

# Welcome to My No Nonsense, Marketing & Wealth Building – Failure Is NOT an OPTION Boot Camp!



**This is  
The 'Real Deal' to Understanding  
How to Create Wealth for Yourself...**

**Compliments of**

*BlogAndGrowRichOnline.com*



# FOREWARD



## **The Non-Negotiable Fact.**

IT'S A FACT that in order to have wealth you have to learn how to create it for yourself! If someone else signs your paycheck, they have your fate in their hands. If you are the only source of your income, you are not working smart. Multiple streams of income, residual income and obtaining tangible assets are all crucial to building wealth; and all of these facts are non-negotiable.

One of the first elements of the internet is to understand that it is not a fad; so it's about positioning yourself to take full advantage of everything I am able to teach you; if you desire to start creating an income via the internet. If you do not enter this arena with the proper arsenal (education and training) you could be severely injured (waste lots of money)... however the coolest thing about this medium is that you can absolutely earn while you learn.

The other great thing about making money via the internet is that it is so multi faceted that you can choose many different avenues of travel; and create multiple streams of income. If one source dries up, there are plenty others to choose from. The internet is a constant resource of ways to make money, both traditionally and non-traditionally. And it doesn't matter if you have a brick and mortar building, or have no business, no website, no experience, are into sales or have never sold a thing. There is a place in this venue for everyone. The only thing needed is desire. The rest can be taught.



### **My Simple Pitch – Do You Have What It Takes, Really?**

**The Main Purpose** of this introduction is to see if you are up for the wealth [building] challenge. If you have the Will, I have the Power, [of Knowledge]. Those who do will continue the course; others will make excuses and go back to doing what they've been doing. Some will take the course and won't do much else. The vast majority of people will not stay the course that ultimately ALWAYS leads to wealth. That is the rule that separates the 'talkers' from the doers.

The formula is relatively easy, and I will share every step that it will take for you to have all that you 'say' you desire. **However be forewarned that it takes real courage to obtain wealth.** Anyone who has obtained wealth has many battle scars to prove or substantiate their journey. Ask anyone who has obtained wealth, and I promise it wasn't a walk in the park. If it were easy, much more than 5% of the population would have their share in the controlling of the wealth. Instead statistics show that 95% of the population work to create wealth for the 5% who actually control the wealth. Which side of the equation are you on? However the better question is, which side do you desire to be on?



## **Resources are Invaluable**

Millionaires in this day and age are being established in greater numbers than ever before; especially with the resources of the internet. However, before any real success can be manifested, it needs to be understood how or where wealth is really developed.

The tools and resources that I will share with you have helped me tremendously while on my journey to making an exceptional income via the internet marketing world. **And the more I learn, the more I became fascinated with the idea or ideology of just how simple this process really is.** However, this is not about how much I have accomplished. It is more about helping you to understand the dynamics of what is needed so that you can also share in a success story. And it is much deeper than just m-o-n-e-y.



## **The Ugly Truth Surrounding the Necessity of Money**

I understand that the necessity of money is right up there with oxygen and water. As it certainly dictates many of the have (and have not's) in our life. The house we live in, the car we drive, the quality of health care we receive, the type of schooling our children will receive, how, if and when we travel, and our diet, and all other perks in between. It is important for our survival or quality of life.

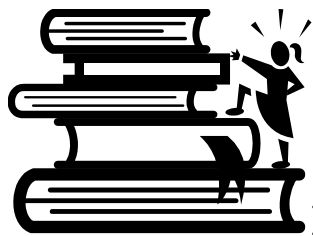
Unfortunately because money does play such an important yet dictative role in our lives, many [falsely] believe that money will solve their problems; ignoring the fact that many people who have wealth are unhappy or unfulfilled, but not on my watch. The key to opening up the floodgates of wealth start with the mindset of you, and 'you' understanding 'you' and how to become the best 'you' that life has to offer;

and then sharing the best 'you' with everyone that you come into contact with. If you were perfect and happy and whole you wouldn't be here. You wouldn't be struggling or looking for answers. No offense but I started exactly where you are!



### **FIRST THINGS FIRST! Who Are You?**

Some people get agitated when many 'leaders' speak of personal development as a gateway to success and ultimately wealth.... However I give the 'pep talk' because it is crucial that you realize that "Success is not to be pursued, but to be attracted by the person you become; as the late and great Jim Rohm advised. In addition, you must also know that your business will only grow to the extent that you [are willing to] grow. And I start with this very simple and basic concept, because if you are not willing to grow as a person, and or are not developing your mindset as well as your belief system -- you will never 'attract' all that life has to offer you, and will continue to attract that you have been attracting.



