

Russell Brunson's

The IM-Myth



Internet Marketing: A Lamborghini On A Dead End Road

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By Russell Brunson
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Section #1 – The IM-Myth (A Lamborghini On A Dead End Road)

Hey everyone – I appreciate you taking 30 minutes out of your busy schedule today to learn about the IM-Myth. Before I get too deep into it, I wanted to introduce myself.

My name is Russell Brunson. I'm from Sandy Utah, but moved to Boise Idaho a few years ago on a wrestling scholarship. Below is a picture of me the day before I left to college. And yes... that is my collection of junk mail. ☺



Me w/ a pile of "junk mail" – summer of 98

While I know that's a little weird, I guarantee that there is someone else reading this report right now that also collected junk mail. ☺

I've got to admit, I'm an advertising junkie. I love ads. When I read magazines, I go straight to the back and read the ads. I don't mind getting spam, I hate when people change the channel on the radio or TV when a commercial comes on. I'm not sure if I'm the only one, but I love advertising, and LOVE being marketed to.

If I don't like an ad campaign for a company, my wife has learned that we "ban" that company until they get commercials that we like.

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Anyways, to cut to the chase, I'm obsessed with all this stuff and LOVE to talk about it. I got started online a few years ago, and instantly fell in love with internet marketing.

On January 1st, 2005 I set a goal. I was graduating from college that year, and wanted to make a big splash fast! Some of you may remember because I did a whole product just so I could "call my shot." I wanted to make **\$2,739.73 a day** for a whole year. That was my goal.

Why was the number so important to me? Well, because when you take **\$2,739.73 X 365 days**, you get the magical number "**\$1 Million!!!**"

That was my goal, and I started to bust my butt to hit it. What I found out really quickly was that while it is possible to hit the million dollar mark in just 12 months using only the internet – it was VERY hard.

During this 12 month journey, I tried almost everything that I could think of, yet when I got my end of year tax report back, I found that I had fallen short. Not much (within a few thousand dollars), but I hadn't quite made it. ☹

That same year my wife and I went on a cruise to celebrate my college graduation and also the news that we were about to have twin boys! About a week before we set sail, I heard a rumor about a very **controversial marketing book**.

I figured it would be great reading on the plane so I ordered it and made sure it would be shipped to me before I left. I got it the day we were flying out, and put it into my backpack.

We had a 4 hour flight, so while my wife watched "Madagascar" on the plane, I started reading the book. After reading just the introduction I saw exactly what the hype and controversy was about.

Four hours later I was annoyed that we had to get off the plane because I wasn't finished reading the book. Over the next 7 days of our cruise I read and re-read the book.

You see, the book was written by a 28 year old guy who made **over \$100 million dollars** (yes ONE HUNDRED MILLION) in 23 months marketing a product that sold for just \$60.

I was so excited that when I got home, I called the author on the phone. His name is Vince James, and I had to find out if he was legit. After about 15 minutes on the phone, I knew this guy was the real thing.

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He told me about the night that he typed out the 4 page sales letter that would eventually make him almost **8 million dollars a MONTH!!!** The then told me about all the ways he generated leads, his back-ends, continuity programs and more...

I was blown away and actually hired him to do a 3 hour consultation for me, (which luckily turned into over 6 hours) where he showed me how a guy with an online business like mine should be using basic offline techniques to take my business from a million dollar a year to a **million dollars a MONTH!!!**

Ever since that consultation, I've been implementing lots of different offline strategies to my online business, and have been amazed to see that we've more than tripled our income each year since, and actually spent less time and effort than we were doing 100% online marketing.

So, **what is the IM-Myth you might be asking**....?

The myth is that internet marketing is a business. The internet is not a business. The internet is a type of media (just like radio and TV) that can be used to generate leads VERY quickly for your business.

If you realize that, and look at it like that, then you can use it as a tool to make tens or even hundreds of millions of dollars a year in your business. If you focus on it as a business, I promise you that you'll never reach the levels that you should have.

During my interview with the "\$100 Million Dollar" man, he told me something very profound. He said,

"You know Russell, the internet is very cool, but I feel like I'm in a Lamborghini on a dead end road. You can make a bunch of money really fast, but if that's all your using, you really can't go past that tiny road."

He then went on to show me exactly HOW to get the power of that Lamborghini, but on a road that doesn't end. I hope that this report will help show you HOW. ☺

Section #2 – 7 Steps To Instantly IM-Proof Your Business

When I decided to write this report, I really wanted to do it as a warning to my clients, customers and friends. I've seen a few too many people have all their eggs in the IM basket, and when things shift or change, they lose everything.

That is why it's very necessary to "IM-Proof" your business, meaning that you find ways to supplement offline tactics that will not only make your business more stable, but make you 10 times the money while doing almost the same amount of work.

Here are the 7 steps:

- Step #1 – Qualify your buyers
- Step #2 – Customer financed offline tactics
- Step #3 – Offline automated follow-up systems
- Step #4 – One-to-many lead generation
- Step #5 – Offline lead generation
- Step #6 – The truth about PR, and why it doesn't work very well online
- Step #7 – Ninja tactics to make you stand out

At the end of this report I will also show you our vendor list for the people who do all of this cool stuff for us at very small costs.

Step #1 – Qualify Your Buyers

One of the biggest half truths that is consistently taught in internet marketing is, “the money is in the list...” The actual truth is that **the money is in the buyers on your list**.

It’s a small difference, but it’s VERY important. When all is said and done, it really doesn’t matter HOW big your list is, it matters how many buyers are on that list.

If you start watching the mentality of the buyers on your list, and really watch close what they do, and how they react, you’ll notice some interesting patterns.

For example, someone who is a buyer will not just buy once. They usually buy often (and often every time you offer something.) I watch each day as the buyer lists come in that I’ll see the same people’s names on the lists every few days.

I also know this because I am a buyer. If you ever have a chance to come to my offices you’ll see literally over \$200,000 worth of books, courses, tapes and more in my library. I am a rabid buyer who will buy as much information as humanly possible on the subjects that I am passionate about.

I am the type of person that you want on your list.

Your goal with your marketing should be to identify the buyers on your list as quickly as possible. Just think, if you knew the people on your list who were most likely to buy, and they’d probably buy over and over again, wouldn’t you spend a little more time and money marketing to them?

So the key with this is that as soon as someone joins your list, **you want to qualify them as a buyer, or a browser...**

Let me show you what I mean...

We have multiple lead generation websites with one goal. That goal is to get our visitors name and email address. I’m sure you’ve heard a million times about “squeeze pages,” and that is exactly what I’m talking about.

The goal of this squeeze page is to take all of my traffic, and to qualify that traffic into those who are willing to give me their name and email address. Pretty basic, right? Out of 100 visitors who come to my squeeze pages, on average about 35 percent of them are willing to give me their name and their email address for more information.

Now that much we are taught over and over in internet marketing. **Yet the next (and more important) step almost everyone leaves out.** The next IMMEDIATE goal is to

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qualify your buyers. You want to find out who of those 35 percent are the ones who are willing and able to take out their credit card for more information.

