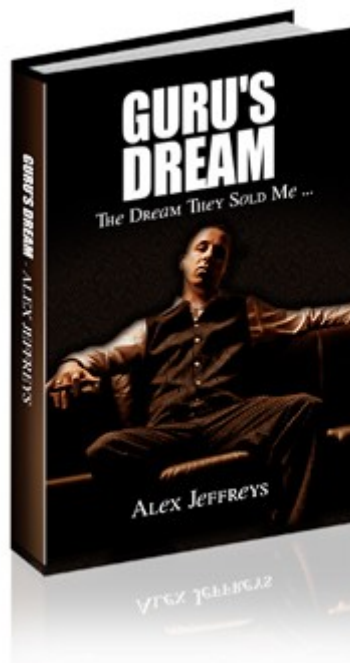




**Guru's Dream,
The Dream They Sold Me ... By Alex Jeffreys**



A MarketingWithYou.com Production

THIS MEANS BUSINESS ...



If you're sick to the stomach from all the B.S. that bombards your inbox on a daily basis, then this report will open your eyes to a whole new world known as the **world wide web** ...



I hope this report will let you see the truth of what's possible online.

Right out of the gate I want to tell you I haven't written this report to make money, plus I'm not using this report to build a list either, but there's a deeper reason.

In fact there are a number of reasons why I've wrote this report, but the main reason is to make a standpoint for my online business.

Within the report I'm going to explain to you the U-Turn I'm about to take that will set my business apart from the crowd of all the carbon copy marketers out there and this U-Turn will transform my already successful 6 figure a year business into a 7 figure a year powerhouse over the months ahead.

When I take this sharp U-Turn you can either follow me or you can stay on the path you're already on, heading straight forward into the arms of all those hyped up sales pages and never hear a word of my U-Turn again.

(I'll leave you with that choice.)

I know in the long run this report will not only help you clear the air of how money's really made on the internet but it will also help my business grow into the millions of dollars a year that I know is possible in the future.

So from the start ...

If you think you're at the very beginning and don't know where to start online, or you've been at this for ages and you still can't make sense of making money online.

Then let me quickly share with you a story of a guy named Dean who I met this week he's a broke bloke I met this week and he's most probably in a much worse situation than you're in yourself.

Me & Dean in London U.K last week



And starting this week from nothing he's creating something,

How?

He's started to use the very information I share with you inside this report.

I have to tell you all too that I'm really proud that Dean took action on the steps I've shared with him and I know his life is about to change dramatically over the coming weeks ahead.

You can read his story over at his new blog <http://www.deanholland.com>

Okay so let's dive in then shall we ... because it's time for business ...

Dear Fellow Entrepreneur,

I've been holding my breath for too long, just like you. I'm almost drowning in all the hype we both see on a daily basis. You know the kind I'm talking about:

URGENT: The Latest, and Greatest Money Making Push Button System is Finally Here!

Yeah, right!!!

When you finish reading this report, you'll know more about making money online than anything you've ever read in all the paid programs you've spent your hard-earned money on.

Is that a **bold** statement?

We'll first things first...

I need to get something off my chest that's very important right away so I can breathe easier and this is something you need to know before you read another word.

There were several gurus who **told me** – they didn't ask me, they **TOLD** me – **NOT** to share this information with you.

And for the better part of a year I listened to them. I kept my mouth shut and held back this valuable information they told me not to reveal. In fact I actually wanted to release this information a year ago around September 2007.

But I didn't, because so many gurus told me I shouldn't.

I'll get into that in a moment, but it's been eating away at me ever since. So over the past year and a bit I've carved myself out a nice position in the Internet marketing niche and I've finally made a conscious choice to share this information with you. (for a number of reasons which I'm about to cover)

I decided to go against their warnings and tell you what I've wanted you to know for the past 12 months or so,

Now some people will love this report and others will hate it,

But I understand the saying, "you can't please everyone" right ...

I do know many people will thank me for this report.

And that's all I'm asking from you – is a "**thank you**".

So before we get started, I want you to clearly understand I didn't write this report to make money from you. There's no charge for it and there are no affiliate links in this report. I'm giving it to you freely.

This baby comes straight from my heart.

The Dream Lifestyle

I was sold a dream back in 2004 that I could make money on demand from the internet while sipping on a pina colada on the beach as my PayPal account filled up with hundreds of thousands of dollars.

How gullible I was back then huh.

I'm sure as you're reading this, and probably realizing that you may have been a bit gullible like me, but don't worry because even gurus like Mike Filsaime have

personally told me that at one time he bought into the same dream of fast cash while he was chilling out on the beach,

However, it didn't take long for this smart cookie to recognize that he was being sold a dream and he had to do something about it (fast).

So he began to build a business online that eventually grew into a multi-million dollar business over the last couple of years right in front of many of our eyes.

The question is why were you left behind?

I'll tell it as straight as I can ...

All of us wanted to believe this "gurus' dream" was real, but the people who are now making serious cash online are able to because they've built an online business in order to live the dream lifestyle that so many of the sales pages pitch to us,

And then the flip side of the coin is...

Many people are failing to make money online, because they just don't know where to start in building an online business and to be bluntly honest they try their very hardest to skip past the part of building a business and go straight after the fast riches.

But that scenario is just too good to be true.

And if you think it's possible then it would be as silly as saying, "your about to go swimming in a pool without any water"

Just because you are in the pool doesn't mean you're swimming.

So take note and listen to me, without a business you cannot do business.

Now don't panic – I have a plan to help you start building a business that is modern enough to fit the new era of web 2.0.

I'm going to show you the simple steps you need to take in order to build your online business the correct way, from the very first steps like I've done with many others over the past few months.

Lifestyle Business ...

When I first started online I bought into the 'lifestyle business' to work just a few hours a day and it was my plan to live that lifestyle I bought into.

But when I started out I was working around 16 hours a day and if I'd continued to follow the gurus advice I would have ended up with just another job on my hands and that's no dream (*I could only see a nightmare ahead*).

Luckily enough though whilst I was on vacation this Christmas in Thailand I read the book "The 4 Hour Work Week" by Tim Ferris,.

You can get a copy of the book here: <http://www.fourhourworkweek.com/>

And It has to be the best book I have ever read, I started reading this book over a number of days sitting on the Patong beach Phuket, Thailand, and soon reading I

realized that I can actually take a pay cut and live a better life, than many of the people online making more money than me.

Man, that was a wake up call for me, so thanks for that info Tim, but it's so true that I don't need the million dollars in the bank that I have been chasing, to live my dream lifestyle.

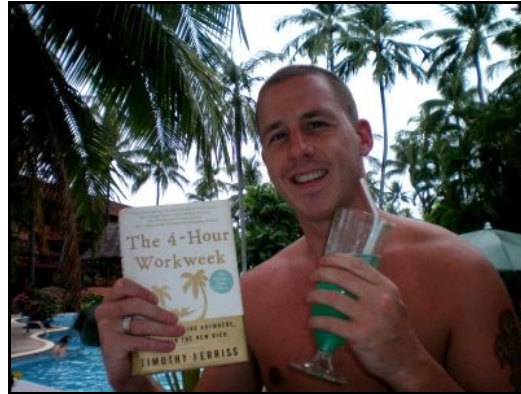
In fact truth be told, I don't *need* all the money I'm making already and because I'm still quite new to marketing, I'm VERY excited about the dream lifestyle I'm starting to live.

Yes I want more but it's not greed that is driving me it's my ambition that I'm setting for my *business goals and *entrepreneur goals that are now driving me to go faster and harder to build my online empire into 7 figures.

I'm also making sure to keep grounded so I build my *business and *entrepreneur goals around my *personal goals so I don't lose the sight of why I started this online venture in the first place.

You see it's so easy to work around the clock and be a busy fool, thinking you are being productive when in reality you could be more productive in a 60 minute block session.

Since I read that book I've been working on redesigning my business to run without me having to be there. And I really like making money while I'm at the beach or chilling out by the pool.



I'm not saying I want to be lazy and not work for my rewards, but I'm going to work in the correct areas of my business I'm not going to work on fads, or PPC, or the article marketing side of things - I can outsource those kinds of chores.

I like to work ON my business...not IN it.

I have to tell you though I was so excited with what I learned in Tim's book that I took it on vacation again with me this summer when I hit Cancun in Mexico, just to read it again.

This time I stayed off the beach though and just hung around by the pool reading with a nice corona and lime.

NOTE: when we hit the tequila party's I put the book down though ***“fo show”*** ☺



And I'm sure when we take off for our vacation this Christmas I'll take the book with me again – cos it's so nice to get into the book when you're out of the office and boy it get's me excited at the possibilities within.

So always remember this is business and if you play outside the court you'll get left behind. It's a rough and tough game and if you keep playing in the guru's court, they'll only let you score a few points.

So you have to make your own game, on your own court. And the potential for newcomers to the internet has never been greater!

But I'll say it again this IS BUSINESS and you have to learn how to run a business to make it work.

So Are You Too Late For The Dream Business And To Live The Dream Lifestyle?

In short “no” you're not too late to build your dream business that will create the dream lifestyle for you.

In fact I think you're kind of early if you ask me, but if you don't believe that statement yet, then you'll be in the same shoes I wore back in April 2006 when I thought I was too late myself.

Back then I didn't have a clue where to turn and who to trust or what products to create, of course times have changed. The problem is I can give you the documentation, but it's impossible to give you the exact steps I took so you can run with them because everyone of you will operate in a different rhythm and in the “real world” there's no step-by-step plan for entrepreneurs.

And the reason is

We create our own paths and you'll want to do the very same for yourself otherwise you'll just end up another carbon copy marketer ...

So back to the point NO you are not too late – you are on the profitable side of the big boom of the Internet era and before the boom hits, you'll want to have in place the very things I'm learning to install myself.

I want to have my own system in place with a team helping me expand my exposure to the Internet world further than the small dent I've already created.

I'll then be able to work less and make hundreds of thousands of dollars each month, although right now I'm happy making a modest \$10,000 pure profit (about \$20,000 in sales per month), but the truth is I know I can make more money and work fewer hours making it!

And you can do the same thing by doing the opposite of what the gurus and all the carbon copy marketers are doing.

It may sound strange as it's the first time you have heard this and I know some people will say what the gurus do is a proven path – or – why re-invent the wheel.

(1) Yes the gurus have a proven system – but it's also a very competitive style of marketing and slowly becoming outdated.

(2) What I'm sharing with you is NOT reinventing the wheel, what I'm doing is helping you move your mindset from the old muggy pond into this fresh new water pond also known as the web 2.0

And I could take this a lot deeper but I've already cut this book down from over 300 pages to keep it as compact as possible.

I just know, from my own experience of being a carbon copy marketer that there are so many others out there doing the same thing, so how can you stand out?

By simply going against what they do.

Just like what I'm doing in Guru's Dream – I'm making a standpoint for my business in the market. I was told not to do this report by old school marketers, but I see the new rich, the social media marketers and it seems a transparent gap has appeared.

I've been mildly following the new social media era that's up and coming and to be honest I'm ready to go after it with both hands, full steam ahead and build my million dollar business right on the back of this report.

By turning my attention to what the up and coming newbie's are doing I know my business will flourish. When I say 'up and coming' newbie's, I am talking about the ones who are actually taking action online and have already begun to see some sort of money coming in from their online activities.

So how do these up and coming newbie's have what it takes to take over the gurus?

I'll explain it like this...

When my Nan needs to use the PC she always asks my younger 14-year-old nephew, who uses the machine like a natural.

He's got MSN – Bepo - Myspace – Face book – etc etc ... He even knows how to use short keys and I'm always tapping him for lessons.

And he helps me too after I give him a dead arm or two – he'll do it all for my nan, but me darn I have to bribe the kid with money ...

You love me Sammy-Joe right ☺

But this kid doesn't know any different to what it would have been like back in the olden days with no television only to move into watching black and white box's and then onto a color TV.

Man this kid was brought up with sky TV, hi speed broadband and every kid in school with cell phones and he has over 1000 hot chicks as his online friends around the world. I'm telling you this kid is tuned into the new era that is out there folks.

And I see it the same way with today's online newbies, they're tuned into the new era of the internet without even knowing there was an older era before they started out.

And that's the newbie's advantage right there.

They were brought into the internet world in the social media era which is a very powerful source to tap into in order to make an impact and a profitable income online.

Okay So...What Gives Me the Right to Create This Report?

Well firstly, why not me?

I've been networking closely with a lot of the known gurus out there since April of 2006 and you can see me hanging out with some of the biggest names in the internet marketing world here <http://marketingwithyou.com/more-pictures/>

I've taken it upon myself to travel across the world many times over the past two years, to meet with these gurus and learn from them in a way that will impact my life forever.

In fact, if truth be told I owe a debt of gratitude to the gurus, because had it not been for their help, I wouldn't be in the position I'm in today, no way.

And that's leverage for you reading this report.

I wouldn't have ever made the kind of money I make today and I certainly wouldn't have made it as quickly as I have either, if it wasn't for the support of others that have struggled before me.

So I'm NOT writing this report to bash the gurus, that's not what this is all about. Many of them have become my good friends and I've had lots of close-up encounters into their businesses.

Plus in the time we've spent together, many of these Gurus have shared a lot of their most successful million dollar marketing strategies with me under close raps, whilst they were under lock and key.

So how did I do it?

How did I get these gurus to share their million dollar business ideas with me?

You wanna know the truth?

Okay...but shhhhh...don't tell the outsider circle okay,

I get them drunk (seriously).

No kidding...

Some of the best information I've ever gotten out of a guru has been sitting next to him/her on a bar stool at some bar somewhere in the world whilst I order as many drinks as possible before closing hour.

We'd then order take-out bottles and move our business talk into the hotel lobby till the early hours of the morning ready for another session tomorrow.

