

Solo Ad Profits Boot Camp

The transcriptions - 4



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Rating and Grading

MATT: We're going to go over the rating and grading. I've got a thing here. Shawn come over here and grab this. I'll give this to you in a week. That's what we got. I don't know if you the value of what I just handed you.

I'm going to show you guys, we're going to really focus back... He talked about what to do once the leads come in and we want to get back to this conversation of getting the traffic in with solo ads. When I talk about radically different offers, this is what I'm talking about. I'll give you an example to show radical differences. I want you to visually see it. When I say radically different, this is what I talk about. This is was in article marketing 2.0 or 1 or whatever and that's the same exact thing about article marketing. Two radically looks and feels. That's what I'm talking about. Totally radically, even though it's the same exact thing, it's radically different look and feel. I think that one won if I remember that test. When I split test radicals, I always start off with radicals. I will get radically different results.

Alright he gave you one solo ad buying site and I'll give you a few. If you are looking for solo ad buying sites to give you an edge, there's a few. There's one that we actually buy from. On my list of solo ad providers, I have the original. In my **solo ad blackbook** now, which you'll get your hands on, we actually two different sets of people. We actually buy from, the first couple pages are individuals that we go to, click and buy. On the third page in is all the Safe Swap people. Safe Swaps is a great place to go to. Just to give you a general idea. On my newest version of my solo ad blackbook, I have a grade and I have a score. I'm going to go over what that means. Also, I have the name of the individual, the grade they got, the score they got and the range in which you can buy traffic from. Just to give you an idea, there's somebody on here from 100-1000. 250-1000. Looks like the highest one on here so far is 4000. There is one guy that can deliver more than that but his numbers are really low. Let's see. Basically, the average range in here is from 100-1000. However, there are some that go way past that. Unfortunately, at this thing right here, I don't think my assistant looked either, I don't know what happened but it seems like some of these are missing. Some of these didn't have their stuff in Safe Swaps. We do have people know what their numbers are. We have some numbers on a couple pages that didn't have the rating. You get to see the grades and scores. For some reason, the actual amounts you can buy aren't on there. I've got to find out why.

Another place is **solochecker.com**. If you don't know about it, I believe this is really new. It just came out the other day. It just came out this week. He hit up when he found out about this. He showed me and gave me access to it. It looked pretty cool. It's very, very new. The good thing about you coming to this and even, it's funny.

Marketing Basic Principal

There are two different conversations going on in the marketplace right now. Solo ads are dead. But I'm seeing them thrive more. It's kind of like I've been in this game since 1999. Email marketing has

been dead many times. If you haven't figured it out, what really goes on in this market, the reason why things die is because they want to sell you the solution. That's what happens. Gmail is killing open rates or whatever. No shit, because they're going to be putting on a seminar that will show you how to make sure you show up. They want to scare you so they can get you to come and get their product or seminar or whatever it is. That's how the market is. That's what happens in marketing. That's the way it goes. If you want to sell more, scare the shit out of people. People buy more shit when they're scared as hell. Most of you weren't in the United States when Y2k occurred. When it came out, more people started preaching about the fact that the world was about to end. All the computers are gonna die. Guess what they were selling? They were selling generators, gasoline generators and selling a shit ton. I was in high school when it happened. I was going to buy a shit ton and sell them to the people who were scared as shit about the world ending. Canned food sold like crazy. Billions of dollars was made off of this. The day came and nothing happened. Just think about Y2k when people start tooting their horn about the death of something. It means the death of something is the creation of something else they want you to buy. If you go and leave here and read about people talking about solo ads are dead. It's that they have the solution to the death of it. Look at the true reason for the marketing. I don't think they're going to die. I see it's more and more. I think it's more and more, it's getting better. What's happening is, if you look at it, more quality control is coming into the market. If you pay attention to it, there's no standard. Same thing, I remember when I started in email marketing. We just used to harvest emails and press send. We used to spam the shit out of people and make money. Today you can't do that because there are more quality control factors. The bottom line is what I'm stating is, if you watch the market, there's still a lot of things, there's nothing back then to stop you from getting, now there's spam control. But the fact is quality control is coming in a little more. So actually, I think it's going to hold people a little more accountable. Most of the guys more accountable. Some people can still get away with it. There is some crap out there. We were just discussing it. We had a person on here that had a really low score. They're selling exit pop traffic, which isn't a true solo ad. They're misrepresenting what they're actually doing. Solo ad traffic, to me, like I said at the beginning of our time together, is someone sends out an email. Somebody clicks the link, somebody goes to a page. Exit pop traffic goes to a page and leaves. It's not solo ad traffic. It's more or less exit pop traffic. That traffic is a lot cheaper.

Solo ad checker is just coming out. He asked if he could come talk and I said no. For no other reason than we just didn't have time for him. Solo ad marketplace which Shawn just showed you. I will tell you that I know Shawn. He goes big or he goes home. He's going to go big with this thing. As he's going big with it, it's just the infancy stages. Go in there, look at it, bookmark it, come back to it in thirty days and I bet it's going to be night and day. He's already been talking to getting in to some private chat rooms to start communicating with a lot of people. He's probably going to be personally contacting him. They're going to build this thing out. It will get bigger.

Step 1 Purchase the solo ad - So talking about rating and grading. As I purchase a solo ad, I go out. I click on a link, go to their page, purchase the solo ad. I give them my PayPal information. I give them my PayPal email. I give them my email for them to send. I give them the link. After that happens, after they deliver, then we rate and grade. We grade and score them. Basically, this is how we actually do it. This is what my numbers are. It's pretty simple. If somebody delivers, we go by, I use this as a grading

scale. In my school, I don't know if you had letter grades but we do. So the grade I gave people, if they deliver within three days, I give them an A. If they deliver within 4 to 7 days, I give them a B. If they deliver within 8-14 days, they get a C. If they go past 14 days, I give them an F. I want to be clear that just because somebody's got an F does not mean that I don't buy from them. It lets me know that I won't be able to get them done in two weeks if I go back and buy from them again. I just have to adjust for that. I just can't count on instantly. If I need something today that I need to get traffic to right now, I have to go to my A's. When I buy my monthly, I don't care what you're ranked, typically. If you're an F as in never mail, then you know, basically then I'm never going to buy from you of course. So I basically give them in my grade school, basically, we've got A's, A+s and A-. If I give somebody an A+, that means they over-delivered. That means I bought 100, I got 160. Kind of like what Shawn showed you. If he bought it two days ago and they delivered within two days and bought 100 and got 160 back, you just got an A+ because I bought 100 and got 160. If I bought 100 and I got 98 but you told me you're delivered. If I look at my stats and see that you're like five short, two short, I'm not going to complain about it. I'm just going to give you an A-. That's how it works with me. If you under-delivered, you get an A-. I may look at an A- because I know my scoring system which I'm going to talk about. If my conversion is great, I may look at an A-, if you slack off on 2, I'm okay with that. I just want to know what I'm dealing with here. I actually think that in an ideal world, if I was a solo ad provider, I believe you should over-deliver. To me, I would much rather deal with somebody who says, as long as they're upfront and honest about when they're going to deliver. It bothers me when somebody comes in and stops at the exact number. That kind of scares me. If you stop at the exact number, there is something, you've got the mechanism in there, which I probably know what you're using to do that, people can stop it on a dime. That's fine. That probably means you didn't use my swipe file because you're not going to do that with my swipe file. You'll let it over run or under-deliver and then do it again, which will put you over the top. I know who I'm dealing with. If they get an A, they get the game a little more than I want them to. I want somebody that has the position of let's over-deliver or I'd rather deal with someone who has the position of hey I'm new and this is what I'm doing to get money. Usually the newer guys are the ones that are using really cool generation. On their list is their mom and dad and everybody excited about this idea. They're the most hyperactive people. That's why I like the newer guys.

