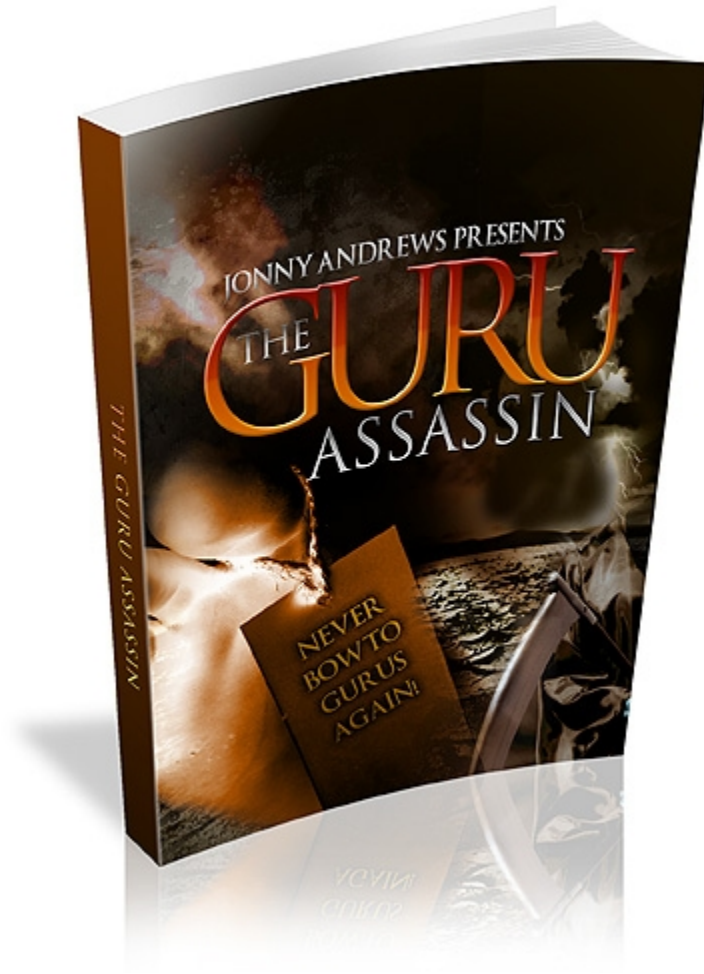


# Module I: Cry Havoc



**Produced By: Jonny Andrews**

**Module I: Your Overview & Big Picture Look At Online Marketing Domination...**

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# Part I: Your Birthing Place

No matter how rich, no matter how famous, no matter how amazing the people you aspire to be like may seem, the simple fact is they all came from somewhere.

Unless they were born rich and with famous parents... Then the equation changes. (Jerks.)

But for the rest of us lowly-shumucks it would seem we have a lifetime of toil, struggle and work ahead of us if we're to rise from the muck of our dreary lives.

Nothing could be further from the truth.

What I like to point out to those who make statements like "Well that's easy for you to say... you're RICH!" is the simple fact I used to NOT be rich... in fact, maybe just like you, I spent the majority of my life NOT being rich.

And I was damn good at it.

In fact, I was so good at NOT being rich I wound up homeless, broke and destroyed financially. It sucked.

But the shocking truth was that it wasn't some outside power trying to keep me down... The shocking truth was I was making "broke-ass" choices. I was spending my time thinking "Poor Person" thoughts and taking "penniless actions".

But there was a turning point, right about the time I turned 27 I decided it was time for things to change. And what I learned from my years of struggle in the wrong direction was this simple fact:

**In order for everything to change... you must change everything.**

Don't you love those little life lessons? They sound like those moronic motivational posters with pictures of scenic tranquility or a babbling brook... Just makes you want to vomit. Doesn't it?

They used to have the same effect on me. So if you could hold onto your lunch for a few more seconds I'll share another little revelation which helped me to realize and act on some life changing secrets.

At the end of the day there are only 2 major groups of people I have encountered out there in my online marketing exploits:

The first, and vastly larger group are those who run from one "Guru" to the next. They buy and buy and buy and buy without ever taking any real action...

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eventually they adopt a negative attitude towards the industry. They say things like: "I already know all that... can't you show me something new?"

Or they say things like: "I've bought all the products out there, I'm almost totally broke... EVERYTHING IS A TOTAL SCAM!!!"

This group gets angry when you make them an offer. This group asks you for your product free so they can pay you after they see results. This group hardly ever takes consistent action on anything they do. This group runs from project to project... forever chasing a phantom dream and never truly sinks their fingers into the pulpy meat of reality.

How do I know so much about this group? Because I used to be their freaking spokesperson! I lived for a long, long time in this place.

Now what about this 2<sup>nd</sup> and vastly smaller group individuals?

Many in this group are silently making more money on a weekly basis than might be dreamt of in a normal lifetime.

