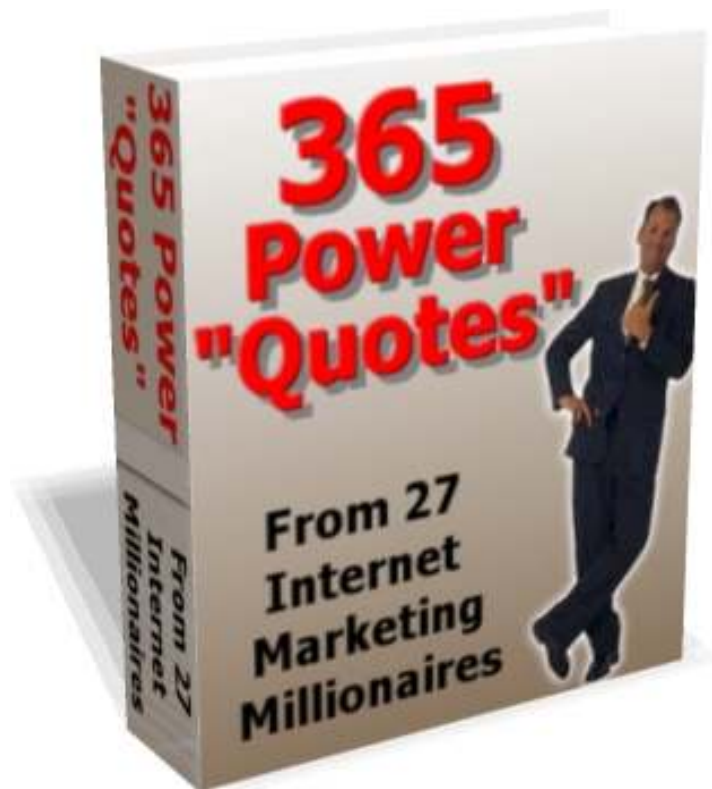


365 "POWER QUOTES" You Can Profit From Instantly

365 Power "Quotes"

From 27 of the Worlds Top Internet Marketing Millionaires

Instantly **Jump-Start Your Business and **Turbo-Charge** Your Profits Today!**



FOREWORD

There has to be a way to do all the jobs in Internet Marketing more effectively and efficiently, whether its search engine optimization or writing great sales copy, creating a winning Google Adwords campaign, understanding customer sales psychological or just coming up with new and profitable product ideas.

With unswerving and shameless determination, I have left no aspect uncovered in my quest to ensure this ebook is as thorough as possible. I have begged, cajoled and, I'm ashamed to say, issued thinly veiled threats to 27 of the Worlds Top Internet Marketing Millionaires in order to reveal the secrets of their success.

There were times when I didn't think I could look at another quote, but I know it's been worth it just for the knowledge I have learnt and then implemented. My profit margins have never looked better. I hope it can do the same for you.

After reading all these words of wisdom, my overall conclusion seems to be that if you have real passion for what you do along with the right knowledge, you can be just as successful as them. This book will either give you that knowledge or at the very least point you in the right direction. The passion is up to you.

The biggest problem I encountered whilst researching this book was that I was exposed to so many great tips, tricks and techniques that I now have so many new profitable product ideas going around in my head; I don't know which one to start first!

Now where's that tip about how to discover which ideas work?

Peter Skuse

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Product Development & Marketing

“People buy what they want, not what they need.”

“Your product should do only one thing, but it should do it really well.”

“Start an ‘ask’ campaign today. Find out the concerns in the minds of your customers. Always ask ‘first contacts’ – ‘What’s your most important questions about.....?’”

“Create solutions to problems.”

“You want to make your customers say, ‘I like it. I love it. I want some more of it.’”

“Don’t procrastinate. Start now taking small steps. Test and learn.”

“Offer interesting, original products with high ‘perceived’ values.”



“Five easy steps to successful internet marketing: [1] Target your market. [2] Drive them to your website. [3] Convert them to sales. [4] Build the relationship. [5] Sell to them again and again.”

“Only use text emails. Do not use html.”

“Resource shows some days are better than others for sending out emails to customers. Mondays are not good. Thursdays are. Just think when you would like to receive exciting new offers.”

“The biggest mistake people make in life is not making a living at what they enjoy doing most.”

“Don’t spend your life digging holes and filling them in again. Focus on what you want to achieve and go get it.”

“Don’t forget to advertise ‘offline’ to sell products ‘online’. Niche market magazines offer great possibilities.”

“Look for what’s working and duplicate it.”



“The SURF technique for success. [1] Point in the right direction (the beach) [2] Get in the right direction [3] Build your momentum [4] Time it right and stand up [5] Enjoy the ride and keep your balance.”

“Always go through your whole sale process from start to finish checking everything works perfectly before letting the public loose on it. By then, it will be too late.”

“Find out what is missing from your system, not just what is wrong.”

“Never, never ever spam. Always tell your customer why they are on your list. It reduces complaints. If they ask, remove them immediately.”

“Always inform your hosting company before bulk emailing. Spam complaints can result in them shutting you down without warning.”

“Nothing happens until something moves.”



“Always focus on the customer’s WIIFM – What’s In It For Me?”

“If you want to succeed, you must surround yourself with positive, like minded people. Don’t let anyone bring you down or tell you it can’t be done. It can and you’re going to do it”

“An efficient person gets jobs done right. An effective person gets the right jobs done right.”

“How do you improve your business? One-small-step-at-a-time!”

“Don’t forget how powerful personal contact is. Get your customers phone number as well as their name and email address. Call them to tell them of your next product or special offer. This results in big sales increases.”

“In marketing, you need to continuously make small changes that have a huge effect.”

“Why? Is always the best question to ask.”



“Always know your target market before you begin to promote any product or service.”

“If you involve people at the outset, they will always support what they helped to create.”

“Success always depends on selling the right product, at the right price, to the right market, at precisely the right time.”

“If you have a great product but no mailing list, then find a joint venture partner who does and profit from their customer base. A 50/50 split is the usual deal.”

“Record at 24kbps for web audio.”

“The greatest need for a human being is to be heard and understood.”

“Always over deliver to your customers.”

“If people can measure the effect of your knowledge by how much money they are going to make with it – you will sell more.”



“It’s not what you pay for a product, it’s what you pay compared with what you’ll get in return.”

“Combine what people will pay money for with what people want and you have a top-selling product.”

“Don’t sell one to one, but one to many.”

“It’s not who you know, it’s who knows you!”

“Practice doesn’t make perfect, perfect practice makes perfect.”

“Audio/visual conveys emotion much better than text.”

“When you have someone’s attention, give them your very best.”

“Selling is an exchange of goods or services for money. Make sure it’s always a win/win situation for all involved.”



“Create a ‘Pringle Crisp’ campaign with your customers. Once you pop, they can’t stop!”

“It’s in your moments of decision that your destiny is shaped. So decide wisely”

“Five words you never want to use in your sales copy – BUY, LEARN, TELL, THINGS and STUFF. Instead use claim, discover, reveal, tips & tricks and insider secrets.”

“Necessity is the Mother of invention. Start your project and iron out any problems as you go.”

“A quick three step success strategy – [1] Ask what people want [2] Gather the information [3] Give them what they asked for.”

“Find a market niche that is one inch wide and one mile deep, not one mile wide and one inch deep.”

“Dialogue is ‘ask’. Monologue (sales pages) is ‘tell’. People will always prefer to be asked, rather than told.”



“You can’t sell anything; you can only induce people to buy from you.”

“You can write drunk, but always edit sober.”

“Before you sell any product, you must know the ‘conversation’ going on in people’s minds.”

