even more hell than what I've explained here.

Now, it's common knowledge that a buyer is more likely to buy from you again, than a prospect is to buy. This means that the average seller will keep pounding you with sale after sale, getting you deeper and deeper into their funnel, where the products cost a lot more.

So before you know it, you are racking up that credit card bill, in your hope and search of this ever eluding get rich quick scheme.

You become so worried about your financial future that you start to believe anything out there.

### ***"Failure is subtle, from day to day"***

Talking about racking up credit card bills, I've heard of horror stories of people paying \$15,000 for coaching, only to find out the person who is doing the coaching is not even a freaking internet marketer, but someone who is paid to sit



in a call center on \$20k a year reading from a training manual.

Crikey, to me that is daylight robbery - I feel sorry for the people who get burnt like this.

Seriously I do - and I've thankfully never sent my leads to these call centers, even though I know a lot of people who do and have.

I've even been advised that I can double my [business](#) income using these call centers.

But, I've always known - if they hold no value then it's no good for my business.

So back to the average prospect...

Time flies...

Now you are a few months down the line and you have bought a few different offers from the few different lists you're on and you're getting tons of new offers in your inbox daily, for even more new offers.

So now you reflect on what you've been doing...

Some products were a total waste of time, others had a few golden nuggets and one or two were great, you are now armed with the information to finally start.

So you decide that you want to do some affiliate marketing, but when you go to start, you just don't know where to start, and the first place you go to is your email inbox.

From there - people do their marketing to you and you continue to buy more [products](#).

Did you know that years can go by in this vicious circle?

This is a rut that at least 30% of my readers go through.

Yes, 30% of my readers have been trying to make money for years with no joy.

When I learned this - I had to try and make a change.

It's lucky for the other 70% of you that you have been trying to make money for less than 12 months, so by reading this report, you can get out of that vicious circle fast.

Just stop buying everything and study the product owners, not the products.

## MARKETING CHINESE WHISPERS

From the top Gurus all the way down to the bottom Newbies - there is a message that gets lost along the way, like Chinese whispers.

There are so many people rushing about online, being introduced to making





money online opportunities.

The message that starts at the top, is create a marketing campaign that starts off with value and turns prospects into customers and repeat customers.

But, at the bottom this Chinese whisper sounds like this throw up a [website](#), people will buy your shit, YES its true, press the add to cart button and we'll charge you \$97, P.S this is for real.

And, as sad as it sounds there are people out there with these kinds of websites that offer no value, no traffic, no sales and no clue.

On the other hand, people are buying this [dream](#) of slapping up a quick website to make quick money, by marketers out there selling this kind of false dream.

Sad but true.

I've been through that cycle and I was at the bottom, but I rolled up my sleeves and hustled my way to the top.

What I learned was -

## **websites don't make money, it's the business behind them that does.**

When you think of the people I roll with and the mentors I turn to for advice, I'm set to make millions of dollars.

Why me and not you?

Well it just depends on where you are in the Chinese whisper line and what information you listen and take advice on.

If you want to be 3rd in line, meaning that info comes from the top and I'm interpreting it for you, then now you are third in line.

That's as close to the top as paying the tens of thousands of dollars that I pay to my mentors for this kinda information.

Trust me, that puts you way up there in the top 5% of internet marketers and the knowledge they know.

Most people are down about 100 in the line and there information is totally wrong ...

My advice comes from internet [millionaires](#) with many years of knowledge, my knowledge also comes from working with people at the end of the whisper line.

I've been in both places.

I've coached hundreds of private students, so I've been paid hundreds of thousands of dollars for this information.



So let's first look at the information you are being introduced to when you go online.

You quickly learn that most of the free stuff online, is there to get you to click a link and buy something, or put you on someone's email list, so they email you about a great offer and their fantastic bonus (normally something crap like a PLR website you can slap up right away).

## THE SIMPLE ADDICTION OF BUYING

Now understand this...

Here is a major lesson in the art of selling.

### **Buying is emotion driven and backed up by logic.**

So, as a seller, it sounds logic to slap up a website with an order button and people will buy it.

From a buyers point of view, if you don't push my emotionally driven buttons, you don't make the sale, regardless of what is on offer.

Now, I see people selling these website in a box products, all over the place, telling you to buy this and slap up a [website](#) and just add traffic and you make instant money.

Heck, they sell like crazy too, I know people who have made millions selling this Gurus Dream as the emotional triggers are hit when selling to the prospect.

He/she thinks, that he or she can have a website up in minutes from now, with their own product online, that will crank out cash fast, while they sit on the beach sipping pina coladas.

The prospect goes onto buy, and the moment of Utopia is pressing that buy it now button.

It is such a high that its like a [drug](#).

But, it's all down hill from there, as the customer doesn't know where to start.

And, after the order, the Gurus Dream soon becomes the Newbies Nightmare...

Do they need to build it, how do they get traffic? None of those things are answered in the product they have bought.

The result being, if they do actually get the website up, it just sits there with the billions of other websites, with no traffic and no money.

That person, then decides to learn something more about list building and goes



off on another buying tangent and the vicious cycle continues.

Learn something new, add more to your to do list, never get started and buy something new...

But, is there an answer to this?

Does it have to be this way?

Thanks to my study, I know there is a better way, but first we need to dig out our deepest secrets.

## **LOOK AT HOW MARKETERS SELL TO YOU**

Let's just hone in on these business in a box style websites for a second...

They teach you a system, but they do not teach you marketing.

When you are sold the opportunity of a ready made product to sell online, you are being marketed to.

But, the fact is, what you buy into is shit.

The products are shit, as they teach how to make YOU money for YOU; and about how to create YOUR affiliate program and build YOUR list, so you feel good as a prospect to buy this opportunity from them.

It's everything you've been looking for RIGHT? The marketer did his job and sold you on the gurus dream.

But, what are you left with after the money you've just spent?

Nothing that will add value to your prospects on what you offer.

The whole focus was on YOU.

You have been marketed to and sold a useless product. It's normally some PLR or ghostwritten work (meaning it's only reason for being created was to become a product to sell to you and nothing more).

The benefit, was all for YOU to buy and no effort was put forward inside the product for your prospects, meaning you will make no sales.

Why?

As the product holds no value for your customers, but you bought it through emotion and backed it up with the logic that you'll have a [website](#) so people will buy, but that was just the gurus dream.

If what you were sold has nothing of value for your prospect, it just means you were the prospect.

Here is a great example of someone marketing to you and the product they are selling is a [box](#).



See how the offer hits your emotions and sounds logical to buy, but notice how it's focused on YOU getting everything, i.e. ready made products to build a list and make you money, but in reality who would benefit from buying this from you? It's just good copywriting.

*"Today I want to talk about master-resell rights, because of how much they can do for YOU. Each master-resell rights product you create, can build YOU a list, create an affiliate income for YOU, and/or make YOU sales for products that YOU have.*

*No matter if you are an affiliate marketer or a product marketer you need to be creating and distributing your own master-resell rights products!*

*Hands down they are exactly what built my business to where it is today and now I not only want to create these products for you, but also give you a massive discount for a limited time only, but you have to be fast, as there are only 6 copies left.*

YEAH RIGHT !!!! Bullshit !!!!

NOW, let's look at this type of offer, and let me get this straight, so you'll see what I'm talking about.

It's a formula.

Get passed this dross and focus on the outlined formula for success and you will make it, I assure you. People are teaching you how to go to market, but not how to market . Sometimes they say what tools they use, but they always miss out their marketing campaign from their product.

Listen...

## **Don't watch what people sell to you, but look at how they sell to you.**

If your main aim is to sell to someone, then you are missing the [boat](#).

My aim is to get someone into my marketing campaign and through this campaign, they will receive great free value well worth their time spent with me.

They end up thanking me for the great gift, which also educated them on my products for sale and the features and benefits of them, without stuffing it down their neck.

Now, as I'm giving great free stuff away for FREE - I can market it really hard, as it looks as I'm the good guy.

These people open up to ask questions on what I have to offer. By this point, if they consider what I offer to be more value than the [cash](#) they are asked to part with, they know they will get a great offer.



Heck, when they realize I go over and above from my promised offer, they not only want to buy more from me, but also talk about me when they are online.