Some of them you might call "Gurus". This group is dominated by all the people you love to hate... the ones making the products you purchase. The "puppet masters" who seem to be pulling your strings and getting you to buy... and buy... and buy.

This group understands the importance of a wise investment of money and how to leverage it. This group focuses on 1 project at a time. This group examines the marketing of other successful business owners and looks to see how they can integrate it into their own models. This group spends their time networking, befriending others in their respective industries. This group understands that competition is an illusion.

This group IS the dream and LIVES the dream. Daily.

Here, in what has been called by many inside the Internet Marketing niche as the "Shadow Elite", you will find both product owners as well as affiliate marketers.

This group works together to expand their reach, influence and bank accounts.

**And it is this 2<sup>nd</sup> group I am going to help you join.**

What we will not cover here is how to be a stand alone Affiliate Marketer. If you want the best course about that I strongly suggest [The Money Siphon System](#).

Please note, there is nothing wrong with being an affiliate. (I do it all the time!) There are many fantastic benefits associated with it. At the end of the day

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Product Owner (publisher) and Affiliate Marketer are simply 2 business model choices on the exact same coin.

**Before we get into the “How-To” of this process I need to break through a few very, very common false assumptions:**

**False Assumption #1: You have to develop your own product, write a book to “publish” or be a product owner to succeed.**

Is this the truth? Not even close! But I understand how a lot of people could think it is. First off, you don't need to write like a champ to crank out a bestselling book. In fact, if you stick to information publishing you don't even need to write!

I have seen many best-selling products that were nothing more than audio and video. These are fast, easy and frequently free to create.

**False Assumption #2: You have to be some sort of “expert” in something**

Nope. No need to know anything about what you're doing. (Yea, I didn't believe it either until I first saw this one in action)

The truth is you only need to be interested in the subject matter in order to produce an amazing product.

The other truth is if you are not yet an expert in the field the “Leverage” methods is going to be your #1 best way of breaking in. And fast.

**False Assumption #3: You have to write your own sales letter**

I totally get how the idea of writing one of those freakishly long things could cause you to break into a cold, nail-biting sweat. What's cool is I'm going to show you ways to get other people to write your stuff for you... AND how you may just be able to skip the writing process entirely!

**False Assumption #4: You have to have a lot of money to start**

This is why you're going to love launching products online. It costs almost nothing and has virtually zero overhead.

For example, my first time out the door with this I made just over \$2K in 14 days with less than a \$200 investment.

The launch sucked AND I OVER SPENT! Seriously. Looking back I now know I got hosed on the costs! The truth is you can launch a product for under \$100... and I'll show you a very, very sneaky way to do it for even less.

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Twitter anyone? (More on this in a bit ;)

### **False Assumption #5: You have to know a lot of technology “stuff”**

I personally own/manage over 30 websites. To this day I have yet to run into a situation that was not as simple as copy/paste/drag/drop.

There are days where I can hardly figure out how to turn on the computer, yet somehow I'm able to generate thousands of dollars online.

You do not need to know code... you do not need any fancy technology...

You DO need to be willing to cut/paste/drag/drop and be willing to LOOK at code. But other than that... you're clear of any “hard” computer mumbo-jumbo.

### **False Assumption #6: You have to lie to make sales**

I saved this for last because it's such a popular misconception. People who “Sell things” have this weird stigma in society... it seems an oily ick hangs about them like the grease from a run-down used car lot.

Yes, I get it. Most people selling anything anywhere come off as totally sleazy scamsters who would sell their own mothers teeth to make a buck.... Like they'll say anything to get your credit card out of your pocket.

People who use lies to make money are assholes and morons. DO NOT lie to make sales. There is absolutely no reason to EVER lie to people. Ever. In fact, the more truth you tell the better you'll do.

### **Here's a fast example to show you what I mean:**

My Money Siphon System ([sales letter here](#)) turns prospects into buyers at a rate of right around 7%. That means with targeted traffic right around 7 out of 100 people who visit the site will buy.

A “normal” acceptable conversion rate in most cases is 2%.

So the MSS page is grabbing customers at a very, very solid rate. Right?

What if I were to write a book on how I accomplished that fantastic result?

On the next page I'm going to show you 2 different headlines... Each is 100% true. I'd like you to think about which one you would be more likely to buy from...

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Headline Option 1:

**Expert Copywriter With An Amazing 93%  
Failure Rate Shows You How To Make  
Some Money With Only A Few  
Hours Of Work!**

Headline Option 2:

**“Discover Insider Copywriting Secrets  
That Will Turn Your Dead Letters Into  
Autopilot Cash Machines And More  
Than TRIPPLE Your Income...”**

Let me guess... you'd go with headline #2?

Both statements are totally true, yet which one do you think will sell more stuff?