Scoring

My score is really simple. This drives everybody nuts that I meet. It's just the opt-in rate times two. Why won't you do just the opt-in rate? That's fine but to me, I got graded on a 100 point scale. If I got a 100 on a test, I got an A. If I got 102, that means I got bonus points. So I actually do that and I did that based on the fact that the typical opt-in rates aren't really, you're not going to see a fifty percent from all the vendors. So if they do go above 100, which means 50 times 2, to me, I like larger numbers anyway. I do a 100 point scale. To give you an example, if they had a 30% conversion rate, multiply by 2, that's 60. If you see a score 22, 82, 24, 60, you just divide that by two and get the actual conversion rate. So if they had a 20 grade, they had a 10 percent conversion rate. They had a B on the grade. But

their traffic sucked. This person had an F because they didn't deliver within two weeks but their score was good. Another one here got a B+ and they got 102. It's easy for us to see, I tell my lady in my office, if the number is 60 or higher, go buy again. It's easy for me to tell my team to do stuff. When I designed this scale, I did it so I could go tell... I didn't think about my team but when I created the grading system, it was like how am I going to teach my team in the Philippines to make smart decisions. Hey, if you see a 60, buy again. Mark on there, if it's an F and a 60, that person did deliver but it took them a long time to deliver. So we know it's going to take a longer time. We can time things going on. That's why have the grading and rating scale. Rating allows me to know if I want to go again. There are some in here. There are some that are below. We have 32, 102, 88. They're all over the board. To me, and I will just tell you, you know, there's one thing somebody can analyze this and say well, you could really figure out who would be good. It would be good to figure out the cost per but to me, I know what a lead is worth to me and I guarantee that the price will be way small to what I'm going to get out of it. I'm going to show you what I've only shown a small group of my numbers because I know my numbers really well. You hear Shawn talking, he knows his numbers. I know my numbers. When we sit down at the country club, we say hey what's your EPC on that offer? When we got in the car, how many clicks are you dropping now? We're looking at how much clicks we can get. We never talk about how our subscribers are. We just care about how many clicks we're dropping. Subscribers are just doesn't really matter to us. It's going to help us but subscribers don't equal clicks. I can have a list of 10,000 people and have as many clicks as I would have on a list of 100,000 people. Subscribers don't equal clicks to me. A real list to me is a list of clickers and buyers. A real list isn't subscribers and openers. Subscribers and openers don't equal money to me. Everybody gets the whole thing wrong. Everybody cares about stupid open rates. I don't give a shit about that. I care about the click through rate. That's the only way you can get to earnings per click. Clicks are currency.

So this is kind of what the scale is. To give you a general idea, I do have on there, just to share with you, I do have this and what I would like to do is... so I tried to get this thing printed but I do have the actual file on my computer. I'll email you the file. It'll be easier so you can point and click and go. You will have the data and sort it anyway you want. I will show you the file. Just to prove it's on my computer, I'll get it to you. So here's the grading. This is what's in my hand. So it's basically, it's all scored and everything from there. This is all the stuff we have on people. It's all on there. This is what's in my hand and I will deliver it to you. I will tell you that it's for the person who invested to come in here. Also, I'd like to make an agreement that you don't put this on some black hat forum. You don't put this out here because one day down the road, I'm going to sell this for myself. You'll be the first one to have access to this. This is my, I spent a lot of money to do this. You hand this out, you can fuck me over and screw yourself, quite honestly. People rip me off really quickly and then all of the sudden, they beat me to the game. The only right you have to this stuff is to use it for your own person. You don't have the right to resell this. My grades and my scores are mine. I'm handing to you so that you make a better decision, so you can go in and buy. I spent the money to get there. You just shortcut your way to making sure you make better decisions. It's not so you can go out and sell my information. I'll fly out here and kick your ass. October 5th, I'll be up in Manchester so I will come back around that time to get you.

Solo Ad Markets

There's Safe Swaps. I have it broken into two different forms. This one is a Safe Swaps area. Above Safe Swaps, is the others. All the way at the top are people you can go to and buy from them directly, which is on there. Some of these people, you can see you may have to have a Facebook account. You have to contact them personally on Facebook. This person here. Then you just contact them through Facebook. They aren't many Facebook. There's some things off the Warrior Forum classified ads. I will tell you this, you're getting the recent version. The one thing, the reason I'm doing this is because the only thing I'm asking from you, I'm going to give you this and it's kind of like one day, I'm going to come out with a WSO and I'm going to put in on the forum. If you would come in and comment and say hey look, this event is going to be recorded and maybe given as a bonus or along with the WSO. The trade off is if you would, you see that I come out with and go there and be kind. Say hey, I was at Matt's event and I really enjoyed it. That would be really nice. If not, it's fine. It's not like I'll chase you down if you don't say anything. I want to put something out good, create some great products. I've made a lot of changes in my office. Most of you don't know the shit that happened to me. I went through a lot of shit in the last couple of years and it changed my life, as in things happen. I wasn't allowed to teach so I have been out of the teaching for a while. I'm back in because I feel that there is especially with the Warrior Forum, I think there needs to be some leadership. There's a lack of it right now. They're following the wrong leaders. I have some different beliefs on things. I'm going to give you access to this. You can have it. Just if you would, whenever I come out with it, which may be in a couple weeks so you better go fast. But anyway, that's going to be on there. So the big thing is that's my personal blackbook. Rated and graded. That's how I grade them. Once again, if you didn't get the grading scale or the rating scale that I do use, that's what A means. Just so you have an understanding. From there, the plus and minus. Then you can see there's not many minuses on there. There are mostly a flat up. If you know somebody on there and they got a bad grade and they want to get re-graded, tell them to contact me and they have to send for free. I'm dead serious. I'm going to write that in the WSO.

If it's 110, then you know it was a 55 percent conversion. You can figure it out by looking at the data. That's my personal solo ad blackbook. So what I want to do is talk about this but I want to bring up something kind of... I spoke at the JV Zoo event. I'm going to go back in. I've got two more slides left. What I want to do is I want to share with you, everybody wants, I'm going to share with you my presentation at JV Zoo because I think it will be good to give you guys some really cool stuff. Then I'll come back in and show you my internal data. Then you can go and decide if you want to play this game or not. Let me just show you, I know how to turn 100,000 dollars into 2.4 million dollars. I'll show you exactly what it is. You've got to understand compound interest for it to make sense.

This is my twenty minute slide at JV Zoo that I did. I just want to share with you guys this. Basically, yup. I'll tell you about that picture later but first... what I just did was I just kind of framed everybody, teased them about, they were wondering what I was doing with these crabs on here. But first, you've got to pay attention. If you do your presentation, I didn't give you the disclaimer but I cuss and say fuck and shit and I really don't care. I'm actually in my socks. I spoke at JV Zoo in my socks. They were like are

you serious? My feet hurt. I've been sitting on my ass the past fifteen years. I do cuss a little bit. And I can't spell. And my grammar sucks and I know I spelled grammar wrong. I did that purposefully. These are 47 random tips for marketers. It's pretty cool. I'll just go through them.

Tip #1 If you follow an idiot, you are an idiot. Pretty simple. I believe if you follow an idiot, you are an idiot.

Tip #2 - Don't follow egos, follow bank accounts. One of the biggest things I think, these are tips for newbies. Don't follow egos, follow bank accounts.

Tip #3 - Find your friends faster and easier. When I met Shawn, I bought my relationship with Shawn. He bought his relationship with me before that because he mailed for me unselfishly. Mark Joiner, I don't know if you know who he is, I did a workshop in Atlanta. He was one of my students. Many of the biggest names in the market used to come through my stuff. Mike Litman, I started Mike Litman. If you know Russell Brunson, I fixed his business and made him a rockstar. Nobody has heard from me in the last six years but I was one of the guys everybody used to come to. Then I disappeared off the map. Now I have come back. There are some reasons for that. But when I met Shawn, I was doing about 3 millions a year. Shawn was doing 10 million a year. I had 47 employees and he had three. I sold my house and moved into his neighborhood and said okay, now we're friends. I bought my friends. My college friends because I was in a fraternity and I still belong to a few societies which I buy friends. Not going to get into those.

Tip #4 -The fact is tip number four is just be yourself. One of the things I see is that someone is trying to copy somebody else. Sometimes that can... you've got to be yourself. Follow success but also be yourself.

Tip #5 -Follow your gut and intuition. A lot of times it's really good. Sometimes, marketing concepts are counterintuitive. What I believe to be true is not always true. That's why I test. Follow your gut. A lot of guys try to fake it. When I started online, I created my first newsletter called Millionaire Minutes. I was at Kiyosaki (Rich Dad) a long time ago. Tony's son is one of my best friends. I used to work with them years ago. I was the number one biggest cash flow facilitator in the world. When the game came out first, Cash Flow 101 and then the book came out next. They couldn't sell the games so they sold the book.

