

Power

Written by Kyle Artzt

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Introduction:

This is the word that will change your life forever, and by the end of reading this eBook I personally guarantee that you will know true power, and in fact, I guarantee that you will become more powerful just by reading this eBook.

My personal goal when I created this book was to empower the world, starting with my immediate followers. I've come out with plenty of educational courses for teaching others how to make more money from their business, but none like this one. This is the eBook that single-handedly has the power to change the world forever, and everybody who reads it can potentially gain instant power and achieve their dreams at a radical rate.

The premise of this book is almost similar to "The Secret", which swept the nation as the number one most popular self-help book on the market since its release in 2006. You may be familiar with it, but for those of you who have never heard of it I will try to sum it up quickly for you.

The idea is that you can use spirit to achieve your dreams, finally get that big mansion you've always wanted but could never afford, the new cars and huge bank accounts, and this can all be done easily simply using your mind to focus in on your intentions.

However the fact of the matter is you won't achieve anything in life by simply praying, hoping and thinking about success. That is only half the battle which is why I believe that this book is absolutely necessary for our culture. Having positivity definitely helps as an entrepreneur in any walk of life, but to think that's all it takes is a wise tale. You need the right foundation for making your movement work, whatever your movement is, which is why this book is so incredibly important for our culture. Please allow me to give you the knowledge I have found throughout my life as I believe it is important I share this amazing revolution that is happening around the world, as more people become powerful.

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The problem is that “The Secret”, which is the spiritual book I spoke about earlier, misses out on the majority of the information it is supposed to be teaching. I don’t think this was done intentionally, but somebody along the way must have at least thought about the fact that the book doesn’t tell the *full* truth. It leaves out a huge amount of information which is vital if you want to see the kinds of figures that the people in those interviews did.

The *true* secret is included in this book, the book of power. The truth will set you free, my friends. I personally believe with all of my heart that if I could just get this eBook in front of every man, woman and child on the face of the planet, we could create a *new world*.

Have you ever felt freedom before? You may think you do, but let’s take a look at the facts before we get ourselves excited about being free.

I live in the United States of America, which is known as “The Land of the Free”, and in a lot of ways that is absolutely true. I love my country and I would do anything to make my country a better place for everyone. This book is my exact tribute to that idea. This book is my personal addition to the world and to my country in order to change the world forever and turn it into a much more beautiful place.

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God bless America and everywhere else.

As a side note before we get into the juicy details of gaining power, I want to ask that everybody who buys this eBook promotes it at least once. This book could revolutionize the world so I wanted to ask you to help us and earn commissions by promoting our website.

Please become an affiliate for this eBook on our website and help us promote it to the masses. You can earn 50% of each sale simply promoting this course using the link which will be provided to you after you sign up for our affiliate program and I truly believe we can change the world. The more people that get a hold of this eBook, the better the world will be. Please note that you must join the affiliate program and promote your affiliate link to receive commissions. Any other form of selling our eBook is illegal and will not be tolerated.

Thank you for opting in to pick up this eBook and I hope it will make a significant change in your life. Though I can't promise anything, I can at least tell you that this is the equivalent of all the knowledge I have gathered in the past four years since I started my business in May of 2009.

Let this course change your life forever as I hope it will with all my heart. We can change the world and make it a better place. So without further delay let's get right into the meat and potatoes and let me explain exactly how you can gain power immediately starting right now!

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The Honest to God Truth

I feel as though a lot of people learning this new age science that has been sweeping the nation since the release of #1 self-help book “The Secret”, including information about the laws of physics and new found evidence, specifically in quantum physics, that your life is based on your thoughts, which seem to suggest that our mind is in control of the universe. This is true in some ways but in other ways it’s very different and in truth anybody trying to tell you that you can “think” your life to a better place might actually be confusing you without realizing it.

I use the word “God” in the title of this section because it is my belief that there is a God. However even atheists should have no trouble seeing the points I’m making here and this eBook has absolutely nothing to do with religion though spirit is mentioned as a factor. It’s a good place for us to start because it is where a lot of people are left after watching “The Secret”.

Most self-help or motivational books speak of spirit and many times, God, so I wanted to relay a few of my own ideas in this book about what I think God and the universe really want from you and me. I know I could not have achieved all that I have without somebody looking over me but even if you do not believe in God this chapter has a lot of information that is very important for everybody to hear and understand. It’s more about positive thinking and science, really.

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A lot of people will try to teach you that you're supposed to think nothing but positive thoughts as if then your life will come together perfectly. Now for some people, this information might be enough for them to see significant change in their life. But for most of us believing something is yours and having it come to you are two completely different things.

There is a big portion of this idea that is true, though, in that you need to be thinking positively in order to achieve success as an entrepreneur. The fact is that you will probably suffer more failures than you will successes in your career and that's a fact which is very important to understand.

Bill gates dropped out of school and started a company that failed. He kept positive and kept going, eventually creating the massive multi-billion dollar company known as Microsoft.

Your main job as a business owner, no matter what it is that you're trying to sell is to keep going. What I mean is when you witness a failure for your company it is not the time to cry, lie down and quit. The real genius thing you can do is to continue on, failure after failure, until you find something that works.

So do you want to know the honest to God truth? Here it comes.

Honestly there is no amount of prayer, hoping, believing, thinking and otherwise obsessing that will make your wildest dreams come true. The bottom line is that God wants you to do his work for him and even if you are constantly running into opportunity after opportunity most people never take action and that is the sole reason most people do not find true success.

If you think positively and work every day as many hours as you possibly can and with as much focus and dedication as possible, then those two things combined are a deadly force together. You can create power only if you seek power.

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For instance if you believe that somehow praying every single day or believing hard enough will grant you your wishes and your wildest dreams then you are absolutely mistaken. You have to earn your way in this world and there is absolutely no chance of you succeeding if you do not take it beyond prayer. Most people who play the lottery will never win the lottery in their lifetimes.

I don't mean to cause any controversy by saying these things about the way the universe works, and I know it's a heated, controversial topic. But have you ever heard the saying "You can only lead a horse to water but you can't force it to drink"? Well that saying is true with you and your business, and not only your business, but also you and your life.

What if the universe, God, chance, or whatever else you want to call it, was actually giving you endless opportunities right in front of your eyes and you were simply subconsciously denying it? Looking at miracles dead in the face and literally choosing not to see them? This is what's happening to most people on the planet or as I like to call the "99%". The ability to work, reach out and grab is a trait very few of us have.

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Only 1% of people on this planet have what it takes to run a business and live off their craft successfully for years and years. 80% of small businesses die in the first five years of their existence. If you want to achieve and be able to generate money beyond that, and not die off, then prayer will only go so far for you.

The real, honest to God truth is this... You need to not only believe in yourself and your product, but you need to use your hands to mold and shape the reality you're living in or you will not see any major difference in your life. Believing is only half the battle to gain success and in truth you are going to have to work. A better way to say this might be that you are going to have to work your ass off!

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It is with the sweat on your brow and the dirt on your hands that you will achieve success in this story book fantasy called life. There is no way around that, including praying. God will not do anything for you that you wouldn't do for yourself. Prayer helps, a lot, and so does believing. But this book, **Power**, will reveal to you the cut and dry facts that will help you get started WORKING, instead of just hypothetically believing and waiting.

This is the point of this entire eBook. I am going to show you the exact method I have used, which is actually just a simple three step process, to make your way to success so quickly that you will lose your mind just thinking of the possibilities of this newly acquired knowledge. I'm not telling you to stop praying or stop believing, I'm just going to tell you how to get your hands dirty so you can get your feet in the water and achieve success!

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The Three Forms of Power (+1)

There are, to my current knowledge, only 3 forms of power that exist on this planet. Recently I realized that there is, technically, a forth form of power and so that's why I added the "+1" and I will explain that as well.

If you want to be successful in any industry, more so than any other factor, you must work on your three forms of power. As long as you continue to use all of your energy to drive as much power to yourself and your business as humanly possible, then you will continue to succeed greater than you did the year before, every year, potentially for the rest of your life.

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For instance my income has drastically changed over the last four years of running my business. I started off with overhead costs at nearly \$800 per month just to keep my business alive, which was my music production beat-selling company Beats4Legends. To spend \$800 might've meant that I could make \$2000 or \$3000 per month. In general, that means I was only making \$1200-\$2200 profit every month. Not to mention I had other producers on the team, so splitting some of the commissions took away from my profit as well.

Over the course of several years simply applying the three forms of power I was able to bring my costs down to a mind blowing \$120 per month! That's including everything I possibly need to run my entire business operation. Also my profit margins are much higher, anywhere from \$3000-\$8000 profited on a regular basis. This is only possible with the three forms of power uniting together into the perfect triangle that they seem to create flawlessly. I don't intend to stop gaining power and neither should you.

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Here's the kicker: I have gone for nearly a year without paying for any monthly advertising costs! Yes, the \$120 per month I currently spend to keep my business running only includes things like hosting, certain ecommerce services, subscriptions to certain third party websites where we have a profile, etc.

This has enabled me to make roughly \$5,000-\$10,000 per month on a consistent basis, without spending a cent on advertising. But the only reason this happens to me now is because I've spent the past 4 years creating power for myself. I am not sharing this information to gloat or to seem like I'm bragging, I'm telling you because you need to know all about the transformation of my business and how it will continue to transform. How can you understand what I have been doing unless I discuss with you my growth?

However not spending any money on advertising isn't a smart business move in general. I cannot advocate this as a way to run your business in the way that I do now. I do not believe it's a good idea to not spend money on advertising! Regardless of how powerful you've become, you can always achieve more power easily just using the same tactics described in this eBook. But I have been spending \$0 on advertising in order to get some of my other life's finances in order before going back to paid campaigns.

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The entire time I've been sitting back, raking in what I thought was pretty good money. But I never decided to take it a step further and try to earn more income than I am already making currently, mostly because I just witnessed the birth of my son and I have been spending almost all of my time exclusively with the family. To be honest, for a while, I was even the full time nanny/care giver.

