

# The 13 Devastating Mistakes



By Tim Erway

The report you hold in your hands contains some very “high-level” strategies for starting or growing a wildly successful Internet business.

So high level in fact, when I first ran the idea by one of my ultra-successful clients, he advised me NOT to release this report because he felt this knowledge was “too advanced” for the average entrepreneur.

Obviously, I disagreed with him, which is the reason you’re reading this right now... and you’ll find out why that is very soon.

You’ll also find out why **I have never been as excited to share these secrets as I am right now.**



And finally, why I believe what you’ll find here is the most important information I’ve ever released, and you should **STUDY every word** of it if you want to create a profitable online business.

As I write this, it’s been less than a week since I released the first video and report, “**The 13 Devastating Mistakes That Are Killing Your Internet Business.**”

(If you haven’t already done so, [you can pick up that report and video right here.](#))

Since that time, nearly 8,000 people have watched the video and downloaded my report, and more than 10,000 shares and likes on Facebook.

It has truly gone “viral.” And for good reason...

It was a MASSIVE wake up call to an industry that has for too long, been plagued by the GOSPEL OF MORE.

My very first revelation (see Mistake #1) was a “punch in the face” to many of the preachers and teachers out there, because it’s literally the antithesis to that gospel.

My message is one of simplicity, a return to the basics... the time-tested

principles and strategies that have been responsible for windfall profits for the last 10 years in some of the most successful Internet companies in the world.

It amazes me at how differently the vast majority of people who venture online approach building their businesses than the most successful companies do.

And those differences are what led to my identifying and publishing the *13 Devastating Mistakes report* and video.

Now, in this report, we're going to dive right in and CRUSH those 13 blunders by presenting a more effective way to approach your business.

There are 7 SIMPLE solutions that, once you apply them, will quickly turbo-charge your results in ANY business...

So instead of the frustration and overwhelm and lack of results you've probably been experiencing.

You can actually start having fun, because it is FUN when you have a plan. There is nothing more rewarding than having a business that gives you financial independence and allows you to live life on your terms.

But before we dive into the *7 Breakthrough Solutions*, lets do a quick "recap" of the 13 mistakes, so we can discuss how these solutions addresses each of these mistakes.

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**A Quick Recap Of  
The 13 Devastating  
Mistakes**

## 1. Shiny Object-itus

We spent a lot of time on this topic in the *13 Mistakes* report and video, more so than any other topic.

This is where we talked about chasing the income fairy and dabbling in this and that, with no real clear plan. And we compared a business opportunity junkie with a strategic entrepreneur.

About 80-90% of the people I meet who aren't getting results fall into this category.

## 2. The “Needy Ned” (Or Nellie)

This is another common mistake, and I especially see this with those who are brand new to marketing. They use “push” marketing, where they try and convince and sell people on their solution.

Not only is this ineffective, but it's not much fun chasing people, trying to get them to join your business, buy your products and so on.

There's nothing wrong with advertising, but needy Ned's and Nellie's instantly turn people off because they are offering absolutely no value because they don't understand the concept of “attraction marketing.”

## 3. Scatter-Gun Advertising

This is a mistake that's made often and there are actually three factors that lead to poor advertising results. They are as follows...

1. Targeting
2. Attracting
3. And measuring

### Targeting

Most newbies and un-strategic entrepreneurs target the wrong people, or don't know where to find their best prospects.

### Attracting

They have no knowledge of how to craft attractive advertising messages.

### Measuring

Instead of targeting and attracting, their hope is if they get their message in front of enough eyeballs, they will get lucky.

Without all three of these factors, it's impossible to be scientific with your marketing.

Instead, any advertising efforts are based on hopeful, wishful thinking and if this isn't changed, it will suck zeros from your bank account faster than you can imagine.

I've heard people say, "but I'm getting the traffic for free, so what's the big deal?" And my response is always the same.

*"There is no such thing as free."*

There is ALWAYS a cost of money and/or of time. Both of which should result in a positive return on investment. If it doesn't, it's a complete and total waste of resources.

## 4. Crappy Sales System

Where you send traffic matters, and here we covered the process for taking a visitor, converting them into a lead and transforming that lead into a customer. That's what a sales system does.

Most people send their traffic to sub-par sales systems, that don't convert well, which like the previous problem, isn't an effective way to marketing and just doesn't make sense.

## 5. Sales System Crutch

Here we discussed how most systems out there create dependency instead of empowerment. Meaning they position themselves as the "end all" solution to all your problems.

And before you know it, there's a bunch of "me too marketers" who are all pushing the same exact offers using the same exact methods. This eventually leads to a saturation in the marketplace.

We covered how PROS use sales systems completely differently. They either create their own, or if they do leverage 3rd party systems, they always brand themselves first. This is obvious if you observe any PRO in any industry.

## 6. The Technology Poison Pill

This is where we covered how technology is like a double edged sword, and how it can give you more efficiency and effectiveness if used the right way.

But most people get stuck here either trying to figure out how to set it up and use it, spending way too much time trying to automate, getting frustrated because they think they have to learn how to set all this stuff up.

The other risk is it breeds laziness, and people erroneously believe that technology is the answer to their problems.

Marketing PROS know that people do business with people, not machines. So when they use technology, they do so the right way, by integrating personal touch with technology. High tech, High touch marketing.

## 7. Value Deficit Marketing

We discussed how every action is preceded by motivation...

...and the only way to motivate people to take action, be it clicking on an ad, opening an email, opting in to a capture page or buying a product is by infusing your offers with value.

Most people don't understand this and as a result, their advertising and marketing isn't effective and is ignored completely.

## 8. Not Building A List

This is one I don't need to go into detail on, you've heard it said that your number one asset is your list.