Tip #6 - Don't fake it. Make it.

Tip #7- The next thing is if you're not consistent, you're nonexistent. What I mean by that is if you notice, anything I do in my business, I'm consistently doing it. I have a lot of people I see in the marketplace, they do something, it works and they leave. I find something that's successful, I'm like a dog and I hold on to it as long as I can until you try to pull me off. If you're not consistent, you're nonexistent.

Tip #8- Go where you're celebrated, not tolerated. Some people try to belong to people when they're just ousted out. It's amazing what's happening right now. I've moved over to the WSO world and it

seems like I've been celebrated, not tolerated. I've done two WSO's in my life, in the last five weeks. I broke over 1000 sales, I hit WSO of the day within six hours each time. I didn't know my plans until I just went to the event. Wow, I'm really celebrated over here, this is really cool. It's one of those things that I talk about go where you're celebrated, not tolerated.

Tip #9- Don't buy golden turds. We can sell it, that's fine. Don't buy golden turds because it's not fun.

Tip #10- Don't be afraid to fail. **Fail fast.** The faster you fail, the faster you'll be successful. I fail as fast as I can. Last night, I was talking to a guy that was in this room that's a big marketer, I'm trying to keep his name down. But he made a comment to me, he said here's a really good strategy. I went up to my room and did it. I'm fast to implement and fast to fail. I'll do it so I can fix it as fast as I can. I won't look for reasons why it won't work but why it will. When I look at something, I think how can I make this work? I never look at why it won't work. I don't ask myself that question. If there is a failure that happens, if I buy a solo ad and it doesn't work, I take the blame for it. I say, what did I do? How can I fix this? I start analyzing to see how I can make it work the next time. I don't stop, I keep going.

Tip #11- Money in motion creates more money. I'm going to show you my thing and this will make more sense once you understand compounding interest. This is really important for you to understand. One of the biggest things, I used to do, I used to, I was one of the first hundred people to ever use a company called Infusion Soft. It was me and Jay Livingston. We used to speak all over the United States for Infusion. We would bring people in and help them grow. Jay and I did that but the one thing is, Jay always said to me, take twenty percent of your income and always reinvest it back into marketing. I've never forgotten it. It allows me to accelerate. Marketing is and lead gen. is the life blood of my business. I've never stopped doing it.

Tip #12- Understand compounding interest. This is going to make more sense once I show you what I'm about to show you. Understand compounding interest, just to give you an idea, you guys have pence here. We have pennies. You understand the different concepts. What happens when you double a penny every day for thirty days? If you double every day for fifteen days, that one penny turns into 163 dollars. If we actually take that and we move it after thirty days, that one penny doubles every day for thirty days, turns into over 5 million dollars. One of the things that most people forget about, when you are building your list, I'm building up. I'm increasing my clickers and always reinvesting back in. It allows things to compound really big. There's quite a big difference once you look at it as if you were getting over five million dollars. The number one biggest failure that I think most internet marketers make or anybody. People that are launching, I've done many million dollar launches, I just don't share my numbers. Every number that I've ever heard on a launch, that anybody has ever done, even the guys that claim that they're the launch gurus and they sell 1,000 dollar products, I outsold and brought home more money on a 37 dollar launch than they ever did on a 1,000 dollar product launch. I really did have over 2000 affiliates sell for me on a launch. I've never revealed my numbers and I never will but I will tell you I took two years off. I paid off everything I had. I don't have any debt. I just play this game for fun. But anyway, so it something starting a business is kind of like one of those things to think about. It's like starting a rocket ship. As the rocket ship goes into space, taking off into space, you spent 80% of all your fuel. Your fuel could be your energy or money, taking off but once you reach a

certain point, it smoothly flies with minimal consumption. That's why we invest a lot of time at the beginning and then take off. A lot of guys do it, make things happen from there.

Tip #13- Google changes their algorithms like you should change your underwear. So stop whining and start buying traffic. I've personally have never met an internet millionaire that really made all their money or made millions of dollars from free traffic. I've never met them. Maybe there is one percent out there but every guy I know will sell it and tell you to buy it but they've never really used it to make their millions. Most of the guys I know made it through email marketing. Every guy I know almost made it through email marketing, if not launches.

Tip #14- Don't trip over the pennies on the way to the dollars. These are some things I say in my head. Even like this, you look at some of these, a few pennies off or whatever.

Tip #15- Understand the law of large numbers. I talked about that earlier. It's a statistical term that assumes that the number of the sample increases the average of the samples. As the number of sample increases, the average of the samples is likely to reach the mean of the whole population. I think this is really important.

One of the biggest things for me in my acceleration is when I went out and hired an assistant. Because if you think about this, I really do charge, I have people, I charge 20,000 dollars a day. I've been getting it since 2006. If someone want to spend a day with me, it's 20,000. They want to spend an hour on the phone with me, they pay 2,000. It started because I didn't want to do this shit. I kept raising the price and people keep paying. I thought about charging fifty. I feel more comfortable at twenty. Plus, I get more at 20,000. I don't know if you've ever done that, I get a lot more. I'm book twice a month for 20,000 days. When I made my big leap, if I made 20,000 dollars a day, why should I be doing five dollar an hour work? The easiest way to look at this, look at all the money you make and divide it into how many hours you work a week. Figure out how much your time is worth. Shit, I make this much money, why don't I hand some of this stuff off? Everything touches me, I hand it to a person in my office, they get it down, I don't want to go talk to the Philippine people. I want to go in there and shit goes wrong. I don't want to deal with all that stuff. I don't want to deal with a three dollar an hour employee. My people who I pay ten, fifteen dollars an hour or whatever I pay them, they go and talk to the Philippine team. That is not worth my time. I don't want to talk to those people. To me, it's just different.

Tip #16- Don't be a one man show.

Tip #17- Understand opportunity cost. I think Shawn hit on this.

Tip #18- Every don't mail or don't buy solo ads or do something, you lose money. That's a really important thing. Every day you don't mail, you lose money.

Making More Money

Tip #19- Money making list. I said this early. **Money making lists has clickers and buyers, not openers and subscribers.** That's the bottom line there.

Tip #20- If you want to make more money, increase your click line. We talked about that earlier. Basically, you have a line that your consistent clickers or if you average out your clickers... You have people bobbing up and down. You have people who get your offer and get off. It's going to happen. Don't cry about it or whine about it. I only look at three numbers when it comes to this game, especially email marketing. Subscribers, clicks and EPC. That's the only three things I care about. The only reason I look at subscribers is because I monitor them coming in. I want to make sure I'm increasing my click line. I want to monitor my clicks on a daily basis. I want to know if Shawn just tells me it's a great offer, doing a \$1.25 a click. Then I know I'm 20 cents higher than John on every offer I mail. So if Shawn tells me something is a buck a click, I know I'll make a buck twenty. If Shawn says he's doing an offer at fifty, I know I'm going to come in at seventy cents. I know if I mail that offer, I'll make x dollars. That's what's going through my head on a daily basis. I'm always thinking about numbers. The whole goal for me in email marketing is raising the click bar to get more subs.