Now I see that my goals have changed. I want to be able to bring more income to my family, and I know exactly how I want to do that. So instead of just coasting on where my business has rightfully stood, I want to expand and show the true power of my operation. This is why 2014 is an important year for me, and currently I am prepping for the largest marketing campaign I have ever done.

I would always suggest spending money on your business every month no matter what and that's the bottom line. You want to generate as much income as possible and making investments into your business is one of the best ways to get to know what works and what doesn't work, and what you're learning might produce exponential results if you keep these things in mind.

But don't go crazy spending, either, because you don't need to spend much to make money. You just need to spend smart and don't be stingy basically. The worst possible business owner is the one who isn't willing to spend, and when they do they ruin relationships by complaining and asking for more for their money. This is a fast track way to kill your entire business by forcing other business owners not to work with you. You want to spend money freely and accept the results because that is the fastest way for you to learn a given market. Though you may make mistakes along the way, as long as you're not spending more than you can afford you will be learning a lot along the way.

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So let's get right down into the reason you're here which is to learn the 3 (+1) forms of power and how you can utilize them to transform not only your business but also your life. Please take into consideration that I am revealing these forms of power, as well as enough knowledge to completely change your entire life, because I hope that you will use them for good.

Once you see yourself becoming more and more powerful I want you to ask yourself what it is you're doing that's helping the world at large. How are you contributing to your country and to your society? One person can make a massive difference on this planet as long as they understand how to find and gain power, which is something you're going to know profusely by the time you're done reading this eBook.

Please remember that simply by understanding these three forms of power and constantly working hard to achieve them in your own life, you can make more money and create a larger scale business than you could have ever imagined. True power isn't gained over night (unless you already have it), but with this eBook you will need nothing else.

So here are the 3 (+1) forms of power. Please use your newly acquired power wisely!

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Resources:

The 1st Form of Power

Resource is the first form of power that we will be discussing in this book.

Resources I put first because in terms of overall power, resource takes home the cake. When compared to the other forms of power we are going to discuss, resources are the most reliable and the most stable. The other forms of power should be used to grow your resources.

The term resource, in this case, is defined as anything that is physically yours which you can use immediately to generate income or website traffic. Something you currently have that you can use any time you want in order to make your business some money. Resources include everything from supplies to funding, an email list, a list of phone numbers, etc. Building upon your resources enables you to generate more income and interest to your products as well as your upcoming launches.

All of these things can be considered resources because you can tap into them whenever you want and they are 100% in your control. More examples of resources might be a Twitter you own with a following of 20,000 who are all targeted leads, or a Facebook page with 20,000 Likes. Money is a resource.

I like to call a mailing list a “never-ending savings account”, to where it’s a resource you can use to generate sales and traffic whenever you want simply by sending out an email blast. Since it can generate income it’s a little bit like a savings account, but you can email blast unlimited times and the numbers you have on the list will stay relatively the same, so it never depletes. The idea is you can use a mailing list to build income.

The real question you should ask yourself is this: generating income from resources is a good thing, but to what avail? How can you use your resources to generate more power instead of just using what you have?

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Throughout the course of this book I am going to be providing lots of examples of resources as well as ways to obtain more resources in the future. The main thing though is that in most cases you will start off with zero resources.

Your Facebook probably has zero likes when you start, you have no followers on Twitter and you don't have an email list. Resources are something you normally have to earn and it will not be handed to you.

So when it comes down to it, if you are serious about your business, focusing on building up your resources should be a primary concern. Also this is the only form of power which can instantly make it possible for you to have unlimited amounts of success right off the bat. It simply depends on your budget.

Why? Because with a large resource such as a huge email list or a bank account with \$100,000 in it you will be able to start off instantly generating traffic and leads simply by paying for it or using your resources (such as a mailing list).

And let me just say: if you have a \$1,000,000 budget and you're going to spend it to start your business then yes, you can probably create a \$1,000,000 business eventually even without the other two forms of power. But I can tell you one thing: you will most CERTAINLY waste at hundreds of thousands of dollars working without considering the other two forms of power. Resources such as money are only one third of the power triangle.

You could make a \$1,000,000/year business by spending \$100,000, or you make a \$1,000,000/year business by spending \$1,500,000. That's the difference and that's what the other two forms of power are all about, and in essence it's also what marketing is all about. So don't neglect the other two forms of power just because you are powerful in one way, because you most certainly will do less with your business and make worse decisions than a man submersed in all 3 forms of power.

By building upon all the forms of power at once it becomes inevitable that your business will expand and grow annually.

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This is why building an email list, a Facebook list, a Twitter list and other lists are so very important! You cannot get these things simply by “wishing” or “believing” but if you believe in your tactic and you take action, working hard for what you want to earn, then it is possible to make your resources build fast.

If you want to expand and grow your power then you need to understand this fact: you should be able to SEE and USE the growth! Do not rely on random hypothetical promotion, or “what ifs”. Track your results and know where you stand.

Article marketing for instance can be a total waste of time or it can be a life changing thing for your business. We’re going to discuss methods of using this as a form of building power as well in the future chapters. But if you are putting out tons of articles and you’re not seeing TRAFFIC, SALES, FACEBOOK LIKES, EMAIL OPT-INS, etc... Then it is NOT WORKING.

Period!

You need to build your lists as your main focus because those are the only bank accounts that will never deplete! They are your customer’s pockets. As long as they are getting pay checks here and there, they can be your source of income as long as you provide the value. Having a mailing list of 5,000 people who have an average of \$33,000 per year income means you can get your clients to buy again and again. Just because money may be tight one month doesn’t mean they aren’t thinking about buying in the future.

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Resources also count things such as tools and equipment. If you have a microphone and a music recording program then that is another resource you have that you can use for your business whenever you want. For this reason I never stop to think about accumulating another program or piece of marketing software. If the value is there and if I believe the software or product can help me grow my business, I will almost always buy it outright.

I do this because in the end you will be able to look back and start using your resources whenever you want. For instance, you could buy a Wordpress theme that allows you to create squeeze pages and sales pages, and you might not even use it right away. But in the near future you might find it to be extremely helpful.

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But then for example later on you might find a form of traffic generation such as Pay per Click marketing (PPC) and you might find that you can make a lot of money from it. You may want to start building an email list and you know the best, easiest way to do that would be to simply use a squeeze page. If you are signed up to Aweber then you can create squeeze pages whenever you want and actually have Aweber host the forms.

Well, guess what? That means if Aweber is one of the resources you pay for (your email list) then you have that resource and it's yours. It is easy for you to make squeeze pages whenever you want. Some examples of such tools and software will of course be listed in this eBook once we get deeper into this thought process. Resources will enable you to make faster moves and do less work.

Here is the link for Aweber by the way; it is the email marketing service I use and trust with all my outgoing business email blasts:

<http://sellingbeatsonline.aweber.com> ← creates squeeze pages; Aweber hosts the squeeze page at a specific URL for you.

Software is almost always a sure-bet as long as the company is going to be around for a long enough period of time. Smaller companies tend to fail and the websites have a higher chance of getting shut down over the next few years, but if you buy software to help you market your business and you buy them from the “name brand” companies then you should be able to keep those assets and resources for all time. In most cases as the internet changes you may have to use the programs slightly differently but they will still work.

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Wait, what is a squeeze page?

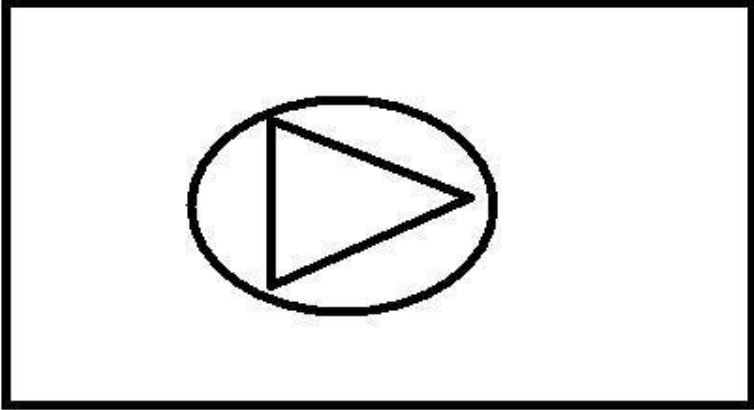
Just in case I lost any of you, I wanted to give you a clearer example of a squeeze page. For instance I am going to actually include a photograph of a squeeze page. The basic idea is the whole page has one purpose and one purpose only: to get your visitor onto your mailing list.

The diagram is on the next page. My old customers may notice that it is the same basic diagram of a squeeze page that can be found in my book “Automation Mindset”. Let’s continue on, to the second form of power, so that we can get closer to explaining exact strategies to build all 3 forms of power.

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Squeeze Page Example:

HEADLINE GOES HERE



E-Mail Sign-Up Form Goes Here

This is where you list the benefits of joining your mailing list, and if possible, this is where you tell them about the free beats your offering

Name:

Email:

- This is why you should join the mailing list!
- This is why you should join the mailing list!
- This is why you should join the mailing list!
- This is why you should join the mailing list!
- This is why you should join the mailing list!
- This is why you should join the mailing list!
- This is why you should join the mailing list!
- This is why you should join the mailing list!
- This is why you should join the mailing list!
- This is why you should join the mailing list!

This is Email Form #2, At the Bottom fo the Page so They Can Sign Up on Multiple Places on Your Site

Name:

Email:

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Network:

The 2nd Form of Power

This is what I like to consider the second form of power though honestly it's still a debate in my head as to whether this is really more powerful than the 3rd form of power or not, but because it is the most realistic form of “instantly visible” power, I am going to include it at #2.

Network is the second form of power. This has to do with who you know and more specifically, who you know that is willing to do things for free for you. In my experience I have found that the easiest way to make sure that your network is always growing is by simply helping others who can help you. This is where sharing power becomes a helpful act.