Marketing PROS know this, and they also know how important it is to create a relationship with that list.

## 9. Lackluster Follow-Up

Here we revealed how most people are missing out on 80% of their sales because they don't follow up properly, or they depend on one channel of follow up, the most common being email, which only reaches 10-15% of the recipients.

In contrast to this, Marketing PROS use multiple channels of marketing to create "mindshare" with their target market so in their prospects minds, they're perceived as having the solution to their problems.

## 10. Little Or ZERO Cash Flow

This is a big problem, where people work their butts off, with little financial reward to justify all the work. We discussed the concept of low-value, high volume transactions versus high-value low volume transactions.

In other words, it would take a lot of \$37 ebooks if you're an affiliate... or a huge organization of team members if you're in network marketing, to make any kind of real money.

Whereas with high-value transactions, you can make money faster and you can do so without the headache that goes along with high volume, low value transactions.

## 11. The Lone Wolf

Here we dove into how every successful person, every single one, understands that the journey to success is never taken alone.

Marketing PROS surround themselves with other successful people and they know that getting other people's help who have strengths and skills they don't have, is the key to reaching higher levels of success much faster.

## 12. Freebie Seeking

Here we shared why free is the most expensive word in the English language and how successful Marketing PROS can't afford free, because the cost of free is their most coveted resource. Time.



This is what I refer to as “poverty mindset”, and it’s so common amongst unsuccessful people. It never ceases to amaze me at how ignorant most people are about how their own thoughts and beliefs are sabotaging any chance for success.

### **13. Stuck In Stasis**

This is where we looked at what causes people to get stuck, and how lack of clarity, frustration and overwhelm lead to ZERO action and therefore, ZERO results.

There is only ONE reason for this and the solution to this problem is actually quite simple, as you’ll soon find out.

So those were the blunders that keep people from getting the results they want, that keep people’s profits hostage and that hinder them from success they desire.

Before we move on to addressing each of these mistakes, I want to share some very powerful concepts, that once grasped, understood and internalized, will give you more insight on how to:

1. Defeat overwhelm, confusion and frustration
2. Become a more discerning and strategic entrepreneur
3. Recognize the core drivers behind all motivation
4. Gain mastery over emotional, compulsive and irrational behavior
5. Utilize these core drivers to instantly make your marketing more effective



**The Cure For **Overwhelm,**  
**Frustration & Confusion****

It's important to understand that all 13 of the "mistakes" are actually only symptoms of a much bigger problem, which we'll be addressing here in a moment, in the first Breakthrough Solution.

But first, I want to let you in on a little secret.

It's about human nature, the two core motivations and what I call marketing to "The Void"

So here's the secret...

The more confusion, overwhelm and frustration a person has, the more they will CONSUME and buy.

Do you remember in the *13 Mistakes Video* when we discussed this concept?

### ***Confusion Breeds Consumption***

Well, this is an important marketing lesson and an elaboration on that concept.

Lets quickly discuss the two core motivations of human beings. It can be summed up in this quote:

*"We may lay it down that Pleasure is a movement, a movement by which the soul as a whole is consciously brought into its normal state of being; and that Pain is the opposite."*

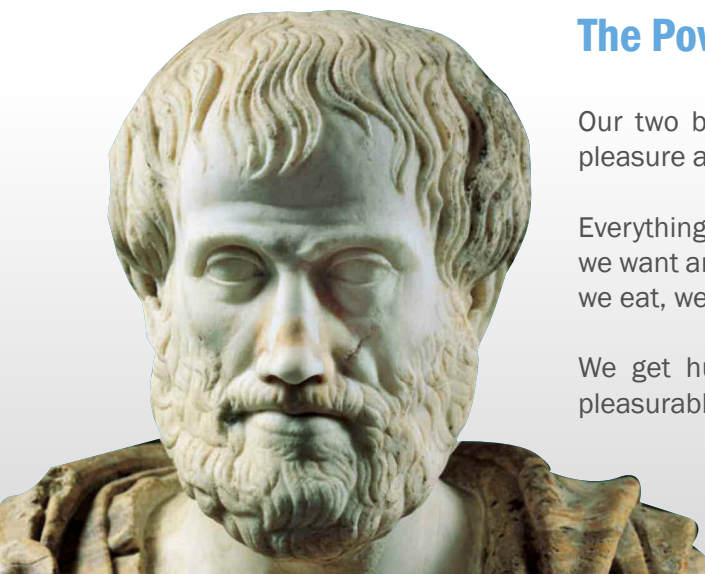
– Aristotle

### **The Power Of Pleasure & Pain**

Our two biggest motivators are pleasure and pain. We naturally seek out pleasure and have an aversion to pain.

Everything we do stems from the pursuit of pleasure, or moving towards what we want and aversion to pain, or moving away from what we don't want. When we eat, we essentially do it for two reasons.

We get hungry and it doesn't feel good to be hungry. And we love the pleasurable sensations food gives us.



So the act of eating is really either or both a fulfilment of the desire for pleasure and/or an aversion to pain.

We pursue a career because we want money and all that it can give us. And when we don't have an income, it's scary and painful... we don't have security... we don't have the ability to provide for ourselves and our families.

Basically, we want to feel good... we want to be secure, happy and experience pleasure in all aspects of our lives, mentally, emotionally and physically. And we have a fear or aversion to the opposite of these things.

It's important to understand this is the basis for everything we do, every decision we make and every action we take.

## The Driver Of All Commerce

So to tie this back in to marketing, consider what drives all of commerce. Think about every commercial, advertisement and marketing message you've ever seen.

What is the objective of all advertisers?

They want you to buy. right?

And how do they do this?

They leverage these two core motivators to bring about an emotional response in the form of desire. And again, this is primarily driven by a desire to move toward pleasure and away from pain.

