



**Learn What The Gurus Won't
Tell You And Make A Profit
Online**

Internet Conspiracy Is Uncovered and Revealed To Online Marketers
Learn How You Can Turn The Tables and AVOID the Mistakes of the Internet's Fallen Soldiers
There is a **HUGE** conspiracy that is brewing online and if you are trying
to make a full-time income using the internet as your tool, there is a good chance **you**
have fallen victim to one or **ALL** facets of it.

Copyright Notice and Disclaimer

This manual is licensed to **Fernando Soave**

You can get free customization rights to "5 Dirty Lies" by [CLICKING HERE](#)

You will be able to give this manual away **ALL OVER** the internet to generate **BIG INCOME**

Also, take a second to check out Fernando Soave's [website](#). They have some valuable information to share with you.

© Copyright 2003 Linwood R. Johnson

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission.

No responsibility is assumed by the Publisher for any injury and/or damage and/or financial loss sustained to persons or property as a matter of the use of this report. While every effort has been made to ensure reliability of the information within, the liability, negligence or otherwise, or from any use, misuse or abuse of the operation of any methods, strategies, instructions, or ideas contained in the material herein is the sole responsibility of the reader.

The Reader is advised to seek competent legal advice before embarking on any business activity

Check to See if Your Phone is Tapped and Make Sure You Close Your Blinds BEFORE You Read This Report

The information that is going to be revealed to you throughout these next few pages is **VERY** important. It is also considered **CLASSIFIED, TOP SECRET** info, and if it gets out that I gave you this... I don't know what will happen to me.

Ok... so nothing is going to happen to me (I don't think), but I do know that this is information that has been secretly hidden from you, making it difficult for you to earn online.

Without knowing your name, your background, gender, or any of your personal details, I know that you and I have **TWO things** in common.

The first thing we have in common is that we both have enough vision to know that we can never achieve the lifestyle we have dreamed of working for someone else.

The second is that we have both chosen to use the internet to achieve our business and personal goals.

You have heard numerous stories of internet glory. You have heard about 19 year old kids that are making more money in a month than their parents are making in a year.

You have heard about guys who drove 18 wheelers, turning in their keys for 6 figures online. You may have even heard of pizza delivery guys un-plugging their HeatWave bags and making **\$400,000** annually working 20 hours a week.

Once you've been online for a few months, it probably seems like there is a new success story everyday. Do you know why that is? Simply because the internet breaks **SIX-figure earners** with the same consistency that a squirrel breaks nuts.

Do You Want To Be The Next Success Story?

Well... What's The Problem?

The problem is that you are being completely misled on how to go about making this a reality for yourself. You've got people throwing you around like a rag doll in every different direction you can possibly go. For every piece of information you receive that is right, you will receive 5 more pieces of information that are completely false.

As much as we would both like to believe that everyone conducting business on the internet is on the up and up, the reality is, some aren't.

Many folks will tell you anything to get you to pull your money out of your pocket and fork it over to them.

For instance, tell me if this sounds familiar:

Pay \$49.95 a month and we will build your downline for you. We will put 200 paying members into your downline in the next two weeks... all you need to do is look really pretty or handsome when you are cashing your checks!

This is one of the many claims that are made to you everyday of your online life.

Tired of the lies yet? Keep reading.

If Your Website Doesn't Have **Flash** and **A Talk Show or TV Program** You Will Not Make Money

This information is **WRONG**, but lets find out why.

Doesn't it seem like everytime you end up at a new website you are bombarded with Superman **FLYING INTO YOUR SCREEN** or some word that **HITS YOU IN THE FACE** or some guy who sounds like Norman Bates **TALKING TO YOU?**

Do you enjoy websites like that? Pretty cool, right?

It's 2003 and there is a lot of competition out there. We all have to do what we can to stay ahead of the game but the question is, are these bells and whistles going to help you?

Later on in this report, you will be given 10 strategies that are sure to steer you in the right direction, if your goal is to become known and wealthy online.

One of the points made is about your website, and the fact that your website's main function and priority is to collect e-Mail addresses.

You've heard the expression "**the fortune is in the follow-up**" right?

Well, it really is.

I personally learned this concept before I started business online. Having been involved in network marketing offline for 7 years, I had to learn that if you don't follow up with your prospects, you dont make any dollars.

You might be the **BEST** business person in the galaxy, but I don't know anybody that can talk to someone without their contact information.