The difference is in mindset. Neither lies, both tell the truth... but one tells the truth in a way that will make money. The other... not so much.

It's your choice which side of the coin you live on. I find most negative thinking people like to pretend it's "not okay" to look on the positive side. Truth is, they think that only because they're negative.

Negativity will kill you. It'll kill your money. It'll kill your health. It'll kill your relationships. It'll kill your life. Dead. I promise.

If you've been living on the negative side of your life it's time to make a massive change. Please. The difference is amazing. And what's better... once you make that change you never have to lie again.

Truth sells! And the more positive you are the more "truth money" you will make!

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# Remove YOURSELF From Your Business

While I could have included this in the “false assumption” group I felt it was important enough to warrant its own section.

Do you think that “Remove YOURSELF from your business” statement sounds harsh? Perhaps. But that’s not my intent.

What I mean here is not for you to quit and walk out, what I mean by “remove YOURSELF from your business” is that your opinions about how things really work do not matter. In fact... everything you think you know is probably totally wrong and more than likely part of the reason your online income still sucks.

Yet again harsh sounding! (This Jonny must be a real jerk!)

## **Let Me Clarify, As I Come From A Long History Of Screwing This Up:**

When newbie and struggling internet marketers first step onto the stage they are filled with thoughts about doing something original or doing nothing at all. They believe they must come up with a ground breaking product BEFORE they take action... they believe originality is the mother of wealth.

They also believe that if a form of marketing doesn’t appeal to them it is totally ineffective universally. (More on this in a second)

## **Everything you just read is pure, cash-murdering EVIL.**

You NEVER want to have an original thought in your head. EVER. Seriously, take a bath or something if you feel the need to “cleanse” the creative ick from your mind, body and soul.

## **Above All Else NEVER Try Something “Outside The Box” First...**

Why? Because as statistics show 99% of what people “envision” as the next great thing winds up as a giant, steaming pile of yak feces sitting in boxes in a back alley or garage.

This is because no matter how amazing it seems in your head the world you live in WILL NOT get it! They just won’t! How many “new ideas” have you seen take off and actually make it?

Less than .01%.

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The rest die a lonely death right alongside their broke creator.

The Other Insidiously Evil Belief Is That The Product Comes First. Products NEVER come first! The MARKET comes first. Always.

### **About Those Marketing Misconceptions:**

Many moons ago I worked with a friend who had zero experience running a business. Nothing wrong with that... he simply had not yet been in a position where he had to make marketing decisions.

Because of his inexperience and dog-like desire to inflict his will upon the development process, we must have spent 2 solid weeks going back and forth about which marketing methods to use.

In each situation he would say things like: "I HATE it when I get that stuff... It's not going to work... NOBODY will respond to that kind of ad!"

Did you catch the boiled-fish-like-evil money killing phrases in his statement?

Maybe this will help:

"I HATE it..."

"...NOBODY will respond to that kind of ad..."

Remove YOURSELF from your business.

Regardless of your personal feelings about marketing, most methods do produce results. The trick is to put yourself in the shoes of those who want/need what you do or sell. The other trick is to use the methods correctly.

What's truly unfortunate for the majority of business owners (off line as well as on line) is that they never actually understand the concept of marketing.

The concept of marketing is to offer the stuff you sell in a way that makes sense to your PROSPECT. You're not selling to YOU... you're selling to THEM!

This simple, yet night-and-day difference in perception, is the one thing which can separate you from the throngs of screaming, frustrated people out there.

Hopefully you're seeing the big picture here: the reason a majority of new businesses do not succeed has nothing to do with how much money they start with, nothing to do with the product, nothing to do with the idea... it has everything to do with the MARKET and the MARKETING.

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# Your Focus IS Your Money

Imagine yourself working diligently at your computer, Blueprint PDF opened on your screen. Your eyes dart back and forth over the electronic pages as you feverishly jot down notes.

Your feelings of hope and power are so incredible they're almost tangible things as with each passing sentence your ideas of online wealth grows and grows...

Yes! You know for a fact you're only seconds away from building what will quickly become your ticket to total freedom...

... when suddenly, slashing through your laser-like focus comes another \$1,000,000 per day email...

The subject line speaks directly to your soul and you can almost feel the vibrations of success shaking the very core of your being.

Surely THIS must be that which you have been waiting for!

Surely THIS must be the key to unlocking all the hidden secrets!

After all, it's been a full 16 minutes since you purchased the last course and you have yet to make money. 16 minutes... now 16.5... you've given it enough time... right? It's not working! It will never work!

You've been lied to again! Bastard Guru!

"Scammer!" you scream, "You'll never get my money again!"

And with that you click the link inside this new email and plunge headlong into another 16.5 minutes of pure money-making power...

Until the next email comes... and the next... and the next...

**STOP.**

No really. Stop.