As I write this report, I don't have any sales pages directly on the internet where people can buy from me.

Let me say that again, you can only buy something from me once you have joined my mailing list for something free.

That's how I work it baby.

But, I make many tens of thousands a month and can even make tens of thousands on a weekly basis. Do you think I know something most people don't?

It's not "build a list". We know now it's much deeper than that.

Hey, don't think I'm being big headed here I didn't just make this up - I learned it right, and I'm giving it to you here for free.

So please rest assured, you'll get what I'm fishing at by the time you've finished this report.

## BUT STILL, LEARNING IS NOT EARNING

As you [fish](#) around yourself, you become aware that successful people online have a mailing list and you know that you need to build one yourself, but there are so many things you need to do and put in place before you can start to build that list, that you keep putting it off.

I see people putting it off for months, even though they know they need one to make money.

There is always something that has to be done first, something always gets in the way - create an eBook, build a squeeze page, learn a new traffic system, yada, yada, yada.

I put off list building for two years, but EVERYTHING changed when I focused on building a list.

Every time you learn something new, you get further and further away from building that list.

There is always so much to do:

**traffic generation** > list building > **email marketing** > affiliate marketing > **sales processes** > back-end funnels > **outsourcing** > admin and support.

Remember, learning is not [earning](#), so you can drop everything right now and start with a clean plate today and be on the correct path and earning very quickly.

Just go against carbon copy marketers (or inbred marketers, or whatever you



want to call them), go against logic and you'll be on the right side of the [track](#), you'll be a marketer focused on what your prospect needs.

What I will tell you is simple, and its all based around building a list.

So finally, because this is not a reality for you yet, rest assured you'll get through the maze of buying products on all different topics.

There is so much to learn and you probably have learned a lot already and know you can start, but every time you learn something new, it adds more to your to do list and it seems like a mountain to climb.

When you go to start, you don't know where to start, you have no time and you fall into what is so commonly called information overload.

Each day new emails are flying into your inbox and all you seem to do is sign up to new lists and check out the free material they show you, before you know it there is an onslaught of emails, as they open up their [websites](#) for sales.

Your family are getting worried about your spending habits online for all these websites and you keep hitting that credit card over and over - its become an addictive high for you now.

You, by this time know you need support, but don't know where to outsource and can't afford to pay someone to do the work for you.

Many people stay in this rut for years.

It's sad and I know its true as people leave these sorts of comments on my [blog](#) regularly.

So, I know what people want and I also know how to deliver what you want - I've got the goods.

99% of people fail, as they come online in search of making money.

This is commonsense when you look at it, its logic that in order to make money online you need to sell something, so you try and sell something.

You just try and find a route to sell stuff and don't really understand that process of the sale.

## **What if I told you there was an easier way?**

Totally forget what the gurus teach and just learn this and everything will become clear - the fog will clear.



# Do you know why people spend their money?

This is the underlying factor between successful people and those who are not.

But, most people don't bother to take the time to learn why people spend their money online.

If you understand this key element of why people spend money, on or offline, it becomes easier to make money right.

(Sounds like commonsense?)

So, why is this not what the gurus teach you?

Firstly, they don't teach this because you are their target market.

If they teach you this, they go out of business.

That's why you see so many whistles and bells products out there - the bright shiny objects.

TO SELL YOU!!

Can you now see, why so many people fail?

I'm going to break it down deeper in the report, just to give you clarity on what's going on out there and how to get out of the gurus shackles.

## STOP BEING A PROSPECT AND BECOME A MARKETER

Even though it sounds like commonsense now, the reality is that most people starting out online, focus only on the sales process, they see gurus have set up.

They do not know there is a marketing campaign running behind the scenes, that is going to generate a massive response to the product for sale.

Before I tell you and fully educate you on why people buy stuff (so you can go out there and let 'um buy from you), let me tell you why people fail to ever learn this stuff and it's quite free on the internet, if you know who to trust.

Most people fail, because they get lost in the system side of things, they go through the whole buying and [learning](#) processes, then they focus on building a business.

Then, new processes drop into their inbox and the more they learn, it opens up new doors that explain you can do more and you want to branch out and end up



putting even more on your to do list.

You start to think that you need to learn even more, before you start out and you keep educating yourself - getting deeper and deeper into areas aka, rabbit holes.

When you start to do some building, you see limited results if any and get sidetracked by your email inbox full of the shiny new objects being sold to you, via email marketing campaigns from a number of marketers.

At the start it can be so distracting if you don't quite know what you are building and have no clear path, just lots of pieces floating about, but the knowledge of marketing can take all that away and make things so much easier.

Marketing is based on two areas - bringing in new leads to sell front-end products and to continue selling the new customers with back-end products.

Now, you just then become innovative around this, you just need to know what it takes to get a prospect to your real-[estate](#) and how to turn that prospect into a customer, that's it.

Nothing fancy there, in fact, it's a VERY simple formula...

So, what is needed to get a prospect to your real-estate and what is needed to turn that prospect into a customer?

To get prospects to your real-estate you need to create something free to offer along your travels.

Okay, Alex you have drilled that into me...

It's always easier to give away stuff, than it is to sell something, I now know - especially when you're starting out,

Then, of course, when you give something away you need a system and a marketing campaign to make money off the back of the free stuff you gave away.

Otherwise what is the point in giving stuff away, we're here to make money right?

So, we know...

Your free gift has to give enough value to the reader, as they have to enjoy spending time with your product. This will make them quite interested in what else you have to offer.

Then you can follow up, via email marketing with products related to the free offer, but this time for sale. It sounds harder than it is really, if you know how.

More people don't know how to do this and only learn how, once they have done it wrong in the first place.

Then, they learn how to do it.





Think about it. How can you teach it, unless you have done it?

Durrr...

No offense to you, it's at the whole market including me, that I spoke of in Newbies Nightmare, and have totally focused my [training](#) around... So, let's continue...

Let's focus on getting people to download your free products.

You will go to the places where your target market hangs out and not pressure them to download it, but persuade them, as to why they would want to download it and be clear, it's for free...

And this gets shallower.

At the start, YES you have to do this on a small scale, but if done correct you can quickly leverage your marketing and get others to take your free marketing campaigns to market for you.

Then, you can focus on automating your sales process to turn prospects into customers (where the money is), when this is converting well, you can normally outsource this so you can keep your focus on creating new marketing front ends which bring in more prospects to become customers.

Sounds like hell right?

Without advice it really is!

So before fixing all these questions...

For the record:

I set up a marketing campaign that takes work upfront, then once it's set up we can automate the process of sales.

For instance, the the campaign of Gurus Nightmare is running now, but took 8 months to build without any money till now.

Now of course I've been working on a HUGE marketing campaign.

99% of people who try and make money online, expect magic and expect to make sales instantly, with no real knowledge of what they are up against, or they don't know what they are doing, because most don't do what I am sharing with you in this report.

This sounds like commonsense, but only now, because you know why people buy.

Instantly you are at an advantage, 99% of people fail as they are opportunity seekers, 1% succeed as they are [entrepreneurs](#), but if you are not focused on the area why people buy, then right now you do not work online, you are just being bounced from pillar to post, looking for something that has so far eluded you.



I bet you have no clear objectives online and no hurdles written down, that stand in your way.

I'm not picking on you...

It's just that, most people listen to the newest fad in their inbox and away they go on the next vicious circle and journey. That's how most people go about their time online.

It may even be, how you got to this report.

If I can change that for you, then that's my mission complete, as you'll have an understanding that many don't, and you can use this to your advantage.

**“I'm not ego driven but passion driven, I have the chance to change lives and I have proven I can do it.”**

### **THE REAL DIFFERENCE BETWEEN PROSPECTS AND MARKETERS**

A prospect will start the day online, checking emails and reading a lot of [promotions](#) in their inbox.

Some emails will be better than others.

Some emails will be from people you know, like and trust.

Some emails will be from people you can't even remember how you got onto their list (most likely late one night, while surfing).

But, all these emails are doing one thing and that is marketing to you to either buy a product or join a free marketing campaign where the intention is to sell to you down the line. Their subsequent emails will educate you on the features and benefits of the products and the reasons why you should buy them immediately (normally a lot of scarcity will play a role here).

People act faster on fear of loss, than joy of gain.

So all in all you start the day off, being marketed to.