And this is why I think you should listen to me and what I have to say and more importantly, take action on what I say and hopefully use me to your advantage as leverage to build your very own successful online business.

You see these gurus spent their time with me over a beer or 20, because they saw something shine in me, something 'different' to many of the other people that would attend the same seminars.

I would ask them different questions to the hundreds of other questions they would normally get whilst present in the seminar rooms.

I'd really ask more personal questions than the normal how do you build a list and make money by next week? ...etc ...

And on many occasions I can tell you these talks have got deep.

Sometimes it got very emotional. In fact, I've seen some gurus almost close to tears on a few occasions as they explained to me how making millions of dollars online had changed theirs and their families' lives.

And they assured me it would also change mine, just as I'm now assuring you it will change yours. I even remember one occasion I fell asleep at the poker table, drunk as a skunk with one of the biggest multi-millionaire names out in the internet marketing niche, but that's a story for another time...

Okay, anyway, back to me helping you understand this reality ...

I've made it a point to network with some of the very gurus who sell the dream of fast riches on the Internet, so I can learn first hand what it's taken for them to become an online millionaire and I had them expose the truth to me.

You see...what the Guru's told me is this...

It is NOT the get rich quick schemes they sell that make the money.

It's the get rich forever business model they use that makes the money.

And that's the main difference between me and you right now.

They have already taught me this method and they are selling you the other.

The way forward is not get rich quick – its get rich forever ...

In this report I'm going to explain that method to you.

It's my hope that after you finish reading this report you'll 'get it', just like I did, and you'll finally understand that if you want to 'live the dream' you have to forget the hype and get your head outta the clouds and start at the foundations to make a solid business that can be scaled upwards.

This is the real world of business and you have to realize that you CAN do it. You have to recognize if you really want to be rich, you need to build a solid business.

The word "business" is key here!!!

Times have changed. The internet has changed. And if you want to leave the ranks of the 99%ers, and make serious money online, then you have to change to.

The second reason I've earned the right to create this report is because it's been a very long time in the making and the information is long overdue. Now I finally have the leverage and the experience to speak with knowledge and share what I know with the folks I know it will help, so let's get moving shall we...

A Clearer Understanding of the Gurus' Dream

When I bought my first eBook, I thought it was going to make me rich. I really did! I read the sales page and it did exactly what it was designed to do - it compelled me to buy the book.

But to be honest looking back, it was like so many other sales pages, so hyped up you think the product will be like driving a Ferrari, until you get to the members area to download and realize it's more like riding on the back of a smelly old worn out camel.

If you build a business and treat your customers NOT as numbers, but as real people, other human beings that can reach out to you for support.

Ooohhhh, you're destined to become an online millionaire.

In September 2007, when I was set to release this information and was strongly advised not to, I decided to go another route. So I put my heart and soul into a free book I called [Post Launch Profits](#), which I felt was very different to the rest of the hype that was filling the marketplace.

I was stunned when Mark Joyner, the ‘godfather’ of internet marketing, sent me an email congratulating me for writing such a great book. I had never spoken to the man before and haven’t since, but that email was magic to me - it let me know I was on the right path.

As I mentioned earlier, the reason I launched that book was to build a mailing list. I wanted to nurture that list and do something much more different from what the carbon copy marketers were doing. So in February 2008, seven weeks after I launched my free eBook, I surveyed my list to find out the truth for myself.

<http://marketingwithyou.com/marketing-with-you/>

(very interesting results were exposed in this video)

My list told me two things –

1. They wanted me to coach them.
2. They wanted to learn how to build there own list.

Now, my list was vulnerable and I could have taken their money, opened a coaching program, and made an easy \$200,000.

But I didn’t.

Instead I created a FREE 21 Part video series for my list, teaching them how to build their own mailing list.

That move on my part alone built me a very strong relationship between me and my list that may never end.

No joke they worship me. Well okay, worship may be a little strong, but I earned their respect and even more importantly, I earned their trust.

They knew I could have taken the money but I didn’t, instead I put forward the effort to build the relationship by giving my knowledge and helping these people.

The real fact, if it must be known, was I wasn’t ready to launch a coaching program, and my list thanked me for not taken them on a ride.

So be warned when I do launch my coaching program it’s going to be a sell out, as still to this day I get begged to open a coaching program and soon I think that’s what I’m going to have to do.

Although, it’s only going to be when I’m ready and I know for sure all the students will become a success ... so understand its going to be an ethical move on my part,

Think About This For A Minute...



Who decides whether you have a better life or not?

First you have to determine what makes life ‘better’. Is it more money? More free time? Less stress and fewer headaches?

You have to decide what you want and need. Then figure out a way you can help other people achieve what they want and need.

Believe it or not, doing so will bring you everything you want and need that much sooner. This isn’t something I just dreamt up – Zig Ziglar said it many years ago.

“You can have everything you want in life if you help enough other people get everything they want in life.”

I didn’t always understand that. I used to think if I’m helping someone else, then I’m getting nowhere myself. But look what I’m doing with this book.

I’m giving you value.

I’m helping you.

And I know thousands of you will want even more help from me. Some of you will buy my products. Others will want to join my coaching program.

So I finally figured out what Zig Ziglar was talking about...and now I totally get it.

Have you figured it out yet?

As long as you combine your selling and marketing with great value, and useful, quality products that your followers and readers will benefit from, you’ll soon have loyal customers paying you hand over fist when you open your mouth too.

And the main thing is you no longer just have to help people “one to one”.

Now using the internet it’s “one to many” as we can create one eBook and give it to as many people as we like,

In fact I think you should take a look at of me speaking on stage a couple of days ago and listen out for the pint of beer scenario to fully understand what I'm telling you...

(If you get it – it can make you rich.)



<http://marketingwithyou.com/my-first-time-on-stage/>

What You Should Do In The New Era ...

In this 'new' era of the internet, you should be focused on building a solid fan base of people who will share their stories about their experience with you. Your goal should be a customer base that will respect you for your great customer service and your willingness to go above and beyond what's expected of you.

Build a list of followers as you learn new things and share this with them. Guide them through a proven path that you've already been down, even if you had to fail down that path to succeed.

That's what makes you the leader and them your follower.

Does this sound hard to do? It IS hard! If it was easy, everybody would do it! But it doesn't have to be complicated and it doesn't have to take forever. If you use the proper tools and follow proven paths yourself, that successful people have already been down, (people you follow) then use support teams to help you build your sites, you can put your very own success put on a fast track.

Try doing it alone and you'll find it can be a hard, long, and a lonely journey.

Remember, life is not about the destination, but more about the journey getting there. Sitting behind a desk by yourself, tied to a computer for 16 hours a day is not the best choice for a journey, regardless of how much money you can make doing it.

Money Making Oil Rig Scenario ...



If you want to join the 1% of us who are making a comfortable living online, then you need to read this next section very carefully. Read it twice if you need to. Read it as many times as it takes to fully absorb what I'm telling you here. It could literally change your life.

And I know you may be wondering why have I have a picture of an oil rig platform in this report and what the heck has this to do with internet marketing?

Well stay with me here...

Because I'm about to show you how internet marketing really works and how to make a lot of money with this simple technique I'm about to share with you,

So let me start by saying- I see the Internet like the Ocean.

They're both big wide-open spaces and if you were to go tuna fishing in the ocean where would you start, I mean come on it's another world out there, right?

Would you go out in the deep dark blue or would you stay close to the shallow?

It's a serious question, but would you believe me when I tell you the best tuna fishing in the **world** is near man made oil rigs?

"What? Hang on a minute ...you're telling me in wide open ocean the best fishing spots are near a man made structure?"

Yep that's exactly what I'm telling you, and here's why it's totally the same as the internet world of making money...

If you go beneath the oil rig,



you'll find huge numbers of fish! In fact, the oil rig's just like a man-made reef, swarming with marine life all the way up to sharks. (**Yep just like the internet**)

Anyway, the huge legs of the rig start to organically grow algae on and soon enough clams come to feed on the algae. Then before long, little fish come to eat on the clams and then it happens that little fish attract bigger fish, and the big fish attract bigger fish and then they attract sharks and its pretty busy down there to say the least.

"Okay...So what's your point, Alex?"

My point is, if you want to attract huge numbers of fish, you need to build an oil rig.

Now imagine this for a second ... your blog is an oil rig.

When you build your blog platform with a good foundation (your oil rig) and add content to the blog (your algae), this will attract people to start commenting on your content ('clams')

Now because of your third party comments (from your clams), you'll soon have customers (fish) swimming around your blog ('Oil rig') wondering why it's so active and what is the benefit for them to be there.

And if you have a free eBook (your fishing hook) then you have a good chance at catching some fish.

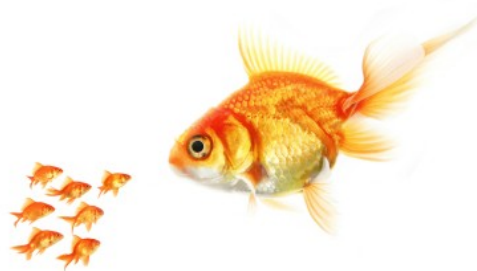
So I'm saying you need the algae *first*, before you'll ever see small fish.

Have You Heard The Saying Before, “There's Bigger Fish To Fry”



So once you have small fish and you learn how to catch them, it's really only a matter of time before you have enough knowledge to catch the bigger fish as they arrive.

So Like I've Said From Day One - Start Small And Think Big!



So Did You Like The Oil Rig Scenario?



Let's Take This Online To Give A Real Life Example...

I wrote a comment (clam) on someone else blog (oil rig) the other day.

I went there praising the blog owner, thanking him for his work online and I believe my comment (clam) on his post (algae) added value.

In my comment (clam) I included a link back to my blog (oil rig) where I mentioned more about the story of the author on my blog (oil rig).

You can imagine this as if I were actually fishing on his oil rig.

(Note: in the ocean you can not set up your oil rig next to your competition, but on the internet you can time travel from one country to the next with a click of the mouse and this is what I call rig hopping...)

And from that one comment, I left I've had lots of people (fish) come to **my** blog (oil rig) and download my free eBook (my fishing hooks) but I didn't just attract little fish Oh no, I caught a big 'un too.

He downloaded my free report (my fishing hook) which added him to my mailing list, from that free eBook he got enough value to trust me and upgrade to my paid video version of my eBook for \$77 (and he didn't stop with just the eBook & videos).

Once I started some email promotions to my list the following week this guy bought a \$1500 package from me first, then he bought a \$5000 package from me then he bought a \$2000 package from me and all in a matter of 10 days,

So can you see what I am saying here ...

Start from nothing and build something – yep from the ground up, then go where the fish are, oil rig hop and start fishing.

So back to the best customer ever ...

I phoned up this guy and said I wish all my customers were like you.

I think it went something more like

“Dude you are my best customer ever” and we both laughed out loud,

but I hope you take a serious lesson out of what I’ve just shared with you.

I mean this ...

You won’t get wealthy trolling the vast ocean waters in search of a mermaid (the latest and greatest get-rich-quick scheme) hoping for overnight fame and riches. You get wealthy by building an oil rig with a solid foundation and putting it to work for you every day, pumping oil, and attracting fish.

And when that rig is fully functioning and bringing in oil (cash) every day, you sit back relax and enjoy the clams (comments) helping attract more fish around for dinner ☺

The Old Wives Tales,

You know why some things are called ‘old wives tales’? It’s because something doesn’t really exist, but old wives have talked about for so long that many people believe there’s some substance to it.

Like the Loch Ness monster, mermaids, witches and werewolves. People still talk about them and they’re kept alive in the real world simply by word of mouth.

Well the same thing happens online, only it spreads faster and travels across the world within seconds.

But as long as people keep talking about them, they’ll continue to be perceived as real and some people will keep buying into their existence.

Like magic buttons, secret golden nuggets and overnight success programs.

Are you fed up with:

The hype?

Not making money?

Not being told, but being sold?

Well guess what?

ME TOO!

There’s so much hype - aren’t you just sick to your stomach with it? How many times have you seen headlines like these splashed across your computer screen?

"Discover The Traffic Generation Breakthrough That Transformed My 'Dead-On-Arrival' Websites Into Cash-Spewing ATMs, Putting \$110,243.62 In My Pocket--While I Barely Broke A Sweat!"

or how about this one:

"You're About to Discover The Secret, Behind-The-Scenes (But Perfectly Legal) eBay Loophole That Creates Multiple Lists Of Targeted, Cash-Rich Prospects Whenever You Want... While You Barely Lift A Finger!"

These headlines are great examples of hype, right?

Well here's a little secret. Those are MY headlines, for my own products. And here's the thing, if I didn't have them hyped up to compete with the hype that's already out there, I'd have made no sales.

Problem right!

And I don't want to seem harsh here, but the problem lies with the market. Extensive tests have been done and they've proven that the market WANTS hype. That's what people buy.

This was the issue I had when I wanted to release this information earlier. The gurus told me I'd make no sales because people don't want to hear that in order to get really wealthy online, you MUST build a business.

I was told "They want magic, so sell them magic and get rich from it."

But over the past 15 months I've watched a shift in the market place and I've seen how Web 2.0 has arrived and changed the web and made it more social. I no longer see my business as having to follow the magic tricks the gurus play us with.

The Affiliate Wars

You are bombarded with hype from every angle, just look at your email inbox for today and see how much hype is really in there from all these hype monsters who's lists you are on ...I call it the Affiliate Wars...



And here I'd like to help you understand just how competitive it has become in the Internet marketing niche, I want you to understand that there's so many of us trying to make commissions by promoting the same affiliate products that it creates a lot of hype and hot air blowing out there (its just so competitive).

What you may not know is when a product launch takes place, the product owner normally holds a (closed door) contest for the affiliates, with BIG prizes for us to win. These prizes range from anything into multiple thousands of dollars for the ones who sell the most products to their lists over the launch week.

