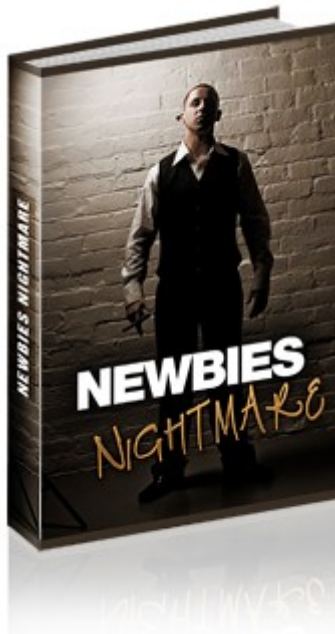


A man with a shaved head, wearing a white dress shirt, a dark pinstriped vest, and dark trousers, stands against a weathered brick wall. He is holding a handgun in his right hand. The lighting is dramatic, casting shadows on the wall.

NEWBIES

NIGHTMARE

“Newbies Nightmare - The Advanced Strategies They Don't Want You To Know”



A MarketingWithYou.com Production

Welcome to the internet marketing niche ...

Hype - Hype - And - More - Bloody - Hype ... Right?

Please note, if you're in search for more hype, then bugger off NOW.

Yes strong words I know,

and I won't use such strong language again but it darn infuriates me,
what goes on in the Internet Marketing Niche, (this is peoples lives at stake)

so continue to read and I'll refrain from the language,

**what I'm set to write within this report is not only a standpoint for my
business but it's also the serious issue what's stopping 99% of you
ever making money online,**

That's a BIG Bold Statement ...I Know, BUT ...

so I'll cut out all the crap, and start with the obvious here, ...

we both know money can be made online, Right?

Heck I've spent money online,

thinking about it.

I've spent a small fortune online buying eBooks, Home Study Courses, Seminars, Coaching programs, and the rest of the onslaught of products,...

You've most probably spent a little money too, i'd be willing to bet my bottom dollar on that one,

so get this,

if we spend money online, then people are out there making money online **from us.**

Dur not rocket science Alex, I know ...

So what is stopping us making money online???

Do you know what it is?

If not ... I Do,

so DON'T Panic ...

making money online is simple, but it's not easy ...

Let me make this very clear, there is nothing
stopping you or me making money online...

Recent Screen Shot of Alex's Pay Pal Account

My Account Overview

Welcome, **alex jeffreys** (marketingwithalex@gmail.com) [Edit profile](#)

Business Name: kj shop

Account holder since 2006

Account type: Business

Status: [Verified](#) (310)

PayPal balance Manage Currency	
Currency	Balance
British Pound (Primary):	£2.50 GBP
US Dollars:	\$297,970.27 USD
? Current Total in GBP:	£189,173.09 GBP

Account history: [All account activity](#) | [Payments sent](#) | [Payme](#)

Yes that's two hundred and ninety seven thousand - nine hundred and seventy dollars and twenty seven cents, in my PayPal account, **pretty darn cool if you ask me**, and if you're at all sceptical wondering if that is some sort of fake screen shot or something, you can take a look here:

<http://www.MyCoachingStudents.com>

Where you can see the feedback from many people
who are happy that they paid me money.

(Notice I said the word **HAPPY**)

I'll get back to that later ...

So please don't take what I'm about to say to you lightly, because this works
like gang-busters.

let's settle down, before getting our teeth into this.

I'm about to get straight to the point here, giving you a real map to online cash okay, but before we start, I want you to know this ...

There is “nothing” for sale within this report and there is “no” affiliate links here either.

(This may go against a lot you've been taught - you know the usual kind of stuff...) **“Write an eBook to add affiliate links in it to make money”**

Yes that works, but that's just the basic level of online marketing – it gets a lot deeper and a lot more profitable ...

So why did I write this report?

Well the first reason is,
this report is going to make me a shit load of cash. Yes !!! (bag's of cash)

Again, I'd like to come clean and tell you this...

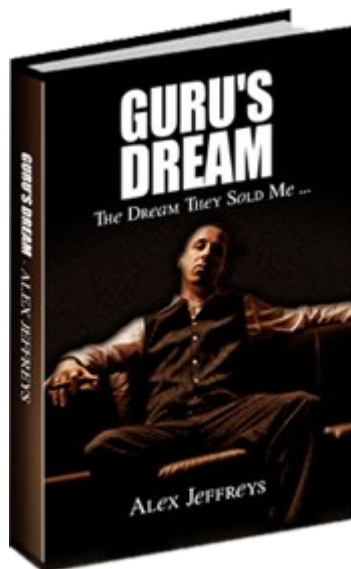
There is **NOTHING** for sale within this report and there are **NO** affiliate links in this report.

Why?

You'll learn, as we move forward through this report...

On the flip side, I'm not writing this report for the fun of it either ...

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



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

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

I was so so so wrong ...

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

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

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

- All around the world
- All walks of life
- Male/female
- Different ages
- Different backgrounds

But they all faced this one problem.

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

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

Not good, imagine how shitty I felt, huh?

It even made me sick to my stomach.

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

you see, before this find, I only thought I knew the problem.

(Deep breath)

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

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

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

So as we move forward in this report...