For instance I want to ask you a very important question that is going to be like life or death to your network capabilities. The question is simply: what skills do you have that can benefit others and more importantly what skills do you have that you can put a professional price tag on?

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The purpose of your skill is not to sell it to networking partners because obviously that's not going to produce the outcome of a larger, more powerful network.

If you charge powerful potential networking partners for your services then one of two things will happen:

1. They probably won't even bother paying you or care about your offer. The people you are going to try to network with are the more powerful people in your market. You have to think of what YOU can offer THEM. Not the other way around.
2. If they do end up paying you for your services then they will not give you free help later on. The purpose of building a network is to do things for other powerful people for free in order to build relationships and get IOU's from power players in your market.

I want you to think about anything and everything that you can do that has a good price tag on it whether or not you've ever thought about selling the service. I want you to figure out if you have any skills that can be offered in order to gain a larger network of power.

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I know a lot of music producers who follow my books are going to be reading this so just as an example I'm going to use the idea of having very high quality music production skills as one of your talents.

Here's the question: how can you use your skills to get other people to help you for absolutely no cost at all?

Here's the answer: simply by applying your skills to other businesses!

Since we're using the music production skill as an example, the process on how you can use your skill to achieve more networking power in your career is actually pretty dead simple. If you can produce great music, since music production has a pretty high price tag on it, you should have no issue finding ways to use your skill to provide free service for businesses in order to bring your website more revenue.

I'm going to give you a clear example or two about how you might use such a skill as music production in your marketing.

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Let's say you know that your skill of music production is high paying naturally in the music market. Well, why not use your skill as a producer to put yourself in a position of power instantly?

What if you contacted every single independent film making company in the world, one at a time, and offered your services free of charge in exchange for promotion? Think about the possibilities if you simply found some movie production company and they liked the music you submitted to them?

Or even thinking on a smaller scale, ANY YouTube channel run by ANY company in the world would probably have a use for high quality music. You can offer your services for free in exchange for links back to your website on each video. If you made music for 300 videos over the course of a year, that would be enough to generate clients and prospects to your business. Well, only if those videos were made for people who have a large subscriber base on YouTube.

Thus, the equation goes like this:

1. Find somebody who has more power than you in the form of resources (tons of subscribers, tons of email opt-ins, a huge popular Facebook page, etc)
2. Offer something for free that is of high value in exchange for promotion
3. Rinse, wash and repeat. Keep in touch with your network, and always try to improve their business and yours.

Since you're offering your services for free there's a very good chance of your music at least get *listened to* by the "higher ups", and you have a good, calculated chance of actually having them say "Yes, we love your offer and want to put your music on the Soundtrack of our film!"

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You can offer the first track for free in exchange for promotion, or perhaps you'd like to make a royalties contract just in case the film does really well, you can get paid in the future for your work. These are other options for the same example.

But the idea is simple because you're trying to trade your services. Getting your name on the soundtrack of a hit movie can make your career take off as a musician very quickly and more opportunities are likely to come of it.

Not to mention that you now have another piece of power which could either go under the category of resources or network: you have a mile stone in your career. This means that next time you're trying to contact film companies with your music, you can say "We already have [FILM COMPANY NAME] using our music, it's a great deal for both parties and we think you'd be interested as well"

If you think this tactics sounds a lot like giving out resumes, that's because IT IS!

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It won't be long with you simply using this method before you start charging and still landing sales. Your network brings sales to you that you otherwise wouldn't have. The more people who use your skills and come to you looking for the same thing, the more business and sales you will generate through your business. Just make sure credit is given on their site in the form of a link and that's all you need.

Do you see how not only do you have instant power, promotion and free traffic coming into your business (which you can use to build your email list, a resource, your Facebook list, another resource, etc), but you also have instant leverage over other companies? You now have a testimonial from another film company and you can land the 2nd deal much easier since you already have "social proof", which is basically proof that other people got on board.

I usually put skills into the resource category, but one could also separate "skills" from "resources" and actually consider them different forms of power. However I keep them in the same category because a skill is something you have which you can use to generate income immediately. In that way, it is definitely a resource.

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Let me give you a few more examples before we get started into the amazing information to come...

For instance I've been using this network trick to raise my income and increase my power every single day for years and years now.

One particular sharing of power is when I contacted a music lawyer. I needed a lawyer that I could contact whenever I wanted to in order to bring legal advice to the table so I could make the proper moves (for instance when my apartments tried to say I owed \$2,000, my lawyer helped me get them to a point to where THEY paid ME \$1,000 instead just by me applying the information I learned from him! That's the power of network!)

I'm going to disclose a few situations I've found myself in within the past few years that I have been able to apply this method to make massive things happen for my career, furthering and continuing my own power.

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The thing is that this lawyer charges \$200 per hour for legal advice! But I wanted him as a part of my network, meaning I wanted him to provide me with legal advice for free. So what do you think I did? Of course, I offered him free services until he was ready to do whatever I wanted!

I made one of his client's a squeeze page, something I normally charge roughly \$200-\$300 for and I did it for free! I also spent hours on the phone with him teaching him about internet marketing and giving him tactics he could then immediately start using out of the box, consultation alone is \$197 per hour from me. In that way we traded skills and power, which is extremely common for any business of any size.

Now whenever I need a lawyer I just contact my good buddy who is now a part of my network! He knows my name, I have his number and he has mine, and I can contact him at any time.

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Personally I charge \$197/hour for 1 on 1 consultation and business advice. So I basically am able to get a free lawyer just because I charge an equal amount for business advice! This way nobody pays anything, BOTH of us increase our power, and it is and was a win/win situation for everybody involved!

I bet your head is already firing up with ideas. Don't worry there is still a lot more to be learned.

For instance this is just one way you can utilize the power of network. Please remember that the highlight of the previous story, talking about my newly found music entertainment lawyer, that all I had to do was find him and send him an email and a text message.

I reached out to HIM, and we both near-instantly made an agreement to where we could benefit each other for free in order to improve both of our companies instantly. This "exchange" type deal is the most common networking skill that will bring you to the very top. There's only one catch...

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In order to be able to achieve networking success using this tactic, you need one thing more definitely than anything else and it is something a lot of people might actually struggle a lot with. Do you want to know what it is? This one might hurt if you don't have any perfected, but the answer is two words: skill + talent.

If you are not truly amazing and skillful (actually masterful might be a better word) then you are absolutely not ready for this method of networking. Whatever you are bringing to the table had better be above average in terms of talent and skill level.

Whether you are offering web design, business consultation, music, or anything else, you better understand the fundamental knowledge that if you are not amazing and truly masterful with your skill then don't offer it to powerful people who are used to top notch services.

You need to be like the Samurai, who believed that if you practice anything for 5 hours a day every day then you will master it. You need to put the time and energy into becoming the most beast-like talent that you can possibly be, shattering the competition in terms of your product and skill.

If you're a musician and you're trying to trade music then the music had better be mixed and mastered to perfection, be recorded in a great studio, have amazing lyrics plus stupendous instrumentals and be overall high in quality. Don't try to offer somebody in the entertainment industry some weak beats in exchange for major promotion or something.

In the same way you can't use bad talent to trade anything with anyone powerful. It doesn't matter what your market is like, this is true for all markets. You won't get a free helping hand from a powerful business person who gets asked for hand-outs daily.

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Understand your worth and don't you dare price a cent higher.

If you are selling website design for \$500 and you wanted to find a lawyer for instance, then perhaps offering a website in exchange for \$500 value worth of their time. It's possible that you could find somebody in the music industry who would be interested in that. But on the other hand if you were pricing your stuff at \$500 before you metaphorically "hoped" and "believed" you were worth that much, then you need to stand down from the networking system until you are proven at what you do. You need to actually generate a few sales at the price you are trying to network with before you offer it to anybody. You should be able to deliver the value without having refunds and angry customers who feel they got taken advantage of.

If you consistently get called out for charging too high and doing work that they could have done themselves, then don't try to trade your networking skill at the price you're using! It is too high. Also if you are not making sales and actually generating income on a regular basis with the skill, then don't offer it.

At least make sure you're comfortable with your craft because the quality of your work is a key point to your success. The last thing I want is for a bunch of people to take the various forms of power from this book and start using them to create weak products. For instance you could trade \$350 worth of web design for \$350 worth of services, just as well as you could trade \$500 worth of web design for \$500 worth of services (in this example, the skill used is web design).

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Keep in mind that the forms of power **can work against you**. If you are continuously offering weak services and products then you can bet that people will figure it out one way or another and as soon as they do your entire network as a whole will be greatly threatened. If you turn up on the internet as being another net scam artist then you are going to see a serious downfall in your numbers among your personal network rather quickly.

I certainly can name a few people I will never work with because I know how they are from their clients. If the consensus is “don’t hire them” then I’m not going to. No matter how much they try to sweet talk me into a sale!

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If in this example you were a music producer and you produced truly phenomenal beats all you'd have to do is copyright your beats to protect yourself and then submit the beats to different record label A&R's until one bit the line. If the talent is there then you can definitely make yourself signed and you WILL be able to find somebody who can help you.

Don't try to sell something that would sell on the market for \$100 with a price tag like \$1,000 or \$10,000. You won't get anywhere. If your talent is not SELLABLE for the price you are trying to say it's worth then don't tell somebody it's worth that much and expect them to perform an exchange of talent with you.

Your talent must match theirs or you won't find partners at least not for the same rate. Let me try to explain this more clearly...

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If the service that you offer is 1 on 1 consultation and you are trying to trade for a lawyer to help you with your legal affairs and the lawyer charged \$200, then you must match his price tag. **If you do not actually make sales in your market for \$200 per consultation then you will not be able to trade one consultation from the lawyer for one consultation from yourself.**

Instead try to find an equal value and you will have much more success finding partners. You could always trade consultation + your inventory of products or something like that. What services can you provide and what talents do you have? If you don't have any talents of services worth selling then I would definitely start by focusing your mind on trying to figure out exactly what you are going to sell, how much you think it will sell for, and then actually start selling it to see if you've priced correctly.