So back to your business and the reason you're here reading this right now. You said "yes" by entering your information in to get this report because you wanted a very specific result and I promised to help you achieve that result. And you believed in me enough to say "yes" to my offer.

Essentially, my sales message resonated because you wanted something more... you wanted more money and more freedom. And you likely were motivated because you wanted to avoid the opposite of these things.

We recently conducted a recent survey to our email list and in that survey, I asked what the biggest problem was that people felt was holding them back for the success they desired. And do you know what the number one answer was?

## Confusion.

Over 85% said they were not sure where to start, what to focus on first and the specific steps that would take them to their desired outcome.

Even those who said lack of money or lack of time really stems from a lack of understanding, doesn't it?

Let me put it to you this way...

If you had a job to go to and your car broke down, what would you do? You'd probably find a way to get to work somehow. Maybe you'd be late, you might even miss a day. But eventually you'd find a way to get there because it's your livelihood, it's your job and it's how you pay the bills.

You wouldn't say you didn't have the time to take your car in and just stop going to work. You wouldn't say you don't have the money to fix it and just not get it fixed. You would get resourceful and you'd come up with a STRATEGY to get to work because you know you need to be there.

Now lets get back to the reason you might not be where you want to be in business right now.

Let me ask you a question...

If you knew you could make **\$10,000 a month in your business in the next 6 months** and you knew exactly how to go about getting there, would lack of time or money really stop you from doing it?

Of course not, you would most likely figure out a way to take the necessary steps. But if you're unclear about how to go about making \$10,000 per month, you couldn't possibly see it as a reality for you. You might wish you could do it, you might hope you could do it, but there's no conviction behind it because you don't see it as a reality for you.

So lack of clarity, or confusion about how to get what you want is the true cause of not moving forward. And every buying decision, whether product or service related to your business is due to a belief that you are getting a solution for this problem.

In other words, you clearly see the benefit and you believe it can help you. When you aren't where you want to be, it's very easy to invoke an emotional response by tapping into the lack of fulfillment that you're feeling.

When you aren't where you want to be, it's very easy to invoke an emotional response by tapping into the lack of fulfillment that you're feeling.

This is done by getting you to see and feel the potential pleasure of reaching your desired outcome and creating contrast by getting you to feel the frustration of not having that outcome now, you make a decision to invest in a solution that can bridge that gap to get you from where you are to where you want to be.

This feeling of lack, or the gap between your current reality and your desired reality is an emotional thing.

It's always there in the background, this vacuum or feeling of lack. It's there in every human being. Sometimes covered up temporarily by other emotions, but it's always there. I call it "the void."

## Marketing To "The Void"

Marketers and copywriters are trained to tap into the void by making you consciously aware of the delta between where you are currently and where you want to be...

They get you to *feel* what's missing and experience the emotional void, and then they make a promise to bridge that gap. The more anxiety, frustration and desire you have, the more likely you are to consume, or buy what you perceive to be a solution.

This is the basis of influence and persuasion and it's what drives commerce. And by the way, there's absolutely **NOTHING** bad or wrong about using persuasion or influence so long as the solution that's being offered delivers on it's promise.

Here's the rub though...

In the information publishing and marketing education business, the true cause behind the confusion, frustration and overwhelm is rarely, if ever, addressed.

That cause is a **lack of a clear vision** and a **viable strategy** for achieving that vision. Instead of focusing on the true cause their lack of clarity, most consumers, especially "opportunity junkies," believe their problems are due to a "tactical problem."

And so they buy into tactical solutions that become sorta like band-aids that might temporarily cover up symptoms, but there's no lasting cure. The relief is superficial and fleeting.

I'm sure you get emails all the time.

*"Automation will solve all your problems, so buy this software and automate your business."*

*"You need traffic to make money. Just get this eBook and you will have more traffic than you can handle."*

And so, we base our buying decisions on a belief that what is being offered, though tactical in nature, will solve all of our problems.

But what it does instead, is create **more confusion, frustration** and **overwhelm** thereby intensifying the feeling of "lack" and increasing the pull of **the void** causing people to continue to continue to consume more.

This is similar to what western medicine does to treat symptoms when people's lifestyle choices cause so many health problems. Instead of focusing on making changes to what caused the medical condition in the first place, they'll more often than not take pharmaceuticals that treat symptoms, which then causes more side effects for which they have to take more drugs.

The point is, if you're ready for a real breakthrough and if you really want to have the kind of success you've always dreamed of, it's important to focus on addressing the true cause.

In marketing, the cause is **lack of strategy**.

And if you truly want to start getting results and create a real sustainable, long-term business asset that increases in value and continues to pay you dividends then it's important to really grasp this concept and STOP focusing on the tactical and instead become more strategic.

I know what you're probably thinking right now...

"How do I become more strategic?"

That's covered in the FIRST of the 7 *Breakthrough Solutions*.

So lets dive in, shall we?

**The point is, if you're ready for a real breakthrough and if you really want to have the kind of success you've always dreamed of, it's important to focus on addressing the true cause.**



# **The 7 Business Breakthrough Solutions**



This may very well be the first time you've heard this broken down in such simple terms.

But I can assure you, almost everyone complicates this... and it doesn't need to be this way.

Now that you're aware of the *13 Devastating Mistakes* and you've identified which of them might have been impacting your results, you're beginning to understand things differently and maybe for the first time ever, to think strategically and see things for what they are, at the causal level.

So, let's talk about how the *7 Breakthrough Solutions* will solve these problems at the causal level and create a permanent shift on a fundamental level... That's my goal here, is to help YOU change your results.

To help you make more money...

To gain financial and time freedom...

And this is exactly what you need in order to make this a reality for you.