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

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

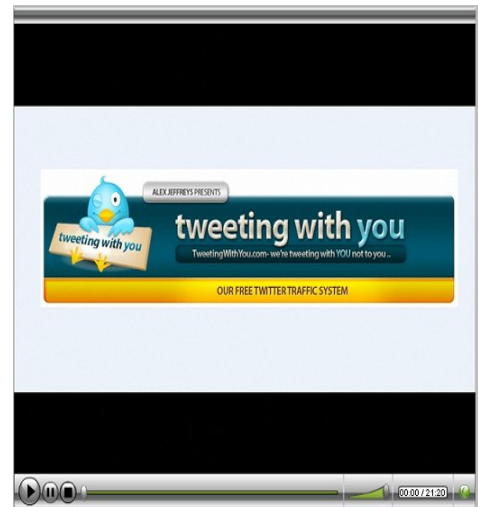
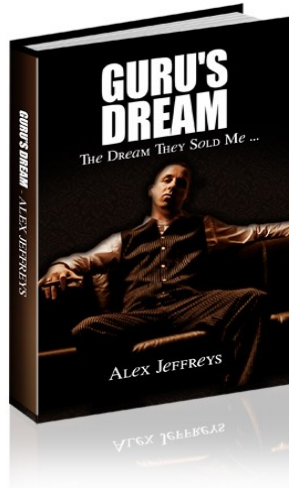
Well ...

First – I'm going to make a lot of money from putting this report out, as you will learn later in the report.

Second - I just can't help it. It's no secret that helping people online has made me a rich young lad. To demonstrate this, if you go back through my blog <http://www.MarketingWithYou.com>, you'll see every month for the past two years I do my best **EVERY SINGLE MONTH** to help my readers out for free.

I've written all these products and given them away for free ...





Now these days my readership is getting huge, it's well into the tens of thousands of people a month and I know thousands of my readers struggle to make money online.

In fact I'm told this daily,

so if I didn't share this information with you all, for free then I'd just be another oily snake taking your money ... and that's not my game.

(I like people wanting to pay me money) – I don't EVER take it !!!

So here I am – about to show you the raw truth to making money online and its FREE ...

So tell me, are you ready???

Okay Great.

The good news is I'm not going to talk about the latest and greatest systems here and this is not some new method on any of the following.

- Traffic
- List Building
- Affiliate Marketing
- PPC
- SEO

- Social Media
- Blogging
- Blah, blah, blah...

Nope - this is the down and dirty on how to make dollars online.

Since I released **Guru's Dream** back in November 2008, my business grew exponentially. I put this down to working with Rich Schefren, who's a genius, with a track record for helping small business grow there business FAST !!!

So since the release of **Guru's Dream** and my fast growth, I've been taking notes for months on how I grew my business so fast, as well as taking notes with my students, learning what is stopping people getting started making money online.

I have a HUGE box full of notes ...(Named the **Newbies Nightmare**)

So when I started out writing **Newbies Nightmare**, it started to be a 300 plus page report, seriously I have so much information to share its crazy.

Just thank God, last night hanging with Rich Schefren in his local haunt, he shared these words of wisdom with me. Picture the scene...

Location: Delray Beach - Ft Lauderdale, Florida

I'm sat sipping away on a lager, Rich is drinking a coffee, our conversation :
The **Newbies Nightmare!!!**

Alex says: Rich, I'm kinda feeling lost writing this report, there's just so much information I want to share with these people to help them make money.

Rich says: "Alex, Perfect is not making something Perfect, instead Perfect is when you strip away everything, till you have nothing else to strip away 'that's Perfect' ..."

I sat back sipped my lager and didn't say a word for a few moments.

I took a puff of my cigar and smiled thinking, this guy just saved me a ton of writing time and these folk a ton of reading time,

thanks rich ... **(from all of us)**

now the information I would have shared with you would have been great, but the information would have been to much to handle,

Yes, you would have had more information overload.

Which is not good way to get started,

so instead ...of me trying to look cool talking about everything ive learned over the past 8 months,

I've gone full pelt to tackle the one problem that's holding you all back online.

I'm focused on this one issue, knowing it will help make you money,

like my other students at: <http://www.MyCoachingStudents.com>

So today I feel fresh about writing this short report for you and with the Guru to the Gurus Rich Schefren's advice,

I've removed all the fluff, and just left the best meat on the bone for you.

So you're now at the start of a new chapter...

And it's Serious Business ...

SERIOUS BUSINESS

(I told you this chapter was serious business :)

Okay ...lets get started.

There are two sides to business - **Results and Excuses.**

In my time online I've heard every god damn excuse under the sun, as to why people fail to make money online.

Some of those excuses have been ...

- I have a job
- I don't have enough time
- I'm way too tired to get started
- I don't know where to start
- I'm suffering from information overload from reading emails from all the gurus
- I find plain old life getting in the way
- I get distracted too easily
- I have no step by step plan - my ideas are everywhere
- I'm still learning
- I have too many questions to ask
- I doubt myself
- I have doubt in the system
- I doubt that I will make money
- I feel under pressure to make it happen and my friends laugh at me
- I'm scared of success and failing
- Blah, blah, blah...

Would it shock you if I told you that?

You can do all of these things and run an online business quite easily - (if you just know how).

So today we are gonna show you just how...

First let's make a pact here before we dive in, okay!

If you remove any excuses you have,

then I will lead you to the money...Deal?

Good ... now we're only gonna focus on your **results**.

No excuses from here on in.

This means...

I'll now show you what I showed my coaching students, so you no longer have to feel alone. You too can have the support whilst I guide you to an online income.

I'm going to start with a perfect example:

Alex Jeffreys with Dean Holland September 2008



In **Guru's Dream** this is what I wrote about Dean...

Extract from page 3 of <http://www.GurusDream.com>

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 and most probably in a much worse situation than you're in yourself.

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 at his new blog – <http://www.DeanHolland.com>

I wrote **Guru's Dream** before my coaching program opened and I predicted this before Dean joined my coaching program,

This is then what Dean said at the start of my coaching program...

.....

Hey Alex

Man, I cant tell you how excited I am !!

For real, working with you the last few weeks has been the best experience I could of wished for.

I'm totally buzzing off what my life will now become, and the coaching program hasn't even started yet !!