Tip #21- The big thing is don't cross the line. This is a big thing. This is really important for people to understand. I was talking to Curran about this. I was doing a launch. He hit me up and said, Matt why didn't you ask me to promote your launch? I would have done it for you. I said, no, you're on the other side of the line. He said what do you mean? I said, I came up with this whole idea. The whole thing is the market is built, every market is divided into three different areas. You have the pures, the hybrids and the biz ops. Now, the fact is I said, you are on the pure side of the game. There's a line which goes across the top. That line, if you're building a list, if you build a list in the hybrid area, biz op is hey, push this button and you'll make a million dollars in a second. That's pure biz op. Then you have another guy that says, hey, look you can start a coaching business and work your ass off and make phone calls. That's a pure offer. A hybrid is a mixture of both. I choose to play in the hybrid area because a hybrid can actually move to both sides of the game. Now, a biz op cannot market a pure offer. That's where everybody makes the mistake. If you wonder why, my shit's not working. People will say I'll mail this and it didn't work. The reason it didn't work is because you crossed the line. A pure, let's put it in the weight loss area. Just to give you a clear understanding. If this is a weight loss niche, if we're in the weight loss niche, a pure weight loss niche thing would be this. You're going to have to get up every morning and go for a jog for a mile jog, eat right and you're going to have to work your ass off and sweat your ass off. It's really simple, quite honestly. People know they need to do it. People don't want to do it or that's pure. That's a pure conversation. The biz op is the guy that says hey look, these are magic pills. Take one and lose 100 pounds every time you take a pill. If you have a list that's a pure list, and you cross the line to the biz op list, then you're going to have the highest bitch rate ever. You're going to be dealing with it. You'll sell a shit ton of it but people will be pissed off. You're going to have crazy complaints. A biz op guy tries to mail a pure offer won't sell. It won't work. You cannot cross the line. As soon as you cross the line, it's market mismatch. It's a subscriber offer mismatch is what we're

looking at. What people don't understand, I like to stay in the hybrid so I can move to the pure. This is a pure conversation. I could call this fastest way to make money sitting on your ass. This is a lower hybrid biz op thing. I called this solo ad profits. That moves this to the pure. This is more a pure thing. This isn't down the road, traffic magic money workshop or whatever the hell it's called. The fact is, pures are different types of people. They're more in the top, we talked about the list being 90% newbies. I put this class in the 10%ers. This is how the 10% crowd works. You've identified yourself coming here. Only 10% of my list would even be interested in this. There are three types of people in the 10% club. Actually it's 6, 3 and then 1. 6% of those people have bought a lot of shit, know a lot of shit but they ain't done shit. They just think they do. That's the 6%. 3% is going out there and doing stuff. They're making some money online. They're really doing it. They're actually grabbing something that we talked about today, they go and do it. Then you have the 1%. There is some 1%ers in this room. The 1% is going out there, making millions of dollars online. That's how the whole world is broken up. There are people who believe in their minds and know what they're talking about. They are on these lists and think they will advance. They won't because they don't implement anything. It comes through implementation, not through reading a fucking book. That's kind of how that works.

Tip #22- When copywriting, I'll just tell you, when writing copy, what I've found always helps me when I write copy, I got back into writing my own copy. I have found that if I do a biz op offer, I can't write the copy. I have to hire that out. I cannot get copy out of myself that says hey, make money, push these buttons. I can't do it. It sickens me. I know it works. I have lists that do it. I just can't touch it. But I know it sells. So there are times I have people write copy for me. But when I am writing copy, what I've always found is the easiest way to write copy is just tell the truth. It's like I swear to God, I just write the truth down. Then I go back and find some magic words that will make it right, sound better but I just write the truth out and take the truth and use magic words to make it sound better. You'll discover how to do x, y, and z. I don't know if you know this but I was here in London last Thursday night. I sent an email to the event and said hey, I'm not coming. Last Thursday night. I wrote the copy before I came back home on the plane to Atlanta. I got home, I passed out. I woke up the next day on Tuesday. I sent the copy over to my assistant and said please read it for grammar and spelling errors. I fixed it and then the next day, I think I sent an email. That's how this whole thing came out. I did this in two and half days. It's easier for me to write a full day presentation than it is an hour and a half. **But the truth will set you free.**

Tip #23- Split test. A lot of people don't split test, they optimize. What I mean by that, when I was talking about radically different things. Radicals is what I'm talking about when I'm talking about split testing.

Tip #24- Break the rules. Break the rules, not the law. When I say rules, I'm talking about the rules that people place in your mind that aren't true rules. A lot of guys say this is the way things are supposed to be done. I've been around the internet to know, most people don't realize and some of you might have been there but I remember the day the opt-in page came out. Here's some bullshit, if you want to know the truth, you know those videos? You see that thing that pops up underneath it where the buttons pop up? I created that in my basement with my programmer. I showed it to somebody and they ripped it

off and sold it all and said they were the creators of it. It has my code in there so I knew it was mine. A lot of time, people believe this bullshit.

If you're told something long enough or someone is loud enough, everybody believes it to be true when the fact is perception is reality until you find the truth. Just realize that. Like, there's a lot of shit on the internet that you believe to be true because someone said it long enough and loud enough. But the person who started it was wrong the first time. That's why I test everything because I don't believe anything to be true.

The Apocalypse

Tip #25- To sell more, I believe, to sell more, one of the things is that you have to emphasize. Empathy is one of the most powerful things you can add in your story and your sales letter. Empathy is one of the secrets to my launch success. Actually, let me show you, let me give you an example. Alright so here's what I mean by that. Let me give you an example. Let me tell you a story of what I'm talking about. This is about a man who was a huge success who made his first million right out of college. Who then built that into a thriving business in a lifestyle most people dream about. He had fifteen thriving companies making multimillion dollars a year, every year. A big house, his own private airplane and a happy family. And the belief that nothing could be taken from him. Until one day, in December of 2008, he heard a knock at the door. Two men in black suits and badges stood in front of him. Then they said the five words that can terrify even the strongest person. We're with the Internal Revenue Service. They came into his house. They sat him down. They told him that they were with the criminal investigation division and began to ask him questions. Questions about his business, finances, associates and his family. He answered whatever they asked until finally he said, why do you want to know all of this? They said we can't tell you that. He went back to them and said well, have I done something wrong? They said we can't tell you that. He said but if you just tell me what I did wrong, what this is all about, I'll do whatever I can to fix it but I've got to know what I've did. They said we can't tell you that. He finally realized that he better shut up and get an attorney before he said something wrong. He asked them to leave. They said fine, but you should know that our investigation could result in you ending up in prison for five years. So he hired a big time tax lawyer and one of the top auditors in the country. He combed through all his companies' books. Neither could find anything wrong or had a clue as to what could have brought the IRS down on this guy. Over the next several months, his life became a living hell. Concentrating on anything became impossible. His wife was close to a nervous breakdown. His kids didn't know why things at home at changed. Every day he wondered if this was the day he would be carted off to prison. Then one day in April, a letter arrived. When he saw the IRS logo on the envelope, his hands started the shake. This is from the IRS, April of 2009, says you are no longer subject to a criminal investigation by this office regarding this federal liabilities however, this does not ... your re-entry by criminal investigation into this investigation. He showed this letter to his expensive attorney who then said, in all my years of practice, I only ever seen two of these. What you have here is

a golden ticket. With this, you can get out from underneath the entire ordeal. However, this is not a get out of jail free card. They can come after you again anytime they want with no more warning or explanation than you got this time. The question is are you willing to do whatever it takes to make sure that nothing happens to you and your family again? Then he replied, of course, I'll do anything. Then the lawyer said you're going to have to lose everything, you'll have to bankrupt all your businesses, cut all your business ties and stop doing whatever you're currently doing. You can't associate with anything the IRS has been investigating for the next two years. In other words, you're going to have to start all over from nothing. This is not what he wanted to hear. He was mad, depressed and scared but he had no choice. He said to the attorney, he said one condition. He said I'm not going to leave my merchants and employees holding the bag no matter what. So he dipped into his own pockets and he paid everything. Just so you know in that year in December of 2008, he ended up doing over 30 million dollars with all his companies. But dipping into his own pocket, he paid everything he owed to him. He bankrupted all 15 companies. He handed over his private airplane to the government. And said goodbye to his career, his wealth and his livelihood. He was free but he was broke. One more thing you should know, that guy was me. So that's why I haven't been back for the last six years. I couldn't get back in the marketplace and do events. What I'm doing now is going back into the WSO world and do a lot more stuff. I'm coming out with more products. I'm getting back into the pure world. I moved all the way down to the biz op world. Now I'm in the hybrid world. Now you're a part of the product I'm going to make to help the community. I lost everything. When I say that, I wasn't allowed to use any of the vendors I ever touched for two years was the agreement when I got rid of all my companies. I had to start all over from scratch.

Starting From Scratch

I never took any money from Clickbank. That's why I moved straight there first thing. After two years on Clickbank, I finally did a launch on Clickbank. I wasn't allowed to create my own product because that was something I felt I did before. After two years, I created my first product. The first product I put on there ending up breaking the gravity record on Clickbank. Then I started doing everything else. After that, I took two years off because I hit the lottery or whatever you want to call it. I took off and tried to figure out who I was. Now I'm back and I'm building really really really really hard. Because I choose to.