These *7 Breakthrough Solutions* are a CURE for pain, frustration and failure.



# Breakthrough Solution #1: Proven Strategic Plan

A viable, realistic strategy is paramount. It is the single biggest factor in whether or not you will succeed or fail.

Which is the reason we're going to spend more time on this than any of the other 7 solutions, because this is the foundational piece that's missing for most people, and it's literally what makes the difference between being an opportunity junky and a marketing PRO.

**"So what are the components of a strategic plan?"** It's really simple.

To have an effective strategy, you need to at a minimum have these 4 components:

1. **A Vision**
2. **Goals**
3. **Objectives**
4. **Action Plan**

**IMPORTANT:** There are two additional HIGHLY RECOMMENDED components as well, which are a **Mission** and **Core Values**. They become increasingly important as your business evolves. For this reason, *The 22-Minute Strategic Master Plan (instructions below)* includes all 6 components.

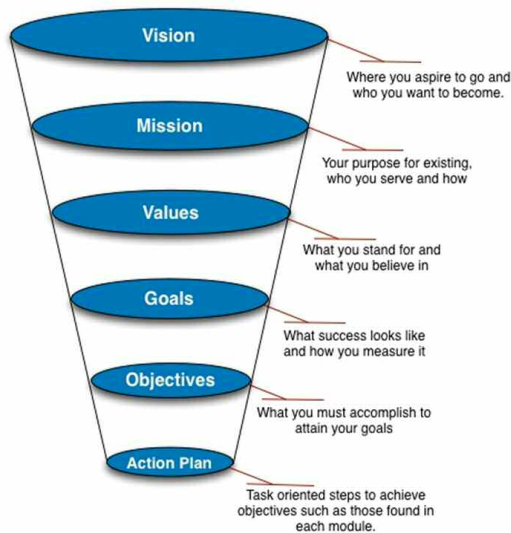
Take heed to this, please... because I know you want results and I know you want success or you wouldn't be reading this right now.

Without ANY one of the 4 required ingredients above, you will NOT be able to approach your business strategically and simply put, there is no possible chance for success. Period. And if you're an entrepreneur who has already achieved 6-Figures and you want to scale your business to 7-Figures and beyond, then the other two components, your Mission and Core Values, are also REQUIRED for you.

***So, what will a strategic plan do for me?***

It will help you define or create a powerful **Vision** to chart where you're going... It will provide you with very specific and strategic **Goals** so you know what success looks like.

It will allow you to map out clear **Objectives**, so you know exactly how to accomplish your goals. Finally, you can create an **Actionable Plan** that you will allow you to quickly accomplish your objectives and reach your goals.



So instead of a bottom up approach, which most Opportunity Junkies take, we're going to walk the path of the Strategic Marketing PRO, which is a top down approach.

This will ensure your vision is realized, your mission is accomplished, your values are adhered too and your goals are achieved.

In short...

**“Having a clear vision, mission, values and strategic goals is the CURE for overwhelm, frustration and lack of results.”**

If you've been feeling stuck, having a clear vision, powerful mission and a viable strategy will cause you to immediately cause you to “shift” from being in a stuck state into a resourceful and empowered state.

And instead of making solely emotional based decisions, you will be able to balance this out with rational thought and use more discernment by asking yourself a very simple question.

*“How might this fit into my strategy?”*

The process I'm going to take you through for creating your vision, mission, goals and strategy is a little unorthodox and will likely differ from other systems you've seen before.

I've always believed in taking the quickest path to the desired result, which is why I constructed **“The 22-Minute Strategic Master Plan”** the way I did. After working with my students and clients, testing and refining this process over the years, I've found this to be the fastest path to creating a powerful and effective strategic roadmap. The litmus test for how effective this process works for you will be reflected in your level of clarity, sense of purpose and ability to focus and consistently move forward.

Because this is such a critical piece of the success equation, I've decided to provide you with the entire process for creating your *Strategic Master Plan* for absolutely free.

To claim your complimentary copy of the "22-Minute Strategic Master Plan," simply register for the next LIVE training. (Details on page 36.)

facebook



**Bob Clarke**

This has everything I look for in a great opportunity... especially good for anyone building their business Part Time. Rock on, Tim!

