

The Great Affiliate Marketing Sham

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BlackBookDVDs.com

Mission: Use Affiliate Marketing to
Make Money, Build Your Business,
Gain Valuable Insight Into the
Business of Your Competitors - and
Seduce Away Their Customers

WARNING: This Report May Cause
Extreme Paranoia for Some (We Can
Only Hope)

If you paid any attention this past year, you already know about the overnight, underground success of the Adwords Black Book.

More than a few people called the Adwords Black Book "The Greatest Internet Marketing eBook Ever Written".

Starting with no affiliates, no JV partners, no pre-launch formula, no money spent on advertising . . . nothing, the book sold out in 19 days.

With none of the above, an unknown known only as "X", did what John Reese said couldn't be done:

"I don't care how good your information is in an ebook, you go and try to sell that ebook for 197 or 250 dollars. It can't be done. It's very, very difficult to do it."

- John Reese, The Reese Report
April 2006

The Adwords Black Book, priced at \$197, sold out on April 4th, 2006.

Unfortunately for most, the buzz didn't reach them until AFTER the book sold out.

Only 500 copies were sold at \$197 each - most of those copies going to the most recognizable names in the Internet marketing biz.

The Rich Got Richer

Some of the people who needed the information most were left on the doorstep, in the cold.

I had people, literally, write me hate mail DEMANDING that I sell them a copy of the book.

I said I'd sell only 500 copies, and 500 copies IS all I sold.

I'm doing this report for a variety of reasons; I will only share two of those reasons with you right here, right now.

First, there are things about how the Internet marketing game works that everyone should know but VERY few do.

It took me too long to figure it out for myself.

I'm sick of watching "newbies" fed and sold crap information. People are tired of choking on bones.

Not that I'm the only dude in the world with anything good to share - not the point at all.

The point is, I've been in the game long enough that I can tell you who's going to survive and who's not based on what they're involved in.

I see way too many people chasing "money makers" and way too few building a business.

This isn't news. I didn't create or popularize the idea.

But people selling the idea, are also selling the crap that keeps people perpetually chasing money-makers.

That's why I wrote "The Death of Crap": - <http://TheDeathofCrap.com>

While the Black Book sold out quick last time without any advance notice - this time there is advanced notice.

This is your notice.

Something unique, something special, something revolutionary, is coming. **It works and it will change the face of Internet marketing** by shifting power.

Internet Marketing Newcomer, Chris Parker of Australia, Slips on the Brass Knuckles, Kicks Ass and Has His First \$1200 Day!

"Just a couple of days after I bought the Black Book, I used three of the techniques 'X' teaches to make a quick \$1200 on the launch of Keyword Elite (and only spent \$200 to make it).

I couldn't believe how effective the strategies were. I've only been into Internet Marketing for six months - I'd never made more than \$100 in a day before this.

What I really love is how the book makes it so clear what mindset you need to be in to play this 'game'. Half the secret is having the mental edge - wanting to be that raging bull that charges down your competitors."

What I teach . . . it works.

At this moment I don't know how many copies of the Black Book DVD's will be sold.

I don't.

What? You didn't think this was a marketing piece?

Come on.

I expect my existing subscribers and customers will buy most of the copies available; a hard sell isn't necessary.

OK.

Second, I promised a revolution and this is the first shot in the new battle.

Every day, affiliates are being screwed. Merchants are screwing their sales force, aka 'affiliates', ROYALLY.

It's time to give them the finger.

It's time to tell them to screw off.

Here's why:

"You want me to bust my butt, spend my money, build your list and you'll pay me a crap ass 10% commission for sending you my best people, Mr. Merchant?"

If you think that's a good deal, you need to wake up.

To hell with that.

It's time to say, "I have a right to be paid well for what I do - FOR YOU so that I don't have to resort to building AdSense sites."

Don't get me wrong.

I've made nice money with AdSense. I even have a program teaching people how I build AdSense sites. It was a "phase". It was fun; I really liked building those sites.

But you do it, you learn what you can and make a few bucks in the process and then you move on.

How Ridiculous is This, Really?

Think about this situation and you get, immediately, how ridiculous it is.

Never mind me, because you don't know who the hell I am anyway. Let's talk about the darling golden-boy of IM.

When John Reese published his \$500,000 AdSense report, he said he didn't make anywhere near as much on affiliate programs as he did on AdSense with the sites he built, though he did make some.

John's "some" is probably greater than the GNP of a country or two – but am I the only one who sees something wrong with that picture?