### **Being ACCOUNTABLE!**

Taking responsibility for your failure or your success depends on you. Making money via the internet is really quite simple. However please don't mistake being simple with being undemanding. There are many pieces to this puzzle, but it's not rocket science, and all it takes to succeed in internet marketing is the willingness to learn and to summon the help of a coach or mentor, as well as to have a no nonsense attitude of taking action and NOT making excuses...

The only thing that will cause you to fail in this industry is Y-O-U...and every choice you make will be based on information you receive. It is very important that you learn real fast how to assimilate the real from the 'illusion'.

Understand some 'guru's will give just enough information to keep you coming back for more 'products'; while others will give too much information causing paralysis analysis. You can find yourself in a sea of wonderment as you continue on a quest to understand the overload of information. The key is to be in a position of solving your financial woes, not adding another dynamic to them.



### **PART ONE OF HOW TO WIN IN THIS GAME – Know the Rules!**

The first part to winning the game of internet marketing is to understand some real simple and basic facts...

1. The internet is nothing more than a resource of information;
2. Today, almost everyone turns to the internet for information;
3. Those who are savvy enough to present buyers with exactly what they desire will be the ones cashing the checks.
4. Our System is going to show you how to position yourself in front of buyers. Simple, practical and quickly to the point.
5. Making Money on the internet is NOT rocket science, but there is a learning curve. And you can't cheat your way into the success. As a wise man once told me, there are not short cuts to the big ticket items in life. If you want the big house, the big car, and the big bank account, you have to work for those things. However there is such a thing as working smarter, but most are not taught those strategies, and instead work for others who understand that concept very well.



### **THE “REAL” COMMON SENSE FACTOR!**

If you are going to work ‘anyway’... why not put yourself in a position, where you can work and create the lifestyle of your desires.

Most people never get the opportunity to truly change their life, their destiny; or to be fully inspired, and or to inspire others, and actually get paid for it.

The internet offers you the opportunity to truly have whatever your heart desires. The key for most is making the commitment and then taking action. No excuses are allowed.



### **THINGS TO WATCH OUT FOR!**

The downside of the internet is the fact that there are so many avenues to travel; it becomes a question of what is the right path to take. Believe it or not, the answer is simple. Most roads will lead you to success [eventually]. However, allow me to clarify...

First of all, if you are focused, determined and persevere -- you will succeed. Even with every challenge, you will get you closer to your goal, as long as you proceed. However, it’s imperative to understand that time is valuable and it’s the one resource you can’t get back. And if you are not careful you will lose valuable time and money. And most of us don’t want that fact as a part of our success story.



## **The Real Power of A Mentor**

Many people leave the internet marketing arena because as simple as it is, it can seem complicated and in many cases seem overwhelming. Too many pieces of the puzzle, too confusing, how do I start, where to start? How do I know if I am doing everything right, blah blah blah?

The way to avoid wasted time and money is to connect with a mentor. That is a major component in this game. Understanding exactly how to best assimilate the information you will receive, and profit is priceless.

Every successful internet marketer gives much of their credit to having a mentor. When you don't have a mentor, you will waste valuable time. And I am speaking from personal experience.



## **My Story and the Turning Point For Me**

Being a leader and having created a 6 figure income within a few short months via an online opportunity, only to see that income shrivel and wither away nearly as quickly as it came, was not a pretty picture. However I am sure I won't be the last one with this type of story. And I swore to never do another MLM. Then I delved into the Stock Market and excelled in that arena as Corporate Trainer teaching how to trade options. That was definitely different for me however I had (and am still having) great fun with that information.



Next, I re-kindled my 'on and off again' love affair with Real Estate. Where life was really good ... and talk about creating money out of thin air, wow! With the timing of the market -- closing a six figure deal within a 30-45 day time period was highly doable, and truly exhilarating. However as the market changed and real estate became more challenging I began to search for other avenue(s) to conquer.

I half [hazardly] looked at internet marketing 'again'. At first I thought that every time I received an email that suggested I could receive some FREE information about how to make 'a gazillion' dollars via the internet --I was like, yeah right! And really wasn't convinced that it was possible.



Internet Marketing, in my mind was too close to network or multi-level marketing. And I had decided a long time ago that although my brief dealings in the traditional network marketing circles was pretty profitable for me; I didn't have much success with duplication, and I had worked real hard too many times to have my income swept from under me --company went under, over promising and under-delivering, teams not able to duplicate or produce for whatever reason and blaming anyone but themselves for their 'failures'.

Next on the agenda was team members aborting and or jumping from one company to the next best and newest thing happening etc., No loyalty, no real worth ethic, you name it, I been there and experienced it all from every high you can have to all of the lows as well.