I tell you bro, I'm putting myself forward to be your number 1 student...

Who's up for that challenge :)

You better believe I'm waiting for the gates to open on this coaching

There's no way I'm missing out !

See you there

Dean

<http://www.DeanHolland.com>

.....

when dean wrote this he was really excited as he'd already made \$3,500 working with me in the first week, before my coaching program started ...

This is what Dean says today,



Dean followed a proven system that I use for success online, and the main thing is he trusted it from day one and that's a biggie.

Now Dean is NOT an isolated case.

As you can see when you check out ALL the student success stories here <http://www.mycoachingstudents.com/>

It just seems appropriate picking Dean as the perfect example as I featured him in **Gurus Dream**.

So let's break this down so you can make your very own online success story....

Time versus Money

Let me ask you a serious question, take your time if you need to..

"Do you have enough time to make money?"

Either you do or you don't?

You see, in this business, you need either time or money.

If you **don't** have time, then maybe you have money?

Both time and money are best, but 'one or the other' is okay.

If you **have** money, you can invest it to save time.

If you **don't** have money, then you only have time.

Coming back to the point...

"Do you have enough time to make money?"

Take a few moments to think about this...

So did you pop out an excuse?

It's okay if you did.

It's good to get your excuses down on paper, so you know what is holding you back from being a success. Now you need to eliminate these excuses and overcome them.

It's these excuses that are holding you back from your results.

Get rid of them...

And if you think you don't have enough time...

Let me tell you this..

The only thing you have right now is TIME!!!

You may be limited with time, that's another issue,

So here's a real quick tip I use to get back lots of time...

Do this and it will help you focus on the things that make money online.

You can quickly get back a few hours a week by...

Quite simply opening a new email account, giving access only to your friends and from here on out don't read promotional emails any more.

Instantly you'll cut down on email hell, hype driven buying and a whole lotta surfing the web time, reading the latest and greatest new products.

Now you can use this time focussing on profitable areas instead.

Just like I had Dean do,

(and its a lot more fun than it sounds, you just need to know what we do :)

I may add - I like to have a lot of fun !!!

Distance versus Time

Everyone talks about setting goals, right?

But who ever follows them through?

I'll tell you who ...

Successful people set goals and follow them through.

But I'm not hear to talk about goal setting... **No No No!!**

I want you to focus on something different here ...

What I'm talking about is...

Income Targets

So for arguments sake, lets set the target at **\$100,000**, that target now becomes the same for everyone of you,

You see when you are setting goals, we will all have different goals.

One of my goals this year was to swim with sharks.



Side note: - when I was down there swimming it reminded me of the internet –
(all the sharks out to get your money)

I'm sure your goals are not the same as mine ...right?

So in order for you to become a success online with me, we all need to focus on the same income target instead of different goals, so our income target is **\$100,000**.

But everyone of you will have a different way of getting there, so I come up with this,

What I learned when making my students a success was...

Distance versus Time

Look at **\$100,000** as the distance and notice its gonna take time to get there.

Now, of course we want to make the time as quick as possible.

And It can be calculated ...believe it or not.

I "always" calculate the time it will take to make money in my business.

It's like a car driving at 70mph, we know from the speed of the car the time it will take to reach the target.

If you do 70 MPH (miles per hour) it will take one hour to do 70 miles.

So this demonstrates **distance versus time**.

When driving a car at 70 mph we're not just driving around, with no end destination in mind, as normally we'll have a place to drive the car to, which is YOUR destination.

It's no different to that online.

We have a destination (**\$100,000**) aka **DISTANCE & DESTINATION**

We don't just drive around hoping to arrive at our destination.

First, we get a map to show us how to get there, then with the map, the one thing between you and **\$100,000** (your destination) is **TIME**.

So tell me, what do you do now?

Do you drive in zig-zags across the net, in hope?

Or do you drive to the destination in a straight line, like an aeroplane would, following a proven system like myself and my students do?

When I understood this, I learned to forget all the hype out there and I got rid of all the crap sending me in circles to all different destinations.

I learned to just focus on the one path to my income target destination.

Bingo ... I started to hit it over and over!!!

Making over **\$500,000** last year alone!!!

There are a number of things you need to do to reach this destination.

You can calculate distance with time and keep on track following a proven system, which every successful marketer I know does.

What we do is set ourselves target dates, to finish tasks and we push forward, focused on the quickest route to making that money.

So now it's down to you...

The only thing that's stopping you, is the steps to finding a proven system to reach your income target and of course, the time you can invest getting there.

So lets talk about these steps in greater detail...

As I walk you into the valley of the deep problem 99% of you face, I need to expose you to some of the very steps that play a part before the deeper underlying problem happens.

In this section you'll notice nothing ground breaking, but it rolls into these very enlightening next sections.

Which is kinda sexy (or so my bank manager keeps telling me)

Buying versus Applying

Of course, this is obvious if you buy something and don't apply what you learned, then you don't get rich - only an idiot would think otherwise.

I've done this - bought products and not applied them,

Also watching many other cases that I've seen online, most people buy ebooks and home study courses, **but don't get around to applying what they learn for many other reasons, other than being an idiot.**

even though this is NOT the problem I'm talking about, in this report it's a common issue I see daily.

Let me ask you a quick question before we move forward...

Raise your hand if you've bought a product in the past 2 years and not done anything with it apart from read it?

My hand is first in the air, in fact I'm typing with one hand now :)

Most people are guilty of this including me, but here is the kicker - it's not because we're lazy that we did not apply after the buy.

What it boils down to is deeper than that, it was because we didn't know where to start, meaning the course was CRAP!!!

Or ...

We thought we needed to learn something else before we started the course, because the course has now opened up new doors!!!

Or ...

Plain old life just got in the way and it's a simple case of - I'll come back to that later.