**And I mean SOMETHING
SERIOUSLY BENT WRONG?**

Here's a very talented, very skilled marketer making more money taking a 30% share of a click than

he is selling products outright as an affiliate.

That is f' d up ami go.

I could rant on all day about what that says . . .

- Tracking is lousy
- Affiliates aren't paid high enough percentages.
- Conversion is terrible
- Most merchants can't sell because they and their consultants or "webmasters" have no clue what they're doing, etc, etc, etc.

Making more money with AdSense is like declaring that masturbation has officially become more fun than the real thing (if it is, get a new partner).

That's a **BIG** problem if you ask me.

That is the DEATH OF INTERNET MARKETING . . .

. . . because affiliate marketers can literally MAKE a business.

But apparently, there are many businesses out there that haven't been clued in.

If you ask me, it's an absolute outrage.

OUTRAGE

Affiliate marketing is the greatest setup any business could ever hope for . . . an army of people ready, willing and able to work for free and only be paid if they produce a result.

Brilliant.

The affiliate covers all their own expenses, invest in their own training, put in their own blood, sweat and tears - and businesses are too stupid to recognize and reward their real value?

Un-fuckin-believable.

Did I say it's stupid?

STUPID. IDIOTIC. MORONIC. ASININE.

And the affiliate's who support that?

Do I have to say it?

In the self-help industry, I quit managing affiliate programs because only a small handful of affiliates can effectively make a living on a 10-17% commission (and selling about the hardest damn thing there is to sell - the idea of WORKING to make one self better).

As a result, affiliate marketing in that industry is practically DEAD.

D E A D
AS A DOORNAIL

Unbelievable greed and stupidity will do this.

And it's deserved.

Put somebody smart in the niche, somebody with a brain for working

with affiliates and you KILL THEM ALL.

I got a little ahead of myself, so I digress . . .

Not Everybody Loved the Book

There were some people who hated what I shared in the Adwords Black Book for a variety of reasons.

- Google for revealing loopholes (still open) in their Adwords system.
- My ex-employer, because I bitch-slapped his ass across the country. (If Mr. X worked for your business at \$11 an hour, would you give him a raise when he asked for it?)
- One of the affiliate programs I promoted, because they realized I'd outgrown "harmless affiliate" status and positioned myself to take a serious piece of their business.

- Other Internet marketers because I revealed inside secrets - REAL SECRETS - they truly don't want others to know (because they make a LOT of MONEY).
- And a few ninnies who just couldn't handle the truth, weren't ready (and probably never will be ready) to play hardball.

And guess what?

All of that I can live with; didn't lose a second of sleep.

But the people who didn't like The Adwords Black Book that I LOST SLEEP OVER were . . .

The people who didn't see their business as being built on affiliate marketing - i.e., they have their own products or services and they just didn't get how my focus on affiliate marketing applied to them.

A crying shame.

Because I do not care who you are, affiliate marketing should be a core part of your business and NOT for the reasons you probably think right now.

Look. Merchant's are exploiting affiliates (just keep reading), so why would you not exploit that relationship right back.

You should.

I take full responsibility for my failure to communicate that message effectively on go one.

But, if 'they' don't "get it" this time around, the blame falls on them. And what I'm going to reveal in my Black Book DVD's will very likely change entire industries based on who "get's it" AND "does it" and who does not.

Don't come crying to X when what I'm about to share with the world suddenly results in a nosedive for your business.

Serious.

Ever see those posts on the discussion forums that read something like "What's going on with Google? Why can't I see my ad? Why have my ad costs suddenly jumped up?, etc, etc, etc"

Hint: It's 'cuz of the dope I teach.

So let's talk about how the hell I got here . . .

My Evolution as An "Affiliate Marketer"

- Age of Darkness
 - Common Affiliate Mistakes
- Age of Awakening
- "It" Began to "Click"
- Territorial Pissing Contests
 - Age of Paranoia
- I Began Building a Business

The Age of Darkness

I haven't always been a "marketing genius".

In fact, I was the poster boy for "miserable marketing failure".

My first three years online were so bad I revolved between manic insomnia and depression. I was living proof that hard work has no direct correlation on success (it doesn't); my 12-14 hour days barely produced \$1000 per month in income.

I worked my ass off. I've dug ditches for a living and I'm here to tell you ditch diggers don't work that hard and they make more money than I did.

In fact, my stated income in those three years fell below \$10,000 per year. And most of that came from doing website work for other people (cheap, tight-assed, nit-pickers at that) - probably less than 5% of it came from selling my own products or affiliate product sales.

I was ridiculed by my family and friends; even my always supportive

wife began encouraging me to "get a real job and get away from the computer".