### **Then Along Comes Barb!**

One of my closest friends who always has a handle on the ‘next newest and greatest’ way to make money per some ‘new latest and greatest’ company per the Internet.

I have made a considerable amount of money with “Barb”, however, I was not interested in any new companies or their promises! I was tapped out, and was a card carrying member to the NFL (No Family or Friends left)!

However, as tired as I was of network marketing I understood the benefits. I know that under the right circumstances life could be great, however under the wrong one, then the company is the main one that benefits.



### **PERSISTENCE paid off!**

Barb was persistent, she called me daily. Eventually, I caved; she had my attention. The entire process was an online business using a direct sales approach with a twist. Work smart, never have to leave home, and make 10k within 30-45 days. Their marketing and compensation plan was ingenious. The company was/is breaking all sort of industry records. However, the vote was out among leaders as to the longevity of the company. However I took the challenge.



## The SUCCESS – And The Game Changer...

In 35 days, I actually **doubled** what Barb had suggested I could make. I even shocked myself and repeated that feat 30 days later. During that time a peculiar thing happened; as excited as I was about my success and the success of my team – (we also had over 40 people and growing also positioned to receive at least 10k). I realized - once again- that my time was not my own.

I worked hard and long doing 3-way calls, webinars, prospecting, tap rooting teleconferencing, and any other strategy I had been taught during my network marketing days.



However the twist was when I realized that my some of my team mates were crushing my numbers; and making twice the amount I had made and in much less time!

And the game changer came when I realized how they were marketing themselves and our product via the internet. And their system was totally on autopilot!

And the light bulb went off. I had an ‘aha’ moment, and my journey to understanding the **Internet Marketing** arena begin. Now I wanted badly to learn how to implement a system!!!!



## **My Inspiration**

This other team was making money hand over fist, and their team was duplicating faster than I could say the word duplicate. And every time I looked around the leaders were out partying and traveling. I learned that their system was set up too attract people who are looking for business opportunities. And system stood for Saving YourSelf Time Energy and Money. And boy was it working!

So, I set out to discover, exactly 'how' to create a system for myself that would afford me the opportunity to create the lifestyle that I desired where I could work smarter. And as the saying goes, when the student is ready, the teacher will appear. And that is exactly what happened.



## **Don't Make the Mistake I Made!**

I had [half-hazardly] looked into this Internet Marketing "stuff" before. I kept dipping my toe in the water, but never went for a swim. Mostly because I didn't believe [the power of] it... I didn't believe the opportunity or any of the financial claims were real. I believed it was a way for some people to make it -maybe... or more so for 'slick people' to get over on honest average Joe's.... boy was my view about to change.

If I have any regrets, it is that I took a cynical approach instead of a curious one. People who are cynical don't investigate, where those who are curious just might. I was so busy 'thinking' that I never made the time to do anything constructive, and that is where the power of knowledge truly dominates. In the knowing. And

as I suggested earlier, we are only as good as the information we have access to, and our belief system plays a huge part in any of our successes (or failures).



### **THE CHANGE OF MY BELIEF SYSTEM**

The difference about my approach ‘this time’ was my belief system. That was the total game changer for me. I saw it in action, I witnessed it first hand, I understood that it was possible. As I began to do my research, for the sake of now understanding ‘the how’ and no longer questioning the legitimacy of it.

During this time, one of my mentee’s suggested I check out a system he was learning. And as irony would have it, I had half hazardedly looked at this system before; however this time I was hearing about it ‘after’ my belief system about the entire internet marketing arena and all the possibilities it available had changed.

And my mentee, who was now my teacher, helped me to understand the dynamics of how powerful a system like this really is. He was also new to Internet Marketing. And as I was going through my training and doing my due diligence he would call me every couple of days or so and share with me that he had made another sale or two.

It wasn’t much money involved however it proved that this making money via these techniques were real! The system the company had in place was incredible which proved that you really can make money marketing online. And the best part is you can earn while you learn!



## **Whatever You Do, Don't Get Side Tracked!**

Focus, Focus, Focus!!! And this huge, this is where the money starts and stops!!!

Soon after I got started, 'my mentee' turned mentor dropped off and started doing Real Estate again. He had access to some serious investors and he tried urgently to pull me back into the Real Estate arena. However my desire to dominate in this arena was strong and I was hooked.

I had begun to truly understand every dynamic of the internet marketing world and all the possibilities. Real estate is something I already know, however the internet was like my new toy that came bearing great big cash gifts – multiple streams and residually, and better yet, in one of the most simplistic and profound ways I had ever experienced. Even better than Real Estate deals!