“Ask people questions and if their reply is exactly what you are offering, then you have a sale.”

“Customers love the ‘THUD’ factor (A real product hitting the floor from the letterbox.) Offer an offline solid product as well as a digital download.”

“Customers like lots of CD’s and DVD’s. Consider splitting your product up to achieve this – even if you can fit it all on one disc.”

“A good sales ploy is to offer your customer the first chapter or lesson of your product for free. It builds trust and enables you to offer higher priced back-end products.”



“If using audio on your website, keep it very short and do not try a sales pitch. You are getting the customer to relate to you.”

“Don’t stop testing when you are selling well – continue to improve and don’t become complacent.”

“Take a ‘warm and fuzzy’ topic and show people how to make money with it – the perfect product.”

“Getting started in’ Is the most popular topic of all. So if you’re just getting started, keep a record of what you’re doing. It could be a potential product.”

“People will pay good money to see the path a successful person took, so they can become successful without having to make the same mistakes or do all the hard work.”

“Develop a system. People don’t want to learn things, they want to have a simple to follow system.”



“The ideal money earning system is to do something once and get paid over and over again for the same product.”

“Use MP3 format for spoken audio.”

“Create a simple ‘ask’ webpage using a photo of yourself and a short audio piece. People love offering their suggestions and giving their two pennies worth. Find out what everyone wants or doesn’t like and, hey presto, your next product is born.”

“You cannot succeed until you know what it takes to fail.”

“Video or record every teleseminar, talk, seminar or conference you ever talk at to access your work and to make products from.”

“You can’t fix a problem until you know what it is.”

“There is no way for a business to grow and succeed without testing and tracking.”



“The better the quality of traffic, the higher the conversion rate.”

“When calling experts and manufacturers about your chosen topic, record your calls. The recordings can be used as a bonus product. It’s easier than trying to write everything down.”

“When giving away a free ebook, make your customer use your shopping cart. It makes them familiar with it for future use and you get their address on file.”

“Seek to understand first, rather than being understood yourself.”

“Try to replace ! (tell) with ? (ask).”

“People are more interested in expressing their opinions, than they are being sold a product or service.”

“Use the power of an ‘ASK’ campaign to quickly uncover and analyse your survey questions and answers.”



“On every birthday, work out how much money you want for the following year. Divide that amount by twelve and decide how little work you need to do to achieve your target.”

“Put the burden on your customers. Get them to choose the product and write the copy. How? Ask them what they want!”

“To acquire lots of testimonials, offer a free bonus or free product to a select number of customers. In return, they must write you a testimonial.”

“Use audio testimonials on your web page. People prefer audio to the written word.”

“When you start an ‘ASK’ campaign, the answers you receive will tell you what people want to buy.”

“Use an ‘exit’ pop-up window to offer people leaving your site an extra incentive to stay and buy.”

“When hosting a teleseminar, record it. Sell the audio and transcripts as a separate product.”



“Send online courses in manageable chunks. It’s easier to absorb and makes your customers eager for more.”

“Keep it simple and short. Remember what your ‘butt’ can’t endure, the ‘brain’ can’t absorb.”

“Send audio postcards to let people know about upcoming events, products and offers.”

“Ask your customers what they most want to learn about. The answers they give can be the agenda for your next conference – guaranteed to be very popular.”

“Use an ‘exit’ pop-up window to ask people why they are leaving. The answers they give you will be invaluable.”

“95% of people who visit your site will leave without giving your offer a fair chance. Use an ‘exit’ pop-up window to find out why they’re leaving your site.”



“Use Google ‘Suggest’™ to check your product ideas viability.”

“If you decide your product has a good potential customer base, create an ‘ASK’ campaign and ask people for their comments and opinions about your service and products (People love giving their opinion). They will tell you what they want. Make sure you give it to them.”

“Always keep a pen and notebook handy for sudden great ideas and moments of inspiration.”

“90% of what you learn today will be gone from your memory in one week’s time. Remember to always keep notes.”

“Always find your target market before you sell any new product.”

“Be ‘Market-Centric’ and not ‘Product-Centric.’”



“Asking your customers what they want takes the guesswork out of creating a high in-demand product from scratch.”

“Don’t procrastinate. Take action NOW!”

“Five most important ‘wealth’ characteristics: [1] Burning desire to succeed [2] Having specialised knowledge [3] Clear, defined goals [4] Being decisive [5] Networking.”

“If you don’t know how to do something, find someone who does and use them.”

“Presentation is everything! First impressions, either on page or in real life, really do count.”

“Copy only business models of success, not business models of failure.”

“Create simple ideas for simple people (like me and you).”



“When doing an ‘ASK’ campaign, offer people a free or heavily discounted copy of your final product. People love to be involved and get free things.”

“Do all the easy projects first and leave all the complicated stuff for other people.”

“Every time someone says, “How do I....?”, it’s a potential product.”

“Always be asking yourself, “Who are my customers and what do they want?”

“Start NOW. If you’re broke when you retire – then get a job!”

“Send at least two or three emails to your new prospect before any kind of soft sale.”

“Make sure you have the following on your website; Privacy Policy, Terms of Use, Earnings Disclaimers and an updated Copyright Date. They help in avoiding lawsuits.”



“Only seek out extra web traffic when your sales process is well oiled and working smoothly.”

“The three most important rules in Internet Marketing are [1] Test [2] Test and [3] Test.”

“Everything is in the detail.”

“Try to run your business like you don’t need the money.”

“Any kind of experience can be sold.”

“Your brain is your greatest tool. Be creative!”

“The solution to every problem is a potential product.”

“The smaller your market niche, the more you can charge for your product.”

“People buy cures, not preventions.”



“People are, on the whole, quite lazy and short on time. Provide them with easy-to-use products which helps them get things done quicker.”

“Multiple resource websites provide a ‘one stop shop’ for customers.”

“People will pay for something that could get for free if it is more convenient and easier to use.”

“Just because you know where to get information for free, it doesn’t mean your average web user will.”

“Most people don’t have the time or the inclination to trawl through the internet finding a solution to their problem. They will pay through the nose for relevant information that is easy-to-use and professionally presented.”

“Your target market tells you what is going to work and what isn’t. It’s not the other way around.”

“You must totally believe in your product. If you don’t, no one else will.”



“Create trust with your customers and get them to relate to you. Connect with them. Would you rather buy from a friend or a stranger?”

“Always try and think like the customer. View your sales pitch and product from their point of view.”

“There are two sides to every sale – the visible side that you see and the invisible side that you don’t. Customer psychology is very important.”

“Working long, hard hours is not the secret to success. Being effective with your time is.”

“Everybody asks themselves, ‘Will it work for me?’ Don’t forget to tell them that it will!”

“Make sure your testimonials are honest and short.”

“People are more likely to believe you if someone else says it’s good. They are even more likely to believe you if it’s someone they know or respect. Try and get a testimonial from a ‘well known’ figure. Financial incentives have been known to work.”



“Choose a product subject which you have a real passion for. Don’t do it to just make money”

“Low work costs + high perceived values = success.”

“Always be on the look out for a hungry crowd.”

“Find your market first and then create the product.”

“Have solid, specific goals you can describe in detail. ‘I want loads of money’ is not enough.”

“Turnover is for vanity. Profit is for sanity.”

“Keep it simple, stupid!”

“Never underestimate repeat business, as the real money is in your customer list.”

“Fix people’s problems and you’ll do well.”

“You don’t have to be the best to succeed, just better than most.”



“Prepare for success and start learning to say “No”.”

“Control of your time is really important. Plan ahead.”