So that's the basics over...

Now we're getting to the core of this problem. We've looked at buying and not applying...

Now let's look at the flip side of the coin

Let's focus on the people who buy and DO apply, but still don't make any money.

What is the reason these people still do not make any money?

They bought the course, they took action, but made no money...

Hmm?

We've already made it very clear, that money is spent online and that means money can also be made online, so what's the issue here?

The issue stems from the #1 cliché I hear within the internet marketing Niche world..

“Information Overload”

So within this report I don't plan to jam pack it with lots of information to overload you all, or to just look cool on my part.

Before my meeting with Rich Schefren, I was going to do just that because...

A) I would have looked cool

B) The extra information I'd have given out, would have been great

But, when hanging out with Rich in Florida this week he said,

“Strip the information back to it's bare bones, leaving the best meat and make sure to remove all the fluff”.

That taught me a great lesson,

I Needed To Get To The Bloody Point,

So I'm going to remove these very words “Information Overload” from your vocabulary.

Now I think it's fair of me to give you a gentle nudging reminder here, what I'm showing you now is the fastest way to make money online.

If you're ready I want to get you out of the “Information Overload Cycle”

Follow this and you can skip right past the “Information Overload Stage” without having to worry about missing out on any of the latest and greatest hype. (You can finally focus.)

THE CAUSE OF INFORMATION OVERLOAD

The #1 cause is...

People become information junkies looking for the starting point to fast riches.

This really begins when people start out. Getting involved in internet marketing, instantly they face a problem of having no idea where to start and are faced with a million ways to make a million dollars. All this takes place in a hype driven market, where most people quickly bite off more than they can chew and this is the very start of a viscous cycle.

I was once caught in this cycle.

(I quickly broke free after 3 years – yikes?)

So if you are in this cycle, here is the fast track, even though I learned the hard way the best thing to do is what I say next...

Forget everything you have worked on in the past, that has not yet made you any money, now only focus on the one project that will generate you money in the quickest time possible.

Or, even better, ...

Start afresh, with a proven plan and with a guided hand, to TOTALLY eradicate "Information Overload". That's what I did...I learned from Mike Filsaime.

The #2 cause is...

People have no business 101 skills.

I spoke of this in **Guru's Dream** - if you're doing any transactions online that involve money, then it's a business transaction and it means you are doing business online, not playing with a hobby.

So, if you don't understand business 101 (the basics they don't teach in school), then of course you are hurting your income results, but more importantly you're hurting the speed you can make money come in.

Lucky for me, I learned business 101, 4 years back aged 23, when I paid a coach \$1,500 a month to teach me just this, knowing it was the key to not holding me back.

Instantly, I started making a 6 figure income. Since then I've never looked back.

Lucky for my students, when people join my coaching program, this is always the very first thing I teach them and we call it ...

Forward to Basics

Yes **FORWARD TO BASICS** and for a very good reason.

Most people think they have to go back to basics, **not in this case**. Because what I teach is not back to basics, for the simple fact, that if you're not doing these simple things daily already in your workspace, BEFORE you come online to make money, then you're just wasting your time and you too, need to be moved forward to basics,

Worse still many of you don't even realise this is a major problem and most *think* they know the basics ...

but its time to move forward to basics ...as this is really the starting point of making real money online ...

The #3 cause is...

Dabbling versus Deciding.

This will make or break "Information Overload" and most people jump from product to product, hoping the next will be the break they really need, that's known as dabbling.

What you need to do, is to **decide** whether to follow one proven system, so you can START building your REAL business from the very foundations up, with some sort of support in place helping you move forward with a proven system.

So you soon create a solid income stream direct into YOUR bank, leaving the hype behind, which is like a weight off your shoulders.

Okay that sounds easy, but where do you **decide** to start?

In the internet marketing niche world, your told you need to do all sorts:

- Product creation
- List building
- SEO
- Blogging
- PPC
- Affiliate marketing
- Product creation
- Blah, blah, blah ...

Seriously, it's a war zone out there and a mind ***k!!!

Personally I used to be so scared about this stuff, I was scared to start and didn't start.

Of course that was until I grabbed myself a mentor, which started pushing me forward to the \$\$\$.

And when I made \$\$\$ I learned was most of the stuff I've just talked about and this will keep you being a busy fool.

The funny thing is, when you start to make money, people do all the stuff like SEO, PPC, Affiliate Marketing, List Building, etc. for you.

I'm telling you hand on heart, **deciding** on one direction is the perfect way to remove information overload for good.

If you **decide**, like I did, to build a business in record time following a proven plan, then you will no longer listen to all the hype and garbage that fills your in-box daily, about the latest and greatest offer from the new guru of the month.

You soon focus on doing productive things that are proven to generate cash in the fastest time possible.

the moment you make that **decision**, it's like a breathe of fresh air.

So how do you **decide**?

This is how I **decided** ...

Location Birmingham United Kingdom, September 2006.

Alex Jeffreys Meets The Guru Mike Filsaime, for the very first time.



I'll let Mike explain the initial meeting:

"Here is a testimonial from Mike"



Alex is one of the stars that I had the opportunity to coach. When he approached me, bright eyed and bushy tailed, at a small event in the UK, he told me that he knew he was going to make it in this business as he was signing up for my Mentoring Program. Alex was one of the most aggressive learners in the program, as well as one of the most active. Alex has shown to be one of the top 5 successful students I ever had the chance to mentor. Today, I consider Alex a close friend and I enjoy seeing him now take the reigns to helping people. It is in his blood and I see not only good things for him, but all the people that work with him.

Mike Filsaime
MarketingDotCom.com

Now, back in 2006 I didn't have a bloody clue how to make money in this niche.