And I was smart enough, savvy enough and creative enough to understand how to make it happen for myself with much more ease than anything else that I had ever had in place. To date I have a blog and many wealth building strategies that are all [for the most part] on auto pilot. I love what I am doing too much to simply stop. Where is the fun in that?

However it is a great feeling when you realize that you can literally have whatever you want with the stroke of a few computer keys. And I can't begin to tell you how many times I have had to answer the question, "Can you really make money through internet marketing?" Gee, if only I had a quarter every time someone asked that question!!!



## **The Best Thing in Life Is Having The Power To Dictate Your Financial Future!**

The best thing about this system is having the ability, the power and the knowledge to set up a system; put it on auto pilot and practically forget about it, all while it begins to generate an income avenue for you.

Ultimately that is the name of this game. We are Internet Marketers because we want the freedom to live our life as we dictate, not the other way around. Once you understand 'the how', you are free to 'create' as many revenue streams as you desire, and to help as many others to also duplicate the process. **The more people you help, the more you put your income on steroids.**



### **One Prime Example -of many- You'll Learn working with me**

One young man from London, was around 17 years old when he began his journey and by the age of 18 he was making over 15k a month. He has taught me many of the concepts that I will share with you that someone else taught him!

His dictates his self worth and anytime he wants a raise, all he has to do is "more of" his process! He creates mini websites that he **ingeniously ushers to the first page of Google through some very simplistic yet dominating techniques.**

Within the last nine months, this teen-ager amassed over \$450,000.00.

Incredible! I bring this example to show that if he can do it... surely anyone can – no offense to the youth, but golly-gee-Louise!



## **HIP HIP HOORAY!**

I experienced the exhilaration of being on the first page of Google for powerful competing keywords within my first 30 days of getting started; and I barely knew what I was doing!!!

My success comes from many experiences however; being on the first page of Google at such an early stage in my new venture I knew from that point there was nowhere to go financially but up.

However that is not to suggest that as you take our training, a few months later you will become an instant double digit card carrying member, **however it is very fair to say, that if you desire it, you can create whatever amount of money that you are comfortable with, pretty much in your own timeframe.**

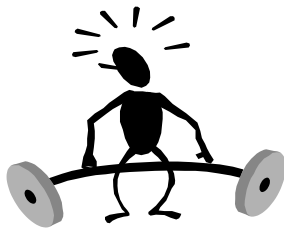


## **What Separates the WINNER's from the Losers in this Arena?**

The only difference between this young man and many others – who lose in this arena- is the fact that he studied [and then made no excuses] as he took accurate and laser beamed **action**, and at some point – after he was established and respected, he created another kick-butt product- and his reads more like a fairy tale.

His desire, perseverance and tenacity are what propelled him to great heights of success. Which allowed him to 'create' over \$450,000.00 in a relatively short time. No whining, and no excuses for this young man... what will your story be?

The fairy tale of living happily ever after, or the nightmare of working to create wealth for others?



**NOT for the Weak or those looking for the 'Something for Nothing Club'!**

This guide is **not** for people who are looking for something for nothing. It is a guide for those who are willing to make their online business their central focus, and not something they are going to work on "at their leisure".

That does not mean that you have to work on it for hours every day. The point is to work with me to create a solid plan, and then work the plan. If you plan to work 1 hour a day, keep the commitment. Don't stray and don't make excuses, and most of all, make it and keep it the priority.

The amount of time it will take for you to reach your financial goals depends on you and what you are 'really' committed to. Most marketers who are serious and who make the most money understand that in the beginning, sacrifices had to be made.... Time, money, sleep, social life, or whatever...

Any website or blog that is successful is because the internet marketer worked initially – more than likely daily- to make it successful. However, later efforts will become viral and automatic. However, until that time it is important to understand that laser targeted focus is essential to being successful. The more time you give initially, the quicker you are able to achieve your goals, and put your system on automatic status.

The greatest thing about this industry is that you get to dictate when, where and even how much financial success you can accumulate.

## The REAL Question becomes...



“Could you imagine sitting at home – working a few hours a day and amassing a crazy and insane income, with a few strokes of a computer? Your time your own... While you dictate your self-worth?”

What could be greater? I say there is no time like the present, no excuses allowed and the only difference between you and the young man in this example is time. Remember life is all about choices, and most of us make choices based on the information that we have access to! And for most of us, the main thing that stops us is fear or the unknown or that nation of procrastination. Those are two of the biggest dream stealers and killers.



## **DON'T BELIEVE THE HYPE!!!!**

There is no special pill, no magic bullet, no get rich quick scheme that ever works. There are many who claim that they have the magic software, sign here, pay this small amount and within a few days, or hours you will have an enormous income being generated automatically with little effort from you. Pleeeease, is all I can say, and **if** you fall for that I have a piece of swamp land in Florida you can buy!