I'm going to tell you this because I used to be where you probably are now:

You're in the internet marketing industry... people are going to make you offers.

People are going to ask you to buy stuff CONSTANTLY.

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Accept this as fact. You need to disengage from all of that and focus on your own project. Do not stray.

One of the major reasons I have crashed in the past (and many others do as well) is lack of focus. You need to focus. One thing at a time. One course at a time.

My grandfather used to tell me something I have come to find very, very true:

“When you chase two birds they both get away”

How many birds are you chasing right now? How many unfinished, \$1,000,000 projects lay half completed on your hard drive?

Here's the rub: every time you stop half way through one of those projects that's yet another \$1,000,000 you WILL NOT make. Every time you abandon one big project half way through in favor of another... you start over and lose all that progress.

My success, and the success of just about everyone I've ever met, is almost totally due to our ability to finish projects and get them to market.

### **Your Focus IS Your Money.**

There will come a time when the project might seem to be getting old. Push through that. I guarantee it's not nearly as difficult as it may seem. And I also guarantee the rewards are totally worth it.

The best part of the whole thing is once you're done all you have to do is feed the machine. No more product development, no more sales letters or emails... once you get it done it's all about small, easy tweaks and traffic...

... oh yea, and money... lots and lots of money ;)

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# Getting Paid To Make It Easy

Now that we've come through the "Harsh Truth" it's time for my favorite part... getting paid to make our lives easier.

**First Off: You DO NOT need to know everything in order to run a successful online business.**

Holy crap this is important! It's also something I wish I had known years ago!

You need 1 thing\*. Just get good at 1 thing and use that to your advantage.

*(\* sometimes you don't even need that... muwahahahahahahahahaha!)*

When I first got started I became killer at SEO. (Mostly because I was totally broke and HAD to!)

Rather than try to master PPC or Web 2.0 or Copy Writing or any of the 50 million other "Secrets" out there. I simply made some videos about how I was able to get top 10 Google rankings and sold those.

Tada!

Nothing to it. Start to finish the entire product cost me around \$50, took a few hours spread over 3 days and made about \$1200 in my first week.

But had I known then what I know now I wouldn't have even bothered to make my own product! (you ready for this one?)

When you're at the bottom of the heap, in any niche, you are in the best position you have ever, and will ever be in.

Let me say that again:

**One Of The Most Lucrative Moments Of Your Life Is When You're A Nobody With Nothing...**

I'd like to take a moment to introduce you to a student of mine... Mike Williams.

When I found the good Mr. Mike he was laboring in a forum writing tons of articles for "gurus" in exchange for the hope they would email their list about his product.

Mike's heart was in the right place, but he was going about it totally wrong.

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First off, he was doing actual work. Ick. Who wants that?

Second, he was trading his time for money...

Third, he was coming at his business with a “bottom up” mentality.

All of these actions and mentalities are the products of YEARS of poor business training. Nobody’s fault, it’s just how the vast majority of the world thinks business has to get done. It’s called “Climbing the ladder”. Perhaps you’ve heard the phrase mentioned once or twice in your life?

Not the best way to get ahead as it involves huge investments of time, energy, and frequently money.

I showed Mike how to flip the situation around 100%. Here’s what we did:

**Materials Required For Building Total Simplicity:**

- #1: Domain Name (Under \$15/year)
- #2: Hosting (Under \$5/month)
- #3: Autoresponder (\$50/3 Month Period or \$20/month)
- #4: Some sort of phone (Whatever you pay now)
- #5: Skype (Free voice over IP service)

**Total Cook Time: 2 – 7 Days**

**Total Cost: Under \$75**

**Total Work/Effort: 2 out of 10**

**Total Effect: 8 out of 10**

**End Results: List Building/Name Recognition/\$\$\$/Product Development/Sets You Up For HUGE Things Later On**

**Here’s How This Works: (Note! This Is A Brief overview Only... I’ll Cover Everything In Detail Later)**

- Chose a hungry market you are interested in
- Identify the major players inside.
- Collect Names, Websites, Emails/Phone numbers of said players. For now simply store them in a spreadsheet or word processing document.

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- Once you have your list it's time to set up your new website. Buy a domain that sounds like a niche news or review site.
- Install a Wordpress blog on your site (Free, fast, easy) and then put up a simple name/email squeeze page as your landing page. Have your autoresponder send people to your blog when they subscribe.
- Send a personalized "Hey, I'd like to interview you and promote your product to a big group of subscribers I'm building" email to the huge list of niche players you identified in the beginning. (I'll give you a letter when we go over this method in more detail later)
- When they respond set up a time to do a phone interview. Record it using a free conference call service.
- Provide each "guru" you interview with a copy/paste email to send their list of subscribers telling them about the interview. Obviously this email will have a link to your squeeze page.
- Said "Guru dude" sends the message, you collect names/emails and provide the interview on your new blog.
- Sell "Guru Dudes" products via an affiliate link on your blog.
- Lather. Rinse. Repeat.