A good marketer, like me, will start the day off checking out stats of my marketing campaigns. I normally do this as soon as I open my eyes in the morning, SERIOUS I press a button on my iphone and review the stats.

It's the very first thing I do...

I'd say I do that before I'm awake, I [love](#) seeing money made over night.



Then my wife brings me a cup of coffee in bed and at some stage I will enter the office to work on my new marketing campaign.

As other people drive me traffic and build my sites and run the process.

The more marketing campaigns that are active, the more [income](#) streams I have working on autopilot.

I said it before and I'll say it again - if it's so simple for me to crank these out, why are so many people failing?

## **we'll You can only automate a business once you have learned, how to automate a business.**

How do you learn, how to automate a business?

By hands on working on automating one, with proven advice from someone that has a track record, not only for themselves, but for their students too.

That's how i picked out my mentors.

Also, not just the hyped up testimonials of how Mr X went from nothing to millions, but real case studies of how multiple people have become a success using their system, even people worse off than you.

Then and only then, are you in for a chance at making it online.

So back to the point.

You need to be hands on learning, how to automate a business, then, when you can automate the [business](#), you can focus on marketing it.

And marketing is where the money is at.



# WELCOME TO THE INTERNET MARKETING GAME

Imagine Internet marketing as a game.

Let's look at poker for a second ...

If you can't play poker and you played against me I'd win the poker chips from you , as I've learned the game.

Now I'm no pro - but I've had a good run okay.

Now I can't play the guys on [TV](#).

These guys have played a lot more poker than me and would kick my butt.

Now if you were to play them it's gonna be tough for you too.

The same goes for all the Gurus online.

They are big [players](#), who have been playing for a long time.

Play against them and your gonna lose.

But you can play the same game as them, just on a different table with a different crowd and you're in for a chance at winning.

There is enough rooms where the sharks aren't playing.

So learn the Internet game - and play at a smaller level and work your way up and treat it as a game, I do.



# WHAT IS MARKETING?

Marketing makes your prospects [desire](#) your outcome, before you offer it to them for sale.

Wikipedia Definition:

Marketing is the process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development.[1] It is an integrated process through which companies create value for customers and build strong customer relationships in order to capture value from customers in return.[1]

Marketing is used to identify the customer, to keep the customer and to satisfy the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. The evolution of marketing was caused due to mature markets and over-capacities in the last 2-3 centuries. Companies then shifted the focus from production to the customer in order to stay profitable.

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions.[2] It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.[2]

There are many ways to do marketing.

You want to take people from suspect to prospect with your marketing, and then open up a buying opportunity where they are interested in becoming a customer.

When they become a customer for the first time, you want to make the offer so full of value that they become a repeat customer.

so here is my Definition of marketing ...

**"To create a sales, you need to use social proof via your marketing, to close a sale, you need to overcome prospect procrastination, through scarcity and urgency"**

That's money wrapped in a sentence.



# YOUR BEING MARKETED TO...

In my previous reports, Gurus [Dream](#) and Newbies Nightmare, I didn't sell anything in the reports (which goes against a lot of logic), but quite simply these reports were pre-launch reports where I was turning suspects into prospects of becoming a customer of mine.

So it would be unfair to not show you that this report is once again a pre-launch report for my latest marketing campaign.

**"Anyone and everyone can tell you how to do it, but they haven't done it and if they have done it, then maybe they lack the skill to teach it."**

If you are not studying marketing, and just looking for products to teach you how to sell, then you are beating your head against a brick wall, by repeatedly buying into marketing gimmicks other marketers use to sell their products.

But, the reality is, who is selling to you, are doing this via underlying marketing tactics, that you may not see.

Buying is based on emotion and backed up by logic and marketing taps into peoples emotions.

Look I'm going to be blatant and show you if you haven't already guessed yet, this report is the first piece of marketing material for my new company and soon I will publish the results of millions made when we launch the company.

Now, when that time comes and I can publish these results, I will use what I publish in a marketing campaign to fuel the fire of the company even more.

It's all about steps forward and using leverage with marketing - that's it.

I've started out as a newbie and I carried on my story to inspire other people as i took the correct action moving forward.

I know why people buy and I cater to this very factor and have people run my company and others build my marketing campaigns, after I have advice from my mentors about what I should do next.

Over the past 2 years, I have been active daily with my coaching students via webinars, workshops or the private members forum and I work with each person to make sure of their success, as long as they follow the simple formula of ongoing active leverage.

Now the new MWA 3.0 course is the supercharged course structured much more on the practical side of training vs the information overload of online business.

We're now going into the caves of [profit](#) systems, with milestones of cash.

This means that I'm building the product line for you and creating the system that will make the cash and I'm going to create one live, that makes thousands



of dollars and you will get to copy step by step, right next to me and I'll be starting from scratch along side you.

I'm not hiding, I will be there every day making money online and the platinum MWA 3.0 students will be there with me, in my inner circle private members [site](#).

Later, I will give you details about how you can leave a comment to get free Platinum coaching in my brand new MWA 3.0 course.

This is not open for sale now, but I can get you free access into the back door.

I built course 3.0 around all the feedback I have received with my coaching students so I know its going to be the best training to date.

## HUSH MARKETING

It's time to wake up and smell the coffee...

People hush up about teaching you to learn marketing first, before making money.

The reason they hush up is because that takes a lot of work before you see money when you build a marketing campaign.

They continue to sell you stuff that is from past leverage driven results, so you buy into this thinking, that you can fast track to success yourself.

But without the basics in place – i.e learning marketing, then you will never be able to do what we do.

I'm not going to hide that fact from you.

Most will hush up about it and just sell you the next gurus dream.

not me - if you don't want to put forward the effort then you miss out

## MARKETING CHOPS: ARE YOU MARKETING

I don't mean using tools to go to market.

I mean are you actually marketing behind what you are doing?

Creating is not marketing period.

You want fast results, but if you are not marketing then you are not going to see any results period.

Are you spending time marketing?



## THERE ARE ONLY TWO GROUPS OF READERS

(1) Those who are marketing already.

(2) And those who are not

For the ones who are already actively marketing you first...

How much time a day are you really marketing?

10 minutes?

An hour?

What are you spending the rest of your time on?

The less time spent on marketing means less money.

Imagine if you cleaned your plate of everything else (it's only stopping your money growing anyway) and focused 4 hours a day on marketing, you would instantly generate 4 x the [income](#) in the short term.

I'll bet ya it would - as long as you had a marketing campaign to follow.

**“It's like a rocket burner, at the start its a hard ride, but later you can drop the burners and cruise.”**

But as well as making 4 x the money - also in the long term, you would become a better marketer because you have studied it more over time and now you face expectational growth.

Then on top of this ...

If you learn how to focus more when doing the 4 hours of marketing, so you do not get distracted at all, you'll start to see 1000s of percent increase in your income, working just 4 hours a day.

I'm talking the potential of millions of dollars here too, but there are areas of focus you need to know, like I'm exposing right now.

This is not just work 4 hours and make millions bullshit I'm peddling here, I'm telling you that you need to focus on marketing and spend as much possible time doing just that.

All the building of the [business](#) and running of the business can be outsourced, you want to focus on marketing.





Do this one thing and you will see a massive growth in [profits](#).

Okay, now let's focus on the 90% of people reading this report not marketing.

You are probably not actively marketing because you need the necessary stuff, like your own product online.

I'm not going to argue with you that you need a product, but I'm going to say this to you, do you need to create them?

You see marketing is where the leverage is at .. right?

As long as you take time on the necessary stuff, like creating a product, then you are not using leverage.

When you leverage marketing, you will not only make money, but you will become a better marketer and make more ongoing money. That's such a good thing to have under your belt.

So in order to make money online, you need to become a marketer from the start.

Forget everything else and just learn what internet marketing really is.

Instead of doing internet marketing badly, find out what internet marketing really is.

I'll do my best to paint the picture, as we move forward.

## **FACT: THE BEST MARKETERS MAKE THE MOST MONEY**

Let's look at the gurus...

While they teach you how to do x, they make their money with their "marketing chops".

These gurus are straight-up marketers, they can sell you a range of a thousand different products you wish for and make money from you.

It doesn't matter what product they sell - it's the way they sell it that matters.