I'm not going to try to qualify them with a huge purchase, a very small one, usually something where I charge a \$1 (or free) plus shipping and handling.

By doing this, instantly I am finding out who the buyers are on my list. Who are the people that are willing to pull a credit card out of their wallet for more information? Again I do this by getting them to make a small purchase.

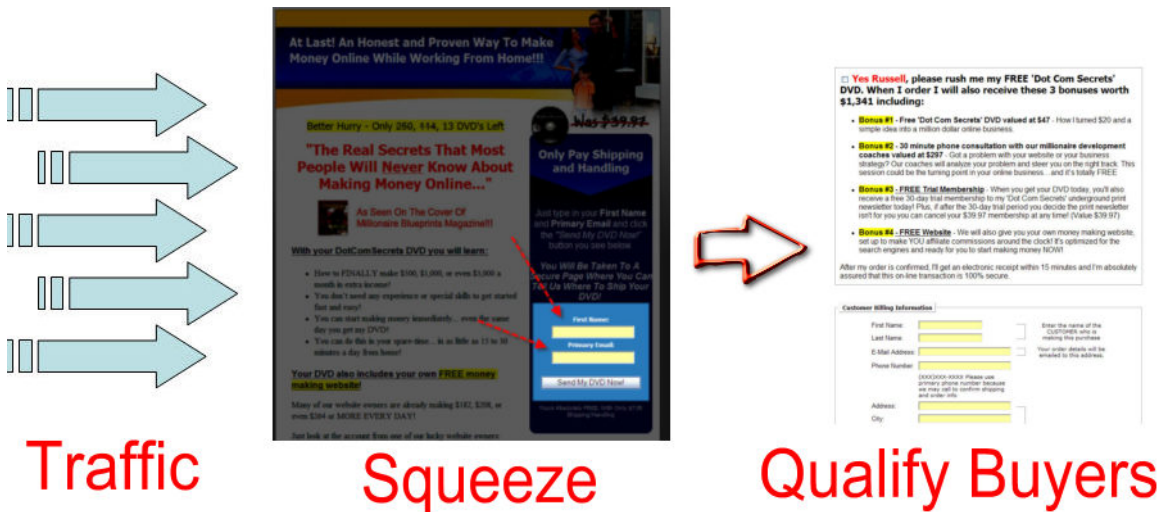
After they make that purchase, something very exciting happens.

- 1st – they give me their credit card information
- 2nd – they give me their shipping address
- 3rd – they give me their phone number

Now I have found out who the top buyers on my list are. They hey have raised their hand and told me that they are a buyer, and because I know the mentality of buyers, I'm willing to market to this list a lot more aggressively then I would with just an email list.

Aggressively meaning I'll pick up the phone to sell something to them and/or I'll send them something in the mail.

This is KEY... **you need to qualify the buyer on your list immediately.** You will see why this is so powerful in the upcoming steps. Let me show you an example of how we do this:



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Step #2 – Customer Financed Offline Tactics

Now that you know who the buyers are on your list, there are some ways that you can actually get them to finance your offline marketing to them!

I wanted to talk about these now, because the BIGGEST complaint every time I mention the fact that you should be marketing offline to your customers to an internet marketing crowd is that they can't afford to do it.

So, let me show you a few examples.

Free CD, DVD or Report Technique



I wanted to test out some direct mail, but didn't want to lose a ton of money if I screwed it up too much, so I decided to see if I could get my buyers to help me finance it.

So I offered a front end DVD that had some very unique content on it. I didn't charge anything for it, except \$7.95 to cover printing, shipping and handling.

Before we mailed this out, we took about \$0.13 from that \$7.95, and printed a 4 page sales letter, and included it with the DVD. Can you guess what happened....?

1. Because this letter ONLY went to buyers, and it didn't cost me ANYTHING to send out.
2. We made (and continue to make) tens of thousands of dollars from this letter, and our customers financed the whole thing.

Even if this was a complete flop, and not a single person bought, it really didn't matter, because it didn't take any money out of my pocket to test out!

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I've seen this done in other markets with a "secret" report, cd's, dvd's or anything else that had to be shipped. This way you can start testing out some direct mail without spending any money.

Here's one unique thing we included in one of our mailings that ended up bringing in **10 more people to our \$5,500 workshop**. Yes, we brought in an extra 55k, and it didn't cost me a dime to do it. (yes, they even paid for that \$1 we hooked to the insert)



Print continuity program



The next, even more powerful thing to do is to get your top buyers onto a monthly continuity program where they are expecting to get something in the mail from you every month.

You can do this with a “CD of the month” club, “DVD of the month” or even a print newsletter. I’m sure many of you have seen our print journal and DVD of the month. This goes out every month to our top buyers. These are people who are willing to spend \$39.97 every month to get a DVD and a 44 page manual from us.

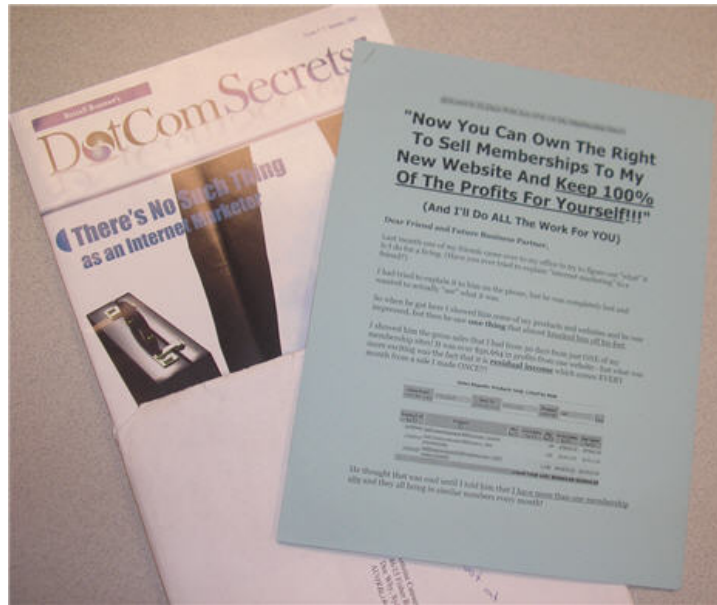
Because of that, we also include special offers to these buyers each month that we don’t make available to others. But again, all of these offers are financed by our buyers because they are paying the production, shipping and other costs associated. And they are willing to do it because of the high quality of the content they receive each month.

It’s just like T.V. I’m willing to sit through 15 minutes of commercials every 30 minutes because the quality of the show I’m watching makes it worth it. ☺

Just think, **the mail man is hand delivering my sales message to my top clients every month,** and they are paying to hear from me. That is the type of situation you want to get in with your top buyers.

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Example of an offer we included with one issue



Lindsey shipping out one month's worth of the magazine...

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Brent and Kevin helping with the second load...



You can see how many people are anxiously waiting their journal and DVD

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Don't worry, after we hit 1,000 members, I didn't make my team ship them anymore – we moved to a shipping house which makes it a LOT easier on all of us. ☺

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Call centers



Behind the scenes at our in-house call center

I know when I mention call centers some of you are going to roll your eyes because of how much you hate the idea of getting called by some unsolicited caller.