And this now causes a lot of marketers to become really pushy with their sales efforts, not because they want to help people on their list who need help, but for their own rewards in the affiliate competition.

Now this is because when we promote affiliate products to our lists, the product owners are constantly pushing us to sell more of it to you.

Like I said, in order to entice us to sell more to you, they dangle some rather nice prizes in front of us and make it super competitive. They post affiliate leader boards so everyone knows who's at the top and everyone is clamoring to get there.

I admit it's a macho thing and in a lot of ways, it's fun!

I love it when I see my name in the top 10 of these competitions, it really shows that I've started to become a success online as I'm starting to give my online mentor's and millionaire friends a run for there money ☺

But what I can see happing from this is ...

The bulk of the market who are trying to become sellers and make money, just remain buyers, Yes you remain a buyer and the seller becomes a carbon copy marketers.

It's nuts!!!

But I have to be honest with you here...

I mean really honest with you ...

This is where the sellers lose sight of their customers. They get caught up in the hype because they're being sold to, as well as selling to their lists.

The product owners who are launching there products send out emails like this one to there affiliates to make more sales to our lists.

Hey Alex

Obviously a lot going on here right now Alex, but I wanted to give you a quick update...

The program is going STRONG. Thousands were waiting as we went live at noon and the orders have been flooding in.

In fact, we're on pace to surpass our previous launches.

That means we could sell out a lot quicker than expected, so your prospects need to act quickly if they're going to get in. So needless to say, keep priming the pump by getting your links in front of your prospects ASAP. Here's your link one more time.

xxxxxxx

Take advantage of the frenzy. I want to write you the FATTEST affiliate check you've ever seen!

Talk again soon,

xxxxx

P.S. I'll update the affiliate contest standings as soon as I can...look for another message from me when things settle down a bit.

This is why people bombard their lists with hype and false exaggerations - just to make those sales. Sometimes it's not even for the money. Sometimes it's just to see their name in the top ten of the launch so they'll be seen as a leader in the market and get a prize.

This gives them future leverage, so when they do their own product launch people want to help them out as they are seen as a market leader.

I've had mentors and I've **still** made this major mistake.

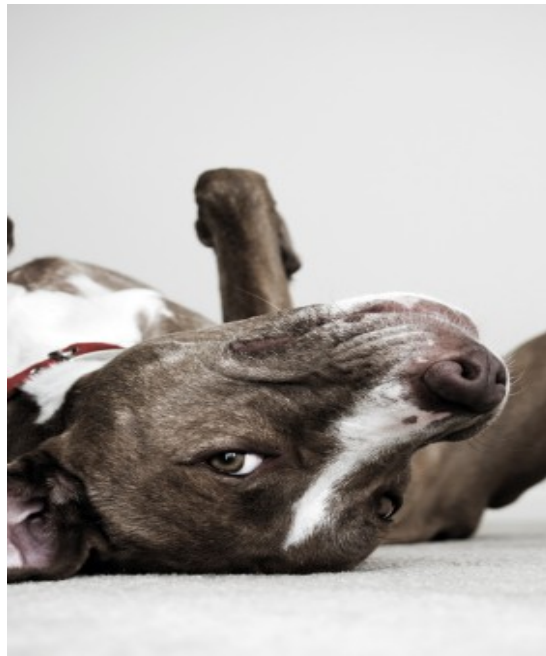
Why?

Because I was the one who had to change. I had to take a hard look at myself and be open and honest about what I saw. I had to write in my journal. I had to review what I was doing on a daily basis.

And I'll tell you straight up, I've been upset on more than one occasion about what was going on around me in my business as I watched myself slowly getting sucked up into the hype.

For a long time I had blinkers on and couldn't see the whole picture, but now I do. I took time to review my notes and re-read my journal and I finally saw the big picture. And now somehow, I'm working less and making more money than ever before.

Social Media Has Turned The Internet On It's Head...



In Today's era the Internet is a customer's market, not a seller's market. The gurus used to be in charge of the Internet. They influenced what was created, what was sold, and often who sold it. But now because of the social aspect, if you continue marketing hype, the market will eat you up and send you running to a small dark cave begging for mercy.

I saw it happen firsthand to a BIG name in the Internet marketing world. He sold a hyped up dream and didn't follow up on his refunds. The result – the market HAMMERED him. I felt bad for him and was sorry for the damage done to his business name BUT that's what happens in this day and age.

Don't Fall For The Same Mistake ...



Just be real – be you – and give value will =

It was a huge learning lesson for all of us and it made me wake up to what the new era of the internet is all about ...

I'll say this loud and clear – this takes time and effort to build. This is not a get-rich-quick scheme- it's a get-rich-forever scheme.

And we're still in the wild west days of the Internet, giving you the chance to find gold here, so if you're a newbie right now, let me ask you a question. Do you think it's too late for you to make money online?

The short answer is NO!!

In fact you're in a great spot, because you'll be way ahead of the trend that's coming.

The new era of social media is making an impact on how business is done online.

But why should that be important to you?

Because it means that people don't just listen to what you have to say anymore. They're now reading what OTHERS have to say about YOU before they decide whether to believe you or not.

And that's the real meaning of Web 2.0, people are talking, recommending, and warning one another on so many new channels of the internet.

Customers interact, talk back and forth with one another and read each other's stories before spending any of their money with you.

And this is just early days of social media – some get it (I do) most don't (shame).

If you continue to play by the old rules, you put your entire business and your professional reputation at risk.

So let's get to the point here....

Why are we all here?

To make money, right?

Well, a word of caution about that. Once you become even partly successful, you'll want more and you'll gauge your success by how much more money you can make.

First thing you know you'll be giving some JV partners your testimonial for their promotions, next you'll see your name and picture on some guru's web site and you'll feel like your dream has come true.

But even that won't be enough...

You'll feel pressured to step it up a notch and make double the cash whatever you're bringing in right now. Then before you know it, you're waist-deep in hype land and you've become a carbon copy marketer.

I know, because the exact thing happened to me. Even though I could see it coming, there seemed to be no way to stop it and once I was there, it was incredibly hard to drag myself out of it.

In fact I didn't, I had a couple of people with good hearts and kind souls who kept me grounded enough that I could proceed forward and create the U-Turn I'm about to take.

But sometimes it seems as if we can only make money if we load up a lot of hype to promote it. And that's not the gurus' fault. Testing has shown that hype sells and as long as there are people to buy it, there will be people to sell it.

For me, I've tried to be more creative and stay true to my passion, which is helping people. Yes, I'm here for business, but I was taught to give, give, and give some more, and then you'll receive the \$\$\$.

But its so easy to get caught up in the hype.

So Here's My Million Dollar Blue-Print – A.K.A My U-Turn

When I tell you that my million-dollar blueprint (Also Known As) my "U-Turn" is written within these pages you'd better believe me.

Now does that sound like hype to you?

If it does, then **PLEASE STOP READING**. Go to your browser and do a Google search on my name – Alex Jeffreys.

Don't misunderstand or mistake me for a guru, for I certainly am not. But as you will see, there are thousands of reviews about me and my eBooks that other people have written are all in good nature.

Thousands of people have already learned that when Alex Jeffreys puts out a report, you can be sure it's well worth reading.

I'm from Cardiff, Wales, in the United Kingdom and like I just said, over the past two years I've flown back and forth across the Atlantic sea to the United States many times over, trying to put together all the pieces of this internet marketing puzzle for my own wealth and knowledge.

It's no joke when I tell you I've spent tens of thousands of dollars traveling around the globe to attend seminars plus tens of thousands of dollars extra investing in coaching

programs, reading books, and studying systems so I could unravel the very information I'm about to share with you today.

One Last Thing Before I Start To Unravel This Information To You ...

At first you may see this report as negative, which is not my intention at all, BUT the problem is that our market has a negative balance that most people are failing to make money online and I'm talking like 99% of you reading this. So my intention is to let you know exactly what's going on in the marketplace and how you can start making money to get some balance back ...

You Really Can't Blame the Gurus

Listen, it's not really the gurus' fault that they do what they do.

They all started out as newbies and most of them started many years ago when things were much more different.

I remember watching my friend and mentor Mike Filsaime speaking on stage in front of several hundred people. He told them how his internet marketing knowledge was not something passed down to him by his father who had it passed down by his father.

No, Mike had to learn it on his own and he went from newbie to multi-millionaire guru in a matter of a couple of years.

And I respect that guy so much for what he has achieved online ...

So now the same thing has happened to me. When I first started, I failed so many times, but I always failed forward, and I kept a record of my journey. I later shared that journey with others for free in my eBook [Post Launch Profits](#) and the readers thanked me for my information and said it helped them a lot in their early days.

These people became my followers. Yep, that's many of you reading this right now. Also what's important for you to know now is that I've been exposed to how the 'new' internet works and I want to help you learn what I've already learnt.

Believe me when I tell you the gurus don't even have a clue yet.

They're years away on this, and for that reason I'm taking a U-Turn online and it's going to generate millions of dollars into my business, because I'll be at the front of the movement.

I came across the main reason people fail online back in 2007 and that's where this report really stemmed from. In 2007 I realized there was a major issue in the marketplace and that was that almost no one had any business knowledge.

And this is a serious issue for you ...

If you don't have business knowledge, how can you expect to make money online?

The real issue here is, you want to make money online but you don't want a business right ?

But when you sell something online, it's called a transaction and that's business!!

And here's why so many of you are failing, because no one knows how to build a business yet everyone wants to make money online and fast.

So again when you make money you ARE doing business.

And when I went to the gurus saying look I want to make an eBook teaching people how to become business savvy in the internet marketing niche, I was told do not mention the word "business" and your own online business Alex will prosper.

It was a strange position to be placed in, these guys are making millions, and I want to make millions, but I didn't know where else to turn.

Enter Justin Harrison



I came across Justin Harrison back in February 2007, while I was on a mission to create joint ventures with top marketers and gurus online.

You've probably never even heard of him before, I hadn't and it wasn't until we started to get to know each other that he released who he is and what he does online.

This guy is deep in the corporate world and it was lucky that I found him and caught his attention, as he's a multi-millionaire, POWERHOUSE and an outstanding marketer by anyone's standards. Who could literally crush the Internet marketing niche with his knowledge in no time flat.

I'm excited to tell you this guy Justin is the consultant to a lot of businesses whose name you *will* recognize like amazon.com, BBC.co.uk, British Airways, Mastercard and a whole host of many other clients that he looks after.

So get this, on a regular basis, this POWERHOUSE phones me - Alex Jeffreys - for brainstorming sessions. WHAT???

I still don't get why you phone this little puppy - Justin? But it works right!!!

I've been able to see behind the scenes of his business and boy o boy it's a totally different league to what any of the Gurus play by, in this small internet marketing niche.

His email marketing business builds on a daily basis what I've made in total in the past 2 years, so take my word this guy is very VERY powerful, but a real nice guy to.

Now I have to warn you, Justin IS a guru basher. He DOES NOT like gurus whatsoever.

Earlier in the report I told you that it's not my intention to curse the gurus with this report, they've helped me a lot and I respect what they have done online.

But Justin is **angry** and he says the only player in the Internet marketing niche he likes besides Alex Jeffreys is Rich Schefren.

It's Justin's opinion that the rest of them are full of hot air and for the most part, unethical in their business practices. Now, I honestly thought about leaving this section out of the book, but does he have a point?

When I posted on my blog that I was going to release this Guru's Dream report, Justin called me on my phone and said he had goose bumps all over his body about it.

Then he went off on a rant about the problem of the Internet Marketing niche being that most people are teaching the wrong thing, they're teaching what people want to hear, not what they need to hear. (Sound familiar?)

The reason?

Supply and demand.

If the customers want something and you don't give it to them, someone else will. It's called market domination. And when the money is flowing in - why change anything?

Why would you tell the people paying you money that they really need something else, when they don't want to pay for what they really need? I know it's wrong, but it's the way things have been done for a very long time.

So I've kept quiet...until now, as I learn how to build solid foundations

Now I'm ready to take this venture to the next level. I have things in place.

I have goals.

I have the team.

I have the network.

I have the community.

I have the customers.

I have the prospects.

I have the lifestyle.

I have the freedom.

I'm bloody lucky, right?

I am, but it's taken me years of struggling and now I'm going to make a stand point for my business and release this report to help people bypass the struggle, but I have to warn you of the reality of this situation you are in.

Love it or hate it, it's the truth.

You Need To Hear This ...



The gurus advised me to sell you what you want to buy and at the same time create a profitable business for myself, instead of giving you what you need because you will not buy that and don't want to buy that.

So I'm giving it to you for free.

This report is a NEED, and not a WANT.

The problem is 99% of you don't WANT to hear this.

(And that's part of the negative balance.)

You NEED to hear what I'm sharing with you, and more importantly you NEED take action on it or you will never make any money online.

I realize many of you will not take action for whatever reason, but I know some will, and I admire the ones that do take action and I'm here to support your journey.

But the fact is most folks are still praying there's a secret formula hidden somewhere in this report, because that's what they want so desperately to believe that magic is some how alive on the internet.

I've been there, done it and bought the T-shirt.

If you're still there now don't beat yourself up about it. We've all bought into the gurus' dream, we've all at one time fallen for the hype on the sales page promising us to waking up in the morning to PayPal accounts stuffed with cash and affiliate accounts bulging with orders with little or no experience.

Now something that easy just doesn't exist I'm sorry, but it's a myth.

But there is a positive side to this, if you listen up to what I'm telling you here, and believe me when I say it, you'll never make any substantial, consistent income if you chase that dream of a goose that lays golden eggs and those things only exist in fairy tales. The dreamers don't want to hear that it takes time to build a business.

As I've said previously, gurus have told me not to mention the word 'business', because people want a push button dream. "So sell them the dream" I was told, "never mention the word business."

I can't do that anymore. The dream is a myth, folks and until you believe and accept that fact, you're destined to remain a statistic in the 99% of people online who will never make enough money to quit their job or achieve their goals.