Being in the internet marketing racket, your fortune lies in the number of people you can contact at one time.

Your website is the person that is standing out on the street talking to people about your business and getting people to subscribe to your mailing list so you can stay in touch with them.

This "website person" is making you money.

How?

You can now contact these people and give them some sizzle about your product and you give your website the opportunity to turn into your salesperson and make you money all over again.

That is what a focused website can do for you, but lets say that your website isn't as focused as it could be...

You have one of those boxes where you say, "**watch my television show about this or that.**" Maybe you blatantly hit me with a long flash presentation telling me about how I can break the chains of financial incarceration, lulling me to sleep while I wait for the point of your story.

SIDEBAR: If your visitor wanted to watch television, wouldn't they just watch television?

So, now instead of giving up their e-Mail address and reading more of your copy.. guess what your visitor is doing:

WATCHING YOUR INFOMERCIAL OR FLASH PRESENTATION

Your visitor is thinking:

"This is really COOL"
"I wonder how they did that"
"It must have been expensive"
"I betcha their product is expensive too"
"That was really COOL though"
"I'm going to leave NOW!"

Is this duplicable for the average person? Do they think they can make money?

Probably not.

So your site sparked a lot of interest because it was something cool to look at it, but it didn't profit you much. That exchange actually cost you money.

Objectively, it really depends on the kind of business you have. I mean, the corporate giants have flash and more to entice you to buy their offline products online.

For us internet marketers, the only thing the flash and the other internet "novelties" are going to do is distract your visitors from what it is you **WANT** them to do, which is profit you in some way.

You want that to be by them giving up their eMail address. That way you can market to them for life.

The majority of people (about 94%) that visit your website are not going to buy from you the first time they touch your site anyway.

People want to take a look at what you have to offer them. Then they want to see if other people have your product. Then they want to check out your competition.

With that being said, get their address so you can start a relationship with them and let them know all about you and your product.

Take a look at a REAL world example of a direct website that either makes the sale or gets the eMail address by [Clicking Here](#)

You Must Have **22 Banners AND 100 Links** On Your Website To Make Money

That's Like Saying Money Doesn't Matter!

It is a completely ludicrous statement that is very easy to believe. It's also a very tempting trap. The logic would be, "**if I have 30 links to 30 different products, somebody's gotta pick something! Whatever they pick, I win.**"

It sounds nice in theory, but it's kind of like being on the beach with a metal detector that has no batteries... **you'll never find the treasure!**

As this report progresses, you will begin to notice a theme repeating itself. That theme is the fact that **your website's main priority is to collect eMail addresses for you!**

Ok, let me explain something to you quickly, and again, I will be objective.

Some website owners find that having a lot of links are good for them because it helps them develop links from some of the major sites.

For instance, a lot of the **BIG directories** spider your site for relevance of search, so having a lot of content could help you get a better ranking.

That method works well, **if** you are using the traffic to get eMail leads.

If you are trying to keep your visitor's attention, having a lot of links can actually hurt you. This goes back to what you learned a couple of minutes ago.

If you have a bunch of links and banners for your visitors to look at, they are completely distracted and their mind is off of your offer or address request. You have **lost your shot.**

If you are making a conscious effort to collect e-Mail addresses, you will keep your website as direct and focused as you possibly can. Every move that you make in your internet business has to have a reason.

That reason is **USUALLY** going to be to get an eMail address... the sales will come in the follow up.

Let me give you a real life example.

You have a website that has good design. You have a great headline that gets people's attention when they touch base at your website.

Your copy is pretty good and you are promoting a product that people want to get their hands on. However, on your home page, you have **3 banners, 24 links, and 7 button banners.**

Your visitor starts reading your copy, but then catches a banner for Joe Blow's widget out of the corner of their eye and that gets their **attention**. Your visitor proceeds to click the banner.

Unfortunately, you don't have an exit popup in place to ask for their e-Mail address, and they don't know your website address so you have lost a potential customer. With no way to contact them, they are gone forever, unless they end up **miraculously** back at your site.

SIDEBAR: That is why you want to have a viral tool working for you on the internet that will get into thousands of other people's hands. It could be the way they come back to you!