I used to be the same way, until we decided to try one out. We put together an offer that was so good, you'd have to be crazy to say no, and we had a few guys in our office start calling our buyers to see if any of them would be interested in it.

We didn't do any real hard selling, just making a great offer to our top customers. Within a week we had sold out all 10 slots at \$5,500 each! I was so excited that we decided to build out a full call center.

The best thing about our call center, is that **I don't pay these guys ANYTHING** to call my buyers! That's right; it's completely free, until that customer buys something. At that point, they get a percentage of the sale, but I don't pay them ANYTHING unless they make the sale. So again, the customer is financing this offline technique.

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“But Russell, I don’t want to start a call center...”

I don’t blame you. It’s a lot of work, and you have to manage, train and motivate callers.

So, if this sounds like you, then I’ve got great news. You can outsource your buyer leads to a call center for free, and they’ll do all that work for you.

For example, earlier this year I did a real estate project, and generated about 800 buyer leads. I didn’t want to set up a real estate call center, or provide any real estate coaching, but I had these leads.

So I found a good call center and teamed up with them. I gave them my leads, and they did the calls, sales and training for me, **and cut me a check each week in exchange.** ☺

We sold well over \$100,000 worth of coaching and I didn’t do anything except email them an excel sheet with my buyers’ phone numbers on them.

If you are currently generating buyer leads, and want to plug a call center into your backend, then I can help.

Our call center is currently accepting a few more accounts for **internet marketing type leads**. If you are generating at least 100 buyer leads a month, then you can have my team call, close and coach them for you.

If you are generating real estate, wealth, or any other type of leads, we have exclusive agreements with the top call centers in America and can connect you with one of our contacts.

If you are interested in working with our call center, or one of our partner call center, please email Brent Coppieters bcoppieters@dotcomsecrets.com and he will give you the contact information for the person you need to talk to.

In the subject line of your email write: **“Call center services”** and in the body of your email send him this information:

Your Name:

Personal Email:

Phone Number:

Number of buyer leads you can generate each month:

The niche your customers are in (real estate, internet marketing, etc...):

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Keep working the buyers

After you've generated the buyer lists, don't just stop there. You want to continue to market and sell to them offline. Let me show you an example of just how powerful this is.

During my first direct mail campaign to my customers, I wanted to do something that stuck out. So I went on eBay and found some clear envelopes. I then wrote a 4 page sales letter for a product I was promoting as an affiliate.

I then exported our customer list, printed out a bunch of labels. I thought it would take 2 or 3 hours to get these all shipped out. Because of how hard it was to put paper into the invisible envelopes, and because our stamps wouldn't stick very well, it turned into a 7 day nightmare.

Let me show you our work.



3500 invisible letters...



Postage rates changes while we were doing it, so we had to go back through and add on \$0.01 cent stamps to ever one... But we got \$22 for each of these things we shipped out!!!

Now I hope that doesn't scare you away from using direct mail. While it was a pain in the butt, **we made \$22 for every envelope that we stuck into the mail.** Was it worth it....? Heck ya it was.

Now that I've learned a few things about direct mail, it's actually almost easier to do it then it is to send an email.

Let me show you the steps I do now.

- Step 1** – write the sales message in Microsoft word
- Step 2** – mail merge the person's first name into the document
- Step 3** – get a CSV file of my entire customer database
- Step 4** – email both files to City Blue Printing

That's how easy it really is. (You can find out City Blue's contact information in the resource section at the end of this report)

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Step #3 – Offline Automated Follow-Up Systems

As internet marketers, we all know that the fortune is in the follow-up. We spend days getting our autoresponder sequences set up right, we spend hours tweaking copy and doing everything we can because we know that most of our money is made when we follow up with our subscribers.

Yet for some reason, when it comes to offline promotion, even those guys who are doing it, usually stop after 1 letter, or 1 phone call.

I think the biggest reason is that it's very hard to automate things offline. We did start using one system that is very powerful to automate our offline marketing. I'll tell you their name in a minute, but let me explain how it works first.

What happens, is that after someone becomes a buyer, my assistant logs into a special website, and adds their contact information into our database. That system then sends them a postcard immediately thanking them for their order, and giving them information about our customer support.

Then a few days later, it sends another card telling them about how to become an affiliate, then a few days later another one up selling other products.

It works just like an email autoresponder, but with postcards and greeting cards. You are able to upload your own picture, add your own signatures, personalize the cards with your buyers name, AND even have the cards written in your OWN handwriting.



It's a VERY powerful system that we started using this in our company about a year ago. Here are just a few of the things we've seen since using it:

- Increase in customer referrals (building our affiliate program)
- More backend sales
- Reduced refund rates
- Higher levels of customer satisfaction
- Money saved on direct mail
- And much more...

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It costs about \$1.00 to send out each card, and again, I let the buyer finance it. If they spent \$7.95 on a front end product, then I'll spent \$5 from that to contact them through mail with cards.

The company's name is [Send Out Cards](#) and I actually set up a page for you on the company's website where you can actually send out a card and I'll cover the costs for you (just so you can see how powerful the system is).

Just visit: www.SendOutCards.com/7334 and click on the button "Send A Free Card Now."

They key here again is to try to automate your offline marketing to make it more like internet marketing by using automated follow up systems.



Some cards we sent with Send Out Cards

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They were written in my own handwriting, and personalized with our customers' NAMES!!!

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Step #4 – One-To-Many Lead Generation

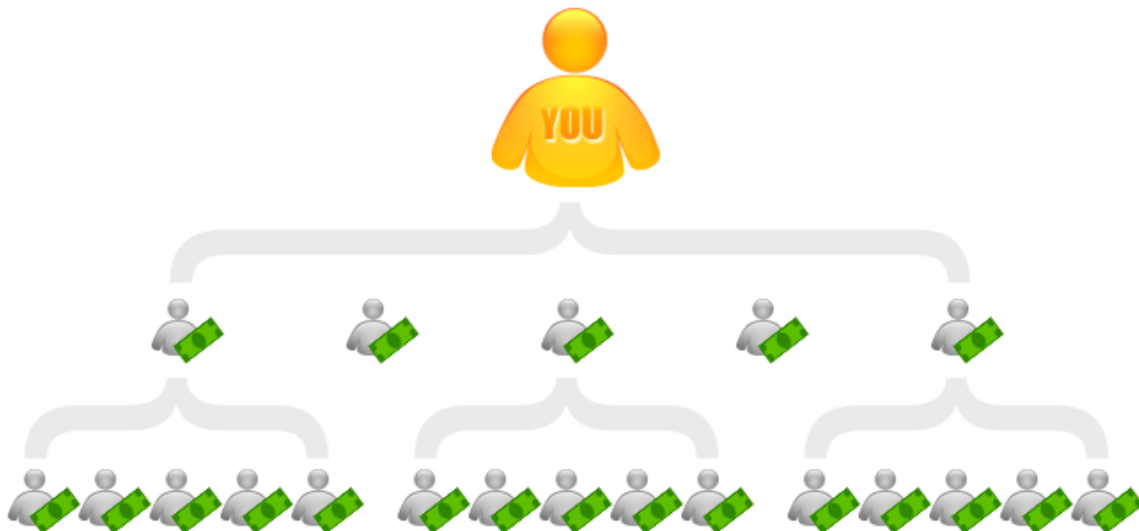
I remember one day I woke up and had an epiphany. What if I used all of these cool offline tactics I was learning, not just to generate new customers, but to generate a LOT of new customers.