The reality is that the only persons who will ever have any success in that scenario is the person who just sold you a dream. Of course they can show bank accounts with large balances because they're marketing geniuses; and they get the

attention of those who are looking for 'the something for nothing bargain'. And every time someone falls for their fluff, '**Cha-Ching**' they just made another sale!

These types of systems where you do no work and get all of the glory and are promised you will make tons of money on auto-pilot... they simply DO NOT work, if they did EVERYBODY would have wealth!

I have never met anyone who has accumulated wealth, by doing virtually nothing. It just doesn't happen. And for those few who are that lucky enough to receive an inheritance or hit the lottery, that is far and few, however even for them, it becomes a matter of keeping the money; however that is an entirely different training all together; that we must have, because receiving money is only half of the battle. However, for the rest of us, and I can't say this enough... it IS about learning how to create wealth for yourself.



### **On The Flip Side – You Can Earn While You Learn!**

On the flip side of the coin, while, yes, there is work involved to get to the big ticket items in life; however, with proper training, tools and a system place, I teach the dynamic of the value of working smarter verses working harder. However there is still work involved. The greatest part of this system includes the fact that you can actually earn while learning.



### **College Degree vs. Internet Marketing Income**

Compare this deal with being in college, the only difference is that most college professors are not savvy business owners with six and seven figure incomes; and many do not have or even know how to create them.

No offense, to those of higher learning status or those pursuing degrees. As money is not always the only plateau of success. However, most of us who pursue college degrees do so for the opportunity to make more money and to be more marketable in our “chosen” professions. Most don’t spend money and time simply for the letters that come after our name. However unfortunately more times than not, that is the result.

In contrast, however, at the end of this internet marketing course, you are ushered into HOW to create the lifestyle and the income of your desires, and most who enter this arena are looking to join the double digit comma club. Verses the mentality given to most college graduates where it is suggested to go and [hopefully] secure a job. While you hope life works out for you as your financial future and your self-worth is dictated and based on some company’s bottom line. The choice of where you spend your time, money and talents are yours to make.



### **A Different Voice of Reason**

Here, your mentors, coaches and or business building experts come from an assortment of different backgrounds and experiences. All have had their struggles with success and have accomplished most of what they have set out to do financially. The common factor for all marketers who are successful is the fact that we all experienced the growing pains, the fear and the doubt when we started, but we stayed the course. My favorite mantra is ‘tremble’, but do it anyway!

In this arena however, at the end of this course, your test, if you choose to accept the challenge is to go and begin creating the life you desire along with the income to match.



It's simple take the course(s), read and re-read, as much as you need to and then implement, implement, tweak and tweak until you get the desired results. This is not about getting a 'good job' where someone else dictates who you are or what you're worth. And I have to iterate, the biggest factor in this deal is simply taking action, the process itself is relatively simple.

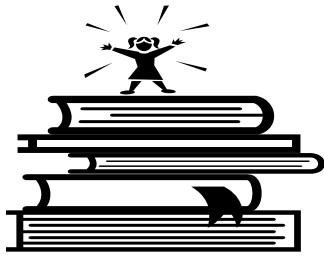
Everyone I know who has a job is NOT happy even if they have a decent income, verses my mentors and colleagues who are 'marketers, who live life on their terms and they have incomes that exceeded their dreams, hopes, desires and expectations. I choose happiness and freedom. What do you choice?



## **SPEAKING OF SPENDING MONEY**

When you compare our expenses vs. college or higher learning fees, there is no comparison. College is more expensive, however I can't honestly say, it's the best bang for your money [or your time]. However we all get to choose how we decide to spend our money and our time.

Internet Marketers have the choice of marketing for Free or using paid techniques either way can produce desired financial results; and that's the main focus here, RESULTS. However I would forewarn anyone to first understand all dynamics of internet marketing before shelling out any [large] sums of money.



## **COMMONS SENSE IS KING & QUEEN**

Everything I approach is from a common sense, well thought out practical point, which includes the ideology to make money first then leverage your earnings to take care of your marketing budget.

Many people have jumped into this industry, believing that they can 'pay' their way into financial bliss, and that may be the case for a few, however it is so much better to approach this arena with some clear understanding first, in order to truly understand where money would be best spent.

Unfortunately, I have mentored many people who threw away large sums of money only to be disappointed by the "small" results, if any results at all. Knowing what works and what works best is crucial to your success in this arena.



## **Take 'Their' Advice & YOU Adopt 'Their' LifeStyle**

Some think that the internet will become oversaturated and that 'everyone' can't possibly make money via the internet. I am not going to hold a course in economics 101, however I will say this, "there are over 6 billion people in the world and millions of people go online every second in attempting to find information and or purchase something.