It was a humiliating time for a guy who'd worked for two U.S. Presidents and graduated at the top of his class in college.

Mr. 4.00 fell flat on his face.

When things reached the point of picking up free pallets (at night, because I was too embarrassed to be seen doing it during the day) at the local newspaper to use for burning in our fireplace, I finally admitted "I don't know what I'm doing."

So, I did the unthinkable and I got A JOB.

The remarkable thing about failure is that it's humbling and, depending on how you handle it, incredibly motivating or debilitating.

Fortunately, it only made me an angry, raging bull determined to crush the competition - just as

soon as I could pick my face up out
of the dirt.

The Age of Awakening

I once had a fortune cookie that read, "Among the lucky, you are the chosen one."

Awesome. It's my personal mantra.
I believe it.

Why not?

And that's how the first 28 years of my life played out. And it's right where I've picked up after my three year stint in the age of darkness.

In a rinky-dink town of 16,000 personas, I happened to step into a direct-mail marketing company in the self-help industry.

There are like ten of those companies worth mentioning on the planet (if that).

Getting that job was the turning point. I was hired as receptionist, after practically begging for the opportunity.

On my second day in the office I discovered they had an affiliate program that nobody had the time or desire to oversee. The guy overseeing the program at the time just rejected all affiliate applications because he didn't want to be bothered with looking at anyone's site. {I'm not kidding – this is how the 'real world' works}

On the agreement it was something I do on my own time, meaning at home after work, I took over managing the affiliate program for a whopping 2% of gross sales.

Boosting sales was easy; there were next-to-none to begin with and by simply communicating with affiliates, and recruiting a few new ones, we hit a high point of \$35,000 per month within just six months.

That was all fine and great for them, but here's what set me on a course of success:

As an affiliate manager I got an inside look into who REALLY made money and how they did it.

Internet marketing IS a transparent business. You can easily look at and emulate what a successful business does.

But that transparency, that ability to "copy cat" is only good if you KNOW that what you're looking at really works and how well it works.

That was my advantage as affiliate manager; I knew. I had a front row seat to "here's how money is really made online".

Did I take notes? Hell yes, I took notes.

Affiliate success happened in a variety of different ways, but the common elements were the same.

"It" Began to "Click"

At that time, Pay Per Click marketing was a totally new thing. When I became aware of it, I don't even think Google Adwords existed.

Overture was the game and few marketers had embraced it.

Why PAY for search placement?

What an outrage.

My company was one that had, and again I had the inside view into what worked and what didn't.

In those days, you had to think differently about PPC than how Google makes you think.

I'm not going to say much more about that here, but Google has actually played a large role in the sloppiness of marketing.

When you look at a lot of the crap and the overall lack of marketing skills employed by most 'Internet marketers', it is the direct

influence of Google that has created that mess.

Sure. I love Google's traffic and they're the kings of the search world [for now]. But when you look at how things have evolved, Google's innovations have been the kindling for the junk pile fire.

With Overture, you had to submit for one keyword phrase at a time and that meant unique ads, unique landing pages, etc.

What a pain in the ass.

When Google came along, they made it easy to be really sloppy. And every time they change their system it's really an admission that "Our system isn't as perfect as we'd like you to believe it is."

It isn't.

Because of my Overture background, I understand things about Google that most people can't even consider because Google is all they've ever known. It's a radical paradigm shift.

The company I worked for was in the Overture game, so I could see what made money and what didn't on their dime.

I saw the kinds of keywords that ALWAYS made money - and the kind that NEVER made money.

And that's something that's just as true today as it was then and it will be for as long as there is PPC.

So, I created my own Overture account, joined a bunch of affiliate programs and started collecting checks that seemed HUGE at the time.

Even though I still consider my former boss to be a simpleton-idiot, he was always smart about hiring great people who knew what they were doing.

Five years ago I was exposed to Internet marketing practices that 95% of Internet marketers aren't doing TODAY.

Territorial Pissing Contests And the Age of Paranoia

After 'leaving' my job, I became a part-time affiliate manager and a full-time "Google Casher".

What's a Google Casher?

It's someone writes and runs ads on Google's Adwords system [any PPC system], then directs that traffic direct to an offer on someone else's website and hopefully they get paid for the sales that result.

Things were great. For every dollar I spent on ad clicks to drive traffic to a merchant site, I was making four to eight dollars in return.

It didn't get easier than that.

That income combined with managing affiliate programs on a percentage basis (now 10-15% of gross sales), meant I worked hard when I wanted and not at all when I didn't want to.

I was living' the life baby.