You want to give your visitors a choice, but you want their choices to be under your control. People come in, check out your site and:

- They can bookmark you if they want
- They can join your affiliate program
- They can join your mailing list
- They can buy your product
- They Can Leave

If they leave without doing any of that, you can introduce them to an affiliate product or no cost offer that you are promoting with an exit popup.

Just be sure to keep your visitors focused. You work very hard to even get their attention, make sure you keep it.

When you go over to [The Wiseguy Zine](#), **you will see that the website has one function... [Click Here To Find Out What It Is](#)**

If You Don't Have A One or Two Page Website You Can Forget About Making Money Online

RIGHT AND WRONG...

9 times out of 10, a focused, direct one page site is the best type of site for producing e-mail leads and sales.

You start with an attention grabbing headline, and then slide into a bulleted list to emphasize your main points.

Give your visitors a way to subscribe to your mailing list with some kind of form that you have on your site, or through a popup window.

When a person is on your mailing list, they are on it until they remove themselves, so you can continue to market to them.

I know that you are probably getting tired of hearing about e-Mail addresses and mailing lists, but you have to understand that your opt-in list is honestly **YOUR KEY** to online wealth.

When you are following up with your prospects, you can direct them to the one page web site you have set up with the powerful sales letter, and a secure order form.

Now, that is how mini sites work for you the **RIGHT way**.

I will now explain the wrong way.

The mistake is in thinking that the mini-site by itself is the cookie cutter.

I'll show you what I mean in this short example that you see online all the time. You may have never looked at it from this point until now.

People are always looking for a good affiliate program to promote. For instance, the [Tebmu Profit Share program](#) **pays a combined 65% commission**, so an affiliate can make BIG money with the program.

Now, **Serious Marketer A** (you?) recognizes that it is best to be seen as their own entity so they put up a mini-site as an endorsement for the program.

Now, what's the next natural step?

You guessed it.

They start to do what they need to do to generate traffic to the website, and pay for it in either money or time.

People read the endorsement and many people click through to take a look at [The Wiseguy Zine](#). Some purchase. Most folks won't on the first visit.

So what's wrong with this equation?

I'm sure it's clear to you, but if not, I'll fill you in.

Lets say **Serious Marketer A** had **1,000** visitors to his or her web page, and maybe 500 people clicked through to get more information on [The Wiseguy Zine](#). Out of those **500** visitors, 50 will get involved. **Serious Marketer A** gets paid for those referrals.

If **Serious Marketer A** remembers the golden rule, the priorities will be a little different. Remember that collecting e-Mail addresses is **the website's main focus**.

With that in mind, **Serious Marketer A** could be giving away something free at their website (like this report) in exchange for email addresses.

Out of those same 1,000 visitors, **300** of them would have subscribed (this is a very normal percentage from my test results). The page that people are sent to after they subscribe could be the [The Wiseguy Zine](#).

So 300 people are now at the home page and since this is a smaller amount, only 30 of them purchase. **Serious Marketer A** gets paid for the referrals.

The difference is, now **Serious Marketer A** has 300 email leads. So next week, they promote another aspect of [The Wiseguy Zine](#), or one of their own products to these same people, and earn another **\$489**.

The following week, they promote someone else's product earning \$281. The fourth week, they go back to promoting [The Wiseguy Zine](#), earning more cash.

This is a never ending stream of income.

Big difference, right?

You may have been very happy to have earned the first check, and I don't blame you.

Congratulations!

However, in the second example, you earned a smaller amount immediately, but you've now created multiple streams of LIFETIME income from your prospects.

Which example do you think will KEEP you in business?

If You Aren't Getting A Ton Of Traffic, You Don't Have A Business

NOT TRUE...

There are plenty of web sites that get **thousands of hits a day**, and don't earn one silver nickel on the internet. Traffic means as much as dust if your website traffic doesn't profit you in some way.

There is something else that you may want to know **about "hits"**. Hits and unique visitors are two different things.

Let's say you have three graphics on your page. Well, when someone visits your site, you are going to be counted for 3 hits because that is the amount of files that had to be downloaded from your server.

So, if 5 people visited your site, you would show 15 hits.

Unique visitors, on the other hand, are the number of unique individuals that have come to your site.

Always keep that in mind.

There are basically two things you can do to settle the traffic problem forever. You can find or create a system that earns you decent profit from your visitors (**\$1 or more per visitor**). If you can do that, you will find it extremely easy to generate traffic.