“Learn the system with a small, simple project.”

“Practise on the small stuff, so that you are ready when you achieve success.”

“Slash your overheads so that you can afford to fail.”

“Always end your copy with a call for action, such as ‘Buy Now’.”

“Listen to questions and problems. They can be your next project.”

“If you ever get frustrated or annoyed with a service or a product, then create a solution. You can be sure someone else will need it as well.”

“Keep it simple to minimise support time with the customer, as this will really eat into your time and money!”



“Treat your customers really well. You depend on them for your future success.”

“Target niche markets, not mass markets.”

“Your marketing message is not nearly as important as the relationship you build with your market.”

“It’s easier to sell ten products with a large profit, than one hundred products with a small profit.”

“Make simplicity your business philosophy.”

“Identify your customer’s needs and keep providing solutions.”

“Never be afraid to fail. You’ll always learn from it.”

“Only create products that the market has a real appetite for.”

“You must always have direction. Always ask yourself, ‘Why am I doing this and what is its purpose?’”



“Always offer free information or a free product first. Never go straight into a hard sale (except for very low cost items).”

“Nurture and cultivate your customer list. Then you can reap the harvest.”

“Never stop selling to your customer list.”

“All your BIG profits will be made on high-value back-end products.”

“Product content must be unique, powerful and compelling.”

“True value eliminates your customers’ doubts and fears.”

“Innovation always beats imitation.”

“Don’t just say it, prove it with testimonials and earning statements!”



“Get customers into your own ‘profit cycle’ for the big rewards.”

“Move from taking notes to taking action.”

“Nurture your customers. Ease them into a low value sale and groom them into high value sales.”

“Implementation is everything.”

“Every subject and topic is covered by Public Domain material. But be warned. Make sure there is no copyright material hidden within.”

“The biggest things always start from small beginnings.”

“Sell the ‘experience’ of your product. It must have a ‘WOW’ factor.”

“Don’t sell a PUTS – Products Unable To Sell.

“Never undervalue your self and don’t undersell your product.”



“If your customer has a good experience with you, they will purchase from you again and tell others.”

“People buy more from people they trust.”

“Be honest, fair, humble, funny and genuine with your customers for top results.”

“Always offer case studies, earnings proof and testimonials.”

“A good newsletter writes itself with members’ contributions.”

“Failure will be part of the process. Embrace it, learn from it, but never expect it.”

“The money is in the list, but only if it’s responsive.”

“Always keep an eye on your competition. Do a keyword search of your product on Google, Yahoo and Ebay right now.”



“If you ever wanted to get everything from your target audience – just ask them!”

“Register your own name as a domain right now (e.g. johnsmith.com). Don’t let someone beat you to it. It’s a great marketing tool.”

“Show the customer the advantages of your product and how it will benefit them.”

“Don’t be frightened to outsource. It means you can concentrate on product development and marketing.”

“80% of sales are from women. Make sure you sell to them as well.”

“Always provide a guarantee on all your products and always honour it.”

“Think more about increasing your conversion rate rather than the amount of traffic to your site.”

“Membership sites must be dynamic and have constantly updated information.”



“An active forum is an essential part of a membership site. Make sure you show it on the front page.”

“Test, test and test again.”

“If you find something that works really well, do it again and again and again....”

“Create mini niche markets that can be identified by two or three keywords on Google.”

“There are seven proven niche market topics; Health, Real Estate, Finance, Hobbies, Parenting, Pets, Sex/Relationships and Spiritual.”

“Go to Forums and Discussion Groups to find out what people want and don’t forget to leave your signature.”

“Look for hobbies that cost a lot of money to do. You are almost guaranteed a potential customer base with high disposable income.”



“Give customers a free copy of your product or a discount in return for good testimonials.”

“Split testing is the ‘magic’ key to success in Internet Marketing.”

“What’s Split Testing? Write two of everything ; web page, sales letter, advert, offer etc. and alternate them to see which one gives the best results.”

“Plan to create an income for today, tomorrow and for life.”

“Always be looking for ways to remove yourself from the system. Stand back and take a fresh look. It’s so easy to get completely wrapped up that you don’t notice everything is going wrong.”

“There are no restrictions on the use of Public Domain material. You can copy it and edit it. You can do what you want with it. Just make sure it’s really in the public domain before using it.”



“If you are buying something from a website, click on ‘refresh’ to see if they are split testing. They may be testing the price!!”

“Just get one product to make \$10 a day. Then another. And another. When you have twenty such products, you will be making over \$6000 per month!”

“Even if a customer has opted in to your list, some people will forget and send abusive emails. Life’s too short. Don’t retaliate or get upset. Just remove them from your list, inform them sweetly you have done so and move on.”

“Funnel your customers. Building them up to purchase high-value back-end products.”

“Don’t do large mailings from your ISP account without express permission from them. Otherwise, you run the risk of being banned if you get any spam complaints. Use an independent service.”



“Always do a ‘double’ opt-in. Send a second email, confirming they want to join. It makes your list much more responsive.”

“It’s much better to have a strong core of a hundred customers than a million unresponsive wasters.”

“Aim to get a ‘celebrity’ type status on the internet if possible, as customers will buy everything you offer to them. This means being very high profile, which does have its down sides. You will become an easy target.”

“Huge gains are made by small improvements. Increase your mailing response from 1% to 2% and you will double your profits.”

“Don’t be blinded by your product. If it isn’t working, get rid of it and try something new.”

“Learn to climb the hill first before you tackle any mountains.”



“If you’re not sure what your customers want, why not ask them! Do a survey and check out the results. But remember to offer an incentive to reply.”

“Public Domain material includes books, images, movies, clip art, software, audio files and loads more. It’s an unlimited resource and it’s all free.”

“Being in position three to seven on Google Adwords™ gives you the biggest profit margin.”

“80% of business comes from 20% of your customers.”

“Keep selling premium products and related items to your customer list.”

“Use Public Domain material which is free to use. The subjects have normally be researched and created by highly paid experts.”



Search Engine Optimization

“Websites rich in content and Blogs are favoured by the search engines. You can always link to your website from your Blog.”

“Search engines and internet users love resource websites. The high volume traffic this creates is great for Adsense adverts and links to your affiliate programs.”

“Always remember that Google’s aim is to provide their users with the most relevant content. Always put yourself in the searchers frame of mind when deciding on keywords and phrases for your product.”

“Make sure your web pages are rich in your keywords and phrases. 3–5% is ideal.”

“Always keep an eye on your competition’s websites.”



“Internet searchers are becoming increasingly sophisticated. The majority use three or more words to search with.”

“Find the specific three or more keyword terms for your website. You need to know what words people are using to find you.”

“The first 250 words on your website are the most important with search engines.”

“Google™ will always give priority to content rich sites over sales pages.

“Create a review page that links to your sales page”

“Check out all blogs, forums and discussion groups relating to your topic. Leave comments and offer suggestions. But make sure you always leave your signature (web address after your name).”



“On blogs, forums and discussion groups relating to your topic, tell everyone about this great product you just got and they should buy as well – that product will be yours.”

“Search engines rank by page, not the whole site.”

“Pick a wide range of relevant keywords not targeted by your competitors.”

“Make sure you always check that link partners have actually put up the link – don’t just assume they will.”

“High value keywords for Google AdSense™ sites include: Insurance, Mortgages, Financial, Stock Trading, Legal and Medicinal.”

“The secret is just to start. Put up your web site, even if you’re not quite ready or completely happy with it. Now you are active and can improve it until it works.”

“You have to work hard to get a good organic search engine position and then fight hard to keep it.”