It's not the product, it's the formula of making the sale and the system to deliver the message that show these guys are students of marketing.

Do you think they spend days writing their sales pages, tweaking their graphics, fixing HTML codes and creating new [blogs](#) etc?

They have people to do this for them and they focus on **MARKETING**.

If you are not doing marketing then that's why you are not making money.

Marketing is much simpler than you may think too.

In fact its a lot easier than all that crap the gurus push out to you in their eBooks.



Shucks, I haven't read one of those things for years.

So we know marketing is where it is at, but what do you market?

Okay so you have a product idea, and you are set to change the world with this product.

Let's face reality...

If you think making a great product will be the path to riches, then come back and see me next year when you are burned out or broke.

The best selling products, are the best marketed products, so the question still stands, how much time are you spending on marketing?

I don't mean learning marketing - I'm talking actually doing marketing.

Until you actually do some marketing - you will not make any money.

When you start marketing the money is not made until you create a campaign, then go to market, that's when the money is made.

So it takes a little time and a little extra, the first time around

**“Progress has little to do with speed,  
when there is no direction.”**

So how do you fast track past the hurdles of building an online [business](#) to start marketing right away?

You could always try PLR stuff, but that's not a good option when we look at back end selling.

If the first initial product was of no value to the customer why would they buy from you again?

We know it's easier to sell to a past customer, then it is to gain a new one, so PLR really does your online business more harm than good.

But, what if someone built your business for you and showed you a [marketing](#) process that is bang to rights to work over and over again?

A product created by a marketer, by someone that is set on selling that product themselves, and is willing to show results.

Results of cash and results of happy customers willing to order more back end products.

That's the kind of product you want under your belt.

You need someone to guide you through the process of marketing.



Are you with me so far?

So, I'm not telling you that you should knock up some crap product and just market it to make plenty of [sales](#), that's the shit that gave the IM market a bad name, in the wild wild west days.

Now we are beyond that.

I've never run my [business](#) that way and will continue to better my standards as I reach more people, and help more people do this,

But I'm telling you this...

Who makes the most money?

The worlds best product developer?

Or the worlds best marketer?

Give them both 30 days and [check](#) back for results.

The good product developer would have a fantastic product, but the marketer would have made money to pay the bills.

Case closed.

For example:

You could throw any good marketer into any new market and from nothing they would make money fast.

We'd do something along the following lines:

- (1) Find out who the audience is
- (2) Find out what they want
- (3) Create a good value product to give away
- (4) Market it hardcore to the audience
- (5) Build a prospect mailing list
- (6) Start email marketing other peoples products as an affiliate

Please listen to me...

You need to market day in day out and get better at it.

The only way to get better is by doing marketing, not creating products.

I'm not saying you shouldn't keep creating new products, there is a time and place for that.

It doesn't matter what you sell:



From model airplanes to air line tickets.

From swimwear to swimming [pools](#).

From eBooks to coaching programs.

Let me ask you how much time you spend marketing?

If you are doing nothing, then you are never going to make money.

If you are doing 10 minutes a day, imagine taking that up to 1 hour a day then 4 hours a day.

then imagine getting super focused with no distraction in this 4 hours a day.

Doing this one thing can take you from what you should make in 4 to 6 years, and make that in the next 30 days.

When you market correctly and start leveraging your marketing, using joint ventures and start marketing your offer to your JVs. Then you leverage the fact of your previous past successes. It's an ever increasing snowball.

## IT'S TIME TO TAKE CONTROL

I've just moved into a beautiful [house](#) and I'm lucky enough to have a gym and sauna downstairs, so as my job is stay at home, playing on a computer all day, as my friends call it, I've got myself a little outta shape.

So I've taken a pledge to run every morning, before I come into the [home](#) office.

Shucks, talk about a kick up the butt and a pattern interrupt - I'm used to a nice cuppa coffee at whatever o'clock when I wake up, normally LATE.

But I'm trying to get better and get up early so I don't miss the day.

So this running is hard work and it's so easy to skip doing it. - TRUST ME

(Heck, who's going to tell me to get running, the wife?)

Katie won't as she's already doing enough running around after Cameron, our son.

So those late mornings with coffee are still common, but I'm working on it.

Now I'm about 3 weeks into the gym and in truth I've been in there 4 times.

It bitters me to say it...

I'm FOCUSED on getting in shape.

But, I'm not putting forward the effort daily - as it hurts me going into the gym.

We're going to travel for 6 months this year and I wanna be buff on the beach



(you know what I'm saying lads)

I've taken another pledge to not drink a drop of booze for 90 days, I'm on total detox.

I'm about 45 days into it now and feeling good - no hangovers and I can focus on building my new company.

This is my first million dollar company I'm building.

I've built 3 previous businesses that have made up to multiple 6 figure sums, but when I first started out I couldn't make a single cent.

It is the same in the gym this last week. I got on the treadmill, totally focused that I would be there every single day.

Day #1

I started, but when I started out I could only do a mile before I needed a break. I was knackered.

Day #2

I committed to doing just one mile, nothing more.

Day #3

The plan was to beat the mile, so then the race was on.

I wanted to push myself, I'm here for a bigger cause (to get in shape ) so I pushed myself.

Day #4

I laid in bed with a cuppa [coffee](#) in my hands.

I just didn't see instant results and the pain of running took over.

It's going to be the same for you with your marketing.

You'll be seeing no immediate return from the hard work you put in. You know you should carry on marketing, but seeing no immediate results makes your marketing motivation waver.

**“Success is a few easy disciplines used daily. Discipline affects everything and has a knock on effect, while new signs of success appear.”**

People tell you running works, but you don't see results in one day and normally you feel pain for the next few days and drift away from the once good [idea](#) to run daily.

I know, to get in shape I need to get in the gym.



I want to get in shape, but I avoid the gym at all costs,  
So I'm never going to be able to join in a marathon at this rate,  
I know how far I can stretch so far – 1 mile - ( poor huh ) - but I know I can  
become better over time.  
Now look at it like this...

## THE GURU MARATHON

Imagine the gurus have a race every day.

The faster you get to the finish line the more money you make.

Okay ...

Now you try and join them on this race day.

The reason you try and join in is because the gurus make the run sound easy at  
the start line and you can see the finish line, so you think lets go this sounds  
easy ...

But then starter pistol goes bang and you're left for dust...

The next day you lay in bed with a coffee knowing you should be in the race, but  
you can't even get off the starting line.

You wonder why?

Then you figure out to see the finish line is one thing, to get there is another.

So the next day you go along to the races and watch the gurus, you notice they  
have a lot of gear. You start to go out and buy the [products](#) that the gurus use:

the running shoes - new laces - socks - shorts - sweater - sweat bands -  
headband - [water](#) bottle - stopwatch - lunch box - shower cap - rubber duck -  
towel - gym [bag](#) - kitchen sink too ...

So you are all geared up ready for the race, you walk up to the finish line and  
bang goes the starter pistol and you're left for dust again.

You're left on the starter line tying your new shoe laces up, and pulling up your  
socks.

You start to feel like it's only you that is a failure.

You can see the finish line, you can see the gurus race ahead, but for some  
reason you just can't run " its like a bad nightmare".

So you wake up the next day...



Still wondering whats wrong...

You got the gear, so why can't you run like them?

You question yourself when alone - what do those pesky gurus know about running that I don't?

What you don't understand and don't see on the track is:

- Getting up early to train for the race
- Getting advice on strategies to win the race
- There's doctors to see and specialists that are brought in
- A race team <https://doctorsedsolution.com/videos/v3-3> is formed
- Heck, even a manager is on board
- It so happens they have a personal trainer too.
- And a nutritionist helping with the [diet plan](#).

That's what you were up against.

The funny thing is, all that gear you bought, to be just like the runners - you know the trainers and stuff you thought would be the answer to your racing problems - all that stuff you bought is normally given to them, as they are good at running.

They focused on their [strengths](#) and have a team to support them.

It's the same with [business](#) - all the fad's are given to successful marketers because they are good at marketing.

And good marketers have a team support them too.

I outsource everything to my team and only EVER focus on marketing and I had a team of mentors support me to get the correct team in place.

I've always needed help.

Heck, writing this, I know I need a personal trainer to keep me focused on my running training.