**This model works like crazy for the following reasons:**

#1: You're welcomed into the marketplace quickly and easy as you're not actively selling anything. You're seen as a total "non threat"

#2: You're offering these product owners the opportunity to expose what they do and sell to a massive, new audience

#3: You make money via affiliate links on the blog where you host the interviews.

#4: You'll build a MASSIVE list of subscribers because each new "guru dude" mails his/her subscribers and promotes their own interview.

#5: You're building your credibility in the market as consumers will see you next to existing big names.

#6: You're building positive relationships with the big guns

#7: You're creating a product you can sell (and even a membership site... more on this when I expand this model)

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[Click Here To See The Site Mike Set Up Using This Exact Method](#)

So as you can see... you're launching yourself into a new market with no product, no list, and no real clue.

As I help you expand on this method I'll show you how to turn this simple plan into a membership site that'll pay you every month...

... then you'll learn how to turn what you've already done into your very own product...

... then you'll learn how to "Launch" a new product to the market...

... then you'll learn how to "automate" that new product so it produces income day after day after day while you move onto something new...

Do you remember when I said a few pages ago "We all come from somewhere"?

This is what I meant. Every action you take in this business should be a stepping stone to move you closer to bigger and bigger things. Every action you take should be to build market credibility and grow your list of subscribers...

**This is how rock stars are created.**

This is how you go from just another penniless person on a broken bedroom computer to a wealthy authority figure in almost no time.

This is how you ask the simple question "What's In It For THEM?" and see how always telling the truth... how always looking out for your prospects best interest will bring you more money than you ever imagined.

This is how you make it easy on yourself.

Are you ready for that?

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# Quick Start Guide

To avoid info overload I'm going to break this whole thing up into bite-sized chunks. Please do not attempt to do everything at once. You will go insane.

On top of that, you don't have to do it all at once... and on top of that, the more you try to do at once the harder it gets to succeed!

Keep it simple. Simple is nice. Simple is cute and fluffy. Simple is easy to chew and better yet... simple makes a whole lot more money faster.

There is absolutely no reason to blast through this entire course, try to digest everything and then attempt action on all of it.

Doing so will cause your head to explode.

You will find I have broken up all the mechanics such as how to get your site on line, how to modify the site templates and how to set up your various systems into their own individual videos.

You will also find I have taken the time to block out each individual business model into its own set of unique steps.

All business models begin with locating your market first.

Right after that you'll check to see what's selling and how it's selling.

From there you'll check a few, simple sets of criteria to see how best to enter.

From there you'll chose the best model for total market domination and begin setting it up.

Does that make sense? Here's the whole process broken down again:

**Market Selection → Product Evaluation → Business Model Selection →  
Make Money Via Implementation → Expand Existing Or Move On**

Once you have a simple system set up you have a very easy choice:

Do you want to leave it and build your next money maker?

Do you want to build your existing model out another level?

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I like those sort of options. Don't you? What's cooler is when you hit a level where the money is just rolling in, you can do both! Simply hire somebody to take care of all those little chores you don't feel like dealing with.

## **Cost Expectations:**

Without fail I get the question: How much is this going to cost me on top of purchasing your materials?

It's a very fair question.

Here's The Answer:

You can fire up a new site for under \$100 and actually have it producing income.

You will, however, want to expand your business model once you're making income. This will require you to reinvest in yourself. This is a must. Remember that you're running a business. Every successful business reinvests in itself.

### **Here's What You'll Need:**

1. Domain Name + Hosting  
Total Cost: \$15/year for a domain Name  
Total Cost: \$5/month for basic hosting
2. Autoresponder  
Total Cost: \$19/month
3. Graphics: \$50 and up (not required to start but highly recommended)

As you can see if you buy all that stuff at the same time you're still under \$100.

You're even under \$40 if you skip the graphics and just use the templates I provide. (I have made many thousands of dollars from sites with red/black/white simple templates.)

As for marketing and ad costs... that's totally up in the air. (Mostly free)

What I'm going to show you, in a later and more advanced module, is how to get other people to pay all those big advertising bills so you don't have to. But that's for later once you have a site up and are making money.

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I guess you could say your advertising budget should be whatever it needs to be. However, if you remember that fast business model overview I gave you in previous pages... it could just as well be \$0.

All your overviews and business model layouts can be found inside the Module II Blueprint. But before you chose your method you want to chose your market.

But before you chose your market you must have your tools...

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# Tools Of The Trade

When you're just getting started online you're probably going to have TONS of questions about what to use, where to find it, how much it'll all cost...

As luck would have it, I was in the same situation and jotted down a few notes about the stuff I had to use in order to make it through those first few rough patches...