“Search engine optimization is not a static action. It is an organic, ongoing action. You can’t achieve a good listing position and then leave it. You won’t be there in the morning.”

“Search engines can’t see images. Create ‘spam’ words that Google™ doesn’t like as images and then place them in your website.”

“Blend Google AdSense™ into your web site theme. Adverts that are too obvious put people off.”

“Don’t just cram your site or meta tags with random keywords or make the text colour the same as the background to hide it (Yes, people still do it!). Google™ is too sophisticated for that and will penalize you for it.”

“Really describe your product or service well. Use loads of synonyms. Let the search engines know what your site is all about.”



“Have a singular theme on your site. Too many different themes confuses search engines and can lower your placing.”

“Put Google Adsense™ on themed web pages that have high volume traffic and ranks well.”

“Make the search engine believe your site is a ‘subject matter’ expert.”

“You must aim high on search engine placements as research shows that searchers only look at the top three entries.”

“Use a ‘pop up’ to get visitors to [1] bookmark your site [2] subscribe to a free newsletter or lesson {3} complete a survey. Whatever you use it for, you need to get their email address.”

“The average website changes it’s content only five times a year. You need to regularly update your site to achieve good rating. Incorporate a RSS feed on your website to achieve this automatically.”



“Linking from a high page ranking website is one of the most effective ways of improving your search engine positions.”

“Never put Google AdSense™ on your sales web page, or customers will go to your competitors and you will lose sales.”

“Put the Google™ search tool on your site, so customers use it and then will return to your site afterwards.”

“When creating a themed web site, make sure you use only one topic with one domain name.”

“It is widely thought that Google AdSense™ pays about 20-40% of the value of Google Adwords™.”

“Remember Google™ doesn’t index javascript. Try to avoid if possible.”

“People generally respond more favourably to more words on less pages than less words on more pages.”



“Avoid too many links, buttons, forms etc. on your web page, as it distracts your customers from the most important thing – buying your product.”

“Top search engine ranking always goes to the ‘least’ imperfect site.”

“Remember, you’re not trying to beat the search engines, you just have to be a little bit better than the site ranked above you. There’s always room at the top. It’s staying there that’s hard.”

“Search engines don’t like overuse of keywords, but you can use ‘stemming’ e.g. smile-smiles-smiling-smiled etc.”

“RSS feeds provides dynamic content. Constantly changing content means Google™ spiders will check the site more often.”

“Make your website read like a ‘research’ site and you will get a good ranking.”



“Put all ‘commerce’ words and phrases that Google™ will penalize you for onto an image e.g. Pay Here. Buy Now. Free Offer. Google™ can’t see graphics....yet”

“Look at the top ranking websites on your topic or theme and find all the most frequently used keywords and phrases. Use them in your own site.”

“Check over your copy. If a keyword seems to appear too much and you find it irritating, then chance are it will be regarded as spamming by the search engines and you will be penalized.”

“Monitor your sites daily as everything can change very quickly with search engines.”

“Dynamic content can cause problems with search engines. Avoid if you can.”

“Use separate domains and hosting companies for each themed website to improve search engine ranking.”



“Find high value Google Adwords™ keywords that will pay out the most. Create a themed website around the keywords and place Google Adsense™ on the site.”

“Always make sure you create a ‘site map’ for your website. It’s crucial for search engine optimization.”

“Links, links and more links. The more inbound links you have from high ranking websites, the quicker you will be indexed and the higher your search engine position and ranking.”

“Submit your website yourself and do it as soon as possible. Don’t use automatic submission software.”

“Make content dull on Google Adsense™ web sites, so the readers attention will wander to the adverts and click on them.”

“Use keywords in the ALT tag of images.”



“Use the <h1> tag as your header. Don’t use these tags too often though as they can be viewed as spam.”

“Make your keyword phrase the first thing you write on your webpage and the last. Put it after the copyright notice for best effect.”

“Do a search with your keywords and request links with non-competitive websites.”

“Don’t try to outsmart Google™. It’s not worth it and, anyway, you can’t! You may wake up one day to find you’re not listed anymore.”

“Links to your website from high ranking quality websites are essential for a high search engine listing.”

“To benefit from the Google AdSense™ program, you must remember that all keywords are not equal. To maximise Adsense income, find high value keywords and provide relevant content on your website.”



Sales Copy

“Presentation is everything! First impressions, either on page or in real life, really do count.”

“Writing copy is easy. Sitting down and starting to write copy is the hard bit.”

“Tell stories, don’t sell products.”

“People buy what they want, not what they need.”

“The customer should not see your sales letter or website as a sale. Tell them a personal story and make sure the customer relates to you.”

“The headline is the advert for the advert.”

“Use the same headline on your web page as you do in your advert. It provides continuity for your customers.”

“Unique content is what makes you stand out in any business.”



“When writing a sales pitch, change the style and rhythm to keep your readers interested.”

“‘Fear of loss’ can be a powerful tool. ‘Limited numbers’ and ‘time limits’ can be very effective. People don’t want to miss out”

“Everyone wants to be part of the club. People don’t like to feel left out. Make customers feel like they’re part of something special.”

“Make sure the contact page on your site doesn’t scare away the customer with obvious sales copy.”

“Always offer a bonus to your customers, but make sure it’s worth having. Not any old rubbish will do. Free or not, they will notice if it’s worthless.”

“Aim to get a 1% response with any new sales campaign and then start to build on it.”

“Selling is the temporary suspension of disbelief.”



“Write your sales page in such a way that it does the thinking for the customer.”

“If you don’t tell your customer what to think, how to think and when to think, they’re going to think about all the reasons not to buy from you. Keep them interested and involved.”

“Always instruct your customer to do things – even if it is to continue reading!”

“Make ordering your products as easy as possible. Always have an order form at the bottom of the main page.”

“One message + one market = one outcome (increased sales).”

“Make your web site really easy to use. Get a child to test it.”

“Brain-dead simplicity always wins over complicated and clever.”



“Lead your customers by the hand and take them through the sales process.”

“Take your customer by the hand and do the thinking for them.”

“If you entertain your customer too much, you will distract them from their primary purpose – buying your product.”

“Tell your customers what to think, what to say and what to do.”

“Have a teaser email or advert that links to your web page.”

“Teasers pre-qualify the customer. They want to know more when they go to your website.”

“Avoid overused, hackneyed headlines. People are desensitised to such copy. Be original but effective.”

“Use **red as a font colour for headlines only.”**



“Anything that competes with the headline loses customers.”

“People normally don’t read copy. They scan, skim and scroll down. Try to catch their attention on the way down with sub-headings, bullet points and highlighted text.”

“People often go straight to the end and see how much it costs. Use a P.S. and a P.S.S. to highlight main points and offer bonuses.”

“Customers are not generally pro-active. You must tell them what to do, when to do it and how to do it.”

“Changing the rhythm and pace of your copy forces your reader back into your advert or sales copy.”

“Testimonials at the beginning of a sales page screams ‘SALES PITCH’ and reduces the response rate.”

“Avoid anything that makes the reader think they’re reading a sales letter.”



“A signature graphic can increase response by 44%.”

“For best results, use ‘Tahoma’ font for headlines and headers. ‘Arial’ or ‘Verdana’ for body copy.”

“Use white or cream coloured envelopes with no address windows when mailing sales materials.”

“Preferably hand write the address or use an ‘handwriting’ font as second best.”

“If targeting internet newbies, use ‘serif’ fonts and indents. Experienced computer users prefer ‘san serif’ fonts and no indents.”

“‘Dear Friend’ at the beginning of a sales letter or page increases sales by 15%.”