The key is learning how to effectively create an environment where you can give people exactly what they are looking for and profit from it as well. "The more you can help others get what they want, the more you will receive what you want by default". A very wise man, named Zig Ziglar is well known for that statement.



I don't apologize for the time it took for the theory I just presented, however there IS SO MUCH TO SAY in such a short amount of time. However, my main focus is to get you into profit as soon as possible.

However its critical to understand the theory behind this business; because it is a business. It is simple and doable but understand that you have to have all bases covered when you begin, as that is crucial to your success –or failure.



### **THE STEPS OF THE Powerful Most Well Thought Out & Concise TRAINING...**

Listed below are some Key Modules that are more defined. Using any combination of these modules, will give you access to incredible wealth building information that I have amassed from a variety of resources.



## Attraction Marketing

Now here is where theory meets reality. Get ready, set and discover how to 'create' the wealth you deserve through Attraction Marketing. Here you will be taught how to brand yourself. How to attract everything that you desire in life by 'being' the best person therefore attracting all that you desire.

I am a marketing expert, and I understand, that in order to have all that you desire, the best product is **YOU!** As you grow, so will your business. I have not met a successful marketer who has not mastered this technique.

What are your strengths, your weaknesses? We will build up your strengths and weaknesses. With 'INTEGRITY' intact, via the internet, you can become the best of what you need to be. The more you work on you and learn how to brand yourself, the more success you will have.

You don't even have to be the best looking, or the smartest or even the best communicator. All you have to do is stay true to who you are and have a real desire to help others, and you will ultimately receive all that you desire.



## SET UP YOUR MARKETING SYSTEM

**MARKETING, MARKETING, MARKETING**, is the real key to this game. No matter what I share with you, you have to become savvy enough to learn how to set yourself on fire and then invite the world to come and see you burn!

I will share with you the marketing system I use - it is a phenomenal marketing system, however you can do everything that I am going to share with you without it; but it will be much more time consuming. And that would be working harder not smarter. Remember we are teaching how to put in systems in place.



### **THE SALES FUNNEL – THE ULTIMATE SYSTEM**

As you begin to promote yourself you will need a funnel to direct people through – and the system I use already has landing pages that you can customize to use to promote you and or your product; and if you don't have a product, you can use affiliate marketing until you have one, if that becomes your choice. However ultimate you need a sales funnel / system to drive your traffic through, or your marketing efforts will be done in vain.



### **KEYWORDS**

This is another deal killer if not understood. It is soooooooooo vital to understand **keywords** and how powerful they are and how they can be the difference between the amount of money you will be able to create.

The search engines, use keywords to help identify what users are looking for, and many websites and or blogs are listed and found based on keywords that they use. Understanding Keyword, BEFORE setting up or finalizing your domains are critical knowledge. Simple when understood, but will leave you spinning your wheels without proper understanding.



## **NOW LET'S TALK ABOUT MARKETING STRATEGY**

What are you marketing? How are you attracting your prospects? Where are you directing your traffic to? Do you have a website or a blog?

A **website** is a static or still picture of your business – meaning the information is there, but it doesn't move. It is not as interactive as a blog would be. However, you can always have a website and attach a link to your blog.

A **blog** is also more intimate view of you and your business. Both can do pretty much the same thing, however the blog is my favorite because the search engines love them when they are put together properly; plus and most importantly you can interact as much as you desire with people who have an interest in your product(s) and or services.

Some think they are somewhat time consuming, however after they are established you can truly spend 20 minutes or less every few days updating your comments. However the more you give the more you will receive.

## **VARIOUS TYPES OF MARKETING**



**Article Writing** – Although many times over looked, is one of the best kept secrets of how to drive traffic to your marketing funnel (your blog/website). The main key here is to understand just how valuable writing articles are, even if you don't write the articles yourself.

Even if you 'think' you have nothing to write about, I can assure there is plenty to write about and I will show a multitude of ways to crack that egg and beat that fear.

However there are tricks to this trade that have to be mastered. Simply writing an article won't do it. However, I will teach you proven methods through article writing that will send hoards of traffic to your site.



**Video Marketing** – HUGE - another incredible way to market yourself and your products, articles or any other venue that is worth promoting. Words can barely describe the power of having a video channel; there are many options on the internet, however one of the biggest and most popular one is Youtube.

Video marketing is another world within itself, and even if you have no video experience. No video camera, or digital camera, you can still do video marketing. However, in order for it to be highly effective it has to be done correctly.

**Squiddo and hub pages** – two other very powerful resources that are many times over looked. They are basically watered down versions of blogs however very effective, and another avenue to receive traffic from.