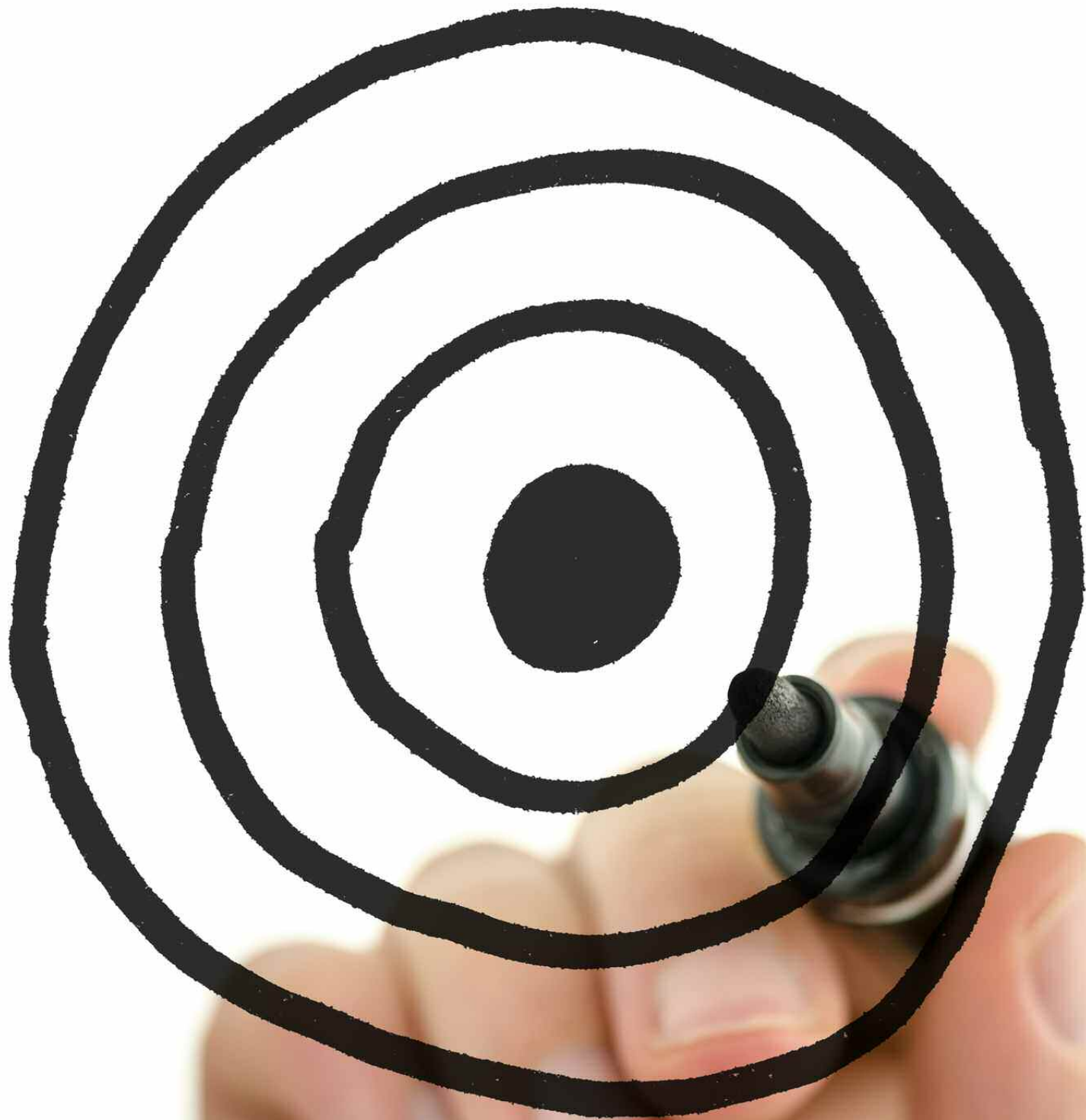
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**Mike Freeman**

The most exciting opportunity in this industry ever and it's so accessible to the complete "newb" and so profitable that it attracts the most experienced pros! And we all get to share and benefit from one another. Big thanks to Tim and the team!

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**Breakthrough  
Solution #2:  
Targeted Traffic**

## This is really simple... much easier than most people make it.

There are 5 steps to getting traffic...I want to go very high-level and strategic here. Big surprise, right? ;-) But the reason for that is, unless you have your STRATEGY in place, you can't be effective with any tactic.

So here are the 5 steps:

1. Pick a medium
2. Craft a value infused offer
3. Get exposure to that offer
4. Evaluate Results
5. Optimize & Improve

That's really all there is to it.

Let me give you an example...

And pay attention, because found within this example is a VERY effective strategy that is proven to work, and in fact, you already heard Greg talk about this...

Well, I'm going to break it down for you piece by piece.

So, you've crafted your traffic strategy in the last step, your strategic plan... and when you created your goals, objectives and action plan, you now have the pieces in place to go out and start executing your plan. Let's say you've decided your goal was to generate 50 leads per day by providing high-value content on a specific topic with video marketing, and your goal was to accomplish this by September 31st of 2013.

Your goal passes the **S.M.A.R.T. Test** (See *The 22-Minute Strategic Master Plan*) because it's specific, measurable, attainable, relevant/results oriented and it's time bound.

### Your Objectives:

- *To create and post 20 videos per month that add value to my market*
- *Optimize each video for higher rankings*
- *Get exposure to video in all available marketing channels*

### Your Action Plan:

1. *Research and decide on video topics*
2. *Shoot 1 video every day with good content and a call to action*
3. *Create or outsource a video description article*
4. *Post video on YouTube with article and call to action*
5. *Mail list to inform them video has been posted*

The above is an example of how to go from a very high level with vision and intention, down to a more strategic level with a specific goal. And then, with that strategy, create an actionable plan to utilize a tactic to get an end results. So instead of putting the cart before the horse, and having an unclear intention and goal... I've clearly defined what my intention is, and therefore, I'm not confused, I'm not overwhelmed, I know where I'm going, I know how I'm getting there and I can measure my results, because they will be tangible.

I hope this makes sense, because this is an example of how to shift from tactical action, to strategic implementation of tactics. **This is a required shift if you really want to create reliable, consistent and predictable results in your business.**

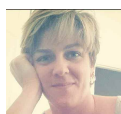
And when things don't go right, you can make the necessary changes or adjustments. So here again are the 5 steps for getting traffic, it doesn't matter what medium you use, these are UNIVERSAL processes that apply in all cases, for all types of traffic.

They are:

1. **Pick a medium**
2. **Create or choose a infused offer**
3. **Get exposure to that offer**
4. **Evaluate results**
5. **Optimize & Improve**

I'll tell you how to get some very specific traffic generation strategies that work like crazy in Video 3. But for now, lets move on.

### facebook



#### **Katrina Van Oudheusden**

Struggled for years trying to figure out how to drive traffic, then opportunity 'Elite Marketing Pro' knocked and I opened the door. Made the leader board for the first time and finally recruiting leaders that are taking action to build their business. This is a gold mine of opportunity. And it does convert!

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**Breakthrough  
Solution #3.  
List-Building  
System**

As you've no doubt heard, your biggest asset as a marketer is YOUR LIST, and therefore, one of the most important conversion points in your sales funnel is where you turn visitors into leads.