How do you know if you've priced yourself correctly for your market? Easy! If you get a whole bunch of people who are interested in buying products like yours but they aren't buying (meaning you look at them as freebie seekers), then either your offer isn't good enough or the price is too high!

Remember that you can also gain sales at the same price (if you're a stickler for your price even though it's too high) if you can just increase the VALUE of your offer dramatically. This way you will still be able to sell things easily! I'll explain further...

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Don't Lower your Prices, Increase the Value Instead

We should also explain this further in the section for the third form of power, and we will, but I'd like to generally explain this process as well during this section since it does pertain to networking skills as well.

Instead of lowering your prices perhaps what you should be considering is actually raising the value. Like I said before in this chapter the truth is that you cannot sell something for more than it's worth in almost all cases unless you're scamming somebody and if that's the case then trust me it comes back around to bite you as you gain more success, so beware of being a shady devil.

Actually, believe it or not, good and evil takes a significant role in your business as well as your thought process to what you're going to do for the world. Let me put it this way: you are going to have to decide from the very beginning what kind of tactics you are interested in using and you have to consider the long-term sustainability of your business when you're making these plans. You should also consider whether your service is good for the world or bad for the world.

In fact this is such an important point that I am going to explain it without further a due. This single idea is going to change the way you do business and you have to consider what your ultimate goal is with every single decision you make. Using spam software to create phony links on Google used to be my way of marketing, for instance, but then one day Google came out with the dreaded "Panda & Penguin" updates. My tactics lost all their power and my sites went from #1 on Google for tons of keywords down to "Out of top 100" for all of them. Over 100 keywords lost their rankings completely.

The only way I ever found to get them back was to use legitimate white-hat methods of SEO and back linking, meaning I built NONE of the links myself except for internal links of blogs within my own business. I was able to get my rankings back in a relatively short period of time using a backlink contest and my email list.

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Your business is literally one or the other: Good or Evil

That's right, you heard me. If you thought that good and evil could not possibly be a decision you would have to make while constructing a business model then obviously you do not understand business ethics. Let me explain this to you in a way that perhaps can shed some light on the topic.

Every single business has to adjust their entire model to either accommodate more profitable ideas because let's be honest, you have to ask yourself what you're going to do in order to cut costs and increase effectiveness right? Well some people choose to start thinking about ways they can get their work load down to a bare minimum so they can take as many short cuts as possible, but if you do that then the customer suffers and more importantly **your network suffers dearly**.

If you'd rather use the most legitimate techniques ONLY including how you advertise and the quality of what you sell, you will find that your network and business naturally grows much easier and a whole lot faster. I used to use more spam tactics and they all ended up sucking. I only use fair, good, genuine advertising strategies now and it has transformed my business into a much more profitable income for me.

So obviously I think you should choose to help people more than anything. There is a really awesome point I'd like to make here and it's about the "results in advance" strategy that Frank Kern (millionaire internet marketer) speaks of in his free promotional videos.

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You give a little in order to make sales. This technique has truly built my business a lot more than any other technique I've learned in the past year. Giving to my community of mailing list members and social network leads has brought me more sales to my products than any other form of promotion.

So please add incentive to your website and add good free content that doesn't give away *too much* to where nobody will buy your product, but at the same time don't charge for every piece of value you want to put out because that makes your business a much more evil and non-functioning system. You will see an increase in your numbers the second you choose non-spam. What I mean is, don't be afraid to give away free videos with good value. This proves you are an expert before they buy by giving your prospects "results in advance".

For instance one way you can seriously benefit your business, your sales and even your Google rankings is to simply ask people to back link to each new post through sheer force. This is a tactic I have been using for months now and it was the sole reason I was able to rank on Google after the recent, dreaded algorithm updates that Google came out with in April of 2012.

What people used to do (and some are still trying to do) is use programs to create thousands of artificial accounts all over the web and post fake poorly spun content to each directory including a hyperlink back to your site. You see Google actually ranks sites based on how many, and how often, your site gets pages linking to your site on a weekly and monthly basis. The more back links the higher you get in the charts for targeted keywords, so people used to use spam tactics (including me) to rank their websites highly. Now those methods have become vastly ineffective and you can't rely on doing any kind of spam tactic these days. Instead, I just posted up content and used a Wordpress plugin to put a "Share to Unlock" function every time I released some new video or blog post. Sharing on their social networks helps Google rank you highly.

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As far as I can see you technically have two options which you can utilize if you want to succeed with your business. The options are listed below and they are options at which you will have to choose every single time you make a decision in your business. I will give you several examples and show you why it is essential that you figure out which side you want to take.

1. **You can help people;** if you choose this route, like I have, then you will spend most of your time thinking of how you can make a better experience for your customers and provide them with more amazing content to help them in their business with whatever services you have to bring to the table. This is the only way to nearly guarantee your business's long term success without worrying about important things such as lawsuits and security that makes it impossible to use spam methods. The types of promotion you will use will be non-spam. You will have a good support system that tries to treat the customer right and also make sure they leave happy. Your services and products should be highly valuable and after a prospect has paid and they receive the reality of your product's value, then they should feel **MORE** satisfied than they thought they were going to be, not less satisfied.
2. **You can hurt people;** you can do something shady like charging \$500 for a website and then buying a theme for \$50, installing it, and basically saying you're done. Though you might laugh on your way to the bank for a few sales, you will quickly find that those who bought from you will normally **not be returning customers, and they will even warn their friends to stay away from you.** The reason for that is someone, somewhere down the line will eventually inform them that it's a pre-made theme or they will figure it out themselves. This is not only true for web design but for all other kinds of services as products as well. If you can't confidently stand by your talent and your product or service then you better step down and refine your skill level before even selling anything. In my opinion, taking advantage of people will kill your business as fast as it grows it.

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Knowledge:

The 3rd Form of Power

This is quite possibly the most important form of power that there is on this green Earth. Have you ever heard the simple phrase “knowledge is power”? Well whoever said that wasn’t lying, being educated is the easiest way to gain tremendous power from the start of your journey which can be the foundation for building your other two forms of power.

Please remember that all of these forms of power go together in a perfect triangle. If you want to have as much success as you could possibly have from this life then all you have to do is work on your three forms of power simultaneously. However I say that knowledge, the third form of power, is also the most extraordinary and effective.

You don’t need money, respect, resources, network, anything or anybody else if you have the right knowledge and you choose to actually use your hands. If you’re willing to get to work and pursue knowledge diligently then you should be able to use your brain to create a simple system for generating income and power.

It takes a scattered mind to complicate things and create a huge, extravagant plan in order to change your life and your business forever, but it takes a much smarter person to actually simplify things into an easy step by step process. If you can find a way to expand your power enormously very quickly, by finding yourself a big relentless form of **leverage** (which will be explained later in the book) that will allow you to make any business owner bend at your will, even multi-billion dollar companies, then guess what? Your power is off the charts.

All you need to do is find one form of power that dominates all the rest but something like that will most likely require a skill that you do not yet possess. Unless you have some sort of service that you could actually deliver sales for at a price of \$10,000 or more, then you will need to work on your skills and your knowledge before you can pursue forward.

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Think about it this way: if you spend all your time working hard to try to acquire new knowledge then by all means you could even invent a new form of energy that has never been introduced to the world before that could save the world from rising Co2 levels in our atmosphere. With enough research you could invent something that has *never been done before* and simply by creating a brand new physical product that revolutionizes whatever industry it belongs to, then all you need to do is copyright and trademark your work and go from big company to big company in order to find a company to mass produce it and sell it.

If the product truly is revolutionary then there are most definitely investors around the world who would want to see it put into stores and could help facilitate that into happening. This is the true power of the third form, knowledge, which can change your life dramatically.

Please understand that, as we talked about before, you are going to have to decide whether you are creating something for the world that is good or bad. I always, always encourage you to use the forms of power to create more beauty in the world and try your best to invent products and services that will help the community; help the world grow to be an environmentally friendly place and so on.

But you know as well as I do that if you ended up creating the next super weapon and sold it to a government that would use it to kill hundreds of thousands of people then you will probably be very rich from that invention as well. That is the truth of power. You are working for either the good side or the bad side so don't trick yourself into thinking it doesn't apply to you and your business plan.

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If businesses do not assume responsibility for the problems they introduce into the world then there is no point in the smaller man receiving more power than the economic giants, right? The whole point of this book is to shift power to the lower class which should now have every opportunity to seize this power. The world is currently, as it is, wasteful and shameful. Large companies around the world dump massive amounts of pollution into our air and our waters. Wars wage around the globe for political purposes and profit not for the good of our world.

I know this may be getting a little off topic to some of you but to me it's a very relevant subject. Every single business on this planet has the potential to do terrible things in total ignorance! If you don't take a look at what you are *actually* doing with your business empire, then you will reap the bad karma for it.

I've included a few easy ways to make sure your business is highly helpful while also making sure you're not hurting the world more than you're helping it.

Is your business good or bad for the world? Ask these questions:

Is your business solely online or does it create waste to ship items?

Does your business take advantage of its clients or deliver valuable work?

Are you really skilled at what you do or are you pretending to be skilled for sales?

Once you've obtained power are you using it all for yourself or helping everyone?

Is your price set right for your talent and your service or is it too expensive?

These are important questions to ask, as knowledge is so powerful that it can literally change the world. Be careful what you do as you gain more and more power, even in uncontrollable amounts.

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How can knowledge change your life forever?

If you are following your dreams then you should definitely keep following them but you are going to need to use your mind to find better, more efficient, more powerful knowledge for marketing and delivering income. Do not rely on methods that simply are not working if you want to succeed using knowledge.

Most so-called “marketers” don’t even comprehend the true definition of the word “marketing”. To be an internet marketer you’re going to have to be ready to completely change everything in your business from the bottom up one baby step at a time.