“Putting the sub-heading in a fine line or dotted box and adding a graphic increases response by 40%.”

“Use a dark blue border around your sales page. It draws the reader’s attention to the copy and increases response by 22%.”



“Don’t use more than four lines per paragraph in your sales copy. Be as pithy as possible.”

“The internet is a fast paced place and web pages need to reflect that.”

“Make text colour black and background white. The more similar the colour between the two results in a lower response rate.”

“Write a ‘soap opera’ email. Leave the reader hanging with a cliff hanger and make them want to follow up.”

“You got to generate curiosity, but you must also deliver. Never string your customer along.”

“Give your customers a reason and an excuse to buy your product or service.”

“When is the best time to close a deal? All the time.”

“Writing adverts without split testing them is like throwing darts in a blizzard.”



“Testing adverts is so easy to do, why would you ever want to guess at what’s working and what’s not?”

“80% of all high end sales occurs after 7-8- contacts with the customer.”

“Every advertiser has to come over the same obstacle – to be believed.”

“A great headline has been shown to improve sales by 2000% (yes, you read that right...2000%)”

“One of the most potent tools in the advertiser’s arsenal is the satisfied customer’s testimonial, especially if the testimonial comes from a ‘celebrity’ or someone people respect.”

“Collect copies of good sales letters, emails, flyers etc to keep in your ‘swipe’ file. You can come back to these when you are looking for inspiration.”

“When you start writing sales copy, don’t stop until you have finished the first draft. Come back to it a couple of days later and you will see it in a new light.”



“Always use headers, sub headings, bullet points and a p.s. Five times as many people read these things rather than the main body of text.”

“If the headline is ineffective, the reader will leave immediately and never read the main body.”

“The headline must show the reader something they want.”

“Headlines, more than anything else, decides the success or failure of an advert, website or sales letter.”

“Quotes can increase sales by 28%.”

“Photographs attract more readers than illustrations, as they are more believable.”

“Always put the best thing you have to offer up front. Don’t bury it in the main body.”

“Talk about the solution first and later emphasise the problem.”



“You must always have a hook. Something to catch the reader and bring them in.”

“Always ‘Over Deliver’. Give your customer what they are expecting and then give them a little more.”

“Always talk about us (you and your customer) and them (everyone else). Make them part of your special inner circle.”

“Sometimes it can be good to make a stand on something. A bit of controversy does stand out. Just don’t go overboard and make everyone hate you.”



Who are these Internet Millionaires that made these "Quotes" and what products have they created that will help me?

Below is a gallery of the Internet Marketing Millionaires whose quotes are featured in this book.

I have also included a list of recommended products and services they have created for your convenience.

Each Internet Expert has been awarded a score out of five stars for the quality of their products and/or services.

Click on the [blue underlined links](#) below to find out more details on each one.

Best of luck and wishing you every success!



Armand Morin *****

Armand 'The Generator King' Morin needs no introduction and is the one of the most successful marketers on the internet.

All of his products are excellent, easy-to-use and do exactly what they say on the tin. They will save you a lot of time and money.

Highly recommended.

Ebook Generator

www.trade-secrets.org/ebookgenerator.html

Ecover Generator

www.trade-secrets.org/ecovergenerator.html

Popover Generator

www.trade-secrets.org/popovergenerator.html

Header Generator

www.trade-secrets.org/headergenerator.html

Instant PDF Generator

www.trade-secrets.org/instantpdfgenerator.html



Psychological Tactics

www.trade-secrets.org/psychologicaltactics.html

Directory Generator

www.trade-secrets.org/directorygenerator.html

Multi-Track Generator

www.trade-secrets.org/multitrackgenerator.html

Opt-In Automator

<http://www.trade-secrets.org/optinautomator.html>

Internet Marketing Explained

www.trade-secrets.org/internetmarketingexplained.html

Smart Page Generator

www.trade-secrets.org/smartpagegenerator.html

Screen Cam Generator Suite

www.trade-secrets.org/screencamgeneratorsuite.html

Focus Generator

www.trade-secrets.org/focusgenerator.html

Armand Morin DVD (2 hours) - Armand has gone from one of the top product creators on the Internet to a top traffic generation strategist. He's become "the man to listen to" on generating traffic using the Traffic Equalizer program.



Watching this DVD is like being at Microsoft in its early days...everyone got rich. I have a feeling everyone listening to Armand will be in the same position. His sites generate 3,500,000+ visitors a month and a seven figure income. Not too bad!

To watch a free trailer for Armand Morin's DVD's, please go to;
www.tradesecretsdvds.com



Marlon Sanders *****

Marlon Sanders is not only one of my **favourite** marketers but he is probably one of the best Web Professionals in the world.

I highly recommend any products created by Marlon. His speaking style is fast, furious and highly informational in content.

He understands the needs of today's Internet Marketers and his great products reflect this.

Highly recommended.

Marlon Sanders Marketing Dashboard

www.trade-secrets.org/marketingdashboard.html

The Amazing Formula

www.trade-secrets.org/amazingformula.html

Push Button Letters Software

www.trade-secrets.org/pushbuttonletters.html

Gimme My Money Now!

www.trade-secrets.org/gimmemymoneynow.html



Associate Program Handbook

www.trade-secrets.org/associateprogramhandbook.html

How I Got 2.8 Million Visitors!

www.trade-secrets.org/2point8millionvisitors.html

The Ultimate Beginners Guide

www.trade-secrets.org/ultimatebeginnersguide.html

Automate Your Web Business

www.trade-secrets.org/automateyourwebbusiness.html

The Web Site Sales Process Repair Kit

www.trade-secrets.org/websiterepairkit.html

Create Your Own Products!

www.trade-secrets.org/createyourownproducts.html

The Direct Mail Success System

www.trade-secrets.org/directmailsuccess.html

Cash Like Clockwork System

www.trade-secrets.org/cashlikeclockwork.html

Video Blogging Secrets Revealed

www.trade-secrets.org/videobloggingsecrets.html

The Action Grid System

www.trade-secrets.org/actiongridsystem.html



Top 10 Design Mistakes & How to Fix 'Em

www.trade-secrets.org/howtofixem.html

Secrets of Speed Publicity

www.trade-secrets.org/speedpublicitysecrets.html

The Web Site Power System

www.trade-secrets.org/websitepowersystem.html

Amazing Ad Copy Secrets

www.trade-secrets.org/adcopysecrets.html



Bill Myers

Excellent Membership site for Product Developers hosted by 'Guerrilla' Bill Myers himself.

If you want to get into the very profitable business of making "How To" Videos or start your very own Membership Site using Bills

revolutionary software Membergate™, then Bill and his members will show you every trick and tip in the book.

Bill has years of experience and hundreds of videos to his name and unlike most subscription sites Bill is actively involved on the forum.

There is no one better in my honest opinion.

Very highly recommended. See you on the forum!

Bill Myers Product Developers Private Members Site

www.trade-secrets.org/billmyers.html



Yanik Silver *****

Another legendary marketer who is the master of affiliate selling. What this guy doesn't know about internet marketing isn't worth knowing about.

His tools and knowledge are all excellent and well worth having.

Highly recommended.