But the inevitable happened.
Anytime it's that easy to make
money, more are sure to follow.

More and more people started
getting into the Google Cash game.

That meant click prices escalated
while more people were sharing the
same commission pie.

BIG TIME MARKETING LESSON:

You must develop ways to raise the
barriers of entry. As an
affiliate, you can do this and it's
a major focus of the Black Book
DVD's.

If someone can come along, put up
an ad, and be competing with you in
15 minutes, you have a problem.

Using the Bitch Slap Techniques I
teach, you can run a lot of these
chumps out of the game.

But after a while, it becomes like
plugging holes in a dyke. Leaks
just keep springing up and instead
of building something strong, you

spend your time fighting people off.

Don't get me wrong. I love to fight. I really do. It gets my adrenaline going and it brings out the best I have.

It's a part of the reason I like calling out the guru's. I say, bring it on. I want to compete with the best of the best [though they're NEVER the one's who attempt to challenge me].

But you don't want to be fighting everyone, everywhere, all of the time. Besides, most people don't understand the game well enough to even have a shot at the fight.

Even putting together your own review pages isn't enough. Still, too easy.

The Adwords/PPC game is changing fast and it's why so many people complain about not being able to make money this way.

Truth is, it's still easy, but it requires more effort. Fortunately

for you and I, not many people are willing to make that effort AND it's more profitable in the long-run too.

Three Ways to Use Affiliate Marketing

1. As a Money Maker
2. As a Way to Build Your Business
and Your Lists
3. As a Way to Gain PAID Market
Research and Competitive
Intelligence

Affiliate Marketing: The SHOCKING Reality

Before I tell you about making money with affiliate marketing, you need to know the reality of this game we play.

I've already told you about my background as an affiliate manager.

Since I was paid a percentage of gross sales produced, I invested a lot of time and energy into devising ways of tracking as many sales to my affiliates as I possibly could.

If my affiliate were credited with more sales, then I made more money too.

Keep in mind that I've managed for others, or run affiliate programs of my own on most of the major affiliate tracking systems you can name; Clickbank, Commission Junction, My Affiliate Program (Kowabunga), PayDotCom, 1ShoppingCart, custom in-house stuff, etc, etc, etc.

What I'm about to share runs consistent with them all - I haven't found any of these systems to be any better, or worse, at tracking actual sales.

SHOCKING AFFILIATE FACT ONE

25% or MORE of all sales are not properly credited.

What that means is that out of every 100 affiliate sales produced, only about 75 of those are actually tracked to the affiliate who deserves the credit.

Affiliate commission theft?

No.

No theft involved here, at all.

These sales are not tracked PERIOD. They should be. With a minimal amount of work, using a number of mechanisms I devised to track these sales, I could produce provable evidence that an affiliate referred a customer and they should have

been tracked and credited with a commission.

It didn't happen 25% of the time or more.

Side Rant on "Loz"er: Here's a guy who made a little stink (think milk-fart in church kind of stink) when my Adwords Black Book came out. He claimed I was stealing commissions from my own affiliates, using my stealth tactics.

One of the stupidest accusations I have ever heard.

I call him Lozer because, not only were his claims unfounded and based on fabricated lies (nobody would have received an affiliate commission if this anywhere close to truth and many received thousands of dollars from me - he was too damned simple-minded to listen up when I said "The sales you claim I "stole" from you with

my own affiliate link ("my own" affiliate link didn't exist) were, in fact, not credited to anyone.

That's right; the third party affiliate tracking system I used didn't credit about 25% of sales that probably should have been credited to an affiliate, just like I'm telling you here.

I don't know why the sales weren't credited - Lozer claimed a friend of his should have received credit for two sales that he didn't receive credit for.

Sale one, was Lozer himself. Lozer NEVER produced a sales receipt on repeated requests so I don't know that he even bought the product (and I know him by no other name than "Loz"er). So, more than likely he didn't buy the product; he "borrowed it from a friend".

Sale two, was his buddy using his own affiliate link to buy my product and it did not track for who knows what reason.

The point here with "Loz"er is he's one of the half-whit's that perpetuate lies about affiliate marketing with his utter ignorance of the situation.

The other point is, I WILL smack your ass down sooner or later if you f- with me.

Remember, I LIKE to fight.

And go ahead "Loz"er - you spout off all you like on the forums (I have already anticipated your reaction and I thank you in advance). Maybe 5 or 10 people will read your schlep drivel. Tens of thousands are reading this.

Piss me off again and I'll kick your front door in, drag

your ass out in the street
and . . .