The vast majority of clients who come to me asking how they can make more money from their service or product are under the impression that their main focus is to drive as many people to their website as humanly possible and deliver massive amounts of traffic and sales.

This is absolutely, positively not the case. The biggest problem in your marketing is most likely not the traffic and thinking that it is your forefront issue is only due to a lack of knowledge. Let me explain to you what marketing is actually all about, and how you can make money from very small numbers of visitors easily just by using the right strategies.

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Here's a good example. I actually don't promote Tweet Adder anymore since it lost a lot of the functionality it used to have in order to try to agree more closely to Twitter's terms of service. But these numbers will prove that traffic definitely does not have to be your biggest concern. Even a little bit of traffic can drive a massive amount of sales and income if you just make the right moves.

For instance look at the numbers I dragged in using one of the many affiliate programs I promote in order to make income monthly. As you can see from my statistics below I have delivered over \$2,300 in sales for their company's product and in term I kept 50% which turned out to be roughly \$1160. The image is a couple pages down.

But what you should be looking at more than the dollar signs is the simple pie chart. If you look at the statistics that it reveals below on the next page then you will soon realize that I converted at an astounding 6.8%! Meaning if I sent just 100 visitors to their website I could easily make nearly 7 sales. At my 50% commission, 7 sales would normally range from \$189-\$249, and if I ended up delivering one of their more expensive packages than I could make as much as \$90 from just one of those sales. It's not terribly uncommon for me to make \$50 from a single sale on a normal day promoting their website.

Imagine that their company paid me 50% and kept the other 50%? So while my average pay per click was roughly \$2, the total amount of money my visitors generated was equal to \$4 per visitor!

Isn't that insane? I am able to convert at such a high pace that for just 100 visitors I can generate \$400, which \$200 of it goes right into my PayPal account at the end of the month. The photo proof is below for these statistics.

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Here is proof that traffic is not your main priority!

With just 468 visitors sent to their page I ended up earning a truly astounding \$1,165.60 and that doesn't even include the other 50% I ended up earning for the company. Though the official conversion rate below states 6.8%, please consider the "unique visitor" stats.

A unique visitor is a visitor sent from an individual computer or IP address. If the same visitor comes back twice, it is considered a "visitor", but not a "unique visitor". So a "unique visitor", in short, is described as an individual person. If somebody visits your site more than once in the same day it still only counts at one unique video.

As you can see from the stats below I sent 352 unique visitors to their website so if you wanted to do the statistics in a slightly different way you could easily say that my unique conversion rate (sales per unique visitor) was nearly 1/10! So for every 10 people I sent to the site, I made a sale!

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tweet adder
Automated Twitter Management System

[Affiliate Home](#) :: [Signup Now](#) :: [Manage Account](#) :: [Contact Us](#)

Welcome
Here

[Logout](#)

English ▼

Total Transactions	33
Standard Earnings	\$1,165.60 USD
Tier Earnings	\$2.20 USD
Recurring Earnings	N/A
Total Earned To Date	\$1,167.80 USD

Standard Linking Code - Great For Use In Emails!

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[Links](#)

[Alternate](#)

[Incoming Page](#)

[Links](#)

[Add Affiliate](#)

General Stats ▼

Commissions ▼

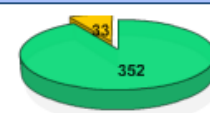
Payment History

Traffic Log

My Account ▼

Current Commissions - From Last Payout To Date

Transactions	2
Standard Earnings	\$27.50 USD
Tier Earnings	\$2.20 USD
Recurring Earnings	N/A
Current Earnings	\$29.70 USD



Traffic Commissions

Traffic Statistics

Visitors	468
Unique Visitors	352
Total Sales	32
Sales Ratio	6.838%

These statistics do not include recurring or tier commissions.

Payout Type

Current Payout Level

Pay-Per-Sale	Level 1: 50% for each sale you deliver.
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Notes From The Administrator

No Notes To View

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Spirituality:

The 4th (+1) Form of Power

So as I have said a few times in this book there are truly only three forms of power in the world of trade and business as I have yet to find and I have named all three of those forms of power. However after careful thought and massive time I have finally been able to figure out a forth form of power which I should include though it is really not the most important in terms of building your power. Some would disagree with me and tell me that it is the most important, but I know too many God-less people with great power to believe that.

Most people would tell you that spirit and money have nothing in common and I am definitely one of those people. Though I am somewhat of a spiritual man, I also understand that it is impossible to make all your dreams come true by simply praying. You need to be willing to work harder than the next guy and your skill level must absolutely be above average if you want to survive with your business long term.

It's a lot less about spirit and a lot more about careful calculation and precise investments of time and money, which is exactly what I said when I first started writing this book and I stand by it completely.

The only reason I include spirituality is because it can be, for some people, the missing link between trying and success. The biggest problem people have with their business is giving up. If you're wasting tens of thousands of dollars a year down the hole to make your business work and it's losing that much money and not profiting, then by all means give up on whatever you're doing and cut your losses. But giving up completely is never a good option, ever.

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My relationship with Quantum Physics

When I first started hearing about quantum physics and the new research into the power of the human mind, I heard it from my sister who was already deep into studying these same scientific investigations. I had heard things like “chaos theory” and “string theory”, which all play a role in quantum physics.

Some of the research indicates that our entire universe is controlled from within our mind on a fundamental biological level. Research in quantum physics, which mind you isn’t actually accepted by the majority of the scientific community yet, has shown massive amounts of evidence to indicate that we can literally transform our realities and the way the universe interacts with us using the amazing power of the human mind.

Books like “The Secret” came out recently and have been sweeping the nation ever since. More and more people are making eBooks about these types of ideas and many of them capture the same scenarios so it’s bound to be something you’re going to see when you’re looking for ways to make your business succeed.

When I was first hearing about these ideas and testing out manifestation I realized very quickly that there was definitely something to it. I ended up talking to all of my friends about it, eventually doing an experiment with over 100 participants at my high school. But I realized pretty quickly that believing was not enough when it came to my business no matter how good I became with skills such as visualization and manifestation. In business there was simply more to do.

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Now, after I've learned and matured from the original ideas presented to me, my ideas of manifestation are vastly different, and I sort of feel like an idiot for buying into the idea that I can simply wish my dreams into reality. I'm sure I could manifest seeing an ice cream truck on my way home from the mall so I can get an ice cream, but manifesting an entire business to take off just using thought isn't possible.

It's literally impossible and un-American for you to blow up and become the next millionaire based on positive thoughts and meditation because the economic system has very little to do with the spiritual system. **It is a fact no matter who you ask. Any professional business owner would confirm that it indeed is not realistic to believe you can make money from zero work and effort. Not unless daddy is a millionaire who can give you a few hundred thousand to experiment with.**

I've learned that there is only ONE way to make your business take off and for you to earn residual income from your home. You need to think positively, sure, that is definitely a big part of it because the unclouded and ultimate truth is that you are going to fail a lot more than you are going to succeed in most cases.

When you are an entrepreneur you better be ready to risk a little bit and make some mistakes along the way. I try to never spend more than a few hundred dollars on anything I do in business just because keeping the risk low has had the highest return for me thus far.

The world is competing for your mind and I am going to do my best to describe these realities as quickly as possible while remaining clear and to the point. I will tell you nothing but what I know to be true, or what I believe to be true, and I always encourage you to question anything and everything I say in order to further your own knowledge and thusly expand your power.

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The Chapters of Blunt, Straight to the Point POWER

I'm excited to now be at the part of this book that will start describing all the forms of power you will need in the long run if you want to make as much money as humanly possible from your residual income endeavors.

A large portion of this eBook will be dedicated to giving you all the information you are going to need to expand your knowledge so much that you actually will become more powerful instantly. This is the missing information that for years and years has been right under your nose and you may or may not have picked up on it.

If you are doing every single thing in this book and you are doing it exactly how we're telling you to do it then you are well on your way to transforming your business on a regular basis to where if in 2013 you make \$10,000, then in 2014 you'll make \$30,000, and in 2015 you'll make \$50,000, etc. As long as you make smart moves and enable yourself to put more of your resources, such as the amount of money you're profiting each month, into your business. If you make a bunch of money and you spend it on things like rent, going out to the clubs and drinking, then your business will not expand.

For some of you the process will be slower and for some of you the process won't even happen because you won't actually do all the things you should be doing. We are not making promises because a very small percentage of people even have what it takes to gain power. But those willing to work and not give up will most likely see success.

It's not one or two things you can do that will instantly skyrocket your business into a higher state of income. In fact there are about 100 to 120 things you need to be doing simultaneously if you want your business to transform the way you need it to.

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Are you capable of dominating and taking over, creating your own power and expanding your empire consistently? For those of you in the hip hop genre you will appreciate me saying this, but are you ready to go hard?

If you are a motivated and smart individual then you can do this *if you choose to*. But don't come whining to me about how the tactics are not working if you sit there for hours a day playing video games, going to your 9-5 job every day and partying on the weekends, spending only one or two measly hours a week working on your business and generally showing a lack of motivation.

You need to be cold hard steel in terms of motivation. If you are not a warrior then you might as well stop before you get started. You have to be greatly motivated and willing to work very hard, but I promise you that by the end of this book there is absolutely no reason in the world you can't make as much money as you want to in the next few years off your business.

If you cannot utilize all the information in this book to make more money online, then you are simply not talented enough with whatever product or service you are trying to sell. A very real reality might be that your talent is not currently sellable or at least not sellable at the price you're going for.

As a business man I am willing to do whatever it takes to make more money online and offline as well. If you are willing to seek new opportunities and try new things then this book can transform your life forever.

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Promo Power

Controllable and Always Free Advertising

I wanted to ask you a question and make you think upon yourself and your entire structure for income generation: how wide is your promo power? For those of you who are trying to obtain a greater method of power by moving up in the ranks of an already-established business then this part and quite frankly perhaps other pieces of this book may be of less interest to you.

But if driving targeted leads to your website in order to sell more products, services or whatever else you're selling, truly there is no better way to create a constant income stream than by utilizing *promo power*.