That story is true. In 2008, the IRS came after me. To this day, they never found anything amiss in any of my businesses. They never said what they were investigating. I tell you this story because I wanted you to know that when I lost everything, when I gave everything away really walked away from it, not by choice but kind of by choice. I was where many of you are right now but with a burning desire to provide for my family and to take care of my wife and to have a nice home and to my kids. This all happened and I went over to Shawn's house. I had three houses at the time. I had all my expenses and didn't have anything coming in. I paid everyone personally. I just did a huge launch that year. It was a really controversial one. I did a launch where I sold my newsletter and it was Matt Bacak Retires, and

retired my event. I brought in over 15,987 customers in less than seven days at 37 dollars a month. All that money just went away. My life was just done. But I had to get back on my feet. So what did I do? Before I got into split testing, that's why I'm an advocate for split testing because I figured out I didn't have any money. All I had was credit cards. I went to people I owed money to and said you can go get it from the government and you can get it from me right now and I wrote checks to people. I lost everything. All my money was gone. I had to get good and I knew one thing, building my list. First thing I did was start building my list. I went to Shawn and said you're doing 10 million dollars a year with three employees, how are you doing it? That's why Shawn and I have a great relationship. He was the only guy I told. No one knew this shit happened to me. I hid it because I was getting beat up by people on the internet. I took care of everybody I owed, didn't screw anybody and that's why nobody heard about it. And I just left. I was gone. Shawn showed me the game and how he was playing it. I was already building a list but he showed me some of the game. We started building a list. From April to the end of the year you can look at my tax return, I made 2.6 million dollars just by building my list and sending emails. So I'm just saying that if anybody is in here that's newer, you can really make a lot of money but you've got to work your ass off to get there. Once you do it, it's on straight autopilot.

Tip #26- What I did in that story, just so you know, it's a 100% true. There's no fabrication in there. What is it is I actually followed a thing called the hero's journey. If you don't know anything about the hero's journey, I would tell you to get into it or understand it. Realize what it is. It's a thing, you've probably heard of Harry Potter. You've probably heard of Star Wars. Let me give you an example of this, who here has heard of Luke Skywalker? Who hasn't heard of Luke Skywalker? He was an orphan living with his aunt and uncle in the wilderness. Think about this. Harry Potter is an orphan living in a remote wilderness called suburbia. Luke is rescued from aliens by wise bearded Ben Kenobi. Harry is rescued by a wise bearded Hagrid. All I'm saying is there a formula that is in our DNA as human beings. One of the things I've done over the last few years is study and understand is how people control other people. That's why I say these things like we're here and you live in more history than we do in the United States. One of the times I was here, I went into Windsor Castle and I went in a pub with a guy and I said, damn, this thing is older than my country. He's like what? He's like I never thought of it that way. I'm like dude, you have no idea the history.

But one of the things I did is I'm a huge history studying of history and culture. Understanding how people controlled other people, especially the masses. One of the things I discovered was the Knight's Templar. Not of today but the Knight's Templar of the 1400s. I read all these stories and understanding it. One of the things that most people don't know, when they were in King Solomon's temple, they put them inside this room where they stayed. Inside that room, story has it that they discovered different things about different religions. That's when they became more powerful and they built everything. They became very powerful at that time. Kings and queens were pissed off, especially the king of France. Everybody was pissed off at them because they became more and more powerful. One of the things, the moment I read this thing, it was like holy shit, this says everything to me. Everything I believe, this whole thing, the thing that I read was the Knight's Templar had a motto or a saying after that moment and it was this, nothing is true, everything is permitted. When you get that, you get it.

When you get it, you understand that nothing is true, everything is permitted. People permit things in their mind to be true. Even if you, at the moment, I don't know if you've ever been in a fearful state or when something like your life is ripped away from you, but every morning you wake up. You have these beliefs in your mind, shit that you think... my wife and I will tell you that during that time, we call it the Apocalypse now. It sucked during the moment but now we call it the Apocalypse. The only time we would talk is when, they were monitoring our mail but we didn't know that. They were telling about my family. They wanted to know how I became this multi-millionaire when my family doesn't come from a long line, there's no money in my family. They knew all this stuff. So, they didn't understand it. I just figured out how to make money on the internet. The only way my wife and I would talk, we were so scared, we had all this stuff in our heads thinking they tapped our phones. We would turn on the shower to talk. For six months, it was a living hell. I can't tell you what we went through. I say nervous breakdown but my wife really couldn't handle the pressure. It was the most fucked up time in my life. My wife thought she did it. But the fact is, it's still with me. Let's change the subject.

Tip #27- Don't be a pussy and run from the forum because you've got your feelings hurt. There are guys moving over to a different platforms because they're afraid to do WSOs because they are afraid to get their feelings hurt. They don't know how to manage the forum. Let me tell you some tricks for WSOs. When you're posting the WSO, you can set the tone. I've been bashed a lot online. Half the shit's not even real. Some of them have justified points, I understand. But a lot of people don't understand when you're communicating, the tone sets it. If you post some good things. If somebody comes in, how you handle that, if you can set new posts underneath that are positive, you can keep a positive light on the whole thing. Even though some negative comes in there, you can keep a positive light and change it. A lot of people don't understand how to help communicate on the forum. WSOs are a really good way to sell.

Tip #28- Grow some brass balls. It's really important. Get out of your comfort zone and make it happen.

Tip #29- Don't be a douchebag when getting people to promote your products. I'll show you. I've earned the right to say douchebag because I was a social media douchebag. I was on Twitter, I sent an email out to my list years ago when Twitter came out, when Facebook came out. I got 5,000 friends in a day. I just sent out an email and got all these people as my friends. I lost all my lists, too. Just so you know. I had to start all over. The funny thing about that, which most people don't realize, the government went after the banks, they gave me my list back after about 6 months because they said it wasn't valuable. It had no value. They said, I can go, there is a thing that they call it. They abandoned it. They didn't give it to me but I could go get it. I was like hell yeah. For six months, you've got to think about it, I made millions. Then I got my list back and was able to do that. People didn't hear from me for forever, I had to build hard. Then I went back and got my list back and gave me another boost next year. The thing is social media. I guess there is a Twitter storm. I got off my ass and started walking and doing the shit you're supposed to do and eating right. I didn't take any magic pills but the fact is a lot of people were beating the shit out of me on the internet because I'm doing what today's people are doing but the first guy that goes, gets shot in the marketplace.

But don't be this guy here who sent me an email. He said, I'm a big fan of yours. You're one of the people who got me inspired into this. Thank you. Now it's time for me to return the favor. I want you to promote my shit. Are you f*ing serious? You want to contact me and say I helped you, that's fine. But my way of paying you back is me helping you is to promote your shit. Maybe you should promote my shit as your way of paying me back for helping you. It doesn't make sense. Why would you do this? Don't do that. Don't be this guy. I've been in marketing for years. In return for all the marketing you've offered, I'd like to further solidify your reputation as someone who offers nothing but value to your email list, promote my shit. Are you serious? Don't do that shit. Don't. That's just stupid.

Tip #30- This is another one. If you don't have relationships, especially if you're doing a launch, all you have is EPC. This guy is really brilliant. Sometimes he give 100% of everything and eats the cost. He said buyer email is worth it. Once you have that buyer, you can treat them right and you'll have a customer for life. An example would be I have a launch, I pay 100% of the front end, 100% OTO and the down sell. It's a brilliant way for a new guy to get started. Give and you shall receive. It's a law in the world. That's what happens. The first product, he's coming out with another one. I thought it was good what he said.

Tip #31- Three main reasons why people promote, money, power and respect.