I want to get up to 10 miles a week and drop some pounds before I hit the beaches all around the world.

But, that's just the dream right now - I don't want to walk about with a t-shirt on all day, so now I need to put forward the work for the benefits of RIPPING MY SHIRT OFF, at will.

It's Cause and Effect, right?



You get in shape by running on the treadmill and you get rich running a business.

You don't get in shape building a treadmill and you don't get rich building a business, so the factor is getting focused on the areas that get results.

Actually running on my treadmill vs the coffee.

Actually running my [business](#) vs buying [products](#).

You see, the rewards are in the running.

**“An F1 car is hard to steer in the pit stop,  
but at 200 miles an hour you can  
almost use one finger to steer.”**

The sad part is, with business you can't run something until it's built...

So most people never make it to the running stage...

Because they get stuck in the building stage...

If I had to build the running machine before I could run on it - IT WOULD STILL BE IN THE BOX!

I've found it hard enough to run on it, let alone build it.

The same is for many poor people reading this now, you don't know where to start building a business so you most definitely do not run one, hence why you are not likely to be making any money.

But what if there was another way?

Just know this okay...

Building a landing [page](#) doesn't make you money, but running traffic to a solid landing page does.

Building a list doesn't make you money, but having a list and running marketing campaigns to it, makes you tons of money.

You see...

What I am trying to tell you is, you've been taught how to build a business.

I didn't make the real money until I started to run a business, so I got past that stage of building one and started to [profit](#).

This is why you need real support when you are getting started.





That goes way beyond what an eBook can do for you...

An eBook can only open a door that leads you down a new path - it's only up to you, if you wish to venture on this opportunity or let it pass you by.

You need a community to support you, as well as advice from above.

Then its a case of ...

## DISTANCE VS TIME

You have an opportunity.

I hear people talk about how it's okay for the gurus and that they think they won't have time to be a success and that they missed the boat.

Well I'm writing to tell you, that right now the internet is evolving, and there has never been a better time for the little guy. I know I can make millions from what I know in this time and to get in the moment.

I took a 90 day detox from drinking and to someone my age in the UK that is hard going, it's not that I have a drinking problem.

Heck, all my friends couldn't do 90 day detox - but when I'm out with my [friends](#) I watch every sip they take.

I can taste that beer, but I know I have many days ahead of me, every sip I'm in the moment thinking about why I have made this commitment, and it keeps me focused on the reason why (millions to be made) and also keeps me in the moment. I can't just go with the flow, but I'm counting the days.

Most people say time flies by.

Heck, 90 days used to feel like a week, [life](#) is good and time flies, but when you make a commitment and stick to it, then you soon see that time drags along and if you live in that moment, you can become rich.

I spoke in more depth about time in Newbies Nightmare.

## EXPERIENCED ENTREPRENEUR VS REAL NEWBIE

Here are some facts from Rich...

Did you know that businesses that are started by [entrepreneurs](#) with more than five years experience have a 90% success rate?

While businesses started by entrepreneurs who have no experience fail 95% of the time?

Want to know why?



Because [entrepreneurs](#) with the experience have experience RUNNING and when you're an experienced runner you make better decisions every step of the way.

Think about it this way....

A great actor knows which parts to choose....

A great [doctor](#) knows what problems he can and can't fix....

A great entrepreneur knows what [steps](#) are crucial and which ones can wait till later...

A great marketer knows which approaches will bomb and which ones are most likely to be blockbusters....

What do all these pros have in common?

They have the running experience that many newbies are sadly missing...

Newbies waste time on unimportant things, overlook crucial details and are scared of making mistakes...

**“You should reward yourself for making mistakes, you are being innovative. Although don't make the same mistake twice, as you'll be in the donkey department.”**

But, with a bit of running experience you start to pick up speed and distance, but you need that running experience and all you need to do is start.

Then how far can you stretch yourself?

It's not what you see that counts, you can see people run a marathon on TV and say, I could do that it's just putting one [foot](#) in front of the other...

Until you get to the starting line and make just the first mile before you fall over.

It's just the same with guru launches, and these hyped up sales pages, you can see gurus showing proof of making hundreds of thousands in a day and they sell you the map of how to do it, but you're left to the rocky roads all by yourself and you don't like it.

This is how I like to train my people...

When you first start off, see how far can you stretch - that's your distance.

Now train until you beat the distance and hit the money.

Then it's a matter of pushing forward and collecting the money every time you go running, to the point of where your first stretch becomes like a walk in the park.

Now you're in the gurus marathon and running with the pros.

So with your marketing, you will start with a small target, then keep stretching



until you hit it, then push your boundaries knowing it's for a bigger cause, like to become financially secure.

You wont see immediate results.

This is what stops most people in their tracks.

No money - no results.

**Lets skip doing that, it's a pain.**

**Let's give you a shortcut to your success.**

Okay here's my point ... like in the gym, as soon as I break the pain barrier normally after a few weeks, there is no longer a pain, but instead a buzz from the working out.

Online, do you think I hate coming into my back bedroom and cranking out a marketing campaign for a few days or weeks, or even months, like this latest one has taken me, that will bring in lots of cash?

Let me tell you, I'm in my office more than the [gym](#) and there is a good reason.

I'm making A LOT of cash [online](#).

I'm here daily for my next fix at marketing.

its a BUZZ.

I'm working on a BIG marketing campaign that's taken a few months without a cent in return yet.

Soon it will be worth millions of dollars, but still I've fitted in smaller campaigns that have taken a day or two each, that generate tens of thousands of dollars.

\$50,000 this month as a side-pot is not too shabby. I'm sure you will agree.

But, that to me these days is what I pick up when I'm out on a marketing run.

I have a little more distance to run before I hit the finish line and that million dollars is in my bank account. But it's coming.

So will it come to you...



# ARE YOU MARKETING?

If you are not marketing you are not making money.

You need to start out somewhere and train, so you become better.

Going back about 18 months ago, I had been doing great online, making up to \$20,000 a month online.

Then I had the opportunity to join Rich Schefren's coaching program. I joined and he taught me "marketing chops", like he showed me how he builds multimillion dollar companies fast, and I followed what he taught me as I planned to take my [income](#) from \$20,000 to \$40,000.

Well about 4 weeks later, I had over \$330,000 sitting in my PayPal account. Go figure!

I used my existing business and added better marketing and made ten times better results 4 times quicker, just like magic.

I was hooked ...

So let's be real with each other here, back then in November 2008 I planned to open a coaching program and make \$40,000 in sales in one week and take on about 80 students (thinking that was a lot of students).

From the fantastic marketing I had learned from Rich with what he calls "marketing chops" I went on to sell 150 spots in the first 3 hours.

I almost doubled what I expected to make in the whole week.

Now, do I close the doors on this marketing campaign, now I've doubled my expectations?

Do I heck!

I had a killer converting [sales](#) video, making sales by the minute at \$500 a pop and I had a line up of JV partners asking me if they could promote it for me.

For two days I had an F5 refresh party!

I was just sitting there pressing F5 refresh and watching the PayPal balance go up and up.

At the end of the week, we'd sold 650 seats into the program.

Even though that was not possible 4 weeks before, I somehow just pulled off a multiple 6 figure launch.

It was I had learned new information and applied it willing to fail but in fact seeing [success](#) ...

Back to the coaching ...



Now, on the one hand you think how am I going to support all these people, what have I got myself into, right?

It's true that passed my [mind](#).

On the other hand my mind was saying there is no way I'm gonna turn off that sales button when so many people are rushing to order from me.

How did I make this change in 4 weeks?

I focused on my marketing campaign.

The 4 weeks before I started to make sales, I started out on a [marketing](#) campaign. so I worked for 4 weeks without making a single cent.

Then on week 5 when we sold the product for just 7 days.

Then we closed the doors and started to [coach](#) the students.

Look, again, building a [business](#) is not what I'm doing here.

I'm building marketing campaigns that fuel my business, which pays for people to build it and run it, I only focus on marketing.

NOTHING ELSE.

# **YOUR FOCUS SHOULD BE ON RUNNING A BUSINESS AND MARKETING IT NOT BUILDING A BUSINESS AND RUNNING IT**

Any guru out there will tell you ...

They'll tell you to just knock up a free report and create a sales video and drive [leads](#) and you'll make a ton of money.