Promo power is a term I created when drawing up the plans for this book that you are reading today. It took me nearly six months to discover that I could actually clearly display one of the biggest forms of power on the planet and do it in a way that even a toddler could understand it.

Anybody can complicate things and make everything seem jumbled, but it takes a serious amount of thought to simplify something extremely complicated so people can relate and understand the information easily. This is the exact basis of my term "promo power" which is the simplest form of what other marketers explain as a very difficult and complicated process.

In this chapter you will learn that anybody can easily grow their powers of promotion, or "promo power", and build a massive empire from the bottom up (literally).

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What is promo power?

Promo power is a term I have created to describe the amount of promotional force you have internally within your business. If you wanted to get in touch with 10,000 people instantly and have them all look into an offer you want to start promoting, would you be able to? Also, how long would it take?

Promo power, essentially, is the method at which I am going to teach you how to promote yourself free of charge any time you want and to any scale or volume that you want. But the whole deal is that you have to be ready to work very hard in order to achieve promo power. It doesn't come overnight and though there are shortcuts, it's easy to make mistakes.

As long as you've building your promo power in the ways I am going to explain here then you will be fine.

For instance the whole idea behind promo power is that as long as you focus your time, energy, resources, knowledge and network towards building sustainable, long-term lists such as an email list, Facebook following, Twitter following, YouTube subscriber lists, physical mailing list and others, then you will be building onto your promo power.

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If you can instantly get in touch with all the people who you have ever advertised to all at once whenever you want then congratulations then you already have a full-out business and if you're not making money from it now, you can be. It's those mailing lists that make the question "how do I get more leads to my website?" a no-brainer.

You'll never have to guess at where traffic will come from, so all that's left to do is upgrade your website and layout in order to bring in more sales per visitor. This is called a **conversion rate**, and it is the most essential factor to you making more money (yes, even more important than your traffic sources or amounts).

Most of my clients who come to me in order to make more money from their business have their ideas very flawed: they think that traffic is the key to selling more, so sometimes I get clients who have spent 10's of thousands of dollars on advertising to their website and made literally ZERO money from it all. To be honest I got a Facebook message just today from a client with this same type of story, roughly spending \$10,000 for zero return and thinking about shutting down the site entirely.

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But with promo power, you never have to guess where your promotion is coming from. You always have traffic available to you whenever you want, so all you have to focus on is expanding your promo power. Instead of uselessly sending Adwords or cost-per-click traffic to your website, hoping it converts and end up wasting all of your hard earned dollars, I'm going to teach you how to build onto your own promotional power so that you never ever have to worry about traffic again.

Remember to greatly increase the value and proof of value to increase your SALES from traffic. If you want more traffic, then simply increase your promo power. This is the most sustainable business model ever created, with the highest success rate.

So keep this term in mind throughout the rest of this book and the rest of the time you invest trying to make your business flourish as much as possible. The idea is to think about building your own promo weapons (such as a medieval mailing list shotgun, or a Facebook sword, metaphorically).

Whatever you spend your advertising on it should be used to bring you more of a blast-off every time you need something promoted. So instead of wasting precious advertising dollars on front page promotion and simply hoping it'll sell, why not send all the high quality advertising to a page that specifically forces them to join the mailing list or Like you on Facebook? By building onto your promo power, you are not ever going to waste advertising dollars as long as you're paying for high quality, English speaking visitors.

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Resources

Tactics and Tricks for the First Form of Power

Please remember that this entire book falls into one clear category: knowledge. I am giving you power by increasing your knowledge on what internet marketers around the world are doing to make serious income on the internet. All you have to do is focus in on these three categories of power and you will achieve great things.

However in this section I'd like to discuss the resources you absolutely need if you expect to make serious money online. I'm just going to dive right in and start giving away my knowledge on the absolute best, most cost effective resources money can buy so you can start your business with essentially pennies in your pocket and create a massive business. Enjoy.

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When it comes to resources, there are several different things that can easily be considered as resources for your internet marketing business. The first and most important resource that you can possibly have, quite simply, is money.

If you have enough money then you can pretty much make any business semi-successful for at least a short amount of time, even if you make tons of mistakes along the way.

The idea behind marketing is that you can make less mistakes and more money per month by simply buying into the methods of changing your strategies as they go along. If you can continue to adapt and survive, there is a high chance that you will be able to find success on the internet if this one single resource is at your disposal.

However other factors fall into the “resources” portion of power as well such as your website. Anything that has a physical value to where it’s something you own, that’s a resource.

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An Incredible Resource of High Value

This is one of my favorite resources as of right now. Though a lot of Twitter programs have shut down in the past few years, this by far has been my all-time favorite ever since it came out.

Never before was it so easy to generate leads and gain popularity in your niche near immediately then with this amazing program.

It's a resource that once you buy it, it's yours forever and you'll receive updates as they update the program. All you have to do is follow people on Twitter who are targeted to your niche, meaning that they are tweeting certain keywords that you can designate inside the program.

I've been using this program to generate good numbers for my business and I think it can do something similar for any business of any size:

<http://www.whitehatbox.com/Agents/SSS?code=vJ0s1WgqFnbfY%2B%2BCxIXdnHeZO4hLmpmQmKz7MHMOi2fi0f0Gm0ICw==>

DISCOUNT CODE: dd6216d1c70349dba96c3b3ebf451e04

There's the link.

Some of the most powerful resources you could ever ask for are programs for promoting. I have been using these programs to generate income for myself and my clients for years and years, but still nothing comes close to my experience with Twitter and the auto following features within.

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The idea behind this program is it is going to allow you to automatically follow and un-follow targeted leads on Twitter over a mass scale. It is easy to imagine a person utilizing a full fledge army of Twitter accounts for different people within the company and to use such a program to build large, targeted fan bases in any industry you choose.

The follow per follow back ratio is roughly 14%. This means if you follow 100 people on Twitter who share your company's same interests then roughly 14 of them will follow you back in most cases. This means that you could easily gather a following on Twitter in your targeted niche through this tactic alone.

What the program does (linked to on the previous page) is allow you to automatically select and follow individuals who "Tweet" about certain keywords, or who live in certain areas (to name a few of the search tools available on the program).

This is a program that I always like to include in a product because I use it on a daily basis and I find that Twitter is one of the most powerful promotional tools on the planet.

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Magic Submitter

When it comes to SEO, there is currently no tool on the market better than Magic Submitter. Here is the link:

<http://www.marketingwarzone.com/link/ms>

Magic Submitter is the only link building tool on the market that I can honestly recommend. I have seen marvelous success in every market I have come to by using this super advanced tool.

Definitely the most powerful resource in terms of SEO on the market right now, this amazing program is a fraction of the cost of other SEO programs and will save you thousands upon thousands of dollars on advertising costs if you use it to rank well.

The thing is in order to get back linking to work at all these days, even with a great program such as Magic Submitter (linked above), you are going to need to write up massive amounts of articles and unique ones at that. You need to be willing to put some serious work into actually delivering content to websites.

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Cheaply spun articles won't work anymore in Google's latest algorithms. This is why you need the one and only resource on the planet that can instantly generate (without any work on your part at all) thousands upon thousands of articles that are 80%-90% unique every single time.

Do you realize how much I've spent on article writing? Well to tell you the truth its way upwards of \$5,000 just for article writers alone. Then I found this tool for only \$297/year that generates thousands of articles that are nearly 100% unique and without paying a cent.

So you can imagine my surprise when I found this...

But when I signed up and started promoting, I was immediately able to rank a YouTube video for #1 in a highly competitive keyword that gets over 4,000 searches per month. And in fact the keyword has the word "SEO" in it. This is just the start of a massive Google domination plan I have coming up actually.

I know you want to know what this awesome service is called. Introducing...

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Article Builder:

Article Builder is the most powerful and revolutionary service on the internet right now for generating content for your websites or your SEO.

Here is the link:

<http://www.marketingwarzone.com/link/ab>

This could easily save you tens of thousands of dollars on the internet without ever actually spending a dime on article writing so I do hope you appreciate the hook up.

Article Builder has a function called “Download super spun article”. All you have to do is click the download button for nearly any niche and you will be given an ultra-spin processed article which you can copy and paste into Magic Submitter, link to your sites and slowly build back links.

Using this exact strategy, Penguin and Panda don’t stand a chance and the reason why is because of how Google actually ranks websites. The way Google figures out which spots to put in the top 10 for keywords is simply based on an algorithm which allows the best most popular websites to reach the top of the charts for keyword.

All you need to do is get more content out on the internet with a hyperlink pointing back to your site. The more quality, unique content is out there on the web (content that is related to your subject matter, of course) then you will rank.

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This is why combining the solid force of Magic Submitter (linked above) and the article writing genius of Article Builder (linked above). You can easily **rank on Google** using these simple but working methods of ranking on the world's #1 search engine for specified keywords.

Once your website ranks on the top of Google your site is going to receive free visitors which will come to your site and see your offer. Since these people searched for keywords related to your niche in order to find you they will surely be targeted and interested in what you have to offer.

This is how I was able to rank a video #1 for a keyword that had "SEO" in the title.

SEO stands for "search engine optimization", so in short these tactics work even to out-rank big time SEO companies that net thousands upon thousands of dollars per month.

The real question is how many blog posts are you willing to come out with for different keywords?

Some of you reading this are music producers (belonging to my niche) and you might notice that Article Builder doesn't have "buy beats" type keywords as one of the categories. Our market is large and the owner of the company said they come out with new categories every few weeks.

So if you buy Article Builder, be sure to request that they add a category for "buy beats", "rap beats", "hip hop beats", etc. Those types of keywords and others could be added if just a couple people sent them an email about it.

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Email Marketing the Right Way

Email marketing is, and has been, one of the most powerful and prominent forms of internet marketing in the world. There is no easier way to deliver sales unless you are willing to pick up the phone and speak to each one of your potential clients one on one. Though phone marketing is definitely the most powerful form of selling, not a lot of people have the time or energy to call every potential client one at a time over the phone.