**#1: You need a working computer. This above all else needs to be on your top priority list.**

If you're totally broke and can't afford a new machine my friend Kris has a program that'll clean the crap out of your existing one. The guy is totally cool and has given me a personal page for you to grab his PC cleaning system at a HUGE discount. [Click Here](#)

If you're looking to buy a new machine on a budget I have always preferred to get something "bare bones" so it's not filled with a bunch of moronic software.

Not only will this keep your costs down, it'll also keep your potential headaches down! You can pick up a great desktop unit for under \$300 doing it this way.

If you have some money for this all I can say is "DO NOT over spend!"

Its really-freaking easy to toss wads of bling at a machine that won't really do much more than it's \$3000 cheaper counterpart.

Please keep in mind... I'm not a computer "Guru" and I can only tell you what's worked really well for me:

Right now I'm running my internet empire from an Acer Aspire 6920G Laptop.

I bought this from Costco and it was under \$975.

1.8 GHz Intel Core 2 Duo Processor T5550  
320 GB Hard Drive  
3 GB of RAM  
16" HD LCD (Great for those iTune movies I'm addicted to!)  
Windows Vista Home Premium

If you're looking for something similar but need to dial back the cost I gave my girlfriend a Gateway T Series that if also purchased from Costco (online) I believe should still be running under \$700.

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This is also where you can use the current state of the economy to grab some sweet deals on computer stuff!

## **#2: A high speed, reliable internet connection**

While it's possible to limp along with dialup until you break some bucks with your new sites, I seriously believe investing in whatever fast, local service you can get your hands on is very, very wise.

You CANNOT be successful with online marketing with a WebTV account. I actually had no idea that sort of thing still existed... but just the other day I got an email from a guy who wanted to buy something who was asking if it would work.

No. You need to have a reliable, high-speed net connection leading to a computer where you can store/manipulate files.

## **#3: Office Software (Word Processing/Spreadsheets)**

Please do not attempt to power through your writing and editing using something like notepad! I've seen lots of people do this and its oh-so ugly.

I use Microsoft Office Professional. It is not cheap.

You can save a lot of money if you're able to leech off a student and get the discounted rate. However, if you're running on financial fumes one of the best free tools I still use is Open Office. [Click Here and get it free](#)

## **#4: An HTML Editor (NO! You DO NOT need to learn HTML)**

What I mean by an HTML editor is simply a tool that will allow you to edit the stuff on your page. If you can type a letter you can do this.

I use Microsoft Expression Web (the software formerly known as FrontPage). Others use XSitePro or Dreamweaver. Personally I do not like XSitePro as it feels a bit limited. But you need to use what you're comfortable with.

Dreamweaver is pure cool and totally powerful... however I have no idea how to use it and no desire to learn.

Totally broke? No problem. You can use the free tool [Kompozer](#).

It's what's called a WISYWIG editor (What You See Is What You Get) This means if you can type a letter, you can make a web page. Tada!

## **#5: An FTP Client**

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Sounds spooky? Not at all. It's just the little tool you're going to use so all you have to do is Drag/Drop your site onto the web.

I use FileZilla. It's free. [Click Here And Get](#)

### **#6: WinRAR (No idea what it means, but you can do cool things with it!)**

What this tool does is extract files from ".ZIP" packs. You may remember how I package all my videos as ".ZIP" files? Using WinZip can actually cause a lot of stupid problems so I began using WinRAR instead.

[Free. Click. Get.](#)

(If that link won't work for some reason all you have to do is go to <http://www.Downloads.com> and search for WinRar)

The rest of your tools I'll be covering as we progress through the modules.

Please make sure you have all of this stuff set up and ready to go. Once you're ready... then it's time to make some money!

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# Find Your Market First. Always.

Before we go blowing cash on new websites and domain names we need to know what sort of sites we need. Beyond that, we're going to need to know what names to call them... and that requires a bit of research.

## DO NOT SKIP THIS STEP!

Please do not move past this first module until you have selected a market that meets all of our happy criteria.

### Here's What You Want To See In A Healthy Market:

- #1: Lots of people buying/selling digital goods online
- #2: Lots of consumers having problems and in need of fast solutions
- #3: Lots of what might look like "Competition"
- #4: Lots of people chatting about specific market problems/solutions in forums/blogs.

By now I'm assuming you're wondering why I would send you into a totally overly saturated market to try your hand at selling stuff... makes no sense... right?

I mean, big markets with big players mean HUGE PPC costs... tough competition for banner placement... everything is so expensive and hard to wiggle into! There's no way you'll ever make a dent!!

Wrong. If we were playing by everybody else's rules the short list of yummy market criteria would be a HUGE cause for alarm. However, we're going to be slipping in the side window all ninja style... I'm also not about to show you how to use PPC to break into these markets.