Tip #32- No numbers means no business. Numbers don't lie. They tell stories. I don't know about you but I sent many emails in my life. I've sent 2.1 million emails. I went from nothing to building it all up in less than two years and built 2.1 million subscribers after the apocalypse. I send two emails a day. A lot of the emails people get these days, a lot of people steal my emails because they know I split test and nobody else does. Everyone else is a lazy bastard and they don't test. Out of 17,768 campaigns, you can go in there and see the best days to mail, like Friday is a really good day to mail for deliverability. It's a really good day to mail but I mail every day. One thing to think on there, that'd 88% is the highest. Then you can go in there for Tuesday, Wednesday and Thursdays are good days for deliverability. The best time to send emails, to give you a general idea is 2-4 and these are in Eastern Standard Time just so you know. Then 18 so that's 6 o'clock, 6-8 o'clock are really good times to mail. Actually, I would say that 14 to 18 o'clock. That's 2 o'clock to 6 o'clock are really good times to mail. That's the highest deliverability during that time. Now this is one thing most people don't realize, to solidify what Shawn said, out of a lot of emails, basically, if you look at somebody that mails once, your deliverability is really low. If somebody mails more periodically, it increases the deliverability rate. If they mail a lot more often, like Shawn says mail every single day, it can increase your deliverability rates. So a lot of people kind of are looking at different factors but that's one thing to think about. You've got to look at, a lot of people, I don't look at unsubscribers. I just look at my click line. If I'm always increasing my click line, that's what matters the most.

Tip #33- The real scoreboard is your bank account. Bottom line. I look at business as a game. To win the game, you have to have a bigger bank account. That's the bottom line. If you look in your bank account, you have zero dollars, you're losing the game. If you're negative, you're losing the game and really sucking.

Tip #34- The numbers you focus on always increase. That's a good thing to think about. If you're focusing on certain numbers, all I do is focus on numbers.

Tip #35- Whatever you focus on, it will increase. If you're going out and buying solos, and you're focusing on unsubscribers, you're gonna get more. Focus on clicks, focus on subscribers, how many clicks. Focus on that number. When I get reports, I want the reports of the good numbers. My business and my life is a mere reflection of me. It's a reflection of what I'm staring at. Focus on the good numbers.

Tip #36- If you can't create a future if you're clinging onto the past. I had to get over my shit. I couldn't. I didn't have time to deal with that whole thing. It took me two years to realize what happened to me. Because I had to run. Just for me to live my life was like 300,000 dollars just for my personal a year for me to live. It was something like that. When you took away all my other expenses but my houses and everything else. You can't cling on the past. You can't create a future if you cling on the past.

This is one really important. That's why I focused on solo ads. It's probably this. If you have rely on JVs and launches, you don't have a business. I truly believe that. That's why I changed, Russell Brunson, that's what his whole thing was. His big thing in his business was that. I'll share with you one thing here, I want to show you something interested in the click line. The click line was discovered a different way. At the time before the Apocalypse, I had 200 sales guys. The reason I had a plane, I had a pilot that worked for me full time. Any time I wanted to go somewhere, I went in my plane. My daughter was in my plane. My son was born right when it happened. He's six now. It's right when he was a baby. I had to send the nanny out of the room when they were talking to my wife and I. This right here is a mirror reflection of my sales people. Sales people, I had three different types of sales people. Think about this and internet marketers. It's the same thing. This can represent a lot of things. This was my guy, I don't know if you've heard of Devon Brown. He was my guy. The reason he's in the internet market is because I had to get rid of all my people. You know Jason Parker? I had to let him go because the Apocalypse came. I had to walk in and fire everybody overnight. The market now is full of my old employees. Which nobody really realizes. I'll give you another Frank Kern has a guy that ran his sales floor. He is out there teaching people to sell big ticket stuff, he was my sales manager. Kevin Nations was my guy. Went out in the world, had to let him go. This community is crazy what's really going on. So, the fact is this was my sales team, my true sales team. This was Devon when he worked for me. He would go, sell like hell, he would make a lot of money and then the next month, he would get spend it all, get poor and wouldn't sell at all. Then when he got poor, he sold a lot and then he would go out and spend all his money. Does that look like a launcher? Yes, that's why launchers launch. Because they have no money. Then you have other guys that get in the market, die off. A lot of newbies. But the people in my office, they get it, if they don't sell with in the first two weeks, I fired them. There are other guys who had families, they had a certain thing they had to hit every month, and they hit their numbers. You can go and look at people online. There are certain people who are okay. There is a third line, which happens in the IM business and my sales business. I really haven't found a relationship with clickers that way. It's the guy that gets in the market and keeps taking off. Guys who got in my office

and kept hitting numbers every month. This was set on my sales model in my office. A lot of guys that runs the sales things online, where you buy it and get it, free shipping and handling. Everybody ripped off my shit and started using it. I was the one who brought it in the market. Half the people don't know where the stuff started on the internet. Most of the people who steal shit don't know the purpose of the shit they stole. That's why I said question everything. The guys that know the truth could come and destroy them at any moment. One guy was in the, I was in Chris Munch's Mastermind. Skype mastermind, actually. I do get in there for that talk. A guy hit me up on there. He said, I don't understand how you do so well on these WSO's. look, there is a difference between regurgitation and innovation. I said, you get regurgitate shit we've said then years ago.

Tip #37- When you're the creator or innovator of stuff, then that's the thing. You've got to... the ones that will win in the end are the ones that innovate. You've got to innovate the marketplace. You've got to be self sufficient.

Tip #38- Question everything. I mean, I don't even need to show you these things. Question everything. I don't care what people say, question everything.

Tip #39- Get out of your own way. A big thing I see a lot of people do is they are in their own way of success. They're arguing with success, arguing with everybody. People don't realize, I swear to you, this market, you guys don't see it. If you could look through my eyes at things, it's a different world. I look at spotlights shining at me all the time. When somebody clicks, they raise their hand. They're shining a spotlight. When I go look at sales letter, when I write email copy, it's really simple. People put spotlights on their headlines. I just yank their subject lines and headlines. You can see these spotlights all over the internet. It makes it easier. People make it so hard. They try to create an original thought. Affiliate marketing and writing emails is easy. Just look at the headlines they wrote, take the copy and put it in there. They spent more time on their headline than anything else. Just use that. The best subject lines in the world, many times is the name of the damn product. Just take the name of the product and put it in there. If you're too lazy to test, take the name of the product. Then grab the headline, re-write it a little bit so it matches you and then write click buy. It's that simple. People don't realize. They're in their own way and want to re-create the wheel.

Tip #40- I'm not God and neither are you. Lots of people in this business, their head gets strong. They think they're God. As soon as you think you're God, somebody is going to come and knock your life out from underneath you. That year, I made thirty million dollars that year. I thought I was the shit. Until the next day. What you guys don't know, when they came to my house, it was two weeks before Christmas. When he walks out my door, the guys says to me, oh by the way, have a merry Christmas and walks out. I hate my government. I hated everybody. I built my way there and it was taken away from me and I had to back and rebuild. The one good thing I learned is that you can take everything away from me, except for my mind, and I can get it back. I'm not God or you. When you start believing your God, your world will be taken away.

Tip #41- Sell to countries where the currencies are stronger than the US dollar. That's what people forget about. If you're going to pick countries to go to, you want to find countries that are at, because

it's really going to be hard to do it against the pound. If you take the US dollar and find places, countries that are at, equal to or above the US dollar, it's the best markets to get into. If you go to countries that are less, that's why I didn't put Singapore on the less, that's the one thing to know. That's one thing I've learned over the years from there. Big thing on that.

Tip #42- Know the lifetime value of your customers. If you are selling stuff, understand the lifetime value of your customer. People forget this but you've got to know that number. If you don't know how much a customer is worth, what good is it? If you don't know your numbers, that's really important too.

Tip #43- If some asshole talks shit about you, kill them with kindness. There's a guy out there, some of you might know, his name is Salty Droid. If you know him, I don't know if you know the real story but I started him. Salty Droid first post was about me. I was in Ireland, starting the first internet marketing seminar in Ireland. Kirk Christian was right next to me. This weird guy starts talking shit to me on the internet. Over Twitter. He said something to me, I wrote back to him. I said, man, I just didn't like the way he was abusing me. So I shut him off and said you're not allowed to speak to me. His post goes up and started talking about it and focusing on my friends. If you read the whole story, his first post, he started beating the shit out of me. I'll tell you one, I love him. He's the most amazing guy in the world. I told him that. He hit me up and I said, I love you. You're so amazing. He hit me up and I told him I love you. I just love you. He hit me up and said something again, I said I love you. I really do. You're so amazing. I found good qualities in the guy and told him I love him. He hates talking to me because I love him. I want to give him a hug. Like come talk to me man, I'll give you a hug. He can't stand it because he's built on hate. When you give somebody love, they don't like it. Especially when they build on hate. But I'm telling you, anybody starts talking shit about you, just tell them you love them. Just love them. Don't fight them. It's funny as shit when you do it. I do love them. I think of ways to love them. It's hard but I do.