I just walked up to Mike and asked for help, he smiled and flipped his laptop

around showing me the money in his Pay Pal account that he had made that day (\$16,000).

He went on to tell me that, all he did was send an email to his mailing list before he boarded the plane from New York to London and when he landed he'd made \$16,000 on auto-pilot when he was flying the Atlantic.

Pretty sweet I said,

There and then I made a conscious **decision** to become a student of Mike Filsaime.

His words were, 'follow in my footsteps and you can do the same'.

Guess what?

I made the **decision** to pay mike \$5,000 to become my mentor, teaching me his proven system and I'm glad I paid him that money.

As since then, I've made multiple hundreds of thousands of dollars online, using a simple formula he shared with me in his \$5,000 a year coaching program.

Great point, to look at ...

If I were a newbie again, lost in information overload, this is what I would do...

I'd act like a newbie again, meaning I would NOT fake it till I make it. I'd leave my ego on the table and always ask for help and get myself a proven mentor.

Heck, it worked for me last time around.

It fast tracked me to online riches ...

This is no doubt be the fastest way to proven success.

So here goes...

Balls to the Hype

You can make money online, but to start you need to clear your head and imagine a new start.

To date you've not been learning the formula for success, but instead been learning the tools to build the formula. (I'll pick up on this next)

What happens is, the more you dig around the more you dig deeper into information overload, as they say, the #1 cause for failure.

Maybe this is the only information you need to know.

If you asked all the successful people you aspire to be, what made the difference between you becoming a success and the 99% of people that fail?

Most of them would say something along these lines.

They made a conscious decision, on what they were going to do and they made a plan and then took action on that plan, adjusting the course they took on route down that plan.

They are pretty powerful words, if you don't already do this online.

Internet Selling versus Internet Marketing

Rich Schefren taught me these words of wisdom...

"Marketing makes selling superfluous"

I need to cough before I shout this out loud ...

"these words changed everything for me."

Seriously, these words are the reason my business has grown thousands of percent over the past 6 – 8 months, and it leads me into this next major issue I see online.

The slowest way to make money online -is try and sell something to someone.

The quickest way to make money - give something away for free, which will open up a buying opportunity for someone.

It's a down right fact that most people online fail to make money, because they try and sell stuff online.

Go ahead and read that last sentence again ...

Sounds crazy I know, but I'm not crazy for saying that. I tell you this because...

We are not running Internet Selling Businesses.

We are running internet Marketing Businesses.

The 99% of people who fail to make money online, are just trying to sell stuff and don't understand the power of marketing to make money.

You see it's NOT about selling to people, it's about marketing free offers, that open up a buying opportunity of an irresistible offer to a target market. Changing **(jeffreys just won the lotto)**

I learned this too ...

buying has nothing to do with logic and reason, but it's all based around emotion, getting there will take a lot of logic and reason but pulling that trigger to buy is going to be an emotional thing ...

Ninety nine percent of people totally misunderstand this.

I even used to hide from the fact that it was true, because I was so darn scared of actually starting up an online business that makes real money, not knowing where to start.

Of course, I no longer have that fear, thanks to Mike & Rich for helping me from the start. I could have never done it without, my mentor's

I really want to take that fear away from you too, so let's dig a little deeper and you also can become part of the elite 1% I hang out with.

We'll start with a great quote from Jim Rohn...

"Giving is better than receiving, because giving starts the receiving process".

It's all about positioning yourself to receive.

I'm sure you've heard this next saying, many times over...

"Give people value and they will buy from you".

So firstly, let's look how you get into a position of giving value?

Then we'll look at value itself!

The fastest way I positioned myself over the past couple of years is, I would buy a person's product, who I wanted to position myself with.

Simple.

I've done this over and over again, with people like:

Jason James



Mike Filsaime



Michael Cheney



Andrew Fox



Jeff Walker



Rich Schefren



John Rheese



Yanik Silver



John Carlton



Frank Kern



On the same note...

I'll also fly half way around the world at the drop of a hat, just to have a beer and have my photo taken with these people,

you can see me with every Internet Marketing Guru here:

<http://marketingwithyou.com/more-pictures/>

Of course, at the same time I'll find out how the heck they make millions of dollars online, and get more tighter with my positioning to these people too,

I'm sure you agree, doing this has given me a great position in the market place, but I think the best positioning I ever made, was back in 2006 when I

joined Mike Filsaime's Platinum Coaching Program.

Being one of Mike's platinum students, kinda put me on the map within the Internet Marketing world,

Plus, I paid Mike for his time to help me understand what he does, to make bags of cash online and of course, recently I joined Rich Schefren's coaching program, which again just catapulted my online business, in leaps and bounds.

Remember It's so powerful to name drop and say I'm a student of Rich Schefren's Coaching program, or Mike Filsaime because it makes people listen to you off the bat, it's instant credibility.

So I love spending money, with people who can help me make more money than my initial investment.

Just think how you can do the same yourself.

I quickly learned positioning is the key and I taught my students to position themselves with me, so instantly they are linked to the top Guru's online, even if they are start up newbies.

I give them the chance to piggy back off my success and that's the best position you can get if your not yet a success,

Other ways to position yourself, are things like, going to seminars and networking with successful people (come and say hi to me somewhere in the world – thats always cool when my readers say Hi).

Plus online social media sites, such as twitter are great to network,

tweet me at - http://www.twitter.com/alex_jeffreys

To get to the point ...

Once you have a position with a credible source, this instantly makes you a credible source of information yourself.

Just look at it from the newbie's angle, they are lost online.

They don't know where to start and they don't know all the fancy names, like the list of Gurus we know.

Example

This newbie lands on your blog, where you say something along the lines of this...