We discussed conversion points in the last training, and how every click, every open of an email... every action is a conversion point.

As you've no doubt heard, your biggest asset as a marketer is YOUR LIST, and therefore, one of the most important conversion points in your sales funnel is where you turn visitors into leads.

Your capture page or opt-in form is the doorway to your sales funnel. It's where you begin the process of creating a relationship and sharing whatever solution(s) you have. The quickest, easiest and most powerful way to start building a list, is to combine the previous strategy, driving targeted traffic, to a capture page.

You are here as a result of first, opting into a capture page. You were then presented with some valuable training and our goal is to win you over as a customer. That's what businesses do, right?

And the best way to do that is to DELIVER OVERWHELMING VALUE and convey that value in your marketing. This is done by creating or leveraging a list-building system.

There are many off the shelf solutions that make this process easy. And here at Elite Marketing PRO, in addition to the turn-key capture pages you can plug into to start building your list right away, we also give our members one of the most powerful and simple to use capture page builders you'll find.

I'll talk more about that in Video 3. But lets move on...

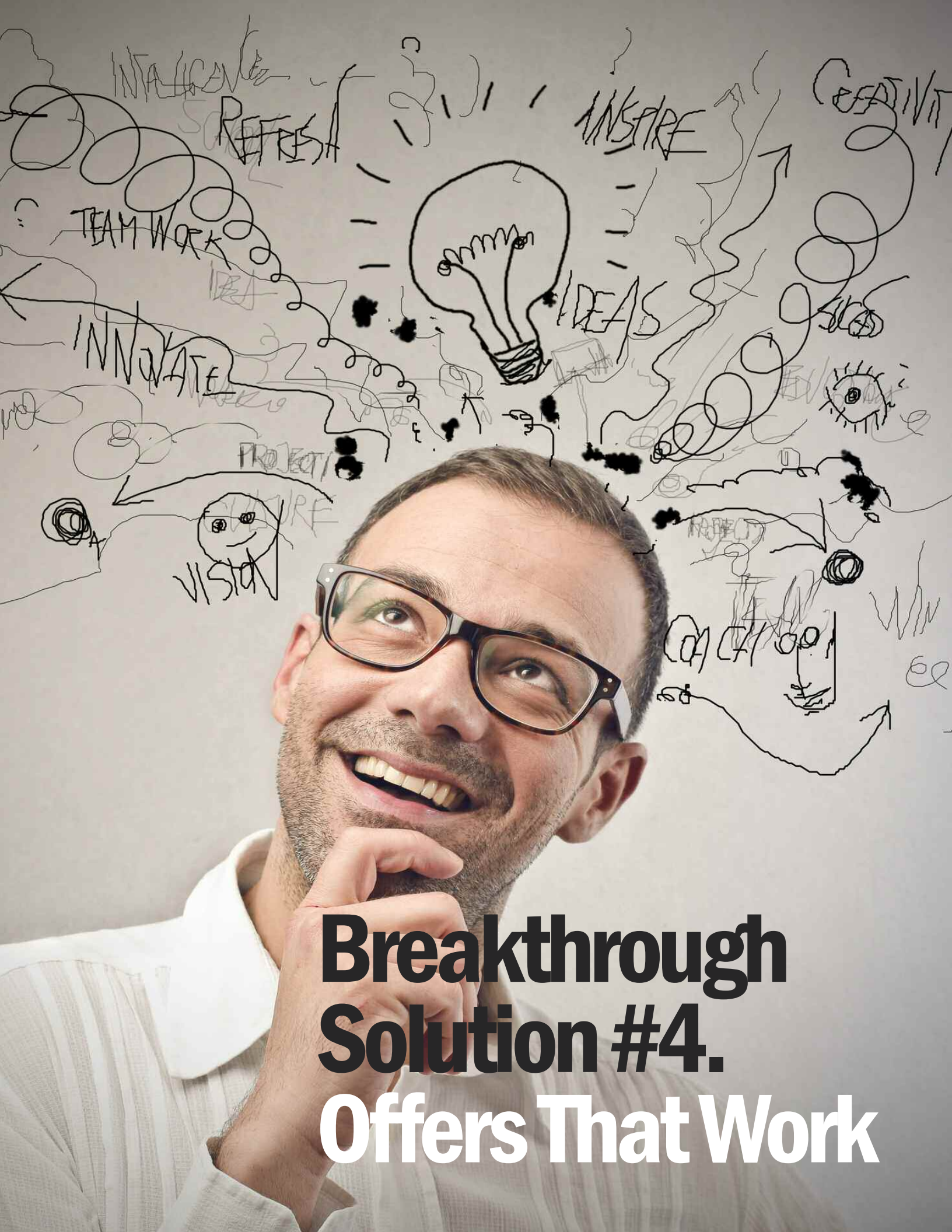
## facebook



### Jack L Dean

I have never been able to build a list before, but after eight days I have started building a list and found myself on the leader board for the most leads in the last seven days and made two sales. This is a phenomenal platform for building an online business.

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**Breakthrough  
Solution #4.  
Offers That Work**

This is where the rubber meets the road, where sales happen and money is made.

There are a lot of sales systems, a lot of offers for products and a lot of affiliate programs that just don't do a good job of conveying the value in their sales messages.

As I mentioned in the **13 Devastating Mistakes Report**, the ability to convert sales is the single biggest factor that leads to success online.

You can have the best product, the best service or solution...

But if you can't sell that solution, then you're out of business. This is the reason copywriting, the ability to sell with words, is the highest paid marketing skill. Master copywriters command 5-figures just to sit down and craft a sales message, because they know that if their clients win, it can be 6 and even 7-figures for them.