The idea behind email marketing is that it's 1 on 1 marketing meaning you are able to get ahold of each prospect individually on a wide scale.

Most people, when you ask them about email marketing, figure it has something to do with the contact list in your Gmail account. Not only is this not the case, but for any of you out there who might be using Gmail as a mass-promote account, you should be aware that what you are doing according to the CAN-SPAM ACT which is a law governing your right to mass promote, those Gmail blasts are considered spam. Quite literally by law those blasts are known as spam.

So how is it you do email marketing legitimately? Let's take a look.

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Aweber for Email Marketing

When it comes down to using Aweber, you're going to be seeing some of the most powerful email marketing tactics available. Using Aweber (linked below) is a great way to make sure all of your emails end up in your prospects inbox and don't end up going to the spam folder. Furthermore, Aweber has an "unsubscribe" link at the bottom of every email you send, making it CAN-SPAM compliant.

Here is the link:

<http://sellingbeatsonline.aweber.com>

Aweber will allow you to create web forms and even output the code for you, so you can literally copy and paste these forms onto your website. This makes it one of the most powerful ways to start building your email list immediately without any further delay. There's nothing to stop you from working your way up the food chain using Aweber to build your list.

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Follow up messages:

A follow-up message in Aweber is an automatically sent message which you write yourself. The idea is that if you create multiple follow up messages, let's say three messages for this example, and each message will be automatically sent at specific intervals to each client.

Let's say for instance each message is set for a 4 day interval. This means that once somebody signs up to your email list they'll immediately be sent the follow up message #1.

After 4 days, since the interval is set to that, the 2nd follow up message will be sent to them automatically. This way you don't have to send out emails manually every few days, instead you can set up your Aweber account to do this for you (linked above).

These follow up messages are also known as "auto responders". This takes out some of the labor involved in keeping up with email marketing but it works with some niches better than others.

For instance if you have a single product you want to sell, an auto responder would work perfectly to help persuade prospects to convert into sales. Others, such as the beats game where you have tons of products, follow up messages are less helpful. The best thing you can do in this case is to simply send out an email blast every time you've posted a new free download. This by far is the easiest way to retain audience retention with your beats or products which are not constant.

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What is marketing?

What is your personal thought on what the word “marketing” and what it means?

I am guessing the majority of people, when asked this question, will answer wrongly. The fact is that most people actually don’t realize that the true meaning of “marketing” is nearly the same thing as “science”. It follows the same tactics, strategies and experimentation of all science worldwide.

There are a large percentage of people who wouldn’t have answered that. Instead, usually when I ask people about what they think marketing is all about, they say “its advertising”.

In fact this is not the truth. Advertising is a small part of marketing, and it does play its roll, but to say that marketing=advertising is wrong. Let me explain...

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Marketing is, quite simply, experimentation. If you are marketing correctly then you should have pages and pages of notes in your notebook full of statistics, data gathered and exact numbers.

If you can figure out every single number in your business, meaning running through and doing the math and figuring out exactly how many visitors it takes for you to get a sale, how many dollars your business makes per website visitor in the past 12 months, and how much cash it takes to promote your business, you will be well on your path to becoming a true marketer.

A marketer's job is to come up with new ideas to sell more units on their website. A lot of times this job can be as simple as changing the price on a given offer. That in itself is a form of marketing, but you should be tracking results if you expect to call yourself a true marketer.

How many visitors did it take you to make a sale before? You have to compare numbers to figure out what's more effective in the total game of profits. For instance, if you sell 1 product per 100 visitors and you've priced your product at \$10, then you are getting roughly \$.10 per visitor, which isn't necessarily bad.

But if you lowered price to \$5 and you started making 2 sales per 100 visitors, it would still be the same total effectiveness because you're only making \$10 per 100 visitors, or \$.10 per visitor.

Marketing is all about getting the payout per visitor higher by any means possible, and value sure is a big part of that picture. But it's not the only form of marketing you need to understand. You need to understand conversion rates, split tests (the basis of all marketing) and traffic in order to move on. So let's cover that next.

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Conversion rates are all that matter... or are they?

In the end the most important thing for your business to acquire in order to make more sales on the internet is having your conversion rate be as high as possible with getting your cost per click as high as humanly possible.

But when we are talking about \$10 and \$20 products, especially in the market I originate from (beat selling to music artists), it becomes hard to see any chance of profit don't you think?

One of the biggest problem people have with tactics such as cost per click marketing is simply that people find it nearly impossible to actually profit from the promotion they are paying for.

They pay \$100 for website visitors and end up getting roughly 375 visitors to their website (that's if they've done their advertisements the right way and really looked for the best click through rate, etc).

But it gets hard to see the profit if what you're selling costs let's say \$20 and your conversion rate is 1%. That means you sent your website 375 visitors and got roughly 3.75 sales. Even if we rounded that up to 4 sales, that's \$80 made on a \$100 advertisement. How the heck are you supposed to make a living if you're losing money?

The answer is going to rock your world... If you've been hit with this same problem then this next paragraph may very well change the way you think about marketing online.

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Sell Something Better than Anybody Else

This is something that most people have never thought of, and God knows I didn't have a clue about it before I spoke to a multi-millionaire marketer. By the way, just so you know, one of the best ways to start earning much more money in an immediate way is to start talking to seriously rich marketers.

If you can just have conversations with people who are making serious moves online then you will surround yourself with a kind of talent that doesn't come easy. Speaking to more talented, more successful marketers will bridge the gap between any learning curve you have.

One thing though, you really shouldn't approach this method if you're a newbie who's not willing to work your ass off for your dreams (excuse my French). If you aren't serious about putting your all into your business, then I don't even believe business is for you! Beyond that I don't think you should bother the top guns if your level of commitment is low.

But here's what I want you to picture...

What if you had an amazing, top notch deal that is better than anything anybody else in your market is even offering? Furthermore what if the price on that deal was \$2,000 or \$10,000 for instance?

I'm not saying it's easy to deliver that kind of value to where people will actually pay you and convert into sales at those prices. But it is possible in several ways which I am going to talk about right now.

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The High Priced Sale and how it fits In to Conversion Rates

Do you think it is easy to make a \$2000 sale? Probably not, right? The truth is it isn't easy and you're really going to have to provide the right value before anybody is even going to begin thinking about paying that much. You really have to consider what people are going to pay two grand for or more.

I started making a lot more money from my business the moment I started selling higher priced products. At first my highest price product was 1 on 1 consultation for a staggering \$197, which to this day brings me sales every month so I can safely say that the value is just about right for that deal.

I really increased my income when I started doing content writing and web/graphic design for clients, ending up making myself \$800 sales on a monthly basis and it became a lot easier to deliver those sales as time went on. That is when I really started to see how much of a difference a simple change in your marketing design can be for your monthly income. This really got me thinking.

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At first I was trying to figure out what kind of thing I could sell for \$1997, which is a pretty large amount of money for anybody, at least this was my plan. I ended up making a \$1997 product and tried to get the value up as high as I could. The total cost of everything involved in the \$1997 deal is worth roughly \$4500, so the value is very high especially considering that a client can save over 50% by paying for our big package all at once.

Here's what is included in our \$1997 product:

1. Web and graphic design, we build a custom website for you (\$800 value)
2. 1 on 1 consultation for 30 days (\$197 value)
3. Twitter promotion for 1 month (\$97 value)
4. Content for your website, 5 custom videos and blog posts (\$497 value)
5. Auto responder writing for your sales funnel, 20 emails (\$497 value)
6. Re-sell rights to one of our front-end products + sales page (\$497 value)
7. Re-sell rights to a backend product that is more pricey (\$997 value)
8. A couple more things included...

So as you can see the value is pretty high here. We are advertising it as a "business in a box". From the description above I think you can see that by paying us \$1997, you will have an entire sales funnel ready to make sales for your business right off the bat. Instead of doing everything yourself you could simply pay us and we'll do it all for you. That's the basis, anyway.

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My eyes were set pretty high when I came up with this product and a new game plan, but the truth is I just made more money from advertising by selling a high priced back-end product.

Let me explain it in another way...

If you have multiple products costing \$197-\$997, then it becomes easier to sell to a wider range of audience because more people will be willing to pay high price for products if you can fit their exact needs.

Remember what I said earlier about how you can spend \$100 on Adwords and only make \$80 back? Well sure this loses a bit of profit on the front-end, and the fact is you are not going to profit with that kind of business model almost regardless of how good you get at cost per click marketing.

The reason why you won't be able to profit off a small, cheap product is because paying per click racks up pretty fast. The quality of the traffic is extremely high but it sure isn't going to make you enough small sales to really profit. How do you get around that? With a large array of products ranging from \$97-\$1997 of course!

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If you can meet people's needs to where different clients can pay for different, individualized deals for higher prices then you've struck a gold mine. That's where all your profit is going to go. So instead of focusing on making sales up front, I focus on the facts: by sending that kind of traffic to your site (through Adwords specifically, and if you have a good sales funnel) then you're going to be increasing your mailing list numbers and making some sales on the front end.

By increasing customer engagement, you should be able to land a sale or two from your higher priced back-end products which cost \$97-\$997. The idea here is simple...

If you can offer something AWESOME, that is such a good deal that it makes your customers jump on it and say "Wow, I NEED to spend \$500 before I miss out on this amazing deal", then you've won.

Let's say you spend \$100 on advertising and bring in those same 375 visitors to your website. If you can land just one sale at \$97 (meaning one of your deals is just to die for at \$97), then you can profit directly from the advertising immediately.

That would mean you only have to make 1 sale. So if you're selling beats, it could be an out-of-this-world deal like 10 beats + track outs + semi exclusive rights for \$97, limited time offer, if you're a music producer.

Another way to look at it would be to sell the first introductory beat exclusively for just \$97. Or you could offer something similar. The trick is to get the value up as much as possible without actually going overboard. If your offer gives away your entire stock, for instance, then you will not be profiting after the initial sale.