My mentor (name) has taught me how to make \$1,000 a week online, here is

the proof I'm making this income and now my mentor is blah, blah, blah ...
<ADD YOUR AFFILIATE LINK>

This is what normally happens next:

- This newbie will click your affiliate link. (If your story was good enough and they liked you)
- They will review the sales page you recommend
- Then Google your mentors name to see if this is a scam or not.
- Review your blog, again to see if its active with comments etc.
- Then they will buy or not buy.

at this point ofcourse you want more people to buy from you, But ...

when it comes to making money on the internet - TRUST is the key to any sale.

So that's why, at this point of the game, you want to be positioned to credible sources (piggy back like my students do),

you want an active blog where you give great free value, so its buzzing with peoples comments thanking you for your free help.

Look at my blog, as to how I do this <http://www.MarketingWithYou.com>

The more trust you can prove, the more sales you will receive to that affiliate link. In fact, internet marketing comes down to these three words, then you're rich.

These three words are **Know, Like and Trust**.
you want people to **know you, like you and trust you**.

So if you position yourself correctly,

this covers a lot of the trust element right there and then,
you see, you really have to see it from the newbies view.

Why would they spend their money with you, if they don't trust you?

There are billions of get rich quick websites all over the net, most of these websites are put online by people barely able to put up a website, let alone know how to make money from them.

Think about it.

The three words that will make you rich ...

Know, Like, Trust

- Know me through my marketing
- Like me because I'm being me
- Trust me because I'm positioned in the market, with proof and testimonials from the gurus and the customers in the market

Get this next part correct and you're a winner too...

Marketing Plan ...

An idiot with a plan will beat a genius without a plan, **every time**.

Well first of all, you need to set up a marketing system **or better still have a marketing system set up for you**.

With this marketing system in place, you will want to give away value to nudge people into buying opportunities.

Remember.

"Trust is established when you act in the best interests of others".

I've tried to make it as obvious as possible to you that, I'm marketing in this report, I'm not selling.

If anything I'm introducing a buying opportunity to you, but right now there is nothing for sale.

Soon there will be something for sale,

and a percentage will buy from me. (and beg to pay me money too)

I've tested this over and over again and it's never failed me, not once.

Side note: the begging part is true ... in the past i've had to turn down money and people go CRAZY when I wont take there money, trying to stuff there money in my paypal account. (its tough out there right?)

Often people ask me, how can I make money online if I give all my stuff away for free?

The answer is:

I use these products to get people into my marketing funnel, by giving value away for free.

I want to give away extreme value and embed my story into my marketing, so people **know me, like me and trust me.**

Then I make them an offer they cannot refuse and that's where I stand to make a lot of money.

So look at it like this ...

Into the tens of thousands of people read my reports,
if only 1% of them paid me \$5,000 a pop for my coaching,
id be making great money right, but the real fact is more than 1% want to buy my stuff and are happy to pay me there money,

"O yer" - I don't sell my coaching program at \$5,000 a pop either it's alot cheaper which makes people want it even more, (a higher %)

Because at this point, people **know me, like me and trust me** and are **HAPPY** to pay me,

(I hope you get this point – this can make or break you online)

Just take a perfectly average comment I receive daily on my blog,

this one is from a reader of mine, James Howard and this is what he said:

Alex,

All I can say is WOW. You really know how to keep people hanging on. I think this is a must do for you to write newbies nightmare and from following you, I don't think you could not write this for the people. With your business based on giving before getting. Hell it works, I've bought stuff from your links because of the great content you have provided before hand. So I for one hope you get to work and get that report out to us soon. (pleeease)

www.twitter.com/JamesHoward1

There are a few things I picked up on in this comment from James...

- #1 he's almost begging me to write my free report (my marketing material)

and

- #2 he has paid me money, because of the way I've positioned myself to him in the past ... and im sure he will pay me again ...

I bet if I just went up to James and said, 'Give me your money'. He would have said bugger off Alex !!!

But because of the way I built his trust up with my free stuff, he felt **happy** to pay me money.

"And I LOVE Happy Customers"

infact anyone unhappy – I will give there money back – I ONLY want happy customers, AKA my fans ... :) (I love you guys and girls)

Information versus Communication

This is what it really comes down to folks, you want people to quickly **know, like and trust you.**

When people don't know me, they don't pay me money.

When people know me through my marketing, they end up paying me bags of cash and **WANT TO PAY ME!!!**

So take note...

Have you noticed through this report, I have embedded my story into my marketing and I have not just given you the information, but I've communicated with you.

I've told stories and I'm getting you to **know me and like me.** Heck im a cool guy ain't I?

I've done this in every single one of my products,

and that's what makes me known to tens of thousands of people in the marketplace. People love a good story.

For instance ...

People who have read my previous work, know my family's names and they know where I take vacations etc ...

Check this out...

I can go to seminars these days and people come up to me and say,
how is your little son Cameron, did he enjoy his 2nd birthday party last week.

And get this,

I would have NEVER met this person before in my life,
but they speak as if they know me,

AND KNOW ME WELL !!!

YES... Well enough to pay me MONEY!!!

And I love meeting my readers face to face, to find out what makes them want to pay me money, so I can better my service to the internet.
I hope this is fitting together for you, as this is the real deal right here.

Even though I've been doing this for ages now, I've learned more about information versus communication 3 weeks back from Todd Brown a marketing guru working out of Rich Schefren's office at Strategic Profits.

This is what Todd told me:

*Even though people are in a state of information overload, they are still hungry for more information, trying to find that ever elusive secret to success. So if you communicate your story with people, through your marketing and **HELP THEM** with their problems for free, soon they will know, like and trust you As they are looking for a leader and as you just helped them, then you instantly fit the bill.*

So Now It's time to Introduce a Buying Opportunity

This may sound a bit offkey!