Are You One Of The Dreamers?

"Only you can answer that question for yourself"

But If it is true don't worry we can fix this problem right away.

But right now this is what is happening to you...

You keep buying the push button systems to make some quick easy money, (but it never happens) or you get really serious and buy some overpriced resell rights to a package, thinking you'll fast track your way to success. It's so sad, because the real truth is while you're doing all that, you're not learning anything about giving real value to your customers and that's where the real money is.

Provide value to the end user – i.e. your customers, they will want to pay you.

Don't feel bad if you bought into the gurus' dream, it's now time for us to move forward ...

The gurus did.

I did.

The question is - are you going to?

It's strange, but I've met people that are much more advanced at internet marketing than I am, and with their experience they could be making a lot more money than I do, but they seem happy to just continue learning. Why is that?

Take action, damn it! Stop settling!

Another thing I find strange, some people are scared to make money. I know, it's shocking to hear, but it's true.

So many people have been sold the "gurus' dream" and they keep searching for the magic button to make it come true. But now you know the truth. There is no magic button.

You've been sold fads, eBooks and Software, not the blueprint to build the business system.

Because the gurus believe you don't want to build a solid business foundation, you just want a little cash right now and you'll never make money from buying fads.

You're doomed to stay in the 99%, because the rest of us, the other 1%, took the time to build a business system. Without a system in place the gurus wouldn't be able to sell you all the fads eBooks & Software that they do.

I say it like this ...

It's not **WHAT** people sell to you – it's **HOW** people sell to you, that's where the money lies.

Whenever you buy the latest and greatest new shiny product, you're being sold a 'fad'. What you may not realize is that everyone who tries to sell that 'fad' to you, runs a system and owns a business.

Does it make sense to you now?

That there's a system and business behind what the gurus sell to you?

So watch what they do, not what they say and you'll pick up a lot of cool free tricks along the way.

And now after my chats with the gurus I understand it's business.

So I set out and built my own systems in my business so I can comfortably now say:

"I don't chase money I let money chase me."

The Internet Marketing Food Chain

I've identified four levels of internet marketers:

newbie – advanced – expert – guru



Now ask yourself, where do you fit in the food chain?

The folks at the top of the food chain, the gurus, have been selling the dream of automated fast cash online for far too long.

Let me share some personal statistics with you real quick. From my own experience as a newbie (or puppy marketer, like I used to call myself).

Last year I made over \$100,000, selling information online. (So you DON'T need guru status to make big money online).

But you do need a business model.

And because of the economic changes we've seen online over this past year, it's become even easier for the newbie to make money online. I won't go into the details here, of how I went from \$0-\$100,000, but you can read my full story here:

[Post Launch Profits](#)

And so far this year, as an advanced marketer, I made over \$200,000 but this time I done that in less than 10 months, whilst working half the number of hours I put in last year!

Reason: I used some business management skills to scale upwards and outwards.

Then I recorded the steps I used in my audio course, again free for the taking:

[Post Launch Profits Secrets](#)

Making this sort of money on the internet becomes a very serious issue, and a very addictive one to, and I had to turn down a further \$100,000 project this year because it just didn't fit into the balance of personal goals of my life **that I almost lost** while I was chasing the Guru's Dream.

And that's exactly what I want to expose to you here.

You see, I know 99% of the people reading this book have never made any serious money online. If you fall into that group, you'd better buckle up, because making money online as the gurus teach it has changed and its only good news for you.

Today, it's the newbie who has the greatest advantage.

(Believe it or not but its true.)

And I feel sure that the majority of the people reading this report are new to the internet or have only been trying without success for a few months.

But I also know there are a select group of you that have been trying this for years now and you still haven't made a single cent (and you have to ask yourself why).

Why have others made it whilst you haven't?

Yes there will be an excuse at the end of that question, but there are only two sides to business - "Results & Excuses".

Even though I've asked you to answer that question yourself, you can rest assure that I am about to expose the very reasons within this report why so many people fail to make it online and it's my plan to make a change to that failure rate within this report.

But I know it may be difficult for many of you to take on board what I say.

A lot of you will have lots of excuses like:

You lack basic Internet marketing knowledge.

You don't have the technical skills to build a website.

You don't know how to drive traffic to your website.

You don't know the best ways to build an opt-in list.

You don't have time ...& yada yada yada ...

... the real fact is we've all been there right!!!

So then its up to you to make a small change and learn where to start online,

knowing you have a proven plan to the end goal, whilst also being open to make changes from the market feedback along the way,

but I'm getting ahead of myself here so let me go back,

If you're further along in the internet food chain, I'll come to you shortly. But what I want to impress on you is that it doesn't matter what level you're at right now. Every single one of us will be affected by the changes that have taken place online.

So with the negative start I want to give you some good news to chew on...

If you're a newbie and you learn to play the game the way I teach you to play it your future success is almost guaranteed.

First off, forget about the gurus' rules – those rules are old and outdated now, don't get me wrong, they do still work of course but !!!

If you're trying to make money using their rules, you're playing in their space and on their court and there **will** be many hard times ahead for you.

But with what I'll teach you within this report and beyond as I take my U-Turn you can have the gurus playing in YOUR space and on YOUR court.

Think I'm crazy? I'm far from it.

Just stick with me and let me explain.

In the real world, the offline world (you do remember the real world, right?), human beings are at the top of the food chain...under normal circumstances.

Of course that could change, if you go swimming in shark infested waters, or try to cross the Serengeti desert barefoot with no tools for protection or survival.

But most of the time, humans can feel pretty confident about being at the top of the food chain.

Now all that changes when you log onto your computer and enter the World Wide Web.

In an instant your 'top of the food chain' status is stripped away from you, and you become as vulnerable as a caveman back in the stone ages, but in this day and age your new title is "A Newbie".

And when you arrive online, it doesn't matter where you are in the offline world, a CEO or a chimney sweep, you'll both start at the very bottom of the online food chain.

Yep at the very bottom.

And while they call you newbie, you'll serve as food to the gurus, and the end result is always the same -.they'll eat you up if you let them.

You can agree or disagree, but that's how it is from what I've seen.

Online as a newbie, you're all by yourself in a strange place, wandering into other people's spaces without a clue as to what the peoples intentions are and that's exactly where the gurus want you.

Vulnerable.

Easy prey.

Come on, you're starting out as customers and an opportunist customer too.

You're the best meat out there!!!

The truth is, whether you want to believe it or not, 99% of newbies trying to make money online will never make any at all.

And that's a problem.

So why is that?

As you're reading this report, the internet is evolving right before our very eyes and over the past year to 18 months the social element has just sky rocketed things by ten fold.

The internet world is evolving so fast that the gurus are already decades away from this new era of the internet and the newbie's are only growing up in it.

And this is how I see it...

How can a guru teach a newbie how to make money as a newbie when a Guru was a newbie in a different era?

It's like my Nan telling me what music is hot and what I should be listening to at my age ... Um...yeah, right Nan...you're soooo behind the times. but I love you of course.

The new generation of online marketers - the newbies - will have the chance to open up shop in this new era, and dominate it too and the Gurus won't be able to touch you.

Yes there will still be people to compete with out there but if you listen to what I say and play the game properly, then you're in for a good chance to cash in.

Are You Ready For The Magic Button ... Cos It's



I wasn't all that different from you when I started out. I to was sold the dream of pushing a button and magically making hundreds of thousands of dollars online.

That magic button.

I've heard so many stories about people wanting to become an internet marketer, looking for that magic button to make them instant money.

They jump from product to product trying to find that button.

And then I hear the gurus saying don't jump from product to product, stick with one and you'll make it.

Of course that doesn't keep them from trying to sell you one new product after another - that's been the tennis game between marketers and customers for years.

But they're right about one thing. If you stay with something long enough, you'll begin to understand it and eventually you'll master it and begin to make money with it, so long as you have the proper system in place and it's working like it should.

I went through this process for over a year until I almost quit. You see, they sold me the same dream - buy this product, press the (magic) button and the cash will flow into your account.

But what they didn't tell me about was all the tasks that had to be learned and be implemented before I could make the button actually work.

Just this week I pressed a magic button 3 times (it was my 'enter' button by the way) and after pressing it 3 times, I had over \$4,200 profit in my PayPal account.

Seems like I have a magic button, right?

But I've pressed the same button 110 times today and it suddenly isn't magic anymore?

So what's up?

Well, the gurus forgot to tell us about the chain of events that have to be put in place before a magic button becomes...well...magic.

So in order to make that \$4,200...

I had already built a strong mailing list and established a good relationship with my subscribers.

I had to find a good product to promote to my mailing list.

I had to write a convincing email to send to my mailing list.

And then and only then could I press that magic button to get the money to appear.

You may now be saying that sounds like work, but I'm sure you would be willing to do that work in order to make \$4,200 a week.

But the truth really is, that this time last year I would have only made about \$500 a week from my mailing list, because it was a great deal smaller.

And this time next year, I anticipate making \$10,000 a week from my mailing list, because I've got a system in place now to grow and expand that list, basically on autopilot.

(I've built that business system that you'll need too)

Do you see what I'm saying here?

You can make your own magic button.

But you must have a system in place or it's just another key on your keyboard.

You need to be laser focused in setting up your business **the right way**, as quickly as possible and without all the stress and worry that 90% of wannabe marketers put themselves through.

I keep saying it's simple it's just not easy, so if it's simple why keep from doing it?

The Problem Online Right Now

Man, oh man, in the past few years that I've been studying about making money online, I've heard so many horror stories about people being ripped off that it makes me sick.

Check out how easy it is for anyone to put up a website or even pay someone else to put up a website, for them to then present YOU with the dream of getting rich.

But are THEY rich?



The problem is anyone can say anything online, they can promise you fast, easy money, but you have no way of knowing if they're telling the truth or not.

And because you so desperately want to believe them you cling onto the words on the website and hope it's the answer you've been searching for all this time.

The worst part is, the only way you can find out for sure if this product they are selling is for real is to buy it.

So you read the hyped up sales pitch....

You're lured in by the convincing 'proof of income'....

And you're convinced by the strong guarantee.....

So you pull out that credit card, one more time, and click the order button with your fingers crossed.

That's the way it's been for a long time right?

Doesn't that seem wrong to you?

It is wrong, that's why I'm so excited to tell you that it's fast becoming a thing of the past.

While you'll see those outdated tactics still being used, the Internet is evolving so quickly that those types of sites are being eradicated on a daily basis,

And the customers and market-places are fighting back ...

And This Has ...“Welcome To Social Media” ... Written All Over It,



Ever so quickly the bad sites are being replaced with good sites that will flourish and grow into sites customers want to keep paying the vendor, because they are providing value to the market-place,

So that's good news, right?

But what does this have to do with you making money and moving from the 99% to the 1%?

If you've been seriously trying to make money online and feel like you've just been spinning your wheels and making no progress, you're doing exactly what the gurus hoped you would do.

Because if you're getting no further than their hyped up sales copy about this new method or that no-fail system, they can keep selling you another one, **and another one AND ANOTHER ONE!**

Once I take you on the same epic journey I've just made, you'll find out how I've generated huge sums of cash from just giving away my information for free.

And if you think THAT'S hype - you're so wrong.

Over the past two years I've made upwards of a 3rd of a million dollars in online sales and my previous 3 products have been given away for free.

And when I first announced that I was going to release this information, it spread all over the internet at lightning speed and caused a crazy buzz, not just among the newbie's and other people trying to find a way to make money online, but among the gurus,

People I'd been trying to reach for years were suddenly contacting ME!

My built in blog software showed how fast the gurus were landing on my blog.

And I began to think I must've hit a nerve.

I just hope I'm not too late to help you. As so many people have been cheated and lied to and been burned by gurus, or people pretending to be gurus, that they've decided the only way to stay safe is to trust no one, and just figure things out on their own.

And trying to go it alone will kill your chances of making a serious income.

Seriously you need a mentor – it will save you years of trial and error.

I don't call myself a guru. In fact I only recently stopped calling myself a puppy marketer when I released my eBook [Post Launch Profits](#) in December 2007.

I'm not selling you this report. I'm not tricking you into clicking affiliate links so I'll make money if you buy.

You can decide for yourself whether to listen to me or not. Just know if you decide to listen and pay attention to what I have to say, I won't be selling you a dream.

I'll be giving you nothing but reality.

Now if you're in the 99%, you need a strong wakeup call. In fact I'm just going to come out and say it ...

You need a good slap across the face!!

It's time someone grabbed you by the ankles, pulled your head out of the clouds, and brought you down to earth for a reality check.

If that last statement offended you, you may as well close up this book, get out your credit card, and keep looking for the next 'sure' thing.

If you're ready for the truth (FOR FREE) then you'd better keep reading.

Are You Angry To Know How You're Perceived?

To have opportunity, real opportunity denied you, because someone else says you're happier buying their hyped up products?

If it does make you angry *then* stop running after every shiny new product that crosses your path! The reason the gurus think you'd rather buy hyped up products than build a solid business is because you keep buying the products!

If this is you, then you're a lot like the little steel balls in a pinball machine, bouncing back and forth, all over the place and we've all heard the sound a pinball machine makes every time one of those balls hits an obstacle?

“Ching-Ching-Ching”



And the player racks up points.

I hate to tell you, but you're the gurus' 'CHING' and they want to keep as many balls in play for as long as they can, so you'll 'ching' some more money for them.

Because they're not racking up points, they're raking in cash.

I'm sorry, but there I've said it, and it's the truth.

No one else but YOU can make the change from being in the 99% to being in the 1%.

I can help you but you have to make the change for yourself.

And this is how you make that change ...

By knowing how money is being made.

Money is being made because money is being spent and it's obvious that this money is being spent by people.

So why do people spend their hard earned money online?

They normally buy something to add value to their lives, so if you don't provide value upfront even before they buy, then you're dead in the water to making money.