Let me show you how most people use direct mail:



They send out a letter to a lot of people, and get a percentage of those people to send them back money. The goal is to spend \$1 to earn \$2 back in return. If you can get those types of ROI, then you just ramp it up as quick as possible.

But my epiphany came when I realized this:



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If I used direct mail to recruit affiliates, then each affiliate I signed up, would be equal to a LOT of sales (not just 1 if I were using it to find buyers.)

So we started sending mail, postcards, packages ANYTHING and everything we could to potential joint venture partners.

I didn't have to send out as many packages, but let's say I sent out 100, and I get 10 people from that to say YES and help me promote my project, it could equal hundreds of thousands of dollars!

So the key to this step is to **focus on one-to-many offline lead generation**. Focus on the people who can bring you a much higher return then you can with a customer. It will cost you less, and you'll acquire a lot more buyers.

Let me show you a few cool mail pieces we've sent out, and that we've had others send us.



This was attached to a huge box we receive with info about their new product they are selling

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Jeff send this postcard out to hundreds of potential affiliates to help him with his launch



A postcard I sent out with SendOutCards to a few hundred affiliates to get them to help with our launch!

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Russell Brunson's
THE SECOND TIER
 AFFILIATE TRAINING CENTER

Free Training From The Most Successful
 Affiliate Marketers In The World!

**"Stop Leaving Your
 Success To Chance - I Will
 Personally Train You To
 Become An Overpaid Super
 Affiliate Even If You Have
 No Money, No List, And No
 Experience!"**

**URGENT - Important Account
 Information Inside**

1st) Your Login Information – Your
 affiliate account has been approved.
 Your username and password are
 contained inside.

2nd) 10 Essential Steps To Getting
 An Affiliate Commission This
 Month – Follow these 10 simple steps
 and we will be sending you your first
 affiliate commission this month!

3rd) Claim your \$149 Gift – Look
 inside for your exclusive bonus.

**10 Steps To Getting An Affiliate
 Commission This Month**

Follow these 10 simple steps and we will
 be sending you your first affiliate
 commission this month!

**Step 1) Choose the right product
 to promote.** One of the biggest mistakes
 that almost all affiliates make when they first
 get out is that they try to promote too
 many things at once.

Login to TheSecondTier.com, and choose 1
 or 2 products that are the most exciting to
 you. Pick something that you would buy or
 have purchased in the past.

**Step 2) Set up an "Affiliate
 Squeeze" page.** Another mistake that
 98% of all affiliates make is that they send
 their visitors directly to a product's sales
 page. If you do this, you will have no way to
 follow up with those visitors in the future.

Create an "Affiliate Squeeze" page for each
 product that you decide to promote. Driving
 traffic to this page, instead of the products
 sales page will help you to build a list, follow
 up with your visitors, and dramatically
 increase your sales!

You can see an example of an "Affiliate
 Squeeze" page at:
www.AffiliateSqueeze.com

**Step 3) Recognize your target
 customer.** After you have chosen your
 product, and created your "Affiliate Squeeze"
 page, you need to make a list of the type of
 people who would be interested in purchasing
 that product.

the type of person who would go choose this
 product is someone who is interested in:

1st _____
 2nd _____
 3rd _____

**Step 4) Target those customers in
 their online communities.** People with
 similar interests migrate to the same places
 online. For example, if you are searching for
 customers who are interested in SEO, you can
 easily find them at SEO related forums,
 message boards and groups.

become part of these communities and
 participate in them. You can not blatantly
 advertise or you will quickly get banned, but
 you can post useful messages or questions and
 leave your signature line, which will have a link
 back to your "Affiliate Squeeze" page.

Sign to www.TheSecondTier.com for video examples!

Step 5) Pay Per Click Advertising.
 Using popular Pay Per Click search engines will
 get targeted customers to your "Affiliate
 Squeeze" pages quickly. Focus primarily on the
 larger search engines such as Google.com and
 Overture.com

Sign to www.TheSecondTier.com for video examples!

**Step 6) Getting traffic from the
 search engines.** The misconception that
 most people have is that search engines will
 find their "Affiliate Squeeze" pages, or their
 affiliate links. Those pages are set up to sell,
 not to be listed high in search engines.

Your goal is to create "baiter" sites that are
 rich in search engine content and keywords
 that will drive people to your pages that are
 set up to sell. On TheSecondTier.com, you
 can learn more about the different types of
 "baiter" pages, and how to use them so you
 won't get banned from the search engines.

Sign to www.TheSecondTier.com for video examples!

**Step 7) Create passive affiliate
 income with "Affiliate Power Ads."**
 Place "Affiliate Power Ads" on your website
 and earn passive income from your virtual
 real estate! You can join here at:
www.AffiliatePowerAds.com

**Step 8) Strategically place
 "Affiliate Land Mines."** These are
 strategically placed articles, press releases,
 product reviews, ads, ebooks and audio in
 targeted high traffic directories and websites
 online.

These directories bring thousands of targeted
 visitors everyday, and you can capitalize
 from their traffic. Just place your content,
 and wait for their visitors to set off your
 "Affiliate Land Mines." You can pick up your
 free land mines and training materials here:
www.AffiliateLandMines.com

Brochure we send out to our newbie affiliates to help teach them how to promote

Step #5 – Offline Lead Generation

This is where it starts to get a little more expensive, but if you've been working the other methods we've talked about before, then you'll be able to afford this type of lead generation.

When Vince talked about the Lamborghini on a dead end road, I asked him where I could find a long never-ending road. ☺ This is what he showed me...

There are 5 big players when it comes to offline lead generation:

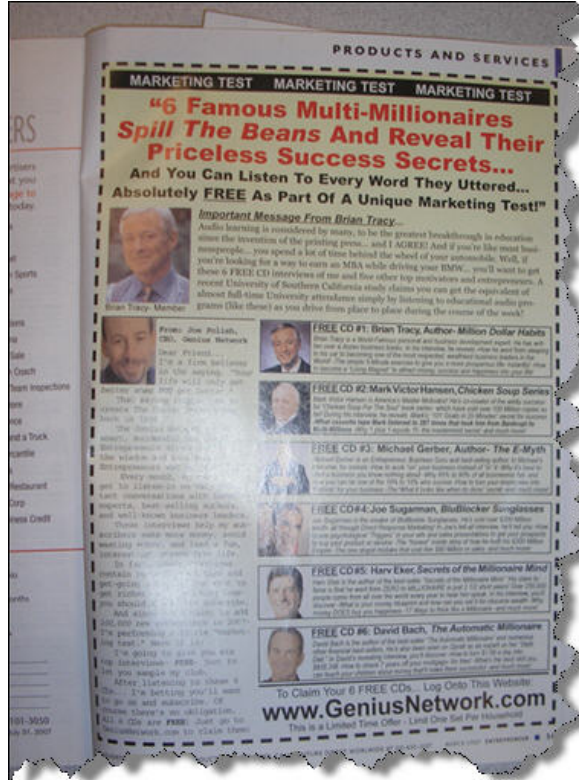
1. Magazines
2. Direct Mail
3. Newspapers
4. Radio
5. T.V.