That would be foolish.

PPC is great, don't get me wrong... BUT it's only good if you're 100% sure of the keywords that bring buyers AND you're in the mood to lose a lot of money while testing.

Personally I don't have the desire to wade through weeks of crap while biting my nails as the dollars flow out of my piggy bank and into Googles. I like to set this stuff up AFTER I get everything else cooking via different methods.

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# Locate, Absorb & Replicate What's Already Working

The rules I live by are simple: if there are a bunch of people selling a bunch of stuff then there should be a bunch of people buying said bunch of stuff.

Does that make sense?

The other rule I live by is this: I DO NOT need or expect to be King Fish in the niche right off the bat.

No matter what miracle somebody is claiming to be selling you the fact is you won't become top dog overnight. Any system you try will take at least 3 – 5 years to get to the level where your business is making \$20 Mill/year... but are you going to get pissed if you “only” make \$100K in your first 12 months? Will you be pissed if you need to grow your \$100K business to the \$1million mark, enjoying your new freedom all the way?

Didn't think so.

**Remember: Progress DOES NOT have to equal pain!**

I say this because we all come from somewhere. Nobody is going to be on top of the world in the 8 hours from now if you are starting at zero or below.

**Here is the bottom line of how all of this will work for you:**

Everything in life is a numbers game. Traffic is a numbers game, getting people to help you make money is a numbers game, your sales are a numbers game...

Because everything in life works like this, do you see how it would be in your best interest to get those numbers as big as possible?

This is why I tell you to look for markets with BIG NUMBERS! The more people selling stuff the more opportunities you have to locate and partner with existing players. Because very little explodes your income like having other people sell your product for you.

And when we play our little game of “Meet the players” you're going to want to hit as many of these people as possible...

**Let's Break It Down:**

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Pretend for a moment we're in a market and you want to get all "buddy buddy" with a few heavy hitters so when you're ready to launch you have some big dudes pushing you...

Let's also pretend you can expect 5% of all the potential partners you contact to play ball...

(5 out of every 100)

If you have chosen a small or new market where there are only 1 or 2 real players... how can you expect to have people help you?

You can't.

However, if you're in the Make Money/Lose Weight/Gain Muscle/Pet Owner/I Love Myself/Get Girls/Get Boys markets you have literally THOUSANDS of choices.

With numbers like that what do you care of somebody says "No"? You have another 1000+ people waiting to take their place!

This is the way I LOVE to live... (and you will find it's quite nice as well!) People will tell you "NO" all the time. It really doesn't matter what the reasons are, maybe they're too busy, maybe they don't know you and don't feel comfortable yet, maybe it's for a million different reasons... who cares?

**My rule in these situations is simple: Be cool to everybody, but depend and count on no single individual or resource for your success.**

**EVER.**

For example: when I launched The Money Siphon System I had a commitment from hundreds of "gurus" with big lists and lots of pull in the industry... they all said the same thing "Oh yea! That looks great! We'll totally mail for you on launch day".

Guess what happened? Very few actually did mail when they said they would.

(FYI: trying to get these "Make Money Gurus" to take an action on the same day is a lot like herding cats... Frustrating and difficult yet oddly comical)

Did this bother me?

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Not at all.

Rather than flip out and scream at everybody, or get depressed and throw up my hands in defeat... I simply went down the list and got loads of them to promote me later...

(Because I had anticipated this little situation!)

I then took these new successes and used them to get more and more and more partners to promote. I then got my existing partners to bring more partners.... I then got those new partners to bring in even more partners!

Some of these people I had never even heard of! (But they had great lists!)

People started to slowly come out of the woodwork with HUGE lists and begin to set up regular, monthly promotions...

Consequently my product, that had almost no real "launch", landed and stayed in the ClickBank top 10 for months.

The other consequence to my never ending pushing was the product continues to produce thousands of dollars in sales every week for me and my affiliates. Most products die out very quickly after their first few weeks and you never see them again.

*Note: At the time of this writing if I stop doing everything I'm doing... that one site, which I created on a single Saturday afternoon, will produce over \$250,000 in personal income this year. And the year after, and the year after... Are you getting the picture yet?*

Do you see the difference?

### **This Is A MAJOR Change In How 99% Of Big Marketers Work**

If I had launched in a market with only a few partners and they didn't promote when they said they would I would have been stuck.

But because I chose a market where I easily had tens of thousands of potential partners... I didn't give a rats-ass about the few wishy-washy dorks who decided not to show for the party!

In fact, as I'm typing this, right now at this moment, I've already made \$638.06 in total gross income today since 7AM when I first woke up. (It's 12:41 in the afternoon and when I close out the day I will have easily made over \$1000)

And that's from only one original product in ClickBank.