Once you understand this process, it's simple.

I call it my dollar dots.

I can give these dots to you ...

I can even number the dots for you ...

So it's a simple process of dot to dot, but you will need to link your own dollar dots in order to add the dollars into your own bank account as no one else will fill your bank with dollars for you.

I'm willing to help you, as long as you promise me you're willing to put forward the effort to make a change for your own income, and together we can do this.

Now you must understand I'm passionate about what I'm doing here.

You can't imagine how I felt after being told repeatedly that I shouldn't launch this product. I wanted so badly to help people, but I was told it would fall on deaf ears.

I didn't have the reputation back then to compete with the gurus.

Come on who was going to listen to me, if the gurus weren't supportive?

Now I have a list of my own followers, and I owe it you to tell the truth. And that's what this report is all about. I just hope the gurus were wrong, and it doesn't fall on deaf ears.

Because with a little kick start, even with nothing you can create something.

Just remember Dean's story here - <http://www.deanholland.com/>

I was also told not to release this report because the market enjoys hype, which has been proven to be a fact. Most people are information junkies and not true entrepreneurs.

The reason some people make it and some people don't is because making money on the Internet is designed to appeal to the entrepreneurial spirit. Give an entrepreneur an idea, and they'll take it and run with it. They're creative, they're problem solvers, and they'll usually be successful at whatever they set their mind to.

Everyone else just gets left behind, waiting for someone to come along and hand them a paint by number plan to show them step by step exactly what to do. The sad thing is when they're handed one, they realize there's work involved, and off they go to find another step-by-step system they hope will be easier. And they do this over and over and over again ...

This is really the long route to nowhere!!!



And the bottom line is it doesn't matter how many eBooks you download or pay for, or how many systems you buy, or even how many coaching programs you invest in, if you don't have a plan and never actually put to use anything you learn, you'll never change your circumstances.

I've had many brainstorming sessions with several gurus about writing this report, and I've listened to their feedback about it. But I listened even more to the feedback from my list who begged me to write this report – [READ THE RESPONSE HERE](#)

<http://marketingwithyou.com/the-gurus-dream/>

Avant-garde

I see this new era and I want to be a leader in this era too,



“Avant-garde”

I love this French spoken phrase and when pronounced correctly by man or woman it's one of the sexiest sounding words ever, but it has a deeper and more profound meaning.

(Read this out loud.)

“Avant-garde means pushing the boundaries of what is accepted as normal or status quo. It refers to the invention and application of new techniques in a given field, especially in the arts...techniques that are unorthodox, radical, and daring”

I can relate “Avant-garde” to what I see happening online right now. In fact I even view the Internet to being similar to the arts. I think we are creating a new vision for others to see once we paint it onto the canvas that is the world wide web.

“Art Is Never Finished, Only Abandoned” - Leonardo Da Vinci



But this problem exists in business too, Leo,

I could work on my business 24/7, 365 days a year and still not get it all finished

Now, I'm not getting all mushy here, it's just the truth as I see it.

Avant-garde is used to describe composers who adopt techniques or objectives radically different from those respected by tradition and generally accepted, with the implication that their work makes advances.

I believe the work I'm about to produce will be considered unorthodox, radical, and daring by many people. And I believe it will make advances in how business is conducted online.

That's a bold statement, but I've been told not to do it, - so I did (JUST FOR YOU).

And what's fantastic in the phrase “Avant-garde” is a newbie will be able to do this so easily without the boundaries of tradition by not using old techniques that are well...old.

Newbie's will not have to play in someone else's court by someone else's rules when using the meaning of Avant-garde.

It's time to play in your own court, and make up your own rules to create your very own Web canvas. This is the concept behind my U-Turn.

This is the new me.

Do I sound crazy?

Some people will say I am.

All I can say is I make well over \$100,000 a year already online and I'm about to **radically change** the way I do business to take it to a million dollars a year, so I'm happy for others to think I'm crazy – just call me “cashing in crazy”

I like that ☺

I've been dabbling in this new understanding – this new way of looking at business – for the past year, and have had great success with it.

My blog <http://www.marketingwithyou.com> will prove this.

But I haven't been consistent enough with the formula. Go back to my blog posts since December 2007. Read what I've been doing to create attention.

See what my messages have been on the blog and also see how I've delivered the message, then notice the responses to my messages.

You'll see my followers are grateful to me that I'm pushing through the boundaries of what's acceptable, like carbon copy marketing and selling the gurus' dream.

I'm introducing to you new techniques that will advance your business and mine beyond our wildest expectations, and they will be considered extremely radical and daring by many people.

Web 2.0 is transparent so it's not really that daring to be honest – it's more ethical.

So welcome to my avant-garde, even if you cannot see it yet – I promise you it's here right in front of you and you will profit wildly from it.

Ethical Internet

A lady named Denise left a comment on my blog a few weeks back saying

“It seems it’s becoming an ‘ethical’ internet and I wanna be a part of that.”

And she hit the nail right on the head – the internet has grown up, scams are quickly sniffed out and sellers are having to learn to be more generous to their prospects in order to continue making a living online.

So here’s a thought...

When you first start out you usually have far more TIME than MONEY so why not give your time to others? Share what you’re learning as you go and people will follow you. They’ll subscribe to your newsletter and visit your blog frequently to pick up the tips you’re so freely sharing.

Again do you think Dean will soon be a leader – even though he hasn’t made a single dollar to date?

It’s so important to gather up the learning tips you find as you’re learning, from your failures as well as your successes you create,

then pass those along to the people who are learning along behind you.

That’s exactly how you build a strong team of followers.

It doesn’t have to be complicated, just remember these are real people and they will all find you one by one, day by day.

So don’t think you have to change the whole Internet world, just get started learning and help others along the way, and before your at the top of your game you’ll have a loyal fan base behind you and its really cool when they speak out to you in their numbers ☺

A New Beginning



When I first thought about writing this report, even before I wrote the first word, I asked my readers if they wanted me to write it. The response was explosive!

Take a look at the explosive response here: <http://marketingwithyou.com/the-gurus-dream/>

It's living proof the system I'm talking about works.

Is there a real underlying marketing message in here? Absolutely,

You should first:

- Build a foundation – and be certain that you're taking the right path;
- Nurture that foundation and build a system for content and delivering it;
- Generate traffic – only *after* you have a system in place;
- Build a fan base – these people will join your list;
- Provide enormous value to your fan base; and
- Then sell to your raving fans who are begging to pay you their money.

(I know what you're saying, how the heck do I do that Alex?)

I remember being in the same shoes, I'm a size 9, so at a push, you have to learn how to build a solid foundation first and stick to it.

Listen 3 weeks ago I had my BIGGEST and best payday online ever, I made exactly \$24,000 before I even got out of bed and all in about 90 minutes ...



I then went on to make over \$32,000 that same week from **one** promotion to my list.

That kind of money cannot be done without giving my followers exceptional value first. (In fact I see it as impossible to make money like that without giving first.)

Would you agree?

Making money online is a lot like chasing a butterfly. The harder you go after it, the more it eludes you. But if you adjust to how the butterfly enjoys an environment it will fall straight into your hands.

What I really said there is – don't chase money let money chase you.

That's how you need to position yourself in the market.

Back in February 2007 when I read Rich Schefren's book the 'Internet Business Manifesto', he shattered my dreams of where I was taken my business online,

Maybe you feel like I've shattered yours with this report. But the first day I met him in person, I thanked him face to face for giving me a new beginning because by acting 'real', I started making a lot more money instead of getting carried away like so many others do.

And let me tell you, I thought I was being too smart for my own good when I started working on the idea for this report. But when I went back through all my notes and re-read one of Rich Schefrens books, I realized he spoke of this new era change last July!

He was already able to see the writing on the wall, before the new era movement really began.

Even Rich himself bought into the Guru's Dream at one point. But when he found out he changed his own way of thinking and he launched his business, going against the grain, which made upwards of 3.5 million dollars in his first week.

When I first came online in February 2004, I read endless books and promotional emails, trying to figure out the ‘secret code’ to wealth online. It was finally cracked for me when I was told I had to:

- Create my own products
- Build my own list
- Create a network
- Build a community

It’s work I know and it takes time to learn and implement.

It’s not just something that can be done overnight or in a matter of days, or even weeks. And that’s why so many people cling to the gurus’ dream.

But the truth is, I’m ready to take a massive U-Turn in my business. I’m going to use my energy and my passion to help you and many others become successful online. I will show you how you can skip all the crap that’s out there and build an online business, which has its very own fan base willing to pay you in the quickest time possible.

I’m ready to make an impact on the Internet marketing world, and if I have your support, I’ll do whatever it takes to accomplish it.

Kick Butt Marketing



Internet marketing is a lot like karate. When you first start learning karate, you start out at the bottom of the ranks and you're given a white belt to wear so everyone knows you're a beginner. You must prove yourself worthy of moving up in the ranks and getting the next belt, which is yellow.

After you've mastered everything expected of a yellow belt, you can then earn a green belt. If you stay with it, you'll earn a brown belt, and finally, the coveted black belt. In order to move from one belt to the next, you must pass a number of tests and challenges.

Now, if you always train with other white belts, and practice against other white belts, you may progress, but it will be slow. How much quicker do you think you could learn the skills that would take you through the ranks, if you studied with and practiced against black belt masters?

Find someone who's already "been there, done that", and align yourself with that person. Ask questions, ask for advice, and learn everything you can from them.

It just speeds up the process by multiples ...

All the time people say to me how did you become successful so quickly, well I hung out with the kick butt marketer Mike Filsaime, who I'm sure we all agree is a black belt at this, right?

Another step to take towards success is developing self-discipline. It's vitally important that you impose some strict discipline on yourself when you start building your business. Block out work sessions and use a timer to stay focused for a certain block of time - an hour, thirty minutes, whatever you determine is best for your situation.

During that focused work time, don't surf the web, don't check your email, and don't let the phone or instant messages interrupt you while you're working.

It's also important to schedule some break time in between blocks of working. Stay hydrated, keep water close by and sip frequently while you work.

Start and keep a journal – keep track of your accomplishments each day. It'll give you confidence as you see how much you've gotten done and how far you've come since you first started.

Focus on one main task every day – be sure that one gets done first.

Create a plan - where do you see your business a year from now?

Six months from now?

Ninety days from now?

You can't get where you want to go if you don't know how you'll get there or how long it will take.

Be sure to also include fun stuff in your plan. Schedule fun things just like you would schedule an appointment. It's tempting to skip over this, but don't - it's so important.

If your business is not built around fun things from the beginning, you'll get bored and frustrated.

And then, even before you've laid the foundation, you'll be back to searching for the latest and greatest, newest shiny thing.

And always keep in mind, it's always harder when you're first starting out because you have new things to learn all along the way. Take comfort in the knowledge that it **does** get easier!

There's a big difference between **feeling** productive and actually **being** productive. Because you spend a lot of time on the computer 'working' on the latest venture you're trying to make succeed, you think you're being productive.

The truth is you're probably just being busy, and that's a problem.

The one thing I'm trying to move away from in my own business is I don't want to be busy; I want to have an automated business. So, being productive on the tasks that matter the most to put a business on autopilot and then leave all the rest alone, or at least leave them to do for a later date – or outsource them.

Doing it any other way is just keeping busy, and stopping you from making money.

I've already mentioned that you need to fail fast, the other half of that is that when you do achieve success, you must leverage it every single time.

I started leveraging from the very beginning of my online business. In February 2004, I sold eBooks on eBay for 99 cents.

I learned how to use eBay to be successful, and then I stepped it up a gear to build an import business, in June 2005 bringing off-road motorbikes from China to the UK and selling them on eBay.

Next, I learned how to funnel traffic from eBay to sell my motorbikes from my website and place customers' orders over the phone using a credit card processor.

I then leveraged that to create a product [Easy Profit Auctions](#) teaching others what I had learned "how to pull traffic from eBay and build a list of buyers".

After that success I wrote another book [Post Launch Profits](#) about the experience I had selling my first info product Easy Profit Auctions on the Internet and I leveraged Post Launch Profits to build a list from that eBook.

The next thing I did was to write the [Secrets](#) behind the launch of that book Post Launch Profits and it talked about how it would bring me \$250,000 in the next year. I also leveraged that eBook to build a list.

Do you see what I mean about leveraging and building on top of each success? I just leveraged one thing into the next one. And now I'm doing it again, leveraging the decision to make a U-Turn in my business by telling people about it and giving the information away for free in this report.

The people who join me on this U-Turn will benefit beyond what's expected from me and the rest had their fair warning to follow along,

Shortly afterwards I'll be opening my coaching program, which will teach my students how to do exactly what I've done. And I'll guarantee them 100% success.

When that's done I'll leverage the fact I can successfully coach people and use my students as successful case studies to then open a million dollar coaching program in the near future too,

Step by step – with a plan right!!!

But the fact of it is I don't need a million dollars...

If I make just \$100 a day, every day online I'm making enough money to provide for my family and never have to hear an alarm clock ever again. But I've blown past that figure – I'm making around \$500 - \$700 a day – and this is only early days in my career.

So why should I be in a rush to make \$4,000 a day if it's not needed and it's going to keep me in front of my desk for longer hours?

I don't want to wake up one day in the future, rich beyond my wildest dreams, only to discover I wasted my whole life working for the future, instead of living life in the present.

Did you see the movie 'Click' with Adam Sandler? In the movie, he works so hard, but he loses everything important around him.

I tell you again that movie drew a tear to my eye.

If you want to call me a wimp, I don't care, but you need to grow up - it takes a real man to admit to the world that he cries. It's just that the movie struck a real nerve for me. I had been working so very hard trying to build my online business around the time I watched that movie – things weren't going so smooth for me.

As I watched it, I had this overwhelming feeling that I was losing my life to the Internet. It really hit home that my goals were set wrong and I was doomed for failure.