Tip #44- Your highest investment, you guys know the guy named Ted Nicolas? Ted Nicolas, the ten billion dollar man. He's a good friend of mine. I've been over to his house in Switzerland. He lives in Cypress now. Ted and I, I was in his mastermind. Let me just tell you something I learned in his mastermind. Dan Kennedy and I are good friends too. What I ended up doing for those couple of years was spent more times with Dan and Ted. I thought let me spend some more time with them before they croak. It's true. Ted said something to me which was really cool. He's like, one of the biggest thing, especially when you start making a lot of money online is that a lot of people will blow it all. Ted said something, he said, the best investment you can ever make, I only spend five minutes a year on my investments. He said, if I spend more than five minutes a year on my investments, I don't invest in crazy, risky stocks, I invest in things I understand and know because I want to only spend five minutes a year looking at my investments. That's why he buys gold and silver before everybody was on the bandwagon. He understood it. He said I understand gold and silver. I've got a closet full of it. He understood it. So I went out and started buying trees. I bought land. I understood it. I understand trees. They grow up, I don't have to take care of them. I only go buy it. My son and I go pick up the apples on the four wheelers or ATVS or quads, whatever you call them here. They go through there. My son and go out there and pick it up. I own trees and I have set of trees. I go in and bring in people. We

cut the trees. I make money from trees. I sell it to paper mills. I replant. We take care of the whole thing. I don't have to think about. Once a year, I call people. I know how many truckloads are coming out of there. It's really simple. I know if I do a cut, it's easy. So I invest my money, everybody knows I buy all this land but what I'm really doing is buying trees. What people really don't know, all my trees are lined up for my three kids. I have each cut is going to be ready for the time they are going to graduate from school so they can go to a university. It's simple. It's done. I have another one set for when one of my kids gets married. I know that will happen too. But your highest risk investment should be in your business. Take this risk in business. That is your highest risk.

Tip #45- Your business, your life is a mirror reflection of you. It's really important to get that. But it truly is. When you look in the mirror, that's the answer. When you're wondering why everybody in your office is making mistakes, maybe you've got to look at yourself. What's going on with you? Because it's probably a mirror reflection of you.

Tip #46- Use Odd numbers - I said it was 47 tips so for this one, I didn't have a tip so I said use odd numbers when giving tips. People love numbers and actually love odd ones. They react more to odd ones. I didn't want to have 46 tips, I wanted to have 47 tips.

Tip #47- The 47th tip is use these tips and you'll make a lot of money. This isn't the real tip. But no matter what, any poor person says, more money means more sex. So don't get crabs. Just joking. That's really not the purpose. That's not really tip number 47 but it's true. So here's the real thing. It's this... this is the true thing. This is where crab in the bucket syndrome. When a single crab is put into this bucket, what happens is they can and will escape. But if you go however, when more than one share a bucket, none of them can get out. They all pull each other back down. So if one crab elevates himself above another then all the other crabs will grab this crab and drag them back down to share the same mutual fate of the rest of the group. The reason I bring that up is because crab in the bucket syndrome is often described in social situations. Where one person is trying to better themselves, the others in the community attempt to pull them back down. This is important to understand. Some people think this is a newbie thought. The moment you decide, I'm on a run to 100 million dollars. I've never done it. I've done 20 million dollars in a year. My goal is... I thought I was running to a 100 million. I'm in the position now to do a 100 million dollars. Everybody is like you can't and they can't think outside. Internet marketing community has not seen that many 10 million dollar people. there is not many in there. There is probably a few if there is any. The fact of the matter is I don't play just the game. I actually own, I have other games, I have other worlds I play in outside of the internet marketing community. The fact is we're on a run to 100 million dollar company. Building up from there but you've got to realize where you're at. If you're making 100,000 dollars a year, the reason you keep getting pulled back to 100,000 dollars a year is because people keep pulling you back to it. Why did I move into the neighborhood when I was doing three million and Shawn was doing 10 million? You know who my neighbors are? One of our neighbors, multiple neighbors, one of our neighbors we thought was in the mob. Come to find out, every day he would have a new rolls Royce, mazeratti, we thought he was in the mob. Don't know why we had a negative thought about him. But it was our shit. Come to find out, the guy was really printing money but not really printing in a bad way. We did have one of our neighbors

that got into trouble for printing money in his basement. This is the guy that invented the ink on the US dollar. No shit he's printing money. You guys know Velcro or zip lock or whatever I think it is. I can't remember but that's one of our neighbors. We live in this neighborhood where... I went outside my house and one of the guys was talking to me. I never see you at home. Hey said, yeah I just sold my company. Yeah, I sold it for 100 million dollars. Are you fucking serious? I'm sitting in my basement. Dude what the hell did you do? He told me some stuff. He gave me some really good advice. This is how I look at everything. I look at it, American football, I run it. I look at it as an American football team, sit on the sidelines and play the game this way. I put the people in the right places, the right positions and then I go. I just have the right team. We execute and fail really fast. Seriously? That's really cool. Having this conversations with people, you never know what conversation we'll have. We're in Atlanta, we're actually, there's new money in our neighborhood and old money in the other neighborhood. We're the richest neighborhood in Atlanta. It's amazing but when you're around people like that, it makes you think differently. That's one thing to think about when it comes from here. Shawn has elevators in his house. That was his downstairs basement that you saw where his office is. I don't know if you saw that picture. That's his downstairs. He's got marble everywhere. Shawn's like, I was like I'm the poor guy in the neighborhood. I'm really now but I joke around. I don't need, I moved into the neighborhood. We don't need to show off. There are guys in there that's it's crazy how big their house is. It's something to think about. Those are the tips on there.

Interest

Now to get you on one real thing is the one last thing that I really wanted to share with you guys is we already talked about understanding compound interest which we talked about in the other thing so I'm not going to hit on it but to bring this back... we talked about when a penny doubles every day. Basically, it was like starting a rocket ship. Here's my personal plan. You understand compounding interest. The biggest problem most people have when they make money online, they spend it instead of re-investing it back in the business. Imagine, which I can do and some of you can do, but imagine you go out and buy solo ads. My business is built on solo ads, I swear to you. I just buy solo ads, nothing else. I have no other traffic strategy. All the data you see is on solo ads. You've got to understand that for the last two years, I mailed 2.1 million subscribers twice a day. That's a lot of email data. I also mailed affiliate offers. I know my average EPC if I go back and calculate it. I'm very big on numbers. I know my average EPC, it's 51 cents. If we mail an offer, the average EPC for the last four years is 51 EPC. If you average it out, when I talk about EPC, EPC is fucked up. a lot of guys will screw with the number EPC. If you mail somebody's video, like five times and then you mail their sales letter, you have to count every time you mail to actually equal the EPC. People are screwing with these true EPC numbers. That would be bullshit. They mailed the sales video, the video to learn and you've got to calculate it in there. People screw around with their EPC and webinars. If I mail for your offer five times, you don't count how many people, I don't know where they get their EPC on their calls. But EPC to me is if I mail your webinar and I count the clicks I send to your page to sign up, every single time, that's EPC. Mine is real EPC. Internet marketing math is not real. Just so you know, internet marketing math, just so know, don't believe these fuckers. A lot of the guys are lying. Internet marketing math, here's how they do it,

well, we're going to charge people 100 dollars a month for twelve months and then we're going to say for twelve months. We did a million dollar launch. We got 1000 people giving us 100 dollars a month for twelve months, therefore I did a million dollar launch. Are you fucking serious? No you didn't. You just ran 100 times 1,000. You made 100,000 and you gave away 50,000 dollars to your affiliates. That's called 50,000 dollars dude. Quit reading the bullshit. It's all misdirection. You've got to look at the reality of things.