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This total “launch failure” is making me a gross average weekly income of \$4,866.13. (And the income is increasing every month)

Project that forward 52 weeks (1 year) and you’re looking at \$253,038.76!

And I’m not even including the money from Non-ClickBank stuff I’m doing... If I were to do that I’d have to include the over \$6K I’ve made this week already!

**Please do everything you can to adopt my “I really don’t care what you do because if you don’t 500 others will” philosophy.**

I met too many people who are hedging everything on the slim chance some big name they’ve chatted with in a forum will hit “Send”. It makes my soul pucker knowing this poor person hopes stand a 99.9% chance of being dashed because they put all their eggs in one basket.

Instead, when you get a big kid to “commit” to a promotion, simply thank them, do everything you can to help them follow through... but the entire time you need to be soliciting more and more and more and more and more mid-level and upper level people. (This is neither difficult nor time consuming.)

Do not think these rules apply only to the “Make Money Online” market? They apply to anything you do in any market you do it in. You always want to have enough room to wiggle so that if anyone or any group decides to flake out on you it will have almost zero bearing on your overall success.

### **The Way I Achieve This Is Simple:**

1. I set a “Drop Dead Date” for when my product will be launched. Important.
  - I frequently make it 45 – 60 days from the date I solidify my product concept.
  - I also make sure there are not any blatant launches within 5 days before or after. (Don’t worry, something will come up... but like I said earlier: you’re going to have more than enough people promoting you!)
2. I use my big “Player” list to contact each potential partner individually and ask them if they would promote for me on or near that date.
  - I use feedback from this first correspondence to modify either my date of launch or my approach to my partners. (This gets easier the more you work with the same people)

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3. Those who say “Yes” go into a new sheet I keep with my launch files.
  - I attempt to get everyone to join a “Partner” autoresponder so I can keep better tabs on them individually.
  - I follow up with them on a weekly basis up until 7 days before the actual launch date, and then 5 days before I switch to emailing every day.
4. I provide each of my big partners copy/paste email promotions, complete with their personal names, HTML redirects as well as bonuses to give to their lists.
5. I watch for those who mail and those who do not.
  - I send universal partner emails to everyone promoting the launch. These emails let people know how the sales are going and give something of a “contest” feeling to it...
  - For those who chose not to promote I send individual emails. I politely ask when they plan to mail and if they need any additional help.
  - I follow up for the next 7 days at least 1x per day.
6. I record every success the launch has and use it to leverage long-term partners so that sales continue to grow
  - This includes following up with those who did not mail but said they would, this also includes getting more people to back the product on their own schedules.
  - Most of all this frees me up to set up recurring monthly promotion swaps with HUGE partners.

**Repeat this entire process about 2 – 4 times and in less than 12 months you can be making a fortune in sales AND be a recognized name in any industry you chose.**

Here’s a personal example of what this looks like:

My first launch did \$2,186 in sales during the first 14 days. During this time I grew a MASSIVE list of just over 800 people.

Launch week I sold 94 units.

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My second launch did \$63,560 in gross sales during the first 14 days. By the end of the first 30 days I had grown my list from under 3000 to over 5000 and finally to over 24,794 subscribers... I brought in over 1300 affiliates to promote.

As of the end of December 2008, this second “non” launch has sold over 2223 units and brought in over \$179,918.76 in total gross income in less than 90 days.

And I’m not counting the 1286 units I sold during my tests 3 months prior.

All because I didn’t let a few people not showing up spoil the party.

**So let me ask you a question:**

Now that you’ve gone through and seen the “big picture” behind the actual “online guru” world... do you see how it’s actually possible to succeed?

Success is nothing more than doing something right once... and then applying it again and again and again.

Success is nothing more than taking that small thing which produced your first \$1 and building it into a massive money machine.

**In the next module I’m going to show you several different business models I use personally.**

Please pick the one that looks best for you. Each comes with a full pack of how-to videos as well as a comprehensive flow chart.

You’ll also find copy/paste simple partner getting letters.

You’ll also find copy/paste/drag/drop simple web site templates.

Use them. These are the exact methods I have used to totally kill that horrid day job and create lasting freedom for me and my family.

This stuff works... IF you apply yourself and the techniques.

Also, please do not expect to become a millionaire in the next 7 days... while you can make some great cash in that period of time with focused, consistent effort, if you’re totally new you do need to build up your business.

My primary focus in all of this is to make the entire process as easy, painless and fast as humanly possible.

Yes, you CAN do this. You have only to apply this information and never quit.

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That's what I did and it worked... but more importantly, that is what thousands of others have done as well. Decide to make your millions... and then allow yourself to become the sort of person who can.

See you in Module II

To YOUR Success,

Jonny Andrews

PS: [Click Here](#) to grab a text file of one of the best received emails I ever wrote to my subscribers. I think you'll find it helps to get your head in the game.

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