Instant Sales Letters

www.trade-secrets.org/instantsalesletters.html

Instant Internet Profits

www.trade-secrets.org/instantinternetprofits.html

33 Days To Online Profits

www.trade-secrets.org/33daystoonlineprofits.html

33 Days To Online Profits Video

www.trade-secrets.org/33daystoonlineprofitsvideo.html

Auto Responder Magic

www.trade-secrets.org/autorespondermagic.html

Million Dollar Emails

www.trade-secrets.org/milliondollaremails.html

Magnetic Marketing System

www.trade-secrets.org/surefiremarketingmagnetic.html

Advanced Copy Writing Seminar

www.trade-secrets.org/surefiremarketingcopy.html

Internet Marketing Lab

www.trade-secrets.org/surefiremarketinglab.html

The Instant Marketing Toolbox

www.trade-secrets.org/instantmarketingtoolbox.html

The Power-Pause Kit

www.trade-secrets.org/surefiremarketingpowerpause.html

The Amazing 5 Minute PDG Creator

www.trade-secrets.org/surefiremarketingpdf.html

21 Mind Motivators

www.trade-secrets.org/mindmotivators.html



Jim Edwards *****

Jim Edwards is a syndicated newspaper columnist, and frequent guest speaker at internet marketing conferences and seminars.

He has produced a wide range of invaluable products that are all well worth having. Jim Edwards really knows what he is talking about and has a great sense of humour.

I love his 'Affiliate Link Cloaker' and his new best selling product 'Website Video Secrets' shows he's still on the ball.

Highly Recommended.

*****HOT NEW PRODUCT*****

Website Video Secrets

Jim has teamed up with Mike Stewart (The Internet Video Guy – see below)) to produce 'Website Video Secrets'. Discover the easiest way to put great looking video on your web site – today!

Catch the wave Dudes! Online video is the next BIG thing!! Don't get left behind. This shows you how to do it easily and quickly.

www.trade-secrets.org/videosecrets.html



Web Law Clinic

www.trade-secrets.org/weblawclinic.html

Turn Words Into Traffic

www.trade-secrets.org/ezarticles.html

Affiliate Link Cloaker

www.trade-secrets.org/affiliatelinkcloaker.html

eBook Secrets Exposed

www.trade-secrets.org/ebooksecrets.html

How to Write and Publish your own eBook... in as little as 7 Days

www.trade-secrets.org/7dayebook.html

The Lazy Man's Guide to Online Business

www.trade-secrets.org/lazymansguide.html

Selling Your Home Alone

www.trade-secrets.org/sellingyourhomealone.html

The Ten Little Dirty Secrets Of Mortgages

www.trade-secrets.org/mortgages.html

Tool: "One Minute Poll"

www.trade-secrets.org/oneminutepoll.html



Perry Marshall *****

Perry Marshall does one thing and he does it better than anyone else! Google Adwords™ is the most effective form of advertising on the web today and Perry is the undisputed KING of it.

His guide to Google Adwords™ is simply pure genius. I know that my business would not be anywhere as profitable as it is without it.

This is a 'must buy' folks! You are losing money if you don't have it and you use Google Adwords™.

The Definitive Guide to Google AdWords™

www.trade-secrets.org/definitiveguidetoadwords.html

The Definitive Guide to Writing & Promoting White Papers

www.trade-secrets.org/definitiveguidetowhitepapers.html

How to sell my Marketing Tools for Hi-Tech Sales

www.trade-secrets.org/marketingguerillatoolkit.html

Perry Marshall DVD (2 hours) - AdWords is a LOT trickier than it used to be. Google™ has tightened up their requirements, many markets are ferociously competitive with 50-100 bidders, bid prices



are sky high, and in many ways the best way to approach this is quite different then it was a couple of years ago.

Most people find AdWords to be a maddening, frustrating and expensive experience.

In this 2 hour DVD Perry will show you a number of very powerful and counterintuitive approaches to solve these problems, including some advanced yet easy to implement techniques that Google™ would certainly never tell you about.

To watch a **free trailer for Perry Marshall's DVD, please go to;**
www.tradesecretsdvds.com



Carl Herold *****

Carl Herold is the creator of one of the most groundbreaking and essential pieces of software available today – Clickalyzer. It is the definitive testing software that does more than anything you have ever seen.

It even tells you where your customer left your web page...to the line! Think about it! No more guessing. You now know exactly what isn't working on your page and what is. That's priceless information!

This is only a tiny fraction of what it does. Check it out for yourself. There's nothing like it. Carl currently has a free trial offer.

Clickalyzer

www.trade-secrets.org/clickalyzer.html

Carl Herold DVD (2 hours) – Carl reveals how to spy on your customers and double or even quadruple your profits in the process.

To watch a free trailer for Carl Herolds DVD, please go to;
www.tradesecretsdvds.com



Stephen Pierce *****

Stephen's ability to make money is now legendary. \$1,000,000 in one hour sounds OK by me. Recently sold one of his websites for \$365,000 on eBay! This person has something to teach us all.

I've always found him very inspirational and down to earth. He certainly doesn't mince his words and that suits me fine.

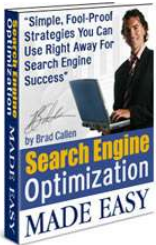
Rush Hour Web Traffic

www.trade-secrets.org/rushhourwebtraffic.html

Stephen Pierce DVD (2 hours) – Stephen Pierce's 7 Laws of Internet Marketing. Inspirational and profitable information presented in Stephen's usual direct way. Great stuff!

To watch a free trailer for Stephen Pierce's DVD, please go to;

www.tradesecretsdvds.com



Brad Callen *****

Brad Callen and his fantastic software SEO Elite is responsible for getting my competitive two word key phrase to the Number 1 position on MSN and Number 6 on Yahoo in under FIVE weeks!

He can do no wrong in my book.

Below is a link to his **FREE** 90 page ebook "SEO Made Easy".

Don't let the fact it is free put you off. It's leaps and bounds better than anything you can buy.

Click on the link and make a copy to your computer. It's a PDF file, so you will need Adobe Reader™. Get it for free at www.adobe.com

Brad Callens SEO Made Easy
www.trade-secrets.org/seomadeeasy.pdf

****HOT**STOP PRESS****

I didn't think I was going to be able to include this as Brad wasn't sure it was going to be finished in time. Thankfully, he was.



'Keyword Elite' is Brad Callens powerful new software which blows everything else out of the water. It feels like cheating using Keyword Elite.

The features are breath taking. You can create 50,000+ keywords in record time, monitor the keywords your competitors are using, discover the most profitable keywords for Adsense sites.....

Look, why don't you just go to Brad Callens site and see for yourself as I can't do it any justice here as there are too many features to list.

Brad Callen's Keyword Elite

www.trade-secrets.org/keywordelite.html



Joe Vitale *****

Mr **Fire** himself. Joe Vitale is one of the world's greatest copywriters and authors. He was the moving force behind the Spiritual Marketing Super Summit and was a speaker at the Big Seminar in San Francisco. He is a speaker at so many seminars it is impossible to list them all.

Joe is President of Hypnotic Marketing, Inc., and founder and President of The Hypnotic Marketing Institute. He is the author of the international best-seller, "The Greatest Money-Making Secret in History!", the best-selling e-book "Hypnotic Writing," and the best-selling Nightingale-Conant audio program, "The Power of Outrageous Marketing, " and numerous other works.

How To Write Hypnotic Articles

www.trade-secrets.org/hypnoticarticles.html

How To Write Hypnotic Endorsements

www.trade-secrets.org/hypnoticendorsements.html

How To Write Hypnotic Joint Venture Proposals

www.trade-secrets.org/hypnoticjointventures.html



Hypnotic Library

www.trade-secrets.org/hypnoticlibrary.html

Hypnotic Marketing

www.trade-secrets.org/hypnoticmarketing.html

Hypnotic Selling Secrets

www.trade-secrets.org/hypnoticsellingsecrets.html

Hypnotic Selling Stories

www.trade-secrets.org/hypnoticsellingstories.html

Hypnotic Selling Tools

www.trade-secrets.org/hypnoticsellingtools.html

Hypnotic Traffic Tools

www.trade-secrets.org/hypnotictraffictools.html

Hypnotic Writing

www.trade-secrets.org/hypnoticwriting.html

Hypnotic Writing Swipe File

www.trade-secrets.org/hypnoticwritingswipefile.html

Impulse Internet Marketing

www.trade-secrets.org/impulseinternetmarketing.html



David Garfinkel *****

David Garfinkel is founder of the World Copywriting institute and is considered by many people to be the best teacher of copywriting in the world.