These are my real numbers after literally, when I say 51 cents, that's real. That's four years of affiliate data which doesn't include product launches. Let's just imagine that you can go in, I actually figure out my average and I'm going off low numbers. I get better numbers than this. If you look at my average conversion rate, which is 30 percent, but I'm going to use that as an average. If my average click rate to my list is 2%, which is lower than mine, I'm going on my average EPC being 51 cents, how much I make per mailing, per week... now, if I go and buy solo ads for an average of 50 cents a clicks, that means two clicks, I've broken it down and figured it out, ever click gets me 2.6 subscribers. Actually, this is conservative numbers. If you understand what I showed you guys with that number is breakdown over to here, these numbers are actually low, if we take my average and I'm looking for affiliate commission. I showed you my OTO process. My OTO process, I act as if I'm an affiliate for my OTO process. So you could double my immediate earnings, as soon as I buy somebody opts in. That means I would make instead of thirty seven cents, I would go... it's thirty seven cents multiplied by 2 would actually, my numbers are low. So I want to show you, if I took and for me this is how I look at big numbers, I took an attrition, which means unsubscribes, if I invested 100,000 dollars today, I get 100,000 dollars worth of solo buys today, I go out and buy solos. Buy solos, buy solos and keep on buying them, 100,000 dollars worth and they come in through my opt in page, they opt in. They get on my list. They go through this whole process. They get on my list. I mail them. That's what I'm talking per mailing. That means, for 100,000 dollars, that means every time I mail I make 751 bucks. That doesn't sound impressive. Every week on that 100,000 dollars, every week I would make 5,263 dollars. Per month, that would bring me to 22,551 bucks a month. My immediate sales on 100,000 dollars, immediately, remember I'm using as if I'm an affiliate of my own product so you can double those numbers which would mean 54,000. I'd get half my money back instantly because of my OTO. Now, so because of this, I actually get half of my money back plus I got the list. Plus I'm making money on the mailing. So what I'm saying is if I make this, all the money I make, if I take all the money I make today and put it back in and don't touch it and then next week, I take all the money I make that week and put it back in and don't touch. Take it back in and don't touch. Do you get what I'm saying here? Now I'm allowing it to compound. This is where everybody screws up. they take the money they make and the spend it, all their money is gone and they have nothing to re-invest back in. imagine being in a position where you don't have to take the money away. Let me show you how compound interest truly works. This is the way I look at things. These are conservative for me. I took this the lowest thing. 100,000 dollar investment just to share with you, 100,000 dollar investment for me, based upon all my personal numbers just by only buying solos, nothing else, no other traffic strategy, just by buying solos, that 100,000 in one week, well week two would turn into that. Week three, four, five, six re-invest back in and keep going. Seven, eight, nine. By the ninth week, if I keep re-investing back in solos, now I just doubled my money. In nine weeks. That means I don't touch any money. I re-invest my money back and keep on going with all the money I

make and put it back in. Now I just doubled my money. Matt's not happy with that much money. I want to slit my throat for that much money. If I said I could take a whole year. For one whole year, I'm going to set up one account and I'm going to have one account for this whole thing, I'm going to take it and for one whole year, that 100,000 dollar investment after a whole year, 52 weeks, would turn into 2.4 million dollars if I re-invested it. Now, that's how I play the game. That's how I play. I go, I take it, re-invest it back in. The question is, that's one thing to think about. I understand the power of compounding interest. Imagine the list that I have and the power I have at that moment. And all the extra side power that I have that would make happen. That doesn't the contests I win and the other things and all the pent up love that I'm going to get back. This is mailing affiliate offers, not my own shit. That's pure affiliate marketing. Not my own shit. Now if I actually said, screw mailing anybody else, I'm going to mail my own shit. I just doubled my EPCs probably and I'm going to double that money instantly by doing the same thing. So I turn 2.4 million into 4.8 million. Even if I'm half wrong, I'm still 100% right. Even 80% wrong, I'm still 100% right. that's the way I look at the game and that's how I play. With me, I go big. You could do it with 10,000 and turn into 240,000 dollars. At 100 dollars, it won't make sense because of the law of large numbers. There is a breaking point where you have to have large numbers to initiate it. It might be 10,000, I don't know. To me, it's hard for me to talk about pennies. I look at pennies but it's hard.

Just to give you a clear understanding, this is my plan. Let me tell you something about the game. Just one thing to know... let me share this with you and I actually belong to some investment groups. Where basically, my guys, the guys I hang out with now because I want to get around people who make 100 million. One of my friends just raised 60 billion capital. They gave me an idea, they said if you can pull these numbers off, why don't you get people to loan you money? They hand me 100,000 dollars and I pay them 3 % on the money. I'm saying this to you guys, if you have money in your IRAs or whatever, I'll get my attorney and write up a thing and pay you three percent a month. If you want three percent a month and you want a secured investment, I'll do six month. I'm raising capital to play the game because one thing I learned is the fact is, I can't trust anybody else to play the game as I know it. They're lazy bastards and don't do shit. I'll do it myself. That's one play that I have that I'm actually moving to where I'm raising capital if anyone is interested. Talk to me. I'll get my attorney to draft the message. I do six months and one year. I'll pay you back 3% a month. 3% a month guaranteed. You can't do that in the stock market. People are handing me checks to do this with me. If you think outside the box, if you can't money to play this game, you can if you think outside the box, especially if you know your numbers. It's easy to play the game when you know your numbers. That's why I can raise capital all day long. I'd rather work with people who are willing to do shit and you're them. I'm not pitching you on this, I'm just telling you if you're interested.

Solo Ad Package

I manage people's account. I will split test your opt-ins. If you deal with the backend, I don't want anything to do with it. But if you want somebody to manage your solo buys and stuff like that, let me know. Contact my office. Say hey, I'm willing to, I want Matt to deal with it. But let me be clear, I don't deal with low numbers. If you want to play big, then I will manage your account. I am a higher premium price than you will see with some people. Just to let you know, I am not and this is, I just want you to see, if you're ever interested and want somebody to do this shit for you, I'll do it. I enjoy split testing. It's the best. I love playing with it. Maybe the Apocalypse brought something out of me I never knew I had. I turn it into a game. If anybody is looking for large traffic buys, just so you know, this is what I do. This is my pricing. I don't do anything under 10,000 clicks. At that point, I don't do, all I do is manage your opt-in page. I will tell you that I'm arbitraging it. I make a little money in the middle. I'm just going to say. I make a little money in the middle. I'm collecting a lot of pennies. However, the one thing, if you do have me do it, you give me your opt-in page. I'm not writing it from scratch. Give me you opt in page and I guarantee I'll beat you. My goal is to beat you. I'm going to rate and grade the traffic. That's why I need to at least get 10,000 because I will have different traffic sources that come in. I will find the best traffic sources for you. Then I'll find the best one and go hard with them. I'll give you an example, there are people I do work with, I don't have order forms for this, just go through my office. Let me look at your stuff and I will buy for you. I'm doing this for some people right now. Just to give you a general idea of some of the people that I do work with, actually there are a bunch of them. Here's a guy I worked with last month. His account, just to share with you guys, we kind of look in here. If we go in, he's not doing anything right now but just last month alone, I brought him in 21,690 subscribers. I managed his thing. I got his opt-in page. When he gave it to me it, it was at 36% and I got it to 52%. So, what you're actually buying is my split testing and taking your shit to a whole new level so now when you go back and that's what I tell people. Look, I could be your bitch for a little while and do this and then let me hand it back to you and you go back and play. I'll touch it for you. That's why I'm not going to play the low end of the game. I'm playing the higher end. I'm actually split testing front end only. I'm not dealing with your backend, that's yours. I will beat whatever page you give me. I will look at it every day, except when I'm flying. That's him and that was last month. He probably got some this month. I think we finished his order so he got like 9,000 this month. Here's another one I'm working with right now. She's doing a traffic buy with me. She's still in the middle of it. She's in Belgium, I believe. Last seven days, she got over five thousand. This month she got 11,000 people. I could deliver a lot. I'll manage the whole thing. I wasn't going to talk about this but... I don't want to go lower because it wastes my time. So if anyone is interested in that, contact my office or talk to me about that. Thanks very much guys. That's it for me. Hopefully you felt like you got some stuff out of today.