In our company we have been testing small in all of these types of offline lead generation. Some are working better than others, but the key with offline lead generation is to test small, until you can get it to convert well, then you can do a mass roll out.

While in this report we don't have time to cover everything that we're doing, I did want to show you a few samples of stuff that's working.

Magazines to generate leads:

There are a few ways that you can use magazines, one that we've seen others do very successfully that we are working on modeling is driving people from a magazines to your online offer. Look how a few other guys are doing it now:




This is Joe Polish's ad running in Entrepreneur magazine – he's trying to qualify the buyers from this magazine by sending them to his website.

"How To Develop & Sell Your Product To Wal-Mart & Other Retailers"



Joe McVoy's
**WAL-MART
Secrets**
How To Develop & Sell Your Product To Wal-Mart & Other Retailers
CD \$39.95

Free \$39.95 Audio CD
(pay only \$3.00 for S & H)



- Packaging & merchandising secrets that will get your product blow out of the store
- How to create merchandising space out of thin air to get your products at the checkout
- How to find people who will sell your product to retailers for commissions only – they do, you don't pay.
- How I created \$145 Million in extra sales, 900 retail store customers with a free promotion
- 68 other distribution channels in addition to mass market where you can sell your product
- How to know which of these 68 distribution channels is the best place to start selling your product – and it's not necessarily retail at all

To get your FREE CD go to
www.GetIntoWalMart.com/MB

To pay the S&H charge by a credit card or PayPal, go to the web site above. To pay by check, fill out the form below and send with your check to the address below.

We ship physical CDs only to US addresses; if you are outside the US, we will ship you the MP3 Audio files instead. There is a \$5.00 shipping charge for the files.

Profitable Marketing Systems, LLC
10000 E. 1st Avenue, Suite 100
Denver, CO 80231
Phone: 303.751.1111
Email: info@profitablemarketing.com

Check or money order for \$3.00 enclosed, made payable to: Profitable Marketing Systems, LLC

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138 WWW.MILLIONAIREBLUEPRINTS.COM

Another ad found in this month's issue of Millionaire Blueprint following the same model.

Direct Mail

Direct mail can be a scary business to get into. I don't recommend it right out of the gate, but it's an important component to finding the endless road.

The keys here are simple.

Step #1 – take your existing online buyer list, and run data tests to find out your customer profiles. This will tell you who your best customers are, where they live, etc... (you can get this done at www.melissadata.com)

Step #2 – call a list broker and tell them you want to rent a BUYER list of people who have bought a product similar to yours in the last year. Start small (usually minimum order is 5,000)

Step #3 – use a company like Melissa data to scrub the list you just rented with your customer profile list so that you are only sending mail out to those people who are MOST likely to buy.

Step #4 – follow the steps I laid out above for sending a physical letter to that list:

- write the sales message in Microsoft word
- mail merge the person's first name into the document
- get a CSV file of my entire customer database
- email both files to City Blue Printing

Step #5 – check your ROI, and see if you broke even on the front end. Implement continuity programs and other backend programs to make your profits.

Step #6 – if you do make a profit, then rent another list and repeat.

	A	B	C	D	E	F	G	H	I
1	Student Segmentation Profile: Market Penetration by Prizm NE Segment								
2	Current Students								
3									
4	Client:	dotcomsecretsprofile1							
5	Location:	dotcomsecretsprofile1							
6	Processed:	4/3/2007 12:02							
7	Records Received:	9,110							
8									
9									
10									
11	1. Upper Crust	Elite Suburbs	Affluent Empty Nests	111	943,958	1.36%	1.76%	77	
12	2. Blue Blood Estates	Elite Suburbs	Accumulated Wealth	78	645,067	0.96%	1.21%	79	
13	3. Movers & Shakers	Elite Suburbs	Midlife Success	164	1,113,520	2.01%	2.08%	96	
14	4. Young Digerati	Urban Uptown	Mainstream Singles	114	854,203	1.40%	1.60%	87	
15	5. Country Squires	Landed Gentry	Accumulated Wealth	199	1,046,865	2.44%	1.96%	125	H
16	6. Winner's Circle	Elite Suburbs	Accumulated Wealth	135	824,896	1.65%	1.54%	107	H
17	7. Money & Brains	Urban Uptown	Affluent Empty Nests	184	1,340,128	2.25%	2.50%	90	
18	8. Executive Suites	The Affluentials	Midlife Success	84	666,874	1.03%	1.25%	83	
19	9. Big Fish, Small Pond	Landed Gentry	Affluent Empty Nests	173	918,707	2.12%	1.72%	123	H
20	10. Second City Elite	Second City Society	Affluent Empty Nests	114	804,894	1.40%	1.50%	93	
21	11. God's Country	Landed Gentry	Midlife Success	152	806,393	1.86%	1.51%	123	H
22	12. Brite Lites, Lrt City	Second City Society	Midlife Success	151	1,112,237	1.85%	2.08%	89	
23	13. Upward Bound	Second City Society	Young Accumulators	196	1,172,311	2.40%	2.19%	110	H
24	14. New Empty Nests	The Affluentials	Conservative Classics	86	663,362	1.05%	1.24%	85	
25	15. Pools & Patios	The Affluentials	Conservative Classics	126	844,131	1.54%	1.58%	98	
26	16. Bohemian Mix	Urban Uptown	Mainstream Singles	148	1,282,088	1.81%	2.40%	76	
27	17. Beltway Boomers	The Affluentials	Young Accumulators	135	645,700	1.65%	1.21%	137	H
28	18. Kids & Cul-de-Sacs	The Affluentials	Young Accumulators	208	1,223,039	2.55%	2.29%	111	C
29	19. Home Sweet Home	The Affluentials	Midlife Success	180	1,348,793	2.20%	2.52%	87	
30	20. Fast-Track Families	Landed Gentry	Young Accumulators	125	632,944	1.53%	1.18%	129	H
31	21. Gray Power	Middleburbs	Conservative Classics	83	602,249	1.02%	1.13%	90	
32	22. Young Influentials	Middleburbs	Mainstream Singles	151	1,074,681	1.85%	2.01%	92	
33	23. Greenbelt Sports	Country Comfort	Mainstream Singles	135	742,079	1.65%	1.39%	119	H
34	24. Up-and-Comers	City Centers	Mainstream Singles	106	903,258	1.30%	1.69%	77	
35	25. Country Casuals	Landed Gentry	Midlife Success	124	561,349	1.52%	1.05%	145	H
36	26. The Cosmopolitans	Urban Uptown	Conservative Classics	110	768,237	1.35%	1.44%	94	
37	27. Middleburg Managers	City Centers	Conservative Classics	174	1,251,033	2.13%	2.34%	91	
38	28. Traditional Times	Country Comfort	Conservative Classics	194	956,047	2.36%	1.79%	133	H
39	29. American Dreams	Urban Uptown	Young Accumulators	178	1,415,367	2.18%	2.65%	82	
40	30. Suburban Sprawl	Middleburbs	Midlife Success	138	897,097	1.69%	1.68%	101	H
41	31. Urban Achievers	Midtown Mix	Mainstream Singles	104	1,055,773	1.27%	1.97%	65	
42	32. New Homesteaders	Country Comfort	Mainstream Families	208	978,456	2.55%	1.83%	139	C
43	33. Big Sky Families	Country Comfort	Mainstream Families	146	437,969	1.79%	0.82%	218	H
44	34. White Picket Fences	City Centers	Mainstream Families	116	876,244	1.42%	1.64%	87	
45	35. Boomtown Singles	City Centers	Mainstream Singles	112	898,524	1.37%	1.68%	82	
46	36. Blue-Chip Blues	Middleburbs	Mainstream Families	147	861,860	1.80%	1.61%	112	H
47	37. Mayberry-ville	Country Comfort	Midlife Success	178	801,838	2.18%	1.50%	145	H
48	38. Simple Pleasures	Middle America	Cautious Couples	137	661,126	1.68%	1.24%	136	H
49	39. Domestic Duos	Middleburbs	Cautious Couples	104	713,799	1.27%	1.33%	95	
50	40. Close-In Couples	Midtown Mix	Cautious Couples	97	755,755	1.19%	1.41%	84	
51	41. Sunset City Blues	City Centers	Cautious Couples	147	1,050,396	1.80%	1.96%	92	
52	42. Red, White & Blues	Middle America	Striving Singles	97	586,551	1.19%	1.10%	108	H
53	43. Heartlanders	Middle America	Cautious Couples	155	551,260	1.90%	1.03%	184	H
54	44. New Beginnings	Inner Suburbs	Striving Singles	105	1,039,559	1.29%	1.94%	66	