Obviously, hiring a copywriter can be an expensive endeavor, and learning this skill set takes time and practice.

But there are shortcuts to crafting WINNING ads and sales messages and soon, I will tell you where you can plug into a completely turn-key system where you have over a dozen hot-selling offers.

And the best part is, you get to keep 100% of profits.

Speaking of profit...



## facebook



### Rebecca Woodhead

Just to give you an idea of what's possible with this... I made \$11,390.70 so far. Still within my first 90 days. I don't have the biggest list. You'll rarely find me on the leads board (I'm on there now, but I'm not usually) but I'm consistent and I'm always driven by the best ways to help my ideal clients. Not the most sexy strategy, but it's working pretty well for me.

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### Luke Lim

The trial alone is giving me 40% ROI! Now to get more traffic!

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**Breakthrough  
Solution #5...  
Fast Cash Flow**

Everyone likes to get paid, that's the number 1 objective of business, to offer value for value, or money.

There are two things that matter to you, in your business, especially if you're just starting out. That's profitability and speed to profitability.

And I want to share this model with you, because once I understood this and implemented it, I went from a few thousand dollars per month, to multiple six figures in less than a year. The model goes like this:

### *High Volume, Low Value Transactions vs. High Value, Low Volume Transactions*

This was THE single biggest breakthrough I had and that I've shared with my clients, students and friends that have led to windfall profits, to the tune of 6, 7 and even multiple 8-figures. Every business aspires to have profitable, sustainable revenue growth. It's no different for you.

It doesn't matter what type of business you're in... affiliate marketing, network marketing... selling your own products or services... your goal is profitable, sustainable revenue growth. PERIOD.

Now pay attention here, because this most likely applies to you. If you truly evaluate most affiliate programs and network marketing opportunities, you'll soon realize it takes a LOT of sales or a lot of team members to make any real money. In other words, if you're selling \$37 eBooks, or \$50 dollar widgets, I'm sure you'd agree it would take selling a LOT of those to make any real money.

And if you're in a typical MLM, it will take **hundreds or even thousands of team members** in your organization to make high 5 and 6-figures. On the other hand, if you have a sales funnel, where you have low priced products, that lead to higher value products and services that people want to buy, then you have depth in your sales funnel.

You have High Value offers that lead to high sales transactions and that allows you to **make you way more money** with much fewer sales.

Pay attention, because this is the secret that Marketing PROS know, and it's powerful. In fact, it's the **ONLY** way to really make money fast online for the average person.

The problem is, most affiliate programs that are savvy enough to create additional high-value offers, typically don't pay their affiliates at all when the customers they refer upgrade.

One of the biggest barriers that can bring your marketing to a screeching halt is, having to wait for 45-60 days to get paid commissions on your sales.

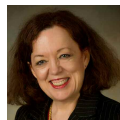


So your option is to create your own high value offers, or find the rare company that's willing to pay you for the high value transactions as well. If you're investing in advertising an affiliate program, or maybe you're offering a network marketing opportunity...

One of the biggest barriers that can bring your marketing to a screeching halt is, having to wait for 45-60 days to get paid commissions on your sales. You can invest \$500 on advertising, make \$1,500 in commissions, which is great, but not if you have to wait a month or more to get it.

In Video 3, you'll learn a simple way to **quickly earn money** for offering high value offers that people want and need.

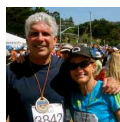
**facebook**



**Lynda Cromar**

I absolutely love it. I went into profit the first two weeks. Got my first check for \$487. I really love that you can make more than a few dollars on this. Everyone deserves to get this all the what is working now!

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**Doug DeMercurio**

By far the best marketing program out there. Joined Elite Marketing Pro and had my first ever \$1000+ commission in the first week. The good news is... there have been more since then. One simple tip from Tim Erway improved my conversion rate enough to put me on the leader board for sales. If you want to get results FAST, get into Elite Marketing Pro ASAP!

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FOLLOW UP

**Breakthrough  
Solution #6..  
Multi-Channel  
Follow Up**



## The only constant in the online world is change...

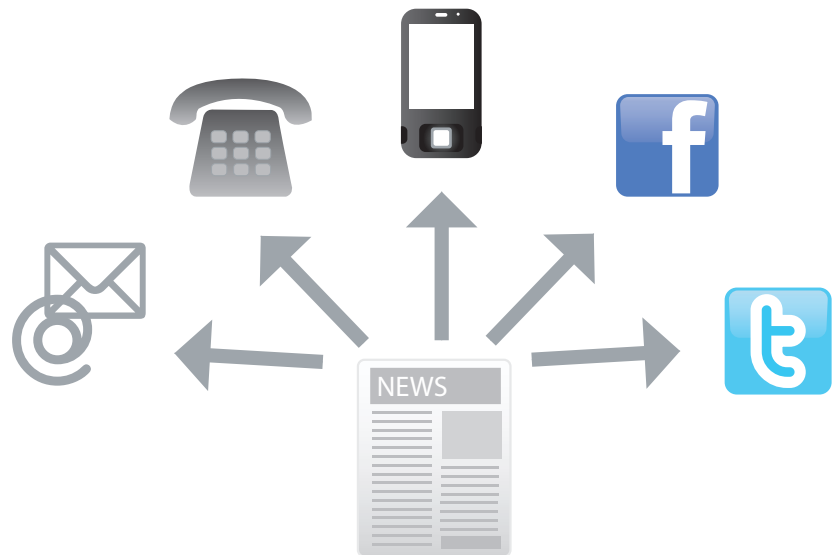
But the universal principle of follow up is timeless. If you don't follow up with your leads and prospects, you're missing out on up to 80% of your sales.

And if you're only dependent on ONE channel, like email for example, then you're not even reaching 20% of the people who want your solution...