The trick with value is to get them throwing hundreds of dollars at you WITHOUT crippling your sales for other products in the meantime.

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For a larger priced product, get them on the phone

Call it pre-qualification. Before you even shoot them a price get them to actually call you. You should have it on your website that they are required to call you for pricing and to ask about your higher priced product and to learn more about its options.

Getting them on the phone is essential because in most cases people don't want to invest thousands upon thousands of dollars into somebody without first speaking with them. By hearing your voice you are already making them trust you in a really big way.

You shouldn't have to really "sell them" on anything. If the value is high enough, then all you have to do is explain the massive value and try to give them results in advance by showing you're a smart, motivated individual who is a professional at what you do.

If the value is high enough and you are indeed a professional at what you do, then you shouldn't have much trouble convincing people to opt-in.

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A little more on the big product subject

Let's say, in best case scenario, you are able to put together an awesome deal that costs \$500-\$2000, with a value so high that people literally jump at it and will do anything to come up with the money just to spend it all on you. Well that's certainly the best case scenario right?

But then that would mean you could up your spending budget entirely. Let's say you spend a total of \$500 on advertising instead of \$100. Using the same cost per click model as before, that means for \$500 you will be getting roughly 1850 visitors to your website through Google Adwords. Again, this is only after severe testing and making sure your cost per click is about \$.25, which in most "normal" markets should be achievable.

But let's say out of those 1850 visitors, you get just one sale for \$500, for your best deal available. Well most people are not going to want or be able to spend that much money on anything, much less send it in your direction, but the trick is to appeal to the people who do have that kind of money and offer them several different options of how to spend it with you in a way that they will receive massive value.

If you are able to consistently make just 1 sale from this, then you will profit from your \$500 spent. But here's the kicker. You've spend \$500, and you've probably made back at least half or $\frac{3}{4}$ of your money just through your front-end \$20 sales.

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What your business model should really look like:

- A. People come to your website, join your email list, add you on Facebook etc.
- B. You should be able to deliver front-end sales, for \$20 to normal visitors
- C. You should be able to make 1 sale per 2,000 or 3,000 visitors for high end products that cost much more money

Having said all that, hopefully you see where this is going here. The idea is you make profit (or near profit) by spending outright on your promotions from your front end sales that are less expensive. But your main profits come in from the one or two people you can convince to buy a larger package.

If you make just 2 sales at \$500 each, then you make \$1,000. What if you could spend \$500 on advertising and get \$400 in front end (\$20) sales, 200 new email subscribers on your mailing list, and \$500+ in the back-end from larger sales?

Now you see that even cost per click advertising (that is notoriously expensive per click) can be made to be extremely profitable in basically any niche just by using this simple tactic.

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The Art of Scaling

Scaling is going to be your success ticket and it's the only way you're going to see hundreds of thousands of dollars or millions with your business. If you want any hope of climbing the charts, earning more sales and generating more income for your business, then scaling is literally the only thing you need to master. Well, that and marketing.

The idea is, once you've set up a sales funnel using the value tactics described in the previous pages, you should be able to start scaling upwards.

If you can spend \$500 and make profit by earning \$1000 back in front end and back-end sales, then what is to stop you from spending the full \$1000 you make?

Here is where most people fail.

They spend money on advertising, get cash back through profits and then end up spending their profits on their family or their life. This is a bad business move and in general for your business to succeed as much as possible you should focus on spending as much money back on the business as possible.

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To justify this, it's usually a good idea to get the money up for bills through another means. For me I am actually going to be getting a part-time job as a mechanic here in the next few weeks. Why? Because I know my business will flourish and expand faster than ever before just by simply cutting out the need to spend roughly \$1000 per month of my business profits on bills like rent, Comcast and utilities.

We're also moving into a less expensive place in 4 months, we're buying our first house and mortgage is going to be roughly 40% LESS expensive than what we're paying right now for rent.

These kinds of moves benefit your business. If you can make it possible to scale up, meaning making it possible to spend the money you make back into your business, then your business will surely take off a whole lot faster than ever before.

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When I started my business, I did so by living with my mom. For three months I lived with my mom, around the age of 19 years old, and I saved up money from my small sales I generated in order to save up \$1,000. If I had to pay rent at that time, I would have been back at square one. But because I wasn't spending my profits on my life, I spent that full \$1,000 on my business and ended up creating a profiting sales funnel that actually has lasted me until this day, roughly three years later.

Interestingly enough, when we moved into this apartment (which was roughly 40% OVER-budget), trying to move up in the world a little faster than we should have, and my business has most definitely suffered. Lesson learned there is that no matter how good your business is going, if you aren't willing to keep spending on it then it will start going down instead of up. Life can be a distraction; don't let it ruin your chances.

For me, taking school and becoming a mechanic has been a blessing. I am almost half way through my classes and right as soon as I am done I will be looking for employment. By cutting out the need to make profits in order to pay bills, by having a part-time job as an auto mechanic, I will go from having \$0 per month budget on marketing and advertising all the way up to having roughly \$1,000 per month on advertising budget. If you can't see the power of this then I don't know what else to say!

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The art of leverage

Leverage is the ability at which you have to get people to do things for you for free without really needing to do very much effort on your own part. This is actually the reverse effect as to what we talked about earlier in this book when I was explaining how to expand your network using your skills and services.

It is placing yourself and your business on the opposite side of the fence. Once you start acquiring power in the three ways we've spoken of in this book you will begin to notice that others will come to you to try to network.

Most people will come to you asking for freebies and handouts which is not something you should ever oblige. However you will also have other business owners coming to you in order to take advantage of what you have, which is power in one form or another.

Trust me when I say that once you start really becoming powerful, people will find you and ask for help. Now should you be giving out handouts? Absolutely not! But this is why you are now in a position of leverage.

When people come to you asking for you to do stuff, it obviously means you have something they want. If you have something they want then you should try trading them for it but asking for much more than you give.

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This is the power of leverage. Let's say you have services of value around \$100 just as an example. In this case you can trade up and make them give you roughly \$150-\$200 value in exchange for your \$100 value.

The reason for this is because once you have built upon your three forms of power, you have officially put yourself in a position of power. Being in that position it is now possible for you to trade less for more simply because they will do just about anything to work with you.

I gave a customer 2 hours of consultation just a couple weeks ago in exchange for his entire mailing list. I added 600 prospects onto my mailing list, which is worth roughly \$400-\$1000 depending on who you ask, and all I had to do was trade him 2 hours of phone consultation, which is worth \$197 on our website.

He wanted what I had for him so badly that he was willing to trade a much higher value for my services. This is not uncommon at all in any business model. Putting yourself in a position of leverage is all about generating more website traffic, more of a following and more resources.

Remember that usually people will only come to you if you have resource as a form of power. They want to see you having a website that generates traffic, a mailing list that generates sales or a Facebook page that has a massive following.

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Let's wrap it up: your sales funnel

I truly believe this book contains all the information necessary to make as much money as you want online, and in so doing I want to include one more piece to the puzzle before I let you on your way and wrap up this book. I know this is a lot of information to take in so please don't be discouraged, the entire eBook was created to give you power.

Just by reading this eBook you have increased your knowledge and thus increased your power already. Using the tactics in this book you should be able to make some serious income online.

But before we go I want to talk to you about another concept: your sales funnel.

You are going to need to focus on generating as much income as possible for your business and that means your sales funnel is going to make or break your business.

The profit scale in terms of what is most effective goes like this:

1. Phone conversation and sealing deals verbally
2. Email marketing sales
3. Social media sales

Did you not expect phone calls to be #1? Well then you may be missing out on some serious dollars because phone calls can make a lot more money than email marketing ever did.

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When somebody gets you on the phone, you can talk to them about their specific problems and offer them deals which can accompany their exact needs. You can create custom prices on the spot and deliver sales easily without having to do much 'selling' at all. Instead you just focus on finding the solution to that person's individual problems.

However for me to speak to somebody I would much rather them buy something first before anything. Instead of just calling your leads one by one, you want to make sure your phone leads are at least willing to spend some money before you make any moves to talk to them over the phone.

So at first your email marketing funnel is most likely your best solution for earning sales on the front end and figuring out who you should get on the phone to call.

Personally I am about to setup a new sales funnel which basically includes a follow up phone call for anybody who spends over \$97 with my business.

That way by calling the prospect you actually make yourself seem more sincere, your refund rate will decrease and most importantly you will be able to talk to them one on one about your \$500+ deals and whether or not something like that would interest them. The sales funnel for phone calls is extremely high in value.

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First you have to deliver sales via email

Email marketing is the way of life for small business owners such as me. You should be focusing on making as many sales using email marketing as possible, because it's the simplest non-intrusive way to continuously speak to your clients and help them buy your products.

Your sales funnel for email marketing should be as follows:

1. When sending traffic to your website, either have a pop-up/pop-over to capture email leads by offering incentive for joining your list, OR send them directly to a squeeze page to try to get the highest possible email opt-in rate (I am not going to go into squeeze pages, just Google search "what is a squeeze page" and you'll find millions of results).
2. Once they are on your email list, you should use valuable updates to entice your prospects to put money in your pocket. Focus on selling those smaller products for \$20, sure, but be sure to ALWAYS mention in every email (in the footer at least) about your \$500+ products. Those sales are going to be the majority of your profits.

Email marketing is one of those things that will change but never die. I can't imagine email marketing ever losing enough effectiveness to where you would no longer be able to use it for your profitable purposes. Especially since having an email list is so cheap.

I would suggest signing up to this email marketing service to gather emails, send email blasts, etc.:

Aweber for Email Marketing

<http://sellingbeatsonline.aweber.com> ← my favorite service for gathering emails

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That's it! I think this book has said well enough and I hope you learned a ton! Let's stay in touch, give me a shout out and let me know whether this book was something you really enjoyed or something you hated. I am always trying to make my business better for the client, so your feedback is appreciated.

My website:

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