But, if you haven't been around the block then you are not going to get far.

I've been the extra miles that you haven't.

You don't have to come this far, I've been making money since way back when, you don't need to come this far, you just need to start.

But if you don't start the money will not come in.

Sorry, but you gotta learn what we know and apply it with guidance, you need to get on that treadmill, young whippersnapper.



I'll tell you it's not hard work - like running is - as we can use other peoples leg.,

When you take the first steps you'll pick up speed, and you will buzz.

Focus on running not building.

When you are running you will enjoy seeing people running faster around you and you will naturally pick up the pace, its just a process of daily activity.

I don't do a good job, but I do a consistent one, you'll find me at my desk working, when I don't have to and when I have to, I'm normally hiding from my desk

## MARKETING PROCESS – THE STAGES AND FUNNELS

***As we're told ...***

***"marketing makes selling superfluous"***

When you're looking to create a marketing campaign that will generate buzz in the market, which helps make your product become a remarkable product, where other prospects write [content](#) about it and it becomes an evergreen process of bringing new prospects into your funnel that are interested in becoming your customer.

So how do you go about this?

Well this is how I would do one, myself ..

### **STEP ONE: SEND OUT A HOOK TO GET FEEDBACK ON THE MARKET MINDSET**

I normally put a [video](#) on my blog to ask questions to my readers.

In these videos, I'm looking for people to interact with me and tell me what their questions are and what frustrates them.

I want to get into my readers and prospects [minds](#).

### **STEP TWO: CREATE A FREE REPORT**

The motive is at this point to help them overcome their objections in my free report that I put out, which will be read by tens of thousands of people.

I want to help my readers as much as possible for free, so if they don't ever buy from me at least their time spent with me was added value to that prospect.

But as I know business is a numbers game, and a % of these many thousands of readers will want to become a customer.



You see when you answer peoples objections, they will buy from you.

So my marketing does a couple of things, it helps me tap into the markets wants and needs so I can help them overcome this.

It creates free value that I can market hard as I'm seen as giving away free value.

### **STEP THREE: FOCUS ON OUTSOURCING THE MARKETING FUNNEL SET UP**

I'm just no good at that stuff so I no longer waste my time on it, like creating the marketing [funnel](#) set up, including the squeeze page, thank you page, free report uploaded and [blog](#) created for interaction and social proof and having split testing convert more suspects into prospects with my free marketing material.

### **STEP FOUR: OPEN UP AN OFFER FOR SALE**

Next we open up our product for sale and a % of prospects instantly sign up for the premium training.

Hence, why my coaching programs sell out so fast bringing in the full amount of spots in just days.

## **THE RESULT**

That's how I've built a multiple 6 figure a year company online 3 times over, and how I'm starting out right now on my first ever 7 figure company.

That's my formula in a nut shell.

(Not many people will tell their prospects about their own marketing funnel.)

I think it would be unfair to keep this hidden from you after what we have shared in this report.

It's my hope that you feel I'm treating you like a marketer, not a prospect.

Now my process is broken down into lots more that I don't touch, but I have outsourced it.

I'm just not the guy to do all that stuff ... I'm left to the [fun](#) stuff of marketing.

But there are some things in the marketing process that need to be measured, like: delivery rates, open rates, unique clicks, optins, [sales](#), upsells and cross sells.

Now a lot of this comes down to testing and tracking.

Again all this, I have outsourced. I just look at the numbers.

I have found a team to focus on the day to day activities of doing this, so I can



focus on my marketing and [sales](#) process.

## A MARKETING CAMPAIGN WITH NO LEVERAGE OR KNOWLEDGE

Right the last chapter was how I build a marketing campaign using leverage.

This is how someone from scratch would do a marketing campaign, with no leverage or knowledge.

- (1) Build a product in hope that others will like it, not really knowing what they should teach and not even believing in themselves as a teacher.
- (2) Set up the system to list build.
- (3) Going out to get a fast fix of traffic only to be disappointed with the little results, to drastically try and push people to there funnel.
- (4) Still working on traffic, as the marketing campaign tries to turn the limited amount of prospects into customers

Someone just starting out does not really know what components go where, as they have never done this before, only seen or heard of it in an eBook.

Just because you see someone running a marathon on TV

It may look easy, but most people can't do the first mile.

It's hard to keep focused, when at all times you are being distracted with problems, issues and not believing in the system.

These type of people do not see results, as they don't know the difference of knowing marketing and being marketed to.

I learned this from Stephan Pierce back in 2007.

If you can master the art of finding, keeping and growing customers, that formula has yet to fail and is a million [dollar](#) business idea.

Now we have covered a lot about marketing, but with just marketing still we have no [money](#) in the bank.

I've tried to keep this report fun and drill down some home truths.

Now I'm going deeper...





# NOTHING MOVES WITHOUT THE SALE PERIOD.

You need a [sales](#) process, markets, customers, processes, infrastructure, products and services, offers, metrics.

Your marketing will take people into your funnel for a sale.

There is a process that goes through several stages and there are different funnel entry points for the marketing campaign.

In the early stages, I will get advice from my mentors on what's working best, so that I can expand on it.

This is the process I use to create a marketing campaign and from the very start I have the outcome in [mind](#), at all times:

Map it out > Get advice > Work out the process flow > Brainstorm with the team > Set dates for project completion and milestones > Plan all tasks in order > Only then do we start to work on a marketing campaign. > editing the plan on [course](#) ..

There are many different areas to plan in the actual marketing campaign like:

Product creation > Marketing material > Sales material > System set up > Order processing > Testing and tracking > Affiliate program > Affiliate tools > list building machine > email campaigns for prospects, customers and affiliates > support issues > JV partners ...

And there are more, but I don't want to confuse you and this is all before we make any money.

All these things have to happen at different times and normally side by side with each other ...

Then we test everything and launch the FREE marketing campaign.

FINALLY WE HAVE LAUNCHED...

But, we are still not bringing in any money yet, so when we are finally ready to take cash orders we should have created enough buzz in pre-launch, with our marketing material. Then we open up to a rampage of orders.

Of course if this is done correct A LOT of [money](#) is made when we open the doors for sales.

Then we go into post launch mode. I wrote a whole [book](#) about that.

This would include:

Pro active marketing to get traffic in > leverage marketing, which is getting



other people to get traffic in > email marketing > marketing campaigns that need to be built > backend marketing upsells > auto-responder selling to close prospects > affiliate marketing to form Jvs.

These all have to happen, but you don't do it all at once.

There is a [process](#) of building a marketing campaign out. You just need to know the outcome before you build.

***"For misguided people, the formula for success is to learn from others"***

I don't read products on, how to build an online [business](#), I go to the product owner and find out what's working.

You'd be miffed to find out how many times I found that the product owner is not an expert on the subject he is selling, as its just a resell product.

But, you would find out that he is great at email marketing follow ups and knows how to make \$50k extra a month from a few email campaigns. That's the kind of stuff I try to dig out when I'm learning to put a new campaign together.

Who is good at marketing and what can I learn from them - not what products are they selling ...

Remember people are marketing to you as a prospect with their products, but what are they really working on with their marketing campaign, that's what I want to find out.

Then I use this knowledge to the best of my advantage, ALWAYS thinking about the product I'm going to deliver and how I can make it become remarkable, so my readers and customers want to write reviews and leave comments on my blog to thank me for helping, with no catch on my part.

We now know this report is part of my marketing campaign and down the marketing funnel I have a new product coming out, but I'm not going to tell you to buy it.

You can make that choice yourself. What I do want, is for you to be happy enough with this free product, that it's made an impact on your advantage from what I've shared with you.

I want your time with me to be time well spent.

You can see there is a funnel in place and a back end in place and a whole company launch is about to take place. I've already revealed my marketing process to you.

Now we are past the planning building stage, now we are going to market and soon will be when we open up for sales and bank a lot of money from people who want to pay us that money, not just go and set up a [website](#) in a day and try make sales - NO NO!!!



This means there needs to be no hype in my marketing, just a TON of proof and a teeny sprinkle of scarcity, as the product will sell all the available seats in just a couple of days.

- A few seats > tens of thousands of readers.

Go figure, the conversion doesn't have to be big and we're in [business](#).