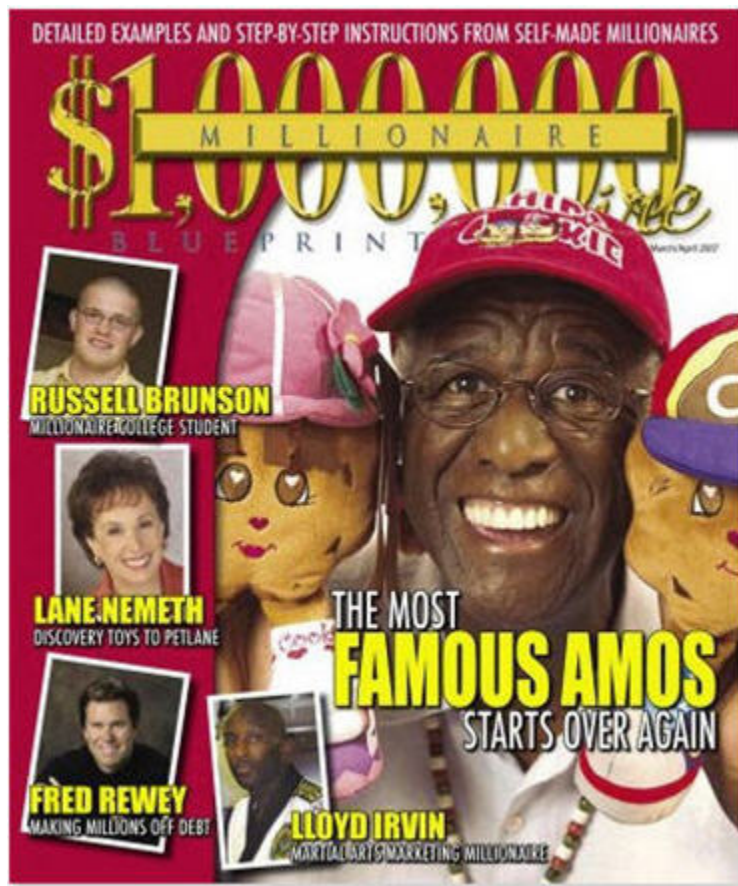
Notice my target customers are in segment 18 and 32. Kids and Cul-de-Sacs and New Homesteaders.

Step #6 – The Truth About PR And Why It Doesn't Work Very Well Online...

It seems like the big buzz word on the street lately has been the power of online PR. Now, I don't want to say it doesn't work, but it works differently than offline PR.

Our online press releases have given us thousands of back links which fit into our SEO strategy, and they have helped us set up a few good deals behind the scenes. BUT...

As far as buyer lead generation, it didn't even touch what 1 article in 1 magazine did for our company. Last March I was featured on the cover of Millionaire Blueprints magazine and on the newsstands around the world.



Russell in the March issue of Millionaire Blueprint Magazine

It brought in diverse buyers from around the world that I would have NEVER had access to in the past. This really got the wheels in my head spinning.

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I'm also obsessed with Donny Deutsch's TV show "The Big Idea" where he interviews millionaires and finds out how they got to the top.

What I've found VERY interesting is that almost everyone he asks that question to, always gives one of 2 reasons... Either 1st - they were found at a trade show, or 2nd - **they got some free offline PR.**

They got on a T.V. show, they got into magazines, they were on the radio AND it didn't cost them a penny! Offline PR is probably the most overlooked way to generate leads in the IM world.

We just hired a PR expert (for a LOT less than you'd think) to run our PR campaigns for us. She's already set up speaking engagements around the country, and working now to get me some local media in each of those cities.

After I've been on local T.V. stations in those cities, we then take those media reels from the local news stations, and take them to the bigger national media shows like The Big Idea, Today Show, Opera and others.

I used to wonder how people got on those shows, and I've found **it usually isn't by accident.** They follow simple rules to get there.

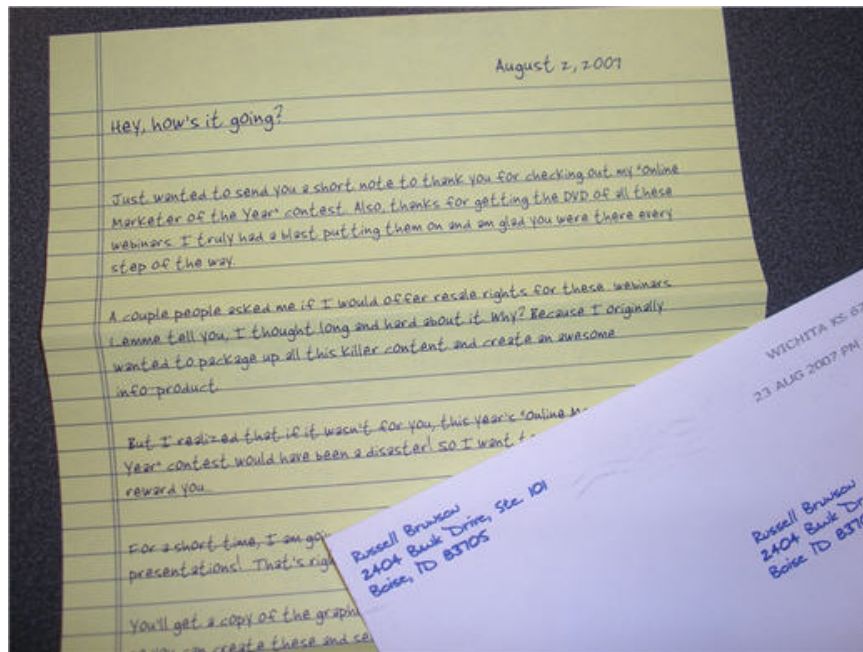
I highly recommend finding a PR company with experience to help you set up a PR campaign to brand your business and help you to generate more leads.