So when I tell you I've poured my blood, sweat, and tears into this business, I'm not exaggerating. Yes, I do enjoy my business; even though there are still times I get cheesed off and just want to get away.



And the reason I can get away on vacation is because I came through that MAJOR learning curve and my business now has a solid foundation that continues to function and make money even when I take some time off.

The outcome I want for myself in this book is to make it even more real to myself that I don't want to wind up a workaholic. I want time to play with my son and watch him grow. I want more time to spend with Katie, the love of my life. I want us to be able to do all the things I have planned in life and to have fun doing it.

The outcome for you in this book is to know that the steps to build a REAL online business are within here and they will make you enough money to live your desired lifestyle (what ever that is – you decide).

Life is just too short to spend 16 hours a day at a desk, pulling my hair out from the stress because there's just so much to be learned.

Like I said at the start of this report you will learn more in here, than most paid products you have bought in the past.

The problem is I don't know if you'll fully understand the message.

It's not about learning a million different techniques, it's all about creating a value producing business that attracts prospects and converts them into paying customers.

If you're trying to succeed without having a system in place or a plan of action, you'll be spinning your wheels forever and to be blunt – you will never make it.

But if you have a proven plan to work from, then you'll make progress, you'll climb right up the ladder.

It's A Whole New Ball Game



If you want to get to the top of your game in the quickest time possible, you should go to the top and ask for help - it makes sense, right?

Well I did just that back in September 2006 – when I heard Mike Filsaime was going to be attending an offline Internet Marketing seminar, so I attended that seminar to meet the very guy who is at the top of his game.

After hanging out with him for a few days, I made a choice that same weekend to pay Mike \$6000 to help me and show me what I needed to do online, to go from nothing to something – 0 to \$100,000 in the fastest time possible.

I did it in about 346 days.

I have to tell you it has been the best business investment I've ever made to date, and before you're screaming at me "Alex I haven't got a spare \$6,000"

That's okay, as I'm sharing with you for free in this report and beyond the very information that Mike shared with me.

So to get to the top of my game I went to the top and aligned myself with Mike Filsaime, now you have the choice to align yourself with me.

And if you ever get the chance ask Mike, he'll vouch that over the past 2 years I've become one of his top students, and this is still early days for me.

But I've also watched people who haven't been online as long as I have and they just whiz right past me and make a whole lot more money than I do.

Plus they've created more products than me, and to be perfectly honest, they've built a better business than mine.

So did Mike teach me wrong?

Nope.

But like I said the web is changing so fast that it's a totally different ball game out there now than when Mike & even I started out.

And today, there are so many people competing for the same dollar in this marketplace we've all just become carbon copy marketers, and it's the same old same old pitch after pitch.

But the people who have skated past me have played a totally different game to the carbon copy marketers and to be totally honest some of them have been making up their own rules as they go.

Trust me I've been watching these people very VERY closely.

Now this is not to say the gurus are out dated and old codgers, as age has nothing to do with this. What I'm saying here is the Internet world has evolved much more quickly than the real world is evolving and many of the gurus' old tricks are not anywhere as effective as they once were.

Sure they still make a lot of money because of their status, their market leverage and their lists of people still clinging to the dream they found way back when. But these newcomers are rapidly taking over!

(Again it's a whole new ball game.)

If you don't yet have status – market leverage – and a mailing list then you need to play a different game to create your own income funnel.

I foresee a strange scenario playing out in the next year or two and you have a choice to make. You can get involved now or miss the chance completely.

I can truly vouch that if you want to make an extra \$5000 a month online it's really not that hard to do. Just play the new ball game in your court and follow the up and coming experts in the Web 2.0 arena and it's a fail proof plan.

So what is this change that has taken place to create Web 2.0?

To be simplistic about this, it is this...

The market is talking back and forth now, its called social media, and if you insist on continuing to play ball by the old rules you'll crash and burn like I've seen a couple of gurus do over the past few months.

I've seen the new era of the internet speak out loud and clear to the point where the market swallows up some of the BIG names out there when they stepped out of line. I can tell you it was a wake up call for everyone watching at the time.

Play the new game and you'll have people that want to give you money, its so much better that way rather than trying to take their money.

Sharp warning ...

If You Try And Learn The Old Game You'll Be Outdated Before You Even Get Started.



I'm sorry to say it, but the gurus are old timers now. They've been around the block a few times and have the 'curse of knowledge'. They've been doing the same things for so long, it's second nature to them and some of them aren't willing to change.

You, on the other hand, if you are starting out fresh in this new era and you're able to quickly adapt then I welcome you to the internet that you can dominate.

And just in case you think I'm nuts for thinking this way, I've had a couple of multi-millionaire's recently tell me that I'm totally correct in my thinking and they are not in this Internet Marketing Niche.

It's Time To Wake Up!



Have you ever had people come up to you and ask: "Why do you spend so much time on the computer"?

How many people out there in the 'real world' would understand you if you tried to explain to them that there's a way to make money on the Internet just by selling information?

Would your friends or family members understand?

Now remember this, whenever someone comes online they are searching for some sort of information to help with whatever their question may be - some will search for free answers and others will pay to get their questions answered.

So, on this one you're way ahead of all your family then, right?

Now think about your friends' and your friend's friends, and their family members...

The point here is more and more people are coming online everyday. These folks will at some point be exposed to some sort of marketing online and many will buy products on the internet.

So with more and more people flocking to the Internet by the masses, I can tell you with certainty that you're way ahead of the internet boom, even if you fear you're too late to make money online.

I actually thought I might be too late back in 2006 when I started. I know now that this was an unfounded fear and there's still a few years left before the 'Big Boom'. I thought it would be about 10 years before we would realize maximum exposure, but after joining Rich Schefren's coaching program, he revealed his thoughts about the pivotal point occurring in as little as three years for the internet boom max out.

I have no reason to doubt him, and won't argue with what he says. This man is the guru's guru and that's a powerful title.

I think he's a great guru and I have a great deal of respect for Rich. You'll hear me mention him a little more later on.

But for now let me ask you a question...

Do you sometimes feel that when you finish your regular J.O.B and come home to pursue your online business that you're chasing a dream and not dealing with reality?

Does chasing that dream make you feel good or does it give you a headache that you can not make it a reality ?

Either way ...

Until you wake up to what I'm telling you, you will not make a lot of money if any from the internet.

It's the dreamers who want a magic bullet to make money effortlessly who will fail.

These are the people reading this report that really don't want to hear that it's going to take time to build a business before any money will be deposited into their banks.

But if you don't start to build a business now and stop chasing the dream now, then you may just get left behind, so be careful here with your choice of path, okay?

You can change your mindset today and start making money before you know it.

It just takes a small step in the correct path, and the rest will be history.

Someone asked me a question last week....

“So Alex is there any such thing as fast cash online” ?

Is it just a dream? Or a myth?

Not at all I replied, you can indeed make fast cash, but it’s only comes in fast after you’ve created a system to make fast cash, if you don’t have a system in place then cash will be as slow as it is for you now.

But if you start building this system now, soon you’ll see just how real it can be to make this fast cash I see on a daily basis.

If you build it right, it will absolutely make you cash beyond your wildest expectations; just take me the school drop out, as an example ☺

Now I’ve got question for you - the reader...

Are you enjoying what you’re doing online right now?

Are you having a good time, getting a lot done, making plenty of money, and being able to still spend quality time with family and friends?

What? You’re not?

Okay then, what would you like to be doing instead?

Or even better what should you be doing instead?

Give that a few minutes thought and then write it down.

It is important to understand if you’re not making money right now, scrap what you’re doing now and become a student of what I’m teaching here and follow through with the process.

And if you don’t get it yet – don’t worry.

This report is like the tipping point for the people on my list who really want to become a success vs. the dreamers that just want to keep dreaming.

It will separate the men from the boys, so to speak.

And don’t worry if you’re lost right now, as after the feedback I get from this report I’m going to guide you, hands on to success, as we embark on my U-Turn.

On my U-Turn I’ll be helping you build a solid foundation where people will start to follow you and listen to your product recommendations to buy through you.

And it doesn’t take that long – if you have a plan ...

So Here's A Plan For You ... Fail Forward Fast



Let me ask you a question, and you can be honest,
because I'll never know how you answered it.

Reading this book right now, do you think I'm successful?

I want to answer that question for you and I'll be straight with you - any success I've had has come from my failures.

Once I failed at something, I knew what didn't work, so I pressed on with a different approach. And so many don't do that, they just quit and try something different instead.

Don't quit just because you've failed!

Even if you've failed repeatedly, failing is a part of becoming successful, and you'll never achieve success without failing first. (Just do it fast.)

Look at any of the biggest success stories in the world – most of them failed over and over and then they had that “LUCKY” break, so to speak,

It frustrates me to hear all the stories of how people have been trying online for years to make money, spent thousands of dollars and still don't know what's right from wrong.

Could it be the problem lies within? Are you guys willing to accept that?

If you don't know, then you don't know and you must *learn* so you CAN know.

Because it's important for you to KNOW a plan before you set out, otherwise you're like driftwood in the ocean, carried about from one wave to the next without ever reaching a destination.

If success is your destination, you'll get there much faster if you follow where success has been.

How do you do that?

It's not all that hard, because success leaves a trail.

Have a purpose.

Have a goal.

And create some targets.

I know some of you are rolling your eyes into the back of your head, thinking 'that's a load of crap and I've heard that before'.

I felt the same way, and at age 23 I paid a coach who literally **drilled** it into me. Up to that point I had just been drifting, but since I've followed his advice and put it into action, I've been making a six-figure income every year.

And before 23 I'd never made 6 figures in all the years I'd worked.

Before you can design a plan, you need to have some goals in place. It's sad but most people don't have a goal, for anything, even the small stuff.

Do you have a goal?

When I ask this question, most people say yes (and their goal is to have a million dollars.) Beyond that, most people hate goals and goal setting, right?

Have you ever known anyone who was able to keep their New Year's Resolutions beyond about February?

But if you have no goals for your life, you're doomed. You can't know where to take your business in order to achieve your goals, both business and personal and you spend your time just spinning wheels.

Let me give you a good example. Most of my friends go through life day to day not knowing what they should do about anything.

If I said to my friends, "Shall we go for some food?"

They would reply to me, "Where shall we go?"

I'd say, "I dunno, let's just find somewhere."

They come back with, "Nah, I'll stay here."

But if I say, "Let's eat at Nando's."

That becomes a goal, and 15 minutes later we're all eating chicken and chips at Nando's.

The problem is if I hadn't set the goal **for** them, they wouldn't have moved and that's sad.

You **need** goals, and you need to make sure that you set some fun in your goals. For instance, one of my ‘fun’ goals is to go snowboarding in the French Alps in February. I’m gonna get some lessons and hit the slopes with a couple of my friends.

I’ll also be flying over to Florida in February to spend some time at a workshop in Rich Schefrens office with some online buddies.

In March, I’m planning to meet Justin Harrison in South Africa and my goal is to go on a safari while I’m there. I also have a lifetime goal I plan to achieve during that trip – cage diving with Great White sharks!



Then in June I’m taking off to Spain with about 50 friends to party hard on my stag do or also known as a bachelor party.

August I’m celebrating my upcoming wedding with my beautiful fiancé Katie, and then go on one of the most luxury vacations in the world (I can’t share where here, as Katie doesn’t know where we are going on our honeymoon yet)

And in between all of this I want to go race Ferraris.

Go wing walking.

Try some white water rafting and a ton of other fun things.

These are just some of the fun personal goals I’ve mixed in with my business and financial goals. It’s important to include fun in your life, and the best way to do that is make it a goal and schedule it, just like you would if it was a business meeting or a doctor’s appointment.

What Gets Measured Gets Managed...So Do You Have A Plan To Measure And Manage Your Goal?



If you do not have a goal and plan, then you're doomed for failure, and it's as simple as that.

One of the most helpful things I've learned and like to teach others is how to plan better, so you can make more money and work less hours.

- ✓ Make a year's plan.
- ✓ Create four 90-day plans.
- ✓ Break down the first 90 days into 3 month plans.
- ✓ Create 4 weekly work schedules.
- ✓ Plan out week one so you can be focused and productive.
- ✓ Plan tomorrow today so you know what you need to do before you sit down ready to work.

Here are two detailed videos showing me planning out my 2008 plans

<http://www.postlaunchprofits.com/workless>

If you have plans set out in front of you, then you won't waste so much time reading hyped up emails and other things that distract you from being as productive as you can be.

Then each day, work your daily plan in order – step by step – starting with the most urgent money-connected task first.

There's an old saying that goes "If you have to eat a box of frogs, what do you do?" The answer is – "Eat the ugly frog first". My mentor used to tell me all the time, "Eat that frog, Alex."

And since I was taught this way to tackle my business I've been teaching Business 101 skills to thousands of people ever since and its working all round.

Here's an example to help you create a plan,

I've had people tell me,

"Alex, I can't even plan a month ahead...let alone a year as I don't know what to do."

if you were to say that to me, I'd reply back saying: "What are you going to do for the next month?"

You'd probably say, "I dunno."

So then I'd ask you, "What would you like to do online?"

And you'd tell me for example "I'd like to make \$3,000 a month."

So then I'd want to know, "How you would do that?"

And you'd say, "I'd open a membership site that makes that much money every month."

Then I'd need to know, "In what niche?"

And you tell me, "The jazz drum niche."

And I'd say, "Okay, then here's my game plan for you, you need to research first. You can NOT skip this step or you're doomed to failure right out of the gate. Okay?"

You'd nod yes. (But thinking to yourself I don't want to do any research – it sounds like work.)

I'd continue, "Okay, once you've made sure there's actually a market for your membership site and you know what content you need to gather to share with them, how are you going to build the membership site bigger?"

You may shrug your shoulders and look to me for an answer.