Now all it comes down to is, we know I'm product focused, and I have to deliver value.

What is my offer?

That's 18 months of coaching hundreds of students and 8 months of studying success patterns coming right at you.

But, again that's later down my marketing [funnel](#), a good idea, is to watch what I do with my email marketing and take good notes.

Don't focus on what I'm selling to you, but focus on how I'm selling to you.

You are gonna get a live lesson in advanced marketing and your gonna giggle how easy it is to apply when I teach it to you.

So keep an eye out for all my emails.

Take a free lesson on the house.

When we do marketing, we are getting people into our funnel and as we go deeper, some will drop out, others will get sucked in deeper, till they are asking to get to the bottom of the funnel with their credit card in hand, asking where to pay you.

That's normally a day or two before your sales cart will open.

That's marketing 101

That's what you are missing out on doing and who can teach you this?

You need to pick wisely, and if someone does not have a track record of doing it themselves, then steer clear.



# ALEX'S MARKETING LESSON

I take my study of marketing seriously and can walk into any [niche](#) I please and if there is a market I could set up shop.

As you know, before going after the sale I focus on setting up the marketing that will provide a story and educate the visitors, while introducing an opportunity.

- (1) I'd research the Market - find all keywords.
- (2) I'd [search](#) all sites on Google related to those keywords.
- (3) Take a look at the Alexa ratings to see the traffic the sites get.
- (4) Research creators of top traffic products for sale.
- (5) I'd interview them and get insider information.
- (6) Then I'd start to give their interviews away, in order to build a mailing list.
- (7) Then sell products as an affiliate, via integration and email marketing.
- (8) I'd go onto get the product owner to create me a unique bonus package to increase my affiliate [sales](#) in my integration and email campaigns
- (9) Then, focus on optimizing my email sign up process and email marketing process, while driving traffic using their keywords and my free material, as the hook into my marketing campaign.

How would I drive traffic ... using social media, without being a tech?

I'd create one piece of content that will become remarkable - that others will link to.

I would tie into what the product owners interview was about.

I'd just give away snippets of the interview as [content](#) to drive traffic.

Do you think I'm joking about how easy this can be?

You go and find me every piece of content I've created [online](#), this is what you would come back with.

It's nothing more than:

- A handful of eBooks
- 30 blog posts
- 2 [articles](#) (my wife wrote these in 2007 in my name)



- 2 press releases
- 8 products

And there are over 50,000 unique write ups on Google about my name let alone all my product keywords.

This is all content about me that I didn't write, which drives me a ton of traffic.

So to start my traffic, I need to become remarkable first, and keep focused on that for leverage.

So, going back to taking over in a niche, I would get the top players in the [niche](#) to do an interview with me and I can use that to be the remarkable piece, that I give away.

As long as the expert gives away value - you are in the money.

Then, to start off the traffic frenzy, I would start [blogging](#) about the niche topic, and on my blog I would open it up for conversation.

Meaning, I give people a reason to leave their comments, and then interact with the people who leave comments, making the blog an active place full of comments.

I practice this every month with my blog MWY, I regularly get hundreds of comments for every single post I write, so now I have an active [blog](#) with traffic buzzing around it in this niche.

I would go and find the top traffic blogs in the niche and start to read what they write about, and leave comments on there blogs interacting with them

You can read the full scoop on getting traffic from other blogs in Gurus Dream.

But this oil rigging on blogs I speak off brings in a TON of targeted ongoing traffic, on the better blogs you leave comments on, gets more traffic and they will drive it to you too.

Easy money baby ..!!

Wasn't this simple, and with that simple formula, you would quickly create a remarkable product (the interview), which will attract traffic that becomes organic and viral, which in turn builds you a list you can make money with, as an [affiliate](#).

That's what I would do as a fresh rookie outside this space.

But I've studied that formula by doing it. I've studied marketing,

I know how to do that and have done it over and over.

It's just I needed the most support at the start, with a mentor.

Now these days, I play a very different role from the example I gave you.



Now these days people come to me for advice on how to do this themselves, I teach this topic day in day out, I have the marketing chops as they say.

## LEARNING MARKETING VS DOING MARKETING

There is a learning curve here, like with anything in [life](#), like listening to a foreign language goes over your head, but you can learn it.

Become a student of marketing, don't read eBooks about going to market, but actually learn marketing itself from marketers not marketers products.

## MARKETING VS LEVERAGING MARKETING

When you are marketing correctly, you will have people coming to your online real-[estate](#), where you can initially get them to join your mailing list.

Then you can provide them with free [content](#) to persuade them into becoming a customer of yours, and you can continue to do email marketing to increase the chance that, that prospect becomes a customer.

(THIS OF COURSE TAKES HANDS ON LEARNING)

Once you have your system in place and its converting suspects to prospects, you'll want to make sure that your opt in page is converting about 50% of traffic.

Then you want to convert about 10% or more of the prospects into buying customers.

You can start to give these metrics to potential partners who will start to drive you traffic.

Now they know they can make [money](#).

Now for me, driving traffic is a new world (crazy but true).

I have traffic flowing to me on autopilot, as I'm good at marketing, and my partners know new prospects of mine have a good chance of becoming a customer of mine.

That's why a lot of people promote my stuff.

Let's look at mine and your relationship.



I didn't send you to read this report right, someone else did, and if I did send you to read this report it was because you were already on my mailing list.

How did you join my mailing list?

Someone else would have recommended you to read one of my previous free reports.

So I'm marketing correctly and leveraging the fact, so I don't even have to get traffic.

All I have to focus on is marketing as I'm consistently getting new people to arrive at my virtual real-[estate](#) becoming new prospects and ultimately becoming one of my customers, when I do email marketing.

It wasn't always that way though.

Once upon a time, I had to start from scratch and that seems like so many of your stories and you don't know where to start from scratch.



# HOW TO START FROM SCRATCH

## **“You don't know, what you don't know”**

It's like a bloody war zone out there.

You need support and a community or your in the war zone alone ...

If you focus on building, then all you will learn is how to build a [business](#).

If you learn how to run a business, and learn how to outsource tasks and learn how to do marketing, then you are in for a shot at becoming a success with your [life](#)

You need advice and a community to get a leg up, meaning someone else does the work for you.

You need to do some work no matter what the gurus tell you about push button simple.

At the start, I know you are like, there is so much to learn and you think that you can never be a success.

I used to say the same thing and didn't think I could create my own eBooks.

Heck ... my students said the same thing too, and now look at them...

So lets look at the work I've done:

I've learned about list building.

I've created a product to build a list.

I've launched a product and built a list.

I've learned advance product launch skills.

I've learned email marketing.

I've learned advanced email marketing skills.

I did affiliate [marketing](#).

I've learned advanced [affiliate](#) marketing skills.

I drove traffic.

I've learned advanced [traffic](#) generation skills.

Now I'm a master at creating a product to build a list in order to do email marketing for my own product line and affiliate product lines that I recommend.

So if you were to put me in a new niche, I would be able to make money very





fast in that niche.

I've done the learning ...

It took work to learn traffic generation, outsourcing, list building, product creation, product launches, email marketing, relationship marketing and [affiliate marketing](#), but now I have it under my belt and TOTALLY enjoyed the learning curve.

Wow, I've had a blast these past few years, but I got in the office and made it happen.

Heck, once again, I haven't done a good job, but I've done a consistent one.

The gurus have been ripping you off for years now, so you rip them off now.

If you no longer have the funds to [invest](#) in coaching programs, then...

Start to study their stuff...

Look at how they sell to you, not what they sell to you, and start to model it.

Look at their squeeze pages.

What products do they offer for free?

What do they try and sell to you once you sign up for a free offer?

What are their email campaigns like, to keep trying to get you to move from prospect to customer?

Get on my list, then go sign up to a few more top marketers lists and study what they are doing, look, they are not just selling to you, they are marketing to the masses.

Rip off their model and start to use it yourself to the masses.

If you think you can not rip off the gurus, then take it down a notch and rip off my students, these are people, who many were in a worse off place than you, who have become a success from my training.

what the heck are they doing.?

Nuff said.

For the people who can actually afford to invest in themselves and their own future, I highly recommend you find yourself a mentor - it's so much easier when you have a proven adviser who can show you the reason for the marketing.

I've had many mentors and I have now become a mentor myself.