Step #7 – Ninja Tactics To Make You Stick Out

The key to all this offline stuff, is that you want to stick out like a sore thumb. Because people throw away junk mail. You've got to do things to make them keep the letter, open it, read it, and act on what's inside.

Let me show you a few cool ninja tactics we've been testing out and others we've seen people testing out on me. ☺

Almost hand written letters:



A “handwritten” letter we sent out to a small section of our buyers to upsell a similar product.

From: Murray Kesten
OOps — I really goofed!

Dear M. Kesten client & friend
Please forgive the handwritten nature
of this letter, but I had to get this in
the mail before I changed my mind.
Quite frankly, I made ~~a mistake~~
several mistakes buy for Spring. **In**
an effort to provide the best selection
for my clients I got carried away and
~~to many~~ bought ~~too many~~ way too many
sportcoats, blazers, dress slacks and sportshirts.
So — my **bad** planning is your gain.
the next 2 weeks you can save 20% on

Only mailed
a few hundred
of these letters
to preferred
clients like you.

Another cool one ☺

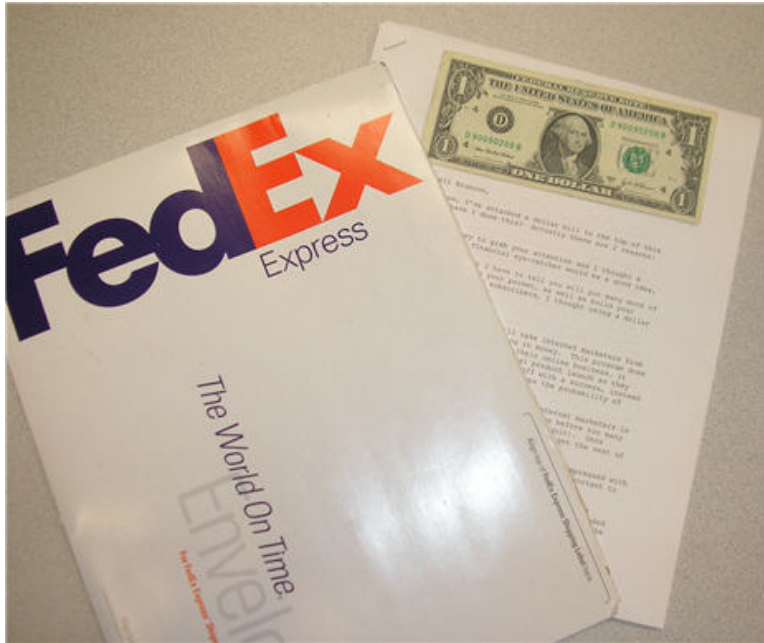
If those came to you in the mail, would you read them? I'll show you the companies that can do stuff like this at the end of this report.

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Things That Make You Go HMMMMM....

If this showed up at your door, would you open it?

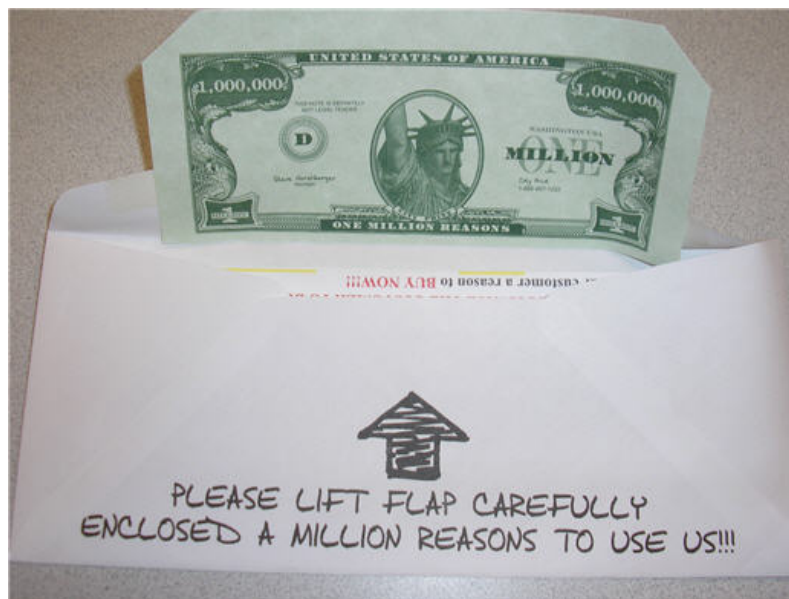
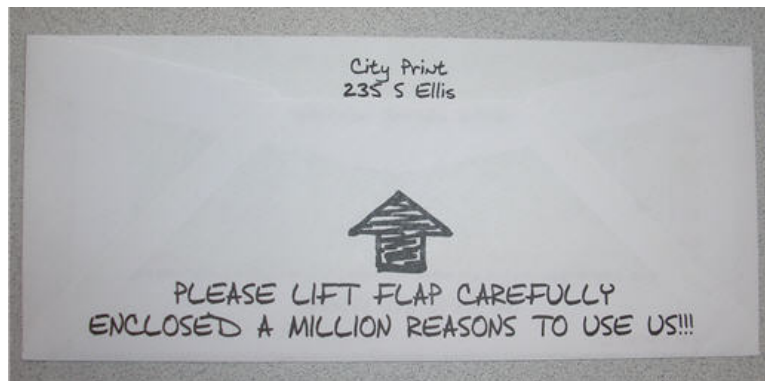


Hand delivered by the FedEx guy

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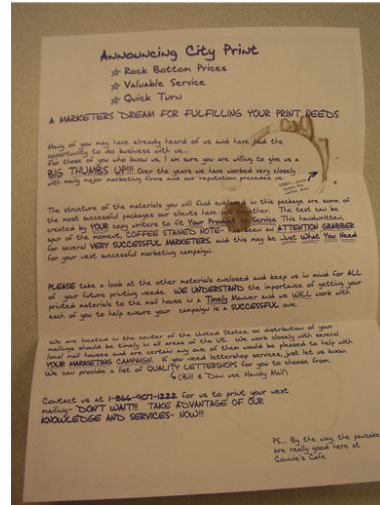
Another very cool idea that is guaranteed to get you to respond...



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Put your sales message on the back of a menu – handwritten and even fake coffee stains.