The stated mission of the World Copywriting Institute is to "eradicate copywriting illiteracy in the world."

Jay Conrad Levinson, author of the world's best selling series of marketing books, Guerrilla Marketing, says, "David Garfinkel is the best copywriter I know."

Killer Copy Tactics

www.trade-secrets.org/killercopytactics.html

Advertising Headlines That Make You Rich

www.trade-secrets.org/headlinesthatmakeyourich.html



John Reese *****

John Reese is a 33-year-old entrepreneur from Florida that has been actively marketing online for over 10 years and has been one of the most successful marketers in the short history of the Internet.

You may not have heard of John Reese (until now) but John has been working "behind the scenes" for many years, quietly making a small fortune from the Internet.

What many people don't realize is that John Reese is who many of today's top marketing experts and "gurus" turn to for marketing advice and new strategies.

John Reese's "Life's Work" Is Now Available!

John worked very hard over the past several months to fully document the entire step-by-step "system" he used (and still uses on a daily basis) to generate 1.57 **Billion** (and growing) visitors to his many Web sites.

His entire system is revealed in a new 7-DVD, 6 CD-Rom tutorial home study course called "Traffic Secrets."

John Reese's Traffic Secrets Home Study Course

www.trade-secrets.org/trafficsecrets.html



Tom Pauley

The creator of the best sellers ***"I'm Rich Beyond My Wildest Dreams! I Am, I Am, I Am."*** and ***"How I Sold 6 Emails for Half A Million Dollars."***

Rich Dreams Products & Services

www.trade-secrets.org/richdreams.html

Tom Pauley DVD (2 Hours) - Tom's techniques will blow you away. It's so easy. If there ever was a magic pill for marketing and selling, this is it.

To watch a free trailer for Tom Pauley's DVD, please go to;
www.tradesecretsdvds.com



Brad Fallon

Brad's a search engine expert who actually puts his money where his mouth is. Using his techniques, he's created the top wedding site which now rakes in a cool 7 figures a year, all in just a few months from start up.

He's also the co-author of the famous "Stomping the Search Engines," a top course on how to rank well with search engines.

Stomping the Search Engines

www.trade-secrets.org/stompthesearchengines.html

Search Engine Secrets

www.trade-secrets.org/seobook.html



Craig Perrine

Craig Perrine is one of the top co-registration experts and a great email campaign copywriter. Known as a maverick marketer, he is also the author of 'List Profit Secrets'.

If you want to wake up tomorrow and know exactly how to get astonishing, immediate results from small (even teeny tiny) lists of opt-in subscribers (even if you are starting from scratch)... or massive results from large email lists -- then Craig is your man.

No matter what happens to you in life or business, once you have this skill you will always be able to wield its amazing power to your benefit.

List Profit Secrets

www.trade-secrets.org/listprofitsecrets.html

Nitro Marketing

www.trade-secrets.org/nitromarketing.html

Nitro Web Cast

www.trade-secrets.org/nitrowebcasts.html



Craig Perrine DVD (2 hours) - Co-registration has been a hit or miss affair for a lot of people. But Craig has engineered an approach that makes co-registration a profitable path to consider. That's because of his ability to show you how to get higher quality names and how to work them to produce the results that makes this technique pay off really big.

To watch a free trailer for Craig Perrine's DVD, please go to;
www.tradesecretsdvds.com



Mike Stewart (Internet Audio Guy) *****

Mike Stewart DVD - Mike shows you how to easily create high-quality, high-profit products that virally generate traffic to your sites while they're earning you big money. Mike did the audio recording for Carl Galletti's Internet Marketing SuperConference and delivered the audios to the attendees shortly after the conference ended.

To watch a free trailer for Mike Stewart's DVD, please go to;
www.tradesecretsdvds.com



Alex Mandossian *****

Alex Mandossian DVD (2 Hours) - Alex is the world's top traffic conversion strategist. That's because he's the master testing wizard and his testing has produced some of the most powerful systems to convert casual visitors into lifetime clients.

And he's the master at it!

On this DVD, Alex shows you some easy ways to do the same thing for your sites. Anyone who's used his methods knows how effective they are. This DVD has some new and exciting surprises!

To watch a free trailer for Alex Mandossian's DVD, please go to;
www.tradesecretsdvds.com



Carl Galletti *****

Carl Galletti DVD (2 Hours) - Carl Galletti is one of the great copywriters in the world today.

Carl Galletti is at the top of the world of direct-response advertising and is considered by many to be one of the best freelance copywriters and marketing experts in the World.

Yet his marketing skills are as valuable to his clients as his copywriting skills. He is an expert on Viral Marketing and the very lucrative world of Product Licensing.

To watch a free trailer for Carl Galletti's DVD, please go to;
www.tradesecretsdvds.com



Bruce Clay *****

Bruce Clay 3 Disc DVD Set (5 hours) – Who is the person that Search Engine Experts go to in order to learn new optimization techniques? Bruce Clay.

SEO has never been more important for creating a successful web business and it's now harder than ever to get it right. There is a lot of conflicting information about search engine optimization.

If you want to know how to get top ranking, do a search on Google for Search Engine Optimization and Bruce will always be in the top three positions.

This guy KNOWS what works and he keeps up to date on it. In fact, he's got an entire staff of people who do nothing more than track and test Google's ranking machine.

To watch a free trailer for Bruce Clay's 3 Disc DVD Set, please go to;

www.tradesecretsdvds.com



Ken Giddens *****

Ken Giddens 2 DVD's (4 hours) - Ken made a consistent 6-figure income creating specialty web sites and driving tons of traffic to them. Ken competed in what he called the "eat your young" category.

That's where the competition is so fierce that the participants would do anything to get a higher position in the search engines. If anyone knew the in-depth secrets of generating traffic, it was Ken. His entertaining presentation alone is worth getting the DVD for.

I mentioned earlier how Ken was very generous with his knowledge and his second DVD shows this only too well.

Ken reveals step-by-step, exactly how he personally creates a best-selling ebook, allowing you the luxury and ease of copying his own tried and tested successful method.

To watch a free trailer for Ken Giddens's DVD's, please go to;
www.tradesecretsdvds.com



Kirt Christensen *****

Kirt Christensen DVD (2 Hours) – Internet Marketing Master Class: Turn Electrons Into \$Millions.

Kirt shows how to develop and launch a red hot and highly profitable 'Membership' website.

To watch a free trailer for Kirt Christensen's DVD, please go to;
www.tradesecretsdvds.com



Ryan Deiss *****

Discover the Secrets to Creating a Best-Selling Information Product that Will Bring You Fame, Fortune and a Flourishing Online Business.

Best-Selling ebook authors, Jimmy D. Brown and Ryan Deiss reveal why some ebooks FLOP and others become BEST-SELLERS.

How To Create Best Sellers Online

www.trade-secrets.org/createbestsellers.html



Joshua Shafran *****

Joshua Safrans DVD (2 hours) - Joshua has been generating obscene 7 figure Internet revenue on cue for so long that he now calls it "Net Profits on Demand."