But I came up with this idea in the hallway, outside the seminar room for Frank Kern's mass control in San Diego, when a few people asked me about "marketing versus selling" and how I made so much money online.

This is what I spat out ... 'Dunno where it came from'. (maybe all the drink the night before)

"The Finger Analogy"

Give someone a finger for free and show them how to use it, with either video or a PDF manual,

with the training, it would be a good idea to teach them how to poke people with the finger, even show them how to push buttons with it, or show them how to pick their nose with it (if you want),

but now by this point they will have some interest in the finger and they should be excited with their new find.

Do you think they will **like you** for giving this to them?

Of course they will.

So now if you recommend anything else to them, they will **trust you**.

This is when you should introduce the buying opportunity.

By letting them know you have a limited number of hands for sale,

Yep, so now you create an offer that is too good to turn down, what we call an irresistible offer and here is the cool part...

Most people will go into a buying frenzy at this point and you'll have people snapping your arm off for the hand.

Did you just see what happened there, the finger analogy is the same as saying:

Give them a free offer (finger), teach them how to use it (value), now they **know, like and trust you**, introduce them to a related irresistible offer that they can buy (hand) and have a back end offer in place, because they will want to buy more from you (the arm).

Pressure versus Persuade

People like to buy. People do not like to be sold to.

And thats why my whole business is built around this saying

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

That's why marketing is so effective, it's under the radar system even though its so obvious, it keeps working and will continue to work till the end of time.

So when you sell something, you want it to look like this:

- An irresistible offer that's too good to turn down
- With a reason to buy it now

when you have this in place, you create what we call a money magnet, e.g. an ebook, a video, blah, blah, blah ...

This money magnet is the free offer you then give away to create appeal for what you are selling.

I heard Joe Polish say this to Frank Kern:

If you believe you are doing stuff good for people, then you have a moral obligation to do everything humanly possible, to get that person to that position, if it's going to help them.

So get this. We are not selling, so we don't need to pressure people.

Instead we are marketing and we can persuade people to take a peek for free, as we are marketing to people giving away free "money magnets", meaning we can market as hardcore as we like.

Because the target market will thank you for giving them value for free, which secretly triggers the buying emotion through your marketing to the point of a sale and you didn't have to sell anything, you just did some marketing.

It's so freaking cool this business. I LOVE IT !!!

You see once they enter our marketing funnel, we can persuade them to pay us money when they come across a buying decision to an irresistible offer that they will want.

That's why we create value and get people on our lists ... it's BIG cash when you have people begging to pay you money v's all the jokers out there trying to take their money,

they feel safe spending their money with us.

From my own experience.

I'd never spend my hard earned money online, with someone who has tried to pressure me into a sale, but on a monthly basis I'll drop \$2,000 or \$5,000 and pay a guru for a new product or coaching program, with no worries at all.

But on all occasions, my money goes to people I **know, like and trust** and NO ONE ELSE.

People like:

- Rich Schefren
- Mike Filsaime
- Yanik Silver
- Frank Kern
- John Carlton
- Marshal Sylver

I've paid them all between \$2,000 and \$10,000 over the past few months, because they are very good at marketing & persuasion.

Like I said, I'll then also fly half way around the world, to just meet all these people at a seminar, to learn from them these great marketing skills.

I

t's cost me a lot of money, but now I understand how to do it myself and that's how I'm going to make over a million dollars this year online, and how my students make so much money so quick from the start,

All Chips on the Table

You may sometimes think to yourself, why is it always the gurus that make millions and not you, though every sales page says it's easy and that they made hundreds of thousands of dollars so quickly?

Well the reason is - Gurus make this money because they are at the top of their game.

(Pretty darn obvious alex.)

I've just recently observed this as a newbie myself in the poker world.

Bad poker players play cards.

Better poker players play other competitors cards.

The best poker players play you.

Only a few months back, did I learn poker and it's like bloody marketing.

Bad marketers play tools.

Better marketers play information.

Best marketers play you.

Get this...

It's not about the product **content**, it's all about the **event** (what we call a

product launch), these product launches get people into the state of a buying frenzy.

This is not some scam we play on the world.

I get hooked into product launches myself all the time,

Like EVERY time Rich Schefren writes a new FREE eBook, I know I'm about to pay him \$5,000, because I get pulled into the buying frenzy he creates, and I love it ...

Transactions versus Emotions

As online marketers, we create selling processes on the internet, then we go out to market it.

Note this down.

- The selling process is about transactions.
- The marketing process is about targeting peoples buying emotions.

Again let me say this:

buying has nothing to do with logic and reason its all based around emotion,

getting there will take alot of logic and reason but pulling that trigger is going to be an emotional thing ...

I'm a sucker for this.

Have you ever wanted to buy something so bad, you got caught up in the moment ready to do anything to buy it?

I've been that person many times over for cars, holidays and even cell phones.

Have you been there yourself?

If you have then it's because someone did a great job in there marketing to

you, pushing you towards a buying opportunity.

With you almost begging to part with your cash.

That's the kind of stuff I'm talking about here, that the gurus know how to do and what myself and my students are doing these days too.

Just remember when using this yourself, please use full honesty and integrity and you'll be rich with a raving fan base.

Education Versus Implementation

Websites don't make the money - it's the business behind the website that makes the money, and I run a marketing business, what more do I say?

This is it folks ...

This is the problem that is causing so many people to fail, that number #1 issue all my students faced, before they become a success online...

It's the hurdle that is stopping 99% of newbies from ever making money.

The problem you are facing is:

You are looking at the tools to provide the value instead of using your time to create value, which then moves people onto the buying decision,

Education on Tools versus Implementation of Business

I don't think it can be said more simpler than this:

It's about knowing the plan, not the tools to arrange the plan.

You can't arrange the plan without knowing it, but you can have others arrange the plan when you know it.