The one thing that gives my students a head start is this, I gave them their own list building machine and I gave them marketing know how, so they didn't go rip off the gurus blind - no they became ninjas at it!



Go figure!

## WILL THIS WORK IN OTHER NICHE?

I'm asked this question a lot...

So will this be suitable to wash and rinse for other niches?

And this is my answer...

When you learn this [marketing](#) - you can use this in ANY NICHE.

It will work even better in different niches to be honest

Your quest is not to become an IM guru, but to learn IM and then branch out and use in other niche markets.

You learn IM by trying to sell to other [marketers](#) looking for an opportunity.

You go to market, then you close the sale, rinse and repeat until you know this stuff works and the oyster is yours.

I understand one thing well and that is marketing on the internet.



# WHAT I'M DOING NEXT

Okay so most people reading this report don't know where to start yourself, let alone teach others how to get started ...

There are stages you need to go through like: learning > setting up > creating a marketing campaign > going to market > building out the back end.

Then there are other areas like: product creation > free offers > paid offers > marketing material > sales material > going to market > post launch marketing.

And the list goes on: list building and all the tasks that come with it, like email marketing/ affiliate [marketing](#).

So you feel left out in the cold and can't quite put your finger on it.

Well I'm gonna fix that for you right now,

So what I'm doing next, is I'm going to build a brand new marketing campaign that makes thousands of dollars ongoing ... and I'm going to give this very campaign away to a few lucky people.

## SO LET ME DO THE WORK FOR YOU...

Now, lets for example say I was kind enough to save you years of learning and take away all the time needed to practice, all the hassle of outsourcing the work, and the countless other tasks, I don't want to bore you with a long list, so let's just say I gave you my [business](#).

Something I have created and is proven to sell like hot cakes.

Right, let's say I give my business to you - which is possible.

What would you do?

If you did nothing, then you'd make very little [money](#), or none.

But, if you did a little marketing, which leads to preconditioned targeted people landing on my virtual real-[estate](#). Well?

First we'd add that person to our mailing list right, then we make them an offer to buy from us.

Sounds cool, right?

But it gets better, because if you were to take over my business then you would use leverage.

Right, I mean we gotta give you an affiliate program too, so others do all the marketing for you.



Hey presto, you don't have to do anything – wrong.

You just have to change your marketing, instead of marketing to the prospects one by one, why not joint venture with people who can send you hundreds of thousands of preconditioned targeted prospects, to join your list and buy your products.

Then of course there is all the back end sales you can make and affiliate marketing promotions to the mailing list.

Now this all sounds good, but the reality is, even if you had your product set up and it's ready to sell, you will find it very hard to [profit](#) if you haven't yet learned marketing.

Look if I were to give you my business fully loaded with list building machine, own product line, back end products, continuity products, affiliate program - basically meaning you got yourself a proven to convert money machine, as soon as traffic starts hitting this bad boy.

Even if I give you all that, heck, could you make money with it.

Remember I didn't build it, I only created the product and my guys put the site and system and funnel together for me, they do the split testing and [traffic](#) stats.

I just do the marketing!

I don't want to become good at any of that stuff and don't intend to dabble past the most basic features learned in 5 minutes.

What I know is, the better I become at [marketing](#), the more money the company will make.

So what else would be needed?

Well really if you were to take my [business](#) off my hands and expect to profit from it, you would need me to help make the transition over to you.

So I'd have to train you on how to run what we call profit pulling platforms.

Now I've thought long and hard about this.

I have studied my students intensively.

I've changed my whole business, we have transformed it over the past 8 months we are now finally ready for an expansion.

What I learned in this time off, reflecting on my company and what the marketing with you dot com brand stands for.

It's still the same as it was back in 2008 when I was still a little pup that made a big break shortly after.

But, that marketing model, of marketing with people and not to them, that's how my products sell so darn well, so giving you something like this is what you



have been looking for right?

The real deal ...

Now wasn't it rude of me to make you feel like I was going to give you my business.

I'm sorry about that, its a rocky road forward, but onward you must go, or must you ...?

I mean come on, what is going to get slammed into your inbox next? The next big fix?

If just buying over and over is what you have been doing, then that is becoming the norm and you are making it a habit.

Why not change that habit, as you now know the key difference between those of us that make [money](#) and those that don't.

You know why people buy.

You know about social [media](#) and the opportunities it holds for you.

If you don't listen or change your habits, then I feel sorry for you, that you have to ride that rocky road that will take you months, before you're even back at this stage again ready to learn marketing and finally make money through internet [marketing](#).

Heck, we are not called internet sellers - remember ...

If I now gave you my [business](#) and trained you how to do it, this is how I would go forward ...

... I've never heard of anyone do this before and I know why, because it can backfire and the egg could splatter on my face.

I'd run coaching, which would have its own product line and affiliate program. I'd teach you all the leverage points of my business and what I do, plus I'd show you how I build one from scratch and you'll get my team to do your split testing and increase sales conversions and everything,

They will build your marketing funnel - front end - back end - email campaigns.

This round of coaching is going to be premier coaching. I've learned so much more in the last few months, that this coaching will be 100 times better than the previous ones.



# **We've Covered A Lot Of Ground – Work Today, So What Happens Next?**

If you'd like to fast [track](#) your success like My Coaching Students do, then I've put together something that should excite the pants off you!!!

**Yes, I'm ready to pick up the tab for you, so keep your wallet in your pocket.**

Just remember the saying goes like this: You have to be in it to win it ...

[this week, I'll be hand picking some lucky readers from this report, who manage to post their comments here on the \*\*Gurus Nightmare blog post\*\* before the closing date of 7th April 2010.](#)

To take part all you need to do is tell me ....

Why you would like Alex Jeffreys as your personal coach, who will take you by the hand and build your online [business](#) for you, in order to make sure you become the next success story?

[If you want to be one of the 5 lucky people, I hand pick on 7th April 2010, to personally coach for free, then you'll click here immediately and tell me right now why you want this more than anyone else!](#)

Good luck everyone!

**I'm going to give away 5 spots to a \$20,000 value coaching package just for leaving your comments on the blog post here ...**

I will hand pick the 5 of you and personally to coach you and also give you access to my [online](#) business giving you 100% [profits](#) you make from selling my products whilst I hands on teach you how to run this bad boy money machine ..

And make sure to leave your story why I should pick you to personally coach you, by starting the comment with:

["Yes, Alex I want you to be my personal mentor because ..."](#)

Just make sure you need to leave your comments before 7th April 2010

PLUS ...for everyone who leaves a comment ...

Not only do you have the chance to win the \$20,000 value coaching package...

But also for everyone that leaves a comment, I'm going to invite you to a private



live webinar next week (**FIRST WEEK OF APRIL**) where I'll show you live how to build a marketing campaign from scratch that will make thousands of dollars income very fast all in under 60 mins ...

I'll show you everything I'd show my coaching students, but you get it for free ..

That's pretty cool information if you ask me!

Just leave your comments [here](#) ...

So with that said ..

If you want me to do all the necessary for you and create your marketing campaign, so you can finally go to market and finally get the [money](#) you deserve, then I will pick 5 of you and totally revamp your lives giving you my \$20,000 value coaching program ...

For just leaving your comments [here](#).

Don't miss the cut off point, as this is a \$20,000 value and you have the potential to make a heck of a lot more when I coach you.

#### **VERY IMPORTANT ....**

You won't be my prospect, I'm going to give you something that delivers value to your prospect, you see you have been marketed to, now we need to deliver you a product that markets for you, and will be seen as valuable to your prospects.

I'm going to use this very same "value" to build a brand new list that makes me thousands of dollars a week, you'll get every front end marketing necessary, the value piece itself and support getting it automated, the funnel, [traffic blueprints](#) and supporting extras we add on, as we take off from launch phase to post launch, where the money will be made on an ongoing basis.

Remember, one day I started with nothing and then I made something ...

So can you.

This is more than marketing, its a commitment. My commitment to you.

Good luck everybody.

Now tell me why you want me to coach you more than everyone else.

To Your Success Always

Alex Jeffreys





[PS - leave your comment before the cut off point on 7th April 2010 and i'll make sure to read it personally and reply if needed \(good luck \) and cya on the FREE live show next week ....](#)