Joshua reveals his secret easy to use system and shows you how to pick the hottest markets that will yield the quickest, easiest and biggest results.

To watch a free trailer for Joshua Shafran's DVD, please go to;
www.tradesecretsdvds.com



Bruce Safran *****

Bruce Safran DVD (2 hours) - Bruce reveals a brand new system on how to use public domain information to drive traffic to your sites and capitalize on it with Google Adsense.

He's come up with some ground breaking techniques that no one else has thought of. This is the kind of thing that will have you moving out and staying ahead of the crowd.

To watch a free trailer for Bruce Safran's DVD, please go to;
www.tradesecretsdvds.com



John Childers *****

John Childers DVD (2 Hours) - John is the "secret" mentor of many of today's top Internet marketers, including Alex Mandossian, Armand Morin, Carl Galletti, Bruce Safran, David Garfinkel and many more.

What he shows you is how to use your most valuable asset to produce phenomenal results....YOU!

To watch a free trailer for John Childers's DVD, please go to;
www.tradesecretsdvds.com



Dr Michel Fortin *****

Michel Fortin is the secret weapon for many top marketers. He wrote record-breaking sales copy for **Yanik Silver, Jay Abraham, Armand Morin, Corey Rudl, Frank Kern** and a host of others.

Michel is the man responsible for writing a salesletter for John Reese, which produced *over a million dollars* in less than 18 hours!

Dr. Michel Fortin DVD (2 Hours) - Michel is one of the top web copywriters in the world and he's a master at testing.

In this DVD, He reveals his secret testing strategies to you and shares a lot of the results his testing has come up with. This gives you a head and shoulders advantage over most everyone else on the net who does not have this vital information (which is practically everyone).

Plus, it makes you a "source point" of knowledge. When you put these testing strategies to use, people come to YOU to find out what works...because you know beyond a shadow of a doubt.

To watch a free trailer for Michel Fortin's DVD, please go to;
www.tradesecretsdvds.com



Dr Mike (Michael Woo-Ming) *****

Dr. Mike DVD (2 hours) - Michael Woo-Ming, MD is a real live medical doctor who attended the Internet Marketing Super Conference and, one year later, is making a 6-figure income on the Internet from what he's learned.

And, get this, he does it part time! Less than 3 hours a day!

He shows you how he picks his markets, gets traffic to his sites, converts the traffic into sales and how he tracks and tests what's going on so he can tell exactly what's working.

In this DVD, he explains his new and unique approach to Internet marketing: Info Service Sites.

To watch a free trailer for Dr Mike's DVD, please go to;
www.tradesecretsdvds.com



My TOP TEN Most Highly recommended 'Must Have' Products or Services

I've used all the products and services listed in this book and they are in this book for one reason – They are the best at doing what they do.

Which ones are the best? It's impossible to choose between them as they all do different jobs brilliantly.

But if I was to have my arm twisted, I would choose the following as my personal **TOP TEN** as I feel they offer that little something extra which makes them stand out.

I'm sure people will disagree with me but this is my book, so write your own and you can list your favourite Top Ten.

#1

Brad Callen's SEO Made Easy

www.trade-secrets.org/seomadeeasy.pdf

Brad Callen's Keyword Elite

www.trade-secrets.org/keywordelite.html



#2 Perry Marshall's The Definitive Guide to Google AdWords™

www.trade-secrets.org/definitiveguidetoadwords.html

#3 Marlon Sander's Marketing Dashboard

www.trade-secrets.org/marketingdashboard.html

**#4 All of the Internet Marketing Millionaire DVDs
To watch the Free trailers, please go to;**

www.tradesecretsdvds.com

#5 Armand Morin's Ebook Generator

www.trade-secrets.org/ebookgenerator.html

Armand Morin's Ecover Generator

www.trade-secrets.org/ecovergenerator.html

#6 Yanik Silver's Instant Sales Letters

www.trade-secrets.org/instantsalesletters.html

Marlon Sander's Push Button Letters Software

www.trade-secrets.org/pushbuttonletters.html

#7 Marlon Sander's The Action Grid System

www.trade-secrets.org/actiongridsystem.html



#8

Carl Herod's Clickalyzer

www.trade-secrets.org/clickalyzer.html

#9

Bill Myers Product Developers Private Members Site

www.trade-secrets.org/billmyers.html

#10

Jim Edward's Affiliate Link Cloaker

www.trade-secrets.org/affiliatelinkcloaker.html



Other Highly recommended Products or Services

1SHOPPINGCART

YOU WILL NEED an **ALL-IN-ONE, STATE-OF-THE-ART, SHOPPING CART / MARKETING TOOLS SYSTEM** to succeed online, you'll need a domain name, a web site, a product or service, a shopping cart, a merchant account, marketing tools, traffic and training!

And there's only one solution.....1 Shopping Cart. It's the market leader and no one else comes close. They simply are the best at what they do.

www.trade-secrets.org/1shoppingcart.html

GODADDY.COM

Best and most reliable domain name and website hosting company. Loads of extra free features, but most importantly, they will not let you down when you need them.

Domain Name Registration

www.trade-secrets.org/godaddydomains.html

Website Hosting

www.trade-secrets.org/godaddyhosting.html



IPOWER HOSTING

I Power are the only other domain name register and website hosting company I use. Their domain names are just \$2.95 - The cheapest on the Internet.

Website Hosting

www.trade-secrets.org/ipowerhosting.html

Domain Name Registration

www.trade-secrets.org/ipowerdomains.html

ADTOOLS

As recommended by Perry Marshall. Essential tools for Google Adsense users. Automatically places [] and “ ” around all your keywords. Worth having just for that in my opinion, but it has loads of other great features.

Take a look for yourself. Lower your Adword bid prices overnight with this bit of kit.

www.trade-secrets.org/adtools.html



AWEBER

Quite simply the most reliable, easiest, cost effective tool to capture visitor sign ups, send unlimited follow ups and newsletters increasing your profits.

Join the thousands of others who've discovered AWeber's unlimited autoresponders, follow ups, newsletters, and toll-free expert customer service with 8+ years of experience.

www.trade-secrets.org/aweber.html

XSITEPRO

XSitePro was designed with Internet Marketers in mind, which is why it has rapidly become the web site development tool of choice for Internet Marketers who are serious about running a profitable online business.

During every stage of the development process they had the Internet Marketer in mind, which is why the software is packed to the brim with features that are designed especially to make your life easier and to maximize the chance of online success.

Forget struggling to learn Dreamweaver or Frontpage, I recommend XSitePro and start selling on the internet today. Everything you need to be successful on the web is here, all in one easy to use package. It even creates Google AdSense sites for you.



Go and have a look at all the great time and money saving features for yourself.

www.trade-secrets.org/xsitepro.html

PAYPAL

It's no good having anything to sell and not be able to receive payment from your customer. Having an Internet Merchant Account with a major Bank is notoriously difficult to get. But there is a fantastic alternative – Paypal.

It's free and quick to set up. You can be taking credit and debit card payments direct from your website or email within a few days.

Over 96,000,000 Worldwide users can't be wrong! It costs your customer nothing to use and offers you not only the facility to receive credit and debit card payments, but also has an impressive collection of business tools and tracking systems including a free shopping cart facility.

I really recommend it.

Open a business account today and start taking payments over the web. Click below to check it out for yourself.

www.trade-secrets.org/paypal.html



SITE BUILD IT

Site Build It! is Web hosting that **works**. It is *the* only all-in-one site-brainstorming-building-hosting-*and*-marketing step-by-step system of software tools that delivers thriving, profitable businesses.

www.trade-secrets.org/sitebuildit.html

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