Traffic equals the list, the bigger the list, the bigger the possibilities of your income.

**Niche Marketing** – the riches is in the niches – basically a specialty of sorts. Finding a market that you are passionate about.



## **Where to BRAND YOURSELF – You Have To Learn This First!**

Social Networking sites – create a Free, presence online in every arena that you can think of, listed are a few of the more popular sites.

**Facebook**

**MySpace**

**Linked In**

**Twitter**

**Digg**

**Better Networker**

Some try to argue that it is almost impossible to create wealth using these social sites, however one of my mentors grosses a cool \$50k a month via MySpace marketing.

Another stay at home mom of six children, built her entire organization and became a member of the President Club of her network marketing company in record time—all with the help of Facebook.



## **The Key to creating the List**

The key is understanding the dynamics of how to market via the social networks. How to Leverage yourself; What to say; and how to put yourself in a position where people are linking up with you because they like you, they trust you and feel you will bring them value and ultimately they do business with you.

Remember at the end of the day, the biggest part of our industry is personal relationships, and the more people connect with you and see you and interact with you, the better chance you have at earning their respect and their business.

And if they like you and trust you, they will do business with you. People buy from people they feel they are connected to first, if given a choice.

As you begin to create your list, I will share various ways to have more than one income stream via your list.



### **The LIST – The Money Is In THE LIST!**

Initially, I kept hearing that you had to build a list; have a system in place, and market 'yourself' specifically to individuals who are looking to purchase what you are selling. And that is true and non-negotiable.

THE LIST is the backbone of everything you are learning. It will ultimately be your bread and butter. Some Internet Marketers have even been known to insure their list for millions of dollars, with great cause.

Without a list, you will not make any money, so everything I will teach you will be geared toward you capturing people's information so that you will have a list of people who, like you and trust you and will ultimately purchase from you. The other side of the list is to attract people that you desire to go into business with.

It is imperative to understand all key dynamics of list building, as it is iterated here, without such knowledge, you will not make the income of your desires. However it is also important to understand that you want to create a list of subscribers that are loyal to you and are looking for exactly what you are offering.

All traffic does not constitute good traffic, the key to your list being profitable, is that your list needs to be tailor made to suit your objectives.



## **TOOLS & STRATEGIES To Help Build The LIST**

I am going to give you the exact tools and strategies that helped me to understand how to build my list so that I could make money via the internet.

I found out the hard way, that there are some ‘guru’s who only give half of the information – as part of a strategy to upsell you on other products later. Most people love to buy however they just don’t like to be sold, and I am no different. I have no problem with the upsell, I just appreciated being treated fairly.

In that vein, it is imperative that you use every dynamic of every golden nugget that I will share with you and always, always promote yourself in a way where you can create and maintain a list. Remember the bigger and the better the list, the bigger and the better your success.



### **What is a List? or How do I begin a List?**

First, you will set up a marketing campaign, then you will set up an auto-responder that will capture everyone who enters your marketing funnel. After people sign up for whatever FREE item, report or article that we help you put together to give away “for free” that begins the beginning of your list.

It is that simple. And during a campaign of emails, you will be taught how to send out emails automatically every other day or so. The end result is that eventually

they will purchase something from you based on certain criteria that I will help you define.

In addition, a percentage of those you market to, will partner up with you and become part of your team where the income will grow while other relationships develop as well. And that is the real power of this business.



### **THE AUTO RESPONDER**

(To organize and send information to your list) - An auto responder is a tool that all serious marketers use. It helps you to automatically communicate to your list by sending a series of email campaigns .

Having an auto responder is just as important as the list itself, because it is the keeper and the sender of information. There are many to choose from. I will share which one I use, however there are many and you are free to check them out for yourself and use whichever one feels right to you.



**TRAFFIC, TRAFFIC, TRAFFIC** – You need traffic for your list. However you want laser targeted focused traffic, not just any traffic, but traffic that is looking to purchase what it is that you are selling. You have opportunity seekers and opportunity buyers. Of course you want opportunity buyers, and I will show you how to ‘attract’ the buyers.

Following are some great avenues to get traffic to your site:

**Free Classifieds** – Ability to place an add in a classified for free.

**Solo Ads** – A classified specifically sent on as a solo ad to specified members of a list.

**List Building** – working with tons of traffic for pennies on the dollar.

**SEO** – Search Engine Optimization – the use of key words and strategies we use to get our websites and or blogs on the first page of search engines i.e., Google

**Ezines** – An online magazine newsletter of sorts with various memberships that you can very easily connect with and place ads to.

**Press Releases** – This medium is used to announce to the public whatever information you want to market.

**Blog Posting** – Incredible way to stay connected to people who are searching for what you have to offer, also an incredible dynamic to be able to drive traffic to, as well as to let the search engines know of all of your updates.