I'd tell you, "You have to research more" and I'd ask "how much will you charge your members?"

You'd think for a minute, then say, "\$30.00"

I'd say, "Okay, so you'll need 100 people to join your membership site to make \$3,000 every month".

Now for this example let's keep it there, but this does get a lot deeper, and we'd now go into traffic conversion and retention rates and other issues.

But for right now I'd tell you the best game plan for you is to "go out and find your competition and then reverse engineer their business model"

Okay that was an example...

You can ask yourself these types of questions and then write down the answers before you rush around like a headless chicken I can assure you that you'll have a lot of tasks on your hands to launch your website in 30 days, so get planning and be productive.

In 2008 I set out to make \$250,000 worth of sales in my business – if you look at these two videos showing how I was to make this money over the coming 365 days.

<http://www.postlaunchprofits.com/workless>

But what happened was I hadn't really thought it through as well as I should have.

You'll see in the videos that I really planned this out to a T.

But to make a long story short, I realized I would have had to make a lot of sacrifices to reach the \$250,000 goal from what I'd planned out back then,

I thought I wanted to make that much money to take my business to the next level but I soon discovered that the projects and income target didn't fit in with the balance I wanted to keep in my life.

Vacations – family time – fun time - seminars ...learning ...etc,

I would have had to work long hours every day of the week with little to no time to spend with my family. Yes, the money would have rolled in and stacked up in the bank, but I wouldn't have enjoyed it.

Now that's a problem would you agree? Maybe not, but I started out online to spend more time with my loved ones.

So I made the conscious decision to take a pay cut and enjoy my life this year and also this would give me a chance to get a better understanding of the market, and I could learn how to create a 6 figure product launch this year too,

But the funny thing is, even though I've taken a lot of time off and only focused on the core tasks whilst leaving all the other tasks out I set in January, it looks as though I'll still reach that goal of \$250,000 before the year is over, without having to do all the other things I planned in.

So Im saying I've worked a lot less than I expected and that is cool!!!

It seems in January I crammed in too much and was acting a like a busy fool over planning and under managing!!!

Under-Selling Yourself ...

Question:- Is it a bad thing to undersell yourself?

It depends how you look at it, if you have a strategic plan then you don't really have an issue with underselling yourself.

I've been told by several people that I've been underselling myself too much and here I go again with another free report! But giving away information is attracting people to me (traffic) and I've been able to conduct some tests with this traffic which seems to be working pretty well, since I make between \$10,000-\$30,000 every month for the past several months doing this.

And doing it this way I've found it's much easier to stop chasing money and instead let the money come find me.

People just don't understand why I'm underselling myself.

Yes I could be making more money selling HI !!!

BUT IM STILL LEARNING FOR JEEPERS CREEPERS SAKE!!!

I'm happy to play in the small ponds whilst learning with the little fish and I'm digging deep into the trenches so I know what goes on in my business from a customers stand point.

And I think that is what's made my business so successful – giving value away for free and underselling my services, so I can get hands on learning what goes on as we expand.

Remember it's people who spend money with my business, so I want to keep tapped into these people and learn why they buy from me and my business.

When I jumped online I wanted to make money.

The truth is I didn't want to help people (it's the truth). In fact I thought I didn't have any information to help people with so I'd try and take their money.

And hey, I was here to make money online so I didn't see myself as a success until I started to make money online ...

But it was that mindset that only held me back from online riches for years.

Don't Make The Same Mistakes

Here's the fast track to success...



It's hard for a lot of people to wrap their minds around going out of their way to help others when the main reason they're here is to make money from others. But I'm sincere when I tell you I've been biding my time here and have learned an awful lot from 'underselling' myself.

I've spent countless hours in my office, working in various areas of my business, learning how to expand it to millions of dollars a year, and learning more about understanding the numbers. Because business is a numbers game.

But it's also a techie game too and I'm rubbish with all the technical stuff.

So how do I do it?

I found a great mentor to show me the way. I found the right team of people to outsource tasks I'm not any good at. I learned how to build a business and used leverage to my advantage so people grow my business for me.

"Easy for you to say, Alex, but what if you don't have the money for all that?"

The truth is, if your funds are severely limited, you need to learn, I'm willing to teach you, but something will slow you down if you cannot outsource them.

But I've said it before, I started right where you are - I started with NOTHING. The important thing is even if you're starting small, always be thinking big. Even with your goal-setting.

Learn something and share that something however little you think it may be – others will need to learn it too.

I strongly recommend you listen to the audio I made with Michael Cheney, a fellow millionaire Brit. In that phone call I explained how it's possible to become a superstar marketer in just a few weeks. This is another of my free products - [Post Launch Profits Secrets](#).

It's really quite simple. It takes focus, outsourcing, a mentor, a system, and the desire to change your life.

You see, I worked unbelievably hard to get into this niche. I put everything I had in it, and my fiancée Katie supported me day after day as I put in 18 hours of work no problems, with nothing to show for it at the time,

I remember often feeling very lost and incredibly alone in my back bedroom office.

I'd tell Katie, "I'm going to work 80 plus hours a week, day and night, until I get this product launched and then we'll be home free."

HA!

After the product launch, even more work would crop up, and as my business grew with more and more customers needing support - we had dilemmas.

Customer support

Tech support

Customer service

Then more learning...

And that's why you need Business 101 skills to handle the growth of your business from the very start, if you don't, your business won't grow and if it does grow you won't know what to do with it.

I had the support of my family. I had the support of the gurus. But I still struggled.

Why?

Because of me. I was the issue. I was just chasing money. I had come online to make money so that's what I did. I went hard after the money, every day. All I wanted to do was make money, every single day.

But that was the big mistake.

YES, I needed to make the money, like many of you will need it, but if I had acted differently at the start and tried to **help** others first, without trying to take their money, I can tell you for sure I'd be making a heck of a lot more money right now and it would have been a lot faster and easier too.

So if you need the money I'm telling you it will come a lot faster if you act differently and help people first before you **try** and take their money.

Now at this stage in my business I'm all about helping people, and it's much easier to help them than it is to take their money. And these days money flows to my business in so many ways and I'm working a lot less for it too.

Sometimes I don't even know where some of my smaller monthly checks come from. They just arrive in the post ☺

Learn From The Mistakes Of Others



You may be stunned by what I'm about to say.

Business building online is not all about fame and fun time, especially when you first get started there's an incredible amount of information to learn. It's so easy to get lost in all the small details you think are important, but are, in reality, nothing but time wasters (period).

So if you don't have the support to outsource these tasks with a good mentor to guide you to the next stage in your business, then in reality you can quite easily waste all of your time and make no money (period).

Read that again – it makes sense right?

Trust me I know what it's like to work 18-hour days and end up with nothing to show for the effort put forward. I'd say over the past four years, I've wasted most of my time with little to show for it.

Okay I understand I've become a success, but looking back on all the tasks I've been drawn into, which I could have just outsourced or really didn't need to be done is just painful.

I'd say about 25% of my time was really needed to get me to the level I'm at right now and the rest of the time has been lost time with my family and friends having fun, because I was just stuck in my office doing all the wrong things.

And I don't want the same thing for you ...

So to guide you past those same problems I faced, over the coming weeks I plan to fast track you from wasting your time online working on all the wrong tasks, to helping you push forward and focus on the exact things needed for you to become an online success.

BUT, this is what it comes down to ...

There are three types of people:

#1 Stupid

#2 Smart

#3 Successful people

#1 Stupid people don't learn from their mistakes.

#2 Smart people learn from their mistakes.

#3 Successful people learn from the mistakes of others.

And along the same lines, there are three classes of people:

Those who see.

Those who see when they're shown.

Those who don't see.

Think about which of those categories you fall into. And decide which categories you WANT to be in.

tell them about the ...“Gurus Guru” Alex,



I'd like to tell you a bit about a man who many people call “the gurus’ guru” because he played such an important role in helping the newbie’s of yesteryear become the gurus of today.

His name is Rich Schefren and if you need someone to model yourself after – he’s da man!

He was the one that took all today’s big name gurus back when they were still in there nappies (or diapers, if you’re in the US) and turned them into the success stories of today.

I first discovered Rich back in February 2007 when I read his first report the “Internet Business Manifesto”. At that time, I thought I was on the verge of a nervous breakdown after reading the report I was all but convinced that my ‘dream’ life was

over because I had built my online business so badly wrong, every page I read in his report just screamed at me.

I wasted a couple of days, just worried sick, until it finally struck me that even though I had been running my business completely wrong, I was now being exposed to the correct way to run it and I knew I had to take action.

It wasn't so much me having a breakdown as much as it was the shock of realizing my business had been broken down in front of my eyes and having to admit the truth to myself that I had to change the way I was doing things that really hurt.

So did I just give up, because it would be too hard to start over?

Did I ignore what I'd just read and continue on with 'business as usual'?

NO WAY!

I began tearing my business apart, one component after the next and I spent months re-building it, but this time on a much more solid foundation. (I recommend you take time to do the same for yourself).

That was around 20 months ago that I read his report, and to date since then I've made around a 3rd of a million dollars online and I have a serious following of raving fans to back up my business ethics.

“SO THANK YOU RICH -YOU ROCK MAN”

Rich Schehren (with Daughter) & Alex Jeffreys



I saw such a difference in my business over the months that followed that read when he released his next report in July 2007 I jumped on a plane to Florida and paid him \$5000 to teach me more about his systems.

And only 2 weeks ago from now October 2008 I just read his last report, which prompted me to pay him *another* \$5000 and within a few more weeks I'll be heading back to Florida again to work on other areas of my business, with this guru's guru.

When I knew I had a proven path to follow I went out all guns blazing to make a difference in my life.

So let me share a little secret with you here – it's not so much *what* you learn, it's what you *do* with what you learn.

Good example – I've never found a traffic system that gives me the step by step exact plan to drive more traffic to my site - I need one for Web 2.0 traffic. It could totally pour tens of thousands of extra dollars into my business on a monthly basis.

By not knowing how to implement that step-by-step Web 2.0 traffic system, I've placed a 'constraint' on my business. And this constraint is a limitation or a restriction, which is certainly not something I want to have in my business.

And here's something very important that Rich said on the phone the other day: "A constraint is the one thing that can stop your business cold in its tracks"

He went on to say that it's not your **traits** that determine your success – it's your **constraints**.

These were very powerful words, powerful enough to make me spend \$5000 to learn how to break free of my own constraints in my business.

Back to July 2007, Rich shared with us that there's more information produced every 24 hours than you could absorb in a whole lifetime, that's crazy, right?

So think about it, every week there are loads of new products launching, each one saying they're the latest and greatest. But in every case, it's the system the product owner has in place that makes money NOT the product they sell that makes the money. .Do you understand that now?

You Must Understand – This Is Business



This may be the most important lesson you'll take away from this report, so pay close attention and don't let me lose you here.

If you are still thinking this is just about marketing on the internet then you have to realize marketing is just a small section of business and just doesn't run on its own.

If you take any of the really smart marketers, the ones so many call gurus, who sell the latest and greatest marketing fad, if you could get behind the scenes you'd see their businesses are all built the same way – no matter what they sell.

They give free products away – eBooks, videos, software, or audio interviews, something they can use as their 'fishing hook'. They use them to create mailing lists. They offer their mailing list low end products, and follow up to those who buy with high end products. And they have systems in place to run it all practically automatically.

So that sounds great to have, but I'll tell you it's the setting up of this system that is the hard part especially with no previous knowledge,

But many of the gurus don't talk about that side of their business very much. They talk about the **results** their business has, and then they push the fads as the reason they're so successful.

But that's just not true.

It's the business model they have in place that makes them successful.

Now, you may be saying:

"But Alex, I don't know how to build a business!

I don't know what I'd even build a business about!

I don't know how to create a product or what it should be about either.

I don't have a list and don't know how to start building one.

I'm just a newbie to all this and I'm screaming for help!"

Well, guess what, my friend?

SO – WAS – I!

I was exactly where you are, nobody comes online already knowing everything they need to know to be successful on the Internet. Everybody has to learn!

But here I am telling you how I started with nothing and I've been through the learning curve and right in front of you I'm building a multi-million dollar business.

So does that mean you can too? Absolutely YES!

I'm very excited how I can help you create your online business, in the fastest time possible following this proven system.

But there are a few things that must be learned first and a foundation that must be built from the ground up.

"But Alex, I need more money **today**, I need to pay my bills by the end of the month, I need my rent money for next month, I have to be able to make money FAST!"

Here's the painful truth, mate. If you really want to make this work, you can NOT start running before you walk – and you can NOT walk before you crawl.

“So Alex you're saying I have to crawl before I can walk,?”

No, I'm NOT – I'm saying you have to **LEARN** how to crawl before you can even crawl!

I realized this lesson from watching my son Cameron go through this process and you can read for yourself in [Post Launch Profits](#) how this lesson finally dawned on me.

Now, I should point out that some of the 'fads' AKA eBooks I've mentioned actually do teach how to put a business system into place.

So why do so many people still fail to make it?

Because the market (that's you!) typically doesn't want to take the time required to build the business system. Because it involves learning, then crawling, then learning some more, then walking, then even more learning, until finally you're able to run.

And for most people, it's just easier to go off in search of another fad - the gurus' dream and more hype.

It's a Battle of System vs. Fad



Even if the gurus were to teach you a system in the fad they sell you - the market won't take the time to set that system up, they will just run after another “push button fad”, which is sad.

I told you early on I was going to expose the gurus' dream, which is the fast riches online from just pushing a button. And I'd be willing to bet there are people still reading this book trying to find the magic bullet that explains how they can start making those fast riches. But you haven't found it yet, have you?

I can give you a real system that will make you rich, but the magic button nope that's in la-la land!!!

If anyone finds it, I hope they'll tell me. Because as far as I know, the golden nugget, the magic bullet, whatever you want to call it, is a bigger myth than the gurus' dream we're being sold itself.