They either don't get your email, or they have so many other emails, they never get around to reading it. There was time when email was like texting is today. We would read every single one. But that's just not the case any more. The bottom line is...

### ***More Channels = More Exposure = More Sales***

You need to be leveraging as many channels as possible in order to maximize your sales. This includes social media, mobile, direct mail and good old fashioned phone communication.



Sounds like a LOT of work doesn't it?

Don't worry, because in Video 3, I'll reveal how you can instantly plug into mutli-channel follow up campaigns that will close sales for you without you having to lift a finger.

facebook



**Abdullah Yusuf**

The conversions were incredible, with whatever traffic source I used, and I quickly managed to get on the Leader Boards and help a few others do so.

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**Greg Bagnaro**

WOW! I've brought in 9 new paid members in the past 4 days all without any contact from me. This system CONVERTS!!! Now I'm training the new members to do the same thing. It's a beautiful thing. :)

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**Breakthrough  
Solution #7.**

**Training & Support**

We talked about the fate of the LONE WOLF in the previous video and report. Simply put, it is nearly **IMPOSSIBLE** to succeed without help.

You need training, tools and most importantly, you need support when you run into challenges or problems.

Every successful person I've met has mentors, has partners, has team members who they rely upon to balance out their weaknesses. How many times in the past have you felt "stuck" because you couldn't solve a problem?

Well, running an online business comes with a unique set of challenges and there are certain skills you need to succeed. Now imagine having a whole community, who is on the same exact path as you, with leaders that are at the level of success you want to achieve and are willing, anxious even, to help you succeed.

This community already exists, and soon you will be extended an invitation to join them.

## **So those are the *7 Breakthrough Solutions...* that solve ALL 13 Devastating Mistakes.**

Each is required if you want to create a real business that gives you the kind of leverage that allows you to create an ever increasing income, build wealth and have the kind of lifestyle you've always wanted.

The *7 Breakthrough Solutions* I just gave you are all you need to make it to the top of "Success Mountain." And essentially, you have two options for getting there...

Your first option is, you can take what you've learned here and figure out how to implement these solutions yourself Or, alternatively, you can plug into an already existing "system" that provides most of these solutions for you.

If you do decide to go about this on your own, there's nothing wrong with that. In fact, that's exactly what I've been doing for the past 10 years and I've also taught many others to do the same thing.

But it's important to have realistic expectations about what it takes and how much work and expense is really involved.

And unfortunately, most people who set off on the journey up success mountain, don't realize what it really takes until they're half way up a cliff face without climbing rope. Very soon, you'll have the opportunity to gain access to just about every piece of equipment, and help you need to safely embark on a faster, easier route up success mountain.

But even if you decide not to take me up on that offer, you now know what you need to do to climb the mountain yourself. I've given you every tool, every strategy and I've shown you an effective way to strategically use tactics to make your climb a whole heck of a lot easier.

You know what separates an opportunity junkie, from a Marketing PRO, and therefore, you're already ahead of 95% of new entrepreneurs. Now, I have a question for you...

Are you unclear about how to integrate these 7 solutions into your business, right now?

If so, I'll be revealing how you can plug into a system, a proven system, where 6 of these 7 solutions are **ALREADY DONE FOR YOU**.

It's true... and you only have to focus on ONE thing, which I'll show you how to do, and it's very easy the way I teach it.

All will be revealed in video 3... OR... If you want to jump ahead of the line and get the full scoop early, then you can [register for our next LIVE event](#) right below this video.

And in fact, I'm going to make it worth your while to do so...

**Because I'm going to give you a HUGELY valuable bonus just for joining me.**

Do you remember Breakthrough Solution #3, the list-building system? That's where you build yourself a list, your biggest asset...

Well, when you join me on the training, not only will you receive my "**22-Minute Strategic Master Plan**," I'm also going to tell you where you can get:

**My SWIPE And Deploy List-Building Templates**

JUST for getting on the live training with me.

These are the VERY SAME templates we use to craft our own high-converting capture pages that generate hundreds of leads for us every day on complete autopilot.

Plus I'll include a video walking you through, step-by-step, on how to create your own list-building system.

This is easily a \$197 value, but it's yours free just for registering and joining me on the next LIVE event.

**FAST PASS**

## Don't Want To Wait? Here's Your Fast Pass to Higher Profits...

Are you ready to skip the pain, frustration, and anxiety, and get into the fast lane to greater online profits?

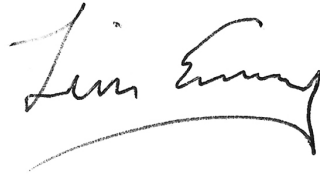
Click here to take the next step and discover how you can completely transform your existing business, or quickly launch a WILDLY profitable new business in record time!

**Skip To The Front Of The Line**

I hope you got a ton of value from this training. I know if you truly take what I've shared here to heart and you make the decision to implement these 7 *Breakthrough Solutions* into your business, you will experience massive results.

If you know someone who could use help growing their business, please feel free to share this report with them.

To your success,



P.S. Be on the lookout for Video 3. It's coming soon and I know you will be blown away with what I'm going to reveal.

Also, if you liked this training, [please leave me a comment and share your thoughts here.](#)

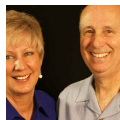
## facebook



### Michele Gillespie

Wow, this is truly a freaking amazing system,..made money in my first 10 days, with no list, and no previous experience of this type! The team and the help I have gotten has been AWESOME!

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### Rich Rotfort

Bottom Line: The EMP blog and lead capture system is 10x better than what I've been able to create...it's fantastic and so much better than 90% of the business building blogs out there. We at EMP are blessed to be have such a remarkable tool to use to build our businesses.

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