**Forum Posting** – Go to various sites and leave comments regarding various topics, in the mean while you may place a link to your website or blog, or landing page. This will direct traffic back to your primary site.

**Link building** – An advanced step; it is a powerful way to get your website or blog noticed by all the top search engines as being an authority site.

**What is an authority site?** A site that is understood to be an authority on whatever product or service that it is promoting.



## **Affiliate Marketing**

What is Affiliate Marketing? It is when an expert has a product that you help to promote and sell and as a result you will receive a percentage of any sale that you create. This is a powerful way that you can amass wealth without even having your own website and or to supplement any income that you are creating.

Generally it doesn't cost to partner up and become an affiliate. The key is getting the traffic to the site, or incorporating affiliate products with other systems you are promoting which makes it an awesome deal and a win win combination, because that will give your customers choices.



## **Outsourcing and Resources of Various Tools**

When I first got started, it was like this giant little secret, certain things were mentioned but only in passing. However if you understand the importance of outsourcing and using tools that will help you in this process, it will become much easier to put your system together and less steps to take for you to become successful in this endeavor. These are true gems that many ‘guru’s share more on the back burner.

My Lead Generating System is the best I have found on the market. I know I may be biased; however I challenge anyone to find a better one. So far no one has met that challenge. There are a few that come close – however they are product specific, which means that if you are not interested in their product, then the system won’t work for you. Then there are the very expensive ones, and that’s not practical or even necessary when just starting out.



## **IT’S NOT AS BIG AS IT SEEMS!**

Last and most important, don’t get overwhelmed, or get paralysis, analysis. Making money via the internet may seem like there is so much to learn at first, and yes, there is definitely a learning curve. However in the end you will find that its really quite simple, and after you get a few principles down, it will take on a life of its own. Plus it’s so diversified and there are so many ways to create an income

that it will be well worth every effort. **Besides I say, if we have to work anyway, we may as well put ourselves in position to receive the financial benefit.**

And in this arena, it doesn't matter what your age, economic background, level of education, race or gender, anyone who can understand the language and put a few sentences together, can achieve great financial success via the internet. All you really need is determination and perseverance, everything else can be taught.



## **YOUR TEAM**

Remember, that no one has ever amassed great wealth without a team; and you are only as strong as your weakest link. You can begin this venture by yourself, but eventually you will implement your team and they will be instrumental in your success and your longevity.

Your team doesn't have to be huge, you don't need a huge budget to start. Most team members can be family or friends who want to help you and see you succeed. I have two teen agers and twice a day for about an hour I hire them to do busy work for me. This business is also about being creative and resourceful. Use what you have until you can do better. In addition, I receive a great tax write off for their services.

Another great dynamic to team building is to create an atmosphere of partnerships. People would much rather be a partner than an employee. And partners, you don't have to pay, they basically earn their own way, as you learn, they can also learn, and as they earn. Guess what, you both earn. And the best part is now you have attracted a loyal partner who will help you as you help them. Creating a perfect win win combination.



## **The Most Commonly Asked Question**

Everyone always ask, is it easy to have success this way? I say, Of Course, It Is! However, that really depends on the person and the desire they have to succeed, and their willingness to take action.

Explaining what to do, is the easy part, you will get that part relatively easy, and as time goes on you will customize what you learn and create your own signature of everything that I will share will you. However in the end, the more you give the more you will receive, and the only thing that can stop you from succeeding in this arena is Y-O-U.

**LAST BUT NOT LEAST, If You Are Serious, The Time to Act, IS NOW...**



**I am Just A Telephone Call Away....**

If you are **READY TO GET STARTED NOW--** call me at **(877) 283-8101 press 0** to speak to me live. Remember the road to wealth is the one less traveled. Only you can decide if you're ready to become a part of the double-digit-comma-club!

Your Partner in Success,

**Khadijah Chapman**

Khadijah Chapman  
Building Business Expert  
877-283-8101  
Press 0 to speak to me live

**P.S.**



If you've read to this point, you've done more than most (60%). Good for you, now don't be a statistic of failure ... be one of SUCCESS. Make your story a great one and make it happen for yourself. Go to the Left... To the Left ☺....

This is one of the most powerful and simplistic ways to build wealth. So Don't become a part of the I wish I woulda, coulda, shoulda club; instead of grabbing for a membership of the Double Digit Comma Club! Remember Success IS A CHOICE... and it all begins and ends with Y-O-U!

When you call be prepared to talk about concepts that will highlight you and how you would like to promote yourself. Remember this is about teaching you how to brand yourself and attract all that you desire!.

*Thank You & Good Luck*