Get it?

Hope so, thats the key point that moves my students to success,

Again: - An idiot with a plan will beat a genius without a plan, **every time**.

If you set out to build a house, but all you do is learn the tools and research more tools, then the house will never be built.

This will be the game changer for many of you reading ...

It's not about the things to do - it's about the way of doing things.

(You need to know this)

It's not about the eBook, or the website - it's about the operation building these things.

I spoke about this in **Guru's Dream**, and its a KEY learning point for you today

**Don't watch what people sell to you,
instead watch how they sell to you.**

But this is what I missed out of **Guru's Dream**, which was the reason most people will never be a success.

Yes I missed it...Look ...

It's okay telling you to watch how people sell to you and replicate it,

but 99% of you don't know how to replicate and set up a REAL system to sell stuff. So then you will always stay in the 99% of failures.

You can watch as many people as you like do it, but trying to build one is another thing altogether, so when I opened my coaching program and hundreds of my students faced this very problem, I fixed it right off the bat.

This is what I did to make them a success they are today ...

I gave them their own system that makes REAL money online so they didn't have to build it ... Then...

I could focus on teaching them the business that makes money, instead of the education of tools to build a business,

I got the idea from Robert Kiyosaki's book **Rich Dad Poor Dad**. It went kinda like this:

A student of Robert Kiyosaki asked what he should do about his situation, his son wanted a car, but the father was saving all his money for his sons' collage funds, not for new cars.

Robert said to his student 'Give the money to your son, but tell him he can not spend this money directly on the car, he has to invest the money,

then when he makes money from that investment he can buy the car from his profits'.

So that's what the father did.

The son choose to invest in the stock market, and he started to make a little money, but he lost a lot of it and slowly he was running out of his initial funds from his father too, but when Robert asked the father, "Are you worried about this?"

The father replied "No, something fascinating has happened, my son has turned into a new man, he's more energetic, he's always happy, he's studied every single book in the library about the stock market,

I can't see how my son can fail."

He was correct ...

The son soon become a self made millionaire in the stock market.

It's funny, because one minute the son's focus is on a car, the next its on building a million dollar business.

how did it affect my students, and why am I telling you this story?

Well when this stock market millionaire, started out he had a trigger go off when he made a little money in stocks and this trigger turned on a burning desire, giving him the energy to work at this as if his life was on the line.

I wanted the same burning desire for my students.

I for one know first hand how powerful this is, because when I started out online to make money, something triggered my own burning desire that keeps making me money to this day and I've never turned back.

And I'm too set to be a self made millionaire.

So after understanding that process in the story in Robert's book and having my own first taste of a burning desire for success, I wanted to give my students the same taste.

I didn't want to run a boring old coaching program teaching how to build a

business.

NO WAY ... I'm too fun for that :)

I wanted my students to make their own money, as fast as possible, with the least amount of work.

I'm telling you once that burning desire turns up full heat, **NOTHING** is stopping you making a full time living online - it's like nothing else I can explain.

So instead of teaching my students to focus on tools to build a business, **I gave them part of my business and taught them how to run an internet business just like I do.**

I had all the systems installed for my students to make it easy for them... Now all my focus on my coaching students was on teaching the business behind the system, instead of building it.

I'm so happy to say it worked out better than I could have ever expected.

Students are now quitting their jobs, making thousands of dollars a week and I have case study after case study being added all the time to,

<http://www.MyCoachingStudents.com>

So to take them from newbie to successful, what I needed to do was install my business for them and give them education on how to run the business.

What do you think?

Pretty cool, right?

Now I have **happy** paying customers, as raving fans -

You really should think about having a system like this done for yourself so you can focus on Implementation of Business instead of Education on Tools.

If all your focus time and energy is on learning the tools to build a business, plus you are doing this blind then the money is not going to come to you in the near future.

But on the other hand, if you have a proven product that sells and you have it installed for you, which leaves you time to focus on how to run the system with guided support,

this is when you too will start making money online very very fast, forgetting the hype crap ever existed.

Just know this if anything...

The money is made by running things, not building them.

If I could put this down into bullet points what I've covered in this report it would be this:

- Problem = information overload
- Why people don't make money with information = Lack of focus on internet marketing and trying to internet sell.
- Underlying problem = Education on Tools versus Implementation on Business

**We've Covered A Lot Of Ground – Work Today,
So What Happens Next?**

If you want to fast track your success like Dean Holland and many more of my students, I've put together something that should excite the pants off you!!!

Yes, I'm ready to pick up the tab for you, so keep your wallet in your pocket.

Just remember the saying goes like this: **You have to be in it to win it ...**

this week, I'll be hand picking some lucky readers from this report, who manage to post their comments here on the **Newbies Nightmare** blog post before the closing date of 24th June 2008.

To take part all you need to do is tell me

Why you would like Alex Jeffreys as your personal coach, who will take you by the hand and build your online business for you, in order to make sure you become the next success story.

[If you want to be one of the 3 lucky people, I hand pick on 24th June 2009, to personally coach for free, then you'll click here immediately and tell me right now why you want this more than anyone else!](#)

Good luck everyone!

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 personally reply to you with a \$20,000 training gift just for posting your comments (so make sure to

click this [link](#))

It's time to make a decision ...

I'm willing to help 3 people find success online, **if you want that to be you**, click this link right now and tell me why it should be you, that I pick on 24th June 2009.

Remember one day I started with nothing and then I made something ...

(this is NOT time for monkey business No No No !!!)



To your success

"I'm a product of my productivity"

Alex Jeffreys

PS - You're still not too late to be chosen for PERSONAL HELP FROM ME and finding success!

Click here now and post your reason as to why you should be one of the lucky three! But do it now as I will choose on 24th June 2009