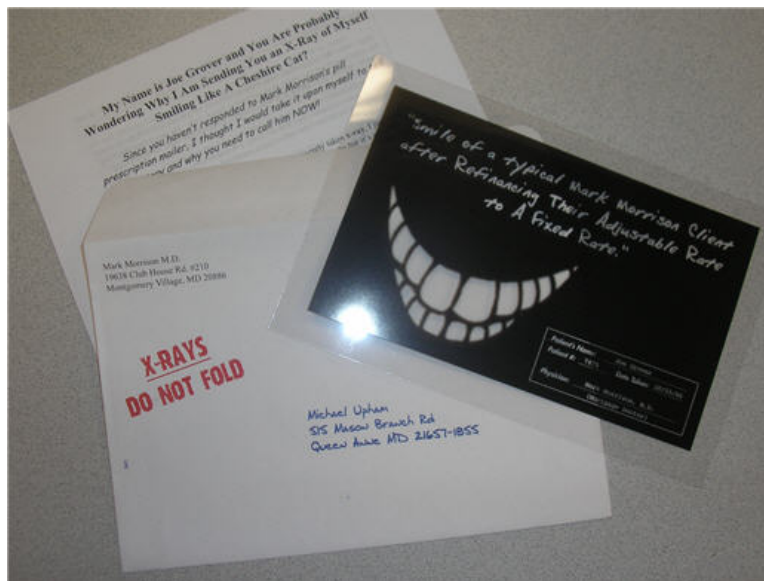
Gold envelop really sticks out:



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No one throws away X-Rays from the doctors:

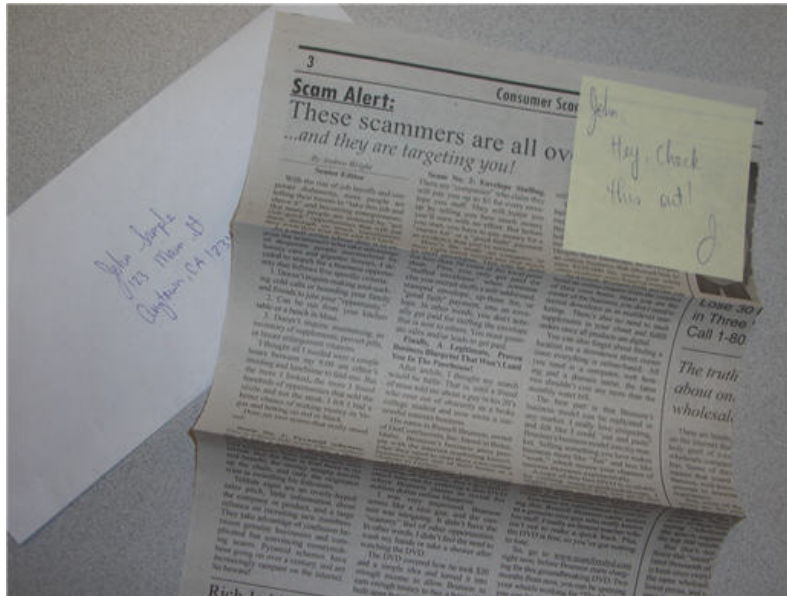


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The Infamous Tear Sheet.

This is one we did internally that was a HUGE success, and I've had literally hundreds of people ask me how we did it. Let me show it to you.



It looks like it was ripped out of a newspaper, and it has a hand written note from this person's friend named "J". The address was also hand written with no return address.



Want to know how we did it...?

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We found a company that printed these awesome “tear sheets” that can look like they were torn out of a newspaper or a magazine. (Their name is on the resource list)

They also have over 700 people who will hand write post-it notes and address envelopes for you!!!

For our initial run we sent out 5,000 copies of this, and with the printing, postage, handwritten envelopes and sticky notes, it was about \$6,300!!! A little over \$1.00 each, and the response rate was through the roof!!!

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Section #3 – The 12 Month Internet Millionaire (Results)

My curiosity with integrating offline marketing into my online business really started out about 2 year ago when I got a copy of Vince James book, “The 12 Month Millionaire.”

When I first read the book, I loved the concept of using offline techniques for my online business, but really struggled to see HOW I could apply it to my business.

After I read the book, I hired Vince to consult me on this exact problem. How could someone like me with an online business use his offline techniques to build their online business?

I just showed you a few samples of what we’ve been doing during the past 2 years, but I really wanted to show you some of the fruits of what adding this type of marketing has done for us.

1. My company has grown from a 3 man operation in the basement of my duplex to 12 full time employees in my immediate office, 8 people in our call center, and about a ½ dozen other full time workers over seas.
2. We’ve more then tripled our profits EVERY YEAR since we started adding the offline elements.
3. My customer / buyer list has skyrocketed by over ten times
4. Attendance of my \$5,000 per head workshops have more then quadrupled in three months
5. And my time away from the offices has more then doubled (in fact I just started going to wrestling practices again last week!)
6. And a whole lot more.

I’ve never sold the recordings from my interview with Vince because I wanted to test it all out and make sure it all worked first. As you can see from above, it works very well.

I will be releasing the **6 hour recordings** from my private consultation and their transcripts for the first time ever on October 9th at 12:00 noon eastern time.

To get your copy or get on the pre-launch list, please click on the link below NOW!!!

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Section #4 – Our Secret Resource And Vendor List

We talked about a lot of cool offline stuff we're doing. Here are a few of the "secret" resources that we are using. I hope you enjoy!!!

Think Ink Marketing

Think Ink Marketing helps personalize mass mailings to the recipient with handwritten envelopes and post-its, tearsheets, affixing postage stamps and more. All printing and mailing is done in-house. Minimum quantity per order is 5,000.

7402 Prince Drive
Huntington Beach, CA 92847

Phone: 714.841.2041
Fax: 714.841.2012

Website: www.thinkinkmarketing.com
E-mail: info@thinkinkmarketing.com

City Print, Inc.

This company can realistically duplicate a handwritten note to make your mailing look like you wrote it specially for the recipient. You can even get what looks like a coffee stain on the paper if you like!

235 S. Ellis
Wichita, KS 67211

Phone: 866.907.1222
Fax: 316.262.4409

Website: www.cityprintusa.com

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Handy Mailing Services

Handy Mailing specializes in fulfillment for mass mailings. They can assemble multiple components, or just fold, insert and seal a single letter. And City Print delivers to Handy Mailing for free!

3839 Dora St.
Wichita, KS 67213

Phone: 800.624.3622
Fax: 316.942.0224

Website: www.handymailing.com

McMannis Duplication & Fulfillment

McMannis specializes in low cost replication of DVDs and CDs. They will also deliver to Handy Mailing for free.

310 West Railroad St
Canton, KS 67428

Phone: 620.628.4411
Fax: 620.628.4487

Website: www.mcmannisduplication.com

Structural Graphics

This is where you can get creative direct mail ideas that you won't find anywhere else. Many of their pieces have interactive parts that hook your prospect's attention.

38 Plains Road
Essex, CT 06426

Phone: 866.428.8969
Fax: 860.767.2451

Website: www.structuralgraphics.com

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