For instance, if you have 1,000 visitors to your site, you would like to **generate \$1,000**. Say you sell a product that is \$50. 20 sales out of 1,000 visitors would mean your website was converting 2% of the time.

Once you have that solidified, find people who have web sites that are already getting traffic, and strike up a sweet deal with them. He or she could market your products to their visitors, and you two could split profits.

These are called joint ventures or affiliate programs. Do you give up a piece of the profits by doing this? YES. However, you can also open up a **TRUCKLOAD of traffic** by picking the right partners.

This applies to your e-Mail list in general. If you don't have an e-Mail list, borrow someone else's by striking up a joint venture. You can promote your products to their list and give your partners a piece of the cash.

Another thing you can do if you want to generate traffic is just buy it. You should only do this if you are getting a decent return on your visitors.

Pay-per-click search engines such as [Overture](#) (formerly GoTo.com) and [7search.com](#) open their doors to you.

You can bid whatever you can afford to get visitors. If you want more visitors, just bid higher for your keywords. When I say bid, I don't mean twenty dollars per word, although it can get to that point because you are bidding for position. There are some keywords that are almost guaranteed to produce **INSANE PROFITS!**

If you like banners, you can set up the same kind of arrangement.

This is a very brief explanation of Pay Per Click Search Engines. There are some savvy marketers online that are **making mini-mansion payments** from playing the PPC game.

If you want to really get in-depth information on the PPC Engines, swing over to [The Wiseguy Zine](#) to learn more. You will also find a way to get 100% Free traffic to your website, starting today!

All in all, you can get the traffic you are looking without shedding too much blood.

Just be smart about it and be sure to get the **FULL worth** out of your visitors.

Your Product Has To Be The **ROLLS ROYCE** Of The Internet For You To Succeed

NOT EXACTLY FALSE...

Is it important to have a great product?

Of course it is!

You don't want to be out promoting products that hurt your credibility.

If you aren't promoting a HIGH Quality product like the [The Wiseguy Zine](#), you are going to want to get connected **ASAP**.

The thing is, regardless of what you are promoting, if you don't have a strong system for cultivating your visitors, you're dead in the water.

You want to become a good contact collector, and learn how to **keep those people** looking for your offers and content.

Let me tell you why:

Lets say you have your own product, and you have an attention grabbing headline. You have a "**I have got to get this product**" sales letter making sales, and you have an affiliate program in place that is generating a lot of traffic.

Right now, your web site is earning \$10,000 a month.

Fantastic!

ENTER THE COMPETITION...

What do you do if someone comes out with a product to compete against yours? What happens if they **have more capital than you**, and decide to hire out people to do their ad copy for them?

Then... to really **pour on the mustard**...they use Google or one of the other search engines to find out **who your top affiliates** are (it's not very hard to find all of the web sites linking to a specific web site).

They then proceed to contact your affiliates and offer them more money than you are paying.

Your \$10,000 a month income just went up in smoke, and you're trying to survive on \$1500 a month, just like that.

Here's how you make sure nothing like that happens to you:

1) Don't focus on your product. I know it sounds strange, but don't do it. Put your attention on your customer.

In all reality, the customer isn't concerned with your product anyway. The only thing the customer cares about is **what your product can do for them.**

Sometimes, it will be your product. On other occasions, there may be something that is more fitting for that particular person.

I will say it one more time... the BEST way to position yourself for internet wealth is to **BUILD your OPT-IN LIST.**

Your opt-in list is kind of like your mind because no one can take it away from you.

By making it a point to build your list, you can sell your products to your list forever. When you are ready to diversify, you can get involved with some [affiliate programs](#) with products that would be beneficial to your list.

You will also be able to do joint ventures with other list owners to offer their products to your list for a piece of the profits.

You can basically do whatever you want to do and make crazy money with your list. **The list owners are the ones in control.**

2) You can get **unlimited advertising delivered straight to the desktops** of thousands of hungry marketers that want to hear from you.

[The Wiseguy Zine](#) provides you with a revolutionary way to market to thousands of marketers on a daily basis. Not to mention, you have the opportunity to gain a wealth of knowledge, build relationships, and best of all, make money.

[Click Here to learn about all of the benefits.](#)

The 10 **"X MARKS THE SPOT"** Strategies That YOU Must Know If YOU Want To Succeed Online

You are about to uncover 10 time-tested and proven strategies that you must put to memory and exercise **DAILY** if you are serious about living off of the internet.