But in truth it's not that hard to make money online if you follow a proven "system".

Before I tell you just how simple it is, think about how many eBooks are out there selling this dream business. Probably millions, right? Or at least several hundreds of thousands.

Okay, here it is - this is how simple it is to make money online.

Stay with me here, don't lose focus on what I'm about to say.

Drive Traffic To A Converting Sales Page = \$\$\$

"But Alex, all those eBooks teach so many different ways to make money!"

This is true.

But I call all these "ways" nothing more than fads.

What's much more important is ...

Think about what each person has in order to sell their fad to you. They have a system in place. And they're all the same, or at least very similar, depending on the marketer. But I hope you see my point. They all have a system.

And unless you have one too, you'll spend your entire online career selling one fad after another. Not making a pile of money, And if you stop selling them, the money stops coming in, that's if you ever get to sell any that is,

So lets see, what you would say:

if I asked you this question right now

"How can you make money online?"

What would you say?

Email marketing?

Search Engine Optimization?

Pay Per Click?

eBay?

And probably a host of other ways you can think of.

The problem is, these are all ways of generating cash flow, but they're not going to make you the next Donald Trump.

Now, maybe you don't want to be the next Donald Trump, maybe you just want a little extra income on the side. The point I'm making here is you need to create a business, brand that business, and build a community of people around you that are willing to buy from your business. Or you won't make even a little extra on the side.

That's what the new era of the Internet needs in order to do business with you.

Social media, social proof, social validation, whatever term you want to use, it's taking over and if you're not prepared for it, you'll be left behind.

In case you're unsure, here's the definition of 'social media':

Social media are primarily Internet-based tools for sharing and discussing information among human beings. The term most often refers to activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio. This interaction, and the manner in which information is presented, depends on the varied perspectives and "building" of shared meaning among communities, as people share their stories and experiences.

Your Online 'Real Estate'



If you build up enough interest in that real estate you'll have traffic all over it. Then it's just a case of putting up items of value for sale on your land, and people will buy. It may sound a little hyped, but the new Internet really is the 'land of opportunity'.

It's still fresh to everyone, and the dream can still be sold there. And I don't want to kill your dreams, but I do want you to create a reality whilst reading this report.

Build yourself as your brand use your story like Dean already is,

Even if you don't think you can't be an authority figure, you already know more than many other's who are coming behind you. So if you're willing to help them, you'll build a loyal fan base. (I did – Dean is – will you?)

One of the greatest aspects of social media is that people will be out there promoting you and your products, without even being an affiliate of yours they'll just spread the word, if they like what they've experienced with you – they will be your followers.

The Old Web ... vs. The New Web ...

In the past, the old web was loaded with articles about a particular product and the articles served one purpose – to pre-sell that product.

Today in the new web, customers are out there talking amongst themselves, posting their own reviews and comments in the new channels of social media designed to help them share information freely and openly.

Others can now read about a product from previous unbiased customers before they decide to order and this is really the tipping point of the new era we are moving into.

I'm telling you, in case you can't see it yet, this is a fresh way of marketing and the guru era, as we know it, is coming to a close.

Fashion Fades, Style Sticks



Here's what I mean by fashion fades, style sticks.

A product is just like fashion, and eventually fashions become outdated.

But a business is like style - it sticks.

And if you build a business the right way in the new era online, it will do even more than stick - it will become *sticky*.

And that's like hitting the jackpot in Vegas baby !!!

Now here's something that won't change in the new era of marketing and that is traffic, which will continue to be the lifeblood of the Internet.

We all know traffic is a vital part of Internet success and if you don't know how to drive traffic, there are hundreds of places to learn.

But one of the most important things about traffic is something my mentor, Mike Filsaime, taught me – before you ever make a sale, always capture people's name and email address first. It's more important to get their name and email than it is to make that first sale to them.

Why?

Because then you have the ability to sell to them over and over again and you will be able to send that traffic anywhere you want them to go.

So my whole business is modeled around building a list, before I make any money from my prospects. And as long as I've provided them great value in exchange for their contact details, they're much more receptive to later messages when I'm suggesting something they should buy.

Why? Because I've established trust first and this is the reason I've become so successful online.

I've gone out of my way to create value and then it's down to leverage and the law of reciprocation to generate an income to the business.

Even though driving traffic is one of the most important skills you can master online, the internet changes so quickly that methods to drive traffic are almost a fad in their own right.

New sites pop up all the time and traffic methods are constantly being tested - some are good, others not so much. But if you keep your focus on the **structure** of your business, you'll realize business is business, even as traffic-driving methods come and go. If you focus on creating exceptional value for your customers - I'm talking about selling a dollar for 15 cents kind of value - give them support to exceed your customers' expectations, you'll begin to draw traffic by the boatload and you may even find a few gurus in your traffic stream!

(It's shocking to me to see how many Gurus are on my list?????)

Is this going to take time – YES, but right now time is the only thing you have so use it wisely don't keep chasing that dream and get ready for success.

“Give Your Stuff Away for Free”

This year I set out to build a mailing list and launched all my products for free, so I could spend my time building a solid list, which has grown to over 24,000 subscribers and what I'm doing with them is what I'm teaching you in this report .

Why haven't I sold my products?

It's simple, the fact of the matter is it's hard to sell to people when they don't know who you are, but it's easy to give your product away for free to someone so they can get to know who you are and understand what you are about.

Then as long as you give away value these people will stick around to hear your second message and so on to become your followers.

And that's the time when you can start to sell to them as they'll know who you are and should by now trust you.

So immediately, I recommend you change your mindset, from selling to start helping people, then you will have people come to you asking you how can they pay you, and that's a good feeling believe me!!!

Okay so right now I can hear so many of you screaming at this report saying "I want to create a product but I don't know what to write about..."

And that's okay – I used to feel the same way about this too.

So if you are in this position, then you need to start from the very beginning and learn how you can do something, which will take your business to the next level.

Like creating a blog – that's a great place to start building your business,

And once you have created your blog you can (tell / help / teach) others how you did it, and then these people become your followers as you show them the next step you took.

Let's look at newbie Dean again as the example here.

From NOTHING he created something in one day flat.

I told him to create a blog (he did that the very next day).

I told him to write on his blog about how he built a blog (he did that the same week).

Now Dean tells me this weekend he is going to start writing on his blog about how he's blogging and how he plans to generate traffic to build his followers and start to build a list from this traffic on his blog.

No product, no ideas, just a simple task will snowball into a lot of money.

I mean it, soon this guy will have a solid foundation for his business with lots of traffic landing on his blog and before he comes up for air he'll be able to create a product to sell to his fan base and start making money online, and quit his job he so much hates.

Folks I'm not kidding, the best way to make money is to give stuff away for free, to build a mailing list and leverage the fact that you are the leader to these people.

When I say play in your court, I'm talking about giving back to people. Help them and they'll be loyal to you, rather than to the hype monsters out there chasing there money.

This is so important that you ‘get’ what I’m telling you here. It will give you a great head start in the marketplace. It’s so much easier to help people for free than to try and sell them something.

Once you’ve helped people, they’re so much more open to hearing your second message, and your third, and your fourth where you can sell to them.

And on many occasions they are happy to buy from you over and over,

If you think you don’t have anything to share, start a journal, create a blog, and start taking action on what I share in this book and my other free eBooks - [Post Launch Profits](#) and [Post Launch Profits Secrets](#).

I want you to know this is business, serious business, and I’m ready to expose it and help you build your own money magnet business,

It’s a lot easier than you think too ☺

And don’t panic I’ve been there! Right where you are, right now. I’ve felt what you’re feeling. I tried to buy into the fads over and over again. They sold them to me frantically, telling me I needed to jump on it RIGHT NOW!

The worst part is you want so badly to believe that the next fad is what will finally make you rich but we now know that’s just hype.

We all want to make money online and fast I’m sure, but in truth is - its hard to sell stuff on the internet especially without any experience of selling anything.

So you have to make a few small sales first then grow as you become comfortable with the process of selling – yes it takes time because you’re learning a new way of thinking, but it comes naturally once you get into the swing of things.

Final Thoughts



I hope I helped you understand what you really need to make money online. It isn't an eBook or a piece of software. You must have a proven plan, a system - not a fad. It takes constant learning, creativity, and leveraging.

In closing this book, I want you to fully understand that you need to know what you want in life and find a balance between work and your personal life. Create a plan for your life before it's overtaken by this new world you don't yet fully know called the Internet.

Once you define what's important in your life you can play the game in your own court. I managed to find that balance, but I nearly lost it during a time I was neck-deep in the, dark Internet.

Fortunately, I found my way back before it was too late and now I'm taking a U-turn to hopefully be at the forefront of the new era of internet marketing,

My passion has returned and I feel that burning desire for success, fanning the flames of my business again.

This is in my blood and I'm glad that I had help to bypass the hype and see the real structure behind making money online.

We've Covered A Lot Of Ground-Work Today, So What Happens Next?



Really ...A few things are about to happen next,

but the main thing you should be excited about is,

I have a competition I've put together that's about to take place this week,

There's a saying that goes like this,

“You have to be in it to win it”

So be ready to win **BIG** and I'll be picking up the tab and paying out of my pocket for you ...

Last time I did a smaller competition this guy Danny Clair won the \$1300 prize



Hey Alex!

WOW DUDE! What an amazing gift! I couldn't believe my luck when I found out I had won a free copy of \$1300 value "7 Figure Code" courtesy of the amazing Alex Jeffreys. Before I start telling you how great Alex is, let me just say, Mike has done a fantastic job with his course, it is simply the biggest internet marketing product I have ever seen and enjoyed, but also the best.

I lost count of the DVDs after the first few I was so busy taking notes! How much I wish I could of been there! It must of been an amazing event!

As for Alex...what an amazing example to the rest of us?!

The offer was a free copy of "The 7 Figure Code" to one lucky person who took part in his survey, it must have got LOADS of people to take part and worked a treat for him, I just happened to be the lucky one! But what a fantastic guy for following through and actually getting me a copy of the course! It would be an understatement to say I was thrilled.

But I am pretty sure the relationship I have since started to build with Alex is going to be much more valuable, he simply always has time for my questions and to help via email and phone and takes a genuine interest in my online work!

I cannot thank him enough, he will definitely continue to grow, and is one to watch, if you lucky you might just cross paths with him!

THANKS again Alex

Danny Clare

So Here Are My Prizes To You, This Time Around



I'll be hand picking **three** lucky readers from this report who comment on my blog before the closing date of the competition on the 7th November 2008.

To take part in the competition all you'll need to tell me is...

Why you'd like me to personally take you by the hand and build your online business for you, in order to make sure you become my next success story before this Christmas 2008 is even here ...

[If you want to be one of the 3 people I hand pick on November 7th for success - BEFORE CHRISTMAS- You'll click here immediately and tell me right now why you deserve it more than anyone else!](#)

Good luck to everyone!

Plus as a special bonus for *EVERYONE* who leaves comments on the blog

As soon as you leave your comment on the blog - I'll make sure to get back to you personally with a gift from me that you'll be sure to love just for posting your comments. (so make sure to click this [link](#))

[Three people will find success before Christmas - WITH MY PERSONAL HELP Click here right now and tell me why you should be one of them. I'll be making my selections on November 7th – so hurry!](#)

And for all of you who want to join me on my U-Turn but you don't get handpicked to personally work with me, it's okay don't panic as from all the feedback we receive on the blog I'll then make sure to create a new series of videos to teach you the exact

steps you need to take in order to follow my U-Turn and become a real success making money on the internet,

You'll also get these videos shortly on top of the instant gift you'll receive when you post your comments on the blog from this link ...

[I'm willing to help 3 people find success - BEFORE CHRISTMAS - Click this link right now and tell me why it should be you I pick on November 7th!](#)

Remember if you are going to companion me on this U-Turn and you have any questions or concerns then please write to me here, so I can answer your questions direct,

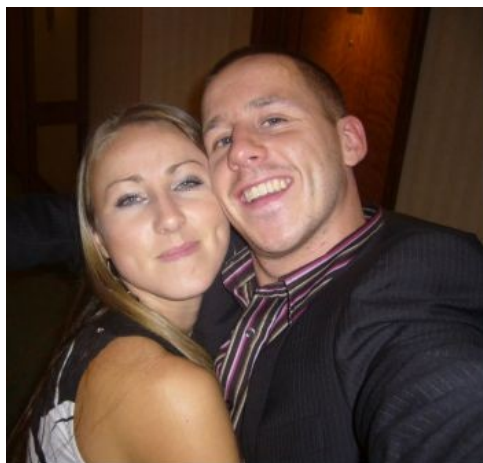
[Christmas will come early \(on November 7th\) for the three lucky people HANDPICKED BY ME to achieve success! Click this link now and give me your best reason why I should pick YOU!](#)

With this feedback I can say, I plan to make it very profitable for everyone involved on this U-Turn and over the next couple days and weeks I'm going to create some step by step videos showing you exactly what you need to do, that I haven't been able to share with you in this report,

Remember I started somewhere with nothing - I made something so why not come join me ...

[You're still not too late to be chosen for PERSONAL HELP FROM ME - and find success before Christmas! Click here now and post your reason why you should be one of the lucky three! But do it now – I choose on November 7th!](#)

To your success!



GurusDream.com

MarketingWithYou.com

ListBuildingWithAlex.com

PostLaunchProfits.com

PostLaunchProfits.com/secrets

EasyProfitAuctions.com

I'm a product of my productivity – Alex Jeffreys

A handwritten signature in red ink that reads "ALEX JEFFREYS". The letters are stylized and slanted to the right.

Speak soon ...

Ps – Don't forget - you have to be in it to win it!

This is your last chance to get my personal help for FREE! On November 7th I'll be choosing 3 people to lead to success before Christmas...will you be one of them? Click here this minute and post your best reason why you deserve to be one of the lucky ones!