**** STRATEGY #1 ****

YOUR WEBSITE'S MAIN FUNCTION IS TO COLLECT EMAIL ADDRESSES

Don't let anyone tell you that traffic is the KEY. Traffic means that you have one chance for the visitor to buy your product. An e-Mail address means that you can build a relationship, and the **value of that e-Mail address**.

If you have a list of 1,000 people and 20% of those people buy \$300 worth of products from you a year... **THAT'S \$60,000 a year**. Do you see the importance of your list?

**** STRATEGY #2 ****

POP-UP WINDOWS (LOVE THEM OR HATE THEM**) VIRTUALLY DOUBLE THE VALUE OF THE TRAFFIC TO YOUR SITE**

There is a big debate about popups and their effectiveness, but the reality is that they work. A popup gives you a second chance with your visitor. You can try to get their e-Mail address a second time. You can show them a completely different offer. (Just because they weren't interested in your first offer doesn't mean they aren't interested in the next offer)

Just make sure that you don't overdue it. Two or more popups can annoy a visitor and mess things up for you.

**** STRATEGY #3 ****

CREATE MULTIPLE INCOME STREAMS

Use your e-Mail list to introduce more than one offer. You want to keep some spice in your offers and deliver **QUALITY** products at all different price levels. You don't want to put all of your eggs in one basket.

**** STRATEGY #4 ****

BE DIFFERENT

Find a way to make your offer **AND/OR** approach different than your competitors. If your offer looks like everybody else's, why should a new visitor buy from you? Find a way to set yourself in a different league by doing something different, however, don't make that "something" be having the lowest price. You can never win that way.

A good example of unique branding can be found at the [The Wiseguy Zine](#)

****STRATEGY #5 ****

MAKE YOUR JOB EASIER BY CREATING TEMPLATES

If you send out a lot of e-Mails regarding the same topics, develop templates for those purposes. For instance, develop one for joint ventures, one for product questions, etc... They will save you a great amount of time, which makes you money in the long run.

**** STRATEGY #6 ****

BE A TEACHER, THEN A SALESPERSON

When a person touches base at your website, they are looking for information, not necessarily to buy something. This is where your opt-in list comes in to play again. You can use it to give your subscribers valuable content and let them get to know you. They will be more willing to buy from you when they know you.

**** STRATEGY #7 ****

USE ONE TOOL FOR ALL OF YOUR MAILING LIST NEEDS

It will make it much easier for you to manage and mail your contacts if you have them all in one or maybe two places. It gets very confusing when you have e-Mail addresses scattered all over the place.

You want something that can integrate your database, personalize your eMails, send autoresponse messages and much more. I have two great solutions for your mailing list needs. Check out [Autoresponse Plus](#), or [download Autoresponder Unlimited](#) from The Wiseguy Zine's download area.

**** STRATEGY #8 ****

THE AD COPY DILEMMA

This may come as a surprise to you but **EVERYTHING** you see on the web is written. All of the scripts, codes, this and that.. You don't have to know how to do all of it, but you do want to make it a point to learn how to write solid ad copy.

Sure, you could pay other people to do all of your copy for you, BUT that will get very expensive. There are enough resources available to help you on your way to becoming a netwriter.

**** STRATEGY #9 ****

YOU DONT HAVE TO HAVE BE A EZINE PUBLISHER

Running an eZine is not the only method of following up with your opt-in list. You can also use a Free Report Series or autoresponder series to maximize your profits. If you do start a newsletter or eZine, make sure it is something that you really want to do, as they do take some work.

**** STRATEGY #10 ****

IF YOU DONT HAVE YOUR OWN LIST, BORROW ONE

Just because you dont have a list doesn't mean you can't make money. You can strike up a joint venture with someone and use their list to promote your product for free.

You may have to give them 50% of your profits, but it will be worth it because the publisher is endorsing your product. That means your rate of sales will be higher than if you ran the ad yourself.



I wish you all the success in the world, and I thank you for reading. Come to [The Wiseguy Zine](#) to get more solid content. As a matter of fact, [become a Wiseguy Member 100% Free today](#) and obtain Customization rights to this very report. Give it away to your visitors and subscribers to build a contact list and earn cash.

 *Linwood R. Johnson*

C.E.O. -- [Tebmu, Inc](#)

Creator of [The Wiseguy Zine](#)