What? You think this is
harsh? You think this is
"inappropriate"? We're not
school kids sucking on
lollipops here folks. This
is the real world. If you're
not willing to go out and
fight for your place at the
top, do you think someone's
going to just hand it over?

You want to take a shot at
me, go for it. But it better
be your best shot and you
better be rock solid
confident you're going to
knock me out the first time.
Because if you only draw a
little blood, I'm like Freddy
Kruger; you're not going to
get rid of me easy. You can
hack me up; it only aids my
determination.

OK. Lozer rant over.

Everybody, move along, keep
reading.

While most affiliates are worried about protecting their commissions from theft by other affiliates or people using their own link to buy, the reality is this only accounts for about 8% of commission loss in the Internet Marketing niche. In other niches, commission theft is negligible in contrast.

The greater concern should be on the 25%. And that's never something I've heard mentioned by anyone else anywhere else.

Of course, how many people are going to come forward and say "Hey, guys our system doesn't track 25% of the sales you produce for us. Don't worry, we'll make it up to you."

Right.

It's simply a part of affiliate reality that you SHOULD be aware of. It doesn't mean, "Don't promote other people's products."

It does mean, take action to plug holes where you can and recognize it is what it is.

A Common Sense Look at Affiliate Marketing Reality

Let's take a look at a typical affiliate scenario. These are real numbers from an actual program I managed that have been scaled for ease of understanding.

17,000 visitors per month generated \$10,000 in sales. A terrible conversion rate, I know. Have I told you I'm a fan of the 'conversion experts' known as 'The Eisenbergs'?

What a sham.

Even at that lousy rate of conversion, one affiliate click had a .59 value to the merchant - on the front end {keep that in mind}.

We paid our affiliates a 'generous' 12% commission which was a bit above the industry standard, at that time, of 10%.

That \$10,000 in sales translated into \$1200 commissions for our army of promotional partners.

Do the math and you recognize that while one affiliate click for the merchant meant .59 {ON THE FRONT END}, that same one click was good for .07 to an affiliate, on average.

Fifty-nine cents in value for one, seven cents for the others.

Are you with me? A football game that ends 59-7 is called a route, a massacre, a killing.

**But Wait!
It Get's Worse.**

Those 17,000 clicks were good for 4000 plus subscribers to our merchant hero.

At the time, we paid .25-.35 per opt-in subscriber through co-reg services.

And we paid these affiliates how much per subscriber?

Nothing. Nada. Zip. Eat Donut.

As an affiliate, I don't oppose list building efforts if it means increasing my odds of generating a sale.

It should and that's part of the game we play.

But as an affiliate, evaluate if that follow-up effort IS increasing YOUR chances of a sale and also factor into the equation that you're giving up people to build a list that you aren't being paid for.

This is a risk worth running if you're being paid well-enough (as is the case in the IM niche), but certainly not good enough if you're being paid 10-12%.

Because EVEN IF these guys convert at a red-hot clip of 3%, you're still putting 8-10 leads on their list for every one that buys.

The REAL Money is in the Backend

This is the mantra of EVERY highly successful marketer.

So let me ask you this . . .

When was the last time you were paid ANYTHING for a back end sale as affiliate?

Let's just make sure we have this straight.

1. Low commission paid, and only tracked 75% of the time, on the low price-point front end product.
2. No commission paid for opt-ins that are used as leverage for doing JV's and produce significant revenues for the JV buddies, but nothing for you.
3. Buy or not, those opt-ins are sold other people's products and used as leverage for JV's.

4. No commission paid for any of the back-end sales that are generated; the big money back-end where all of the REAL MONEY IS MADE.

Go ahead. Tell me how great life is as an affiliate marketer.

Chumps.

Now riddle me this, bat freaks:

What's keeping you, as an affiliate, from being THE ONE doing all of the above?

Absolutely nothing when you know the way of .X.

.X. don't eat peanuts for building someone else's business. .X. makes THEM PAY to build HIS business.

Any affiliate that
leaves the business
aspects to the
merchant they are
promoting will be a
long-term failure.

If you own a chalk board, I recommend you
write that phrase at least 100-times. I'm
serious.

Work your way through the writer's cramp and
send me a thank you note when you're done.

What's Good About Affiliate Marketing?

So, let's take a quick look at what IS GOOD about affiliate marketing.

- Very Low Overhead

It don't take much to get in the game (which is actually bad in terms of competition).

- No Inventory

That's a biggie.

- No Customer Service

Amen, hallelujah; my favorite reason of all. Because, let's be honest, customer service is rarely about dealing with the people you love and usually about dealing with the people you'd gladly pay to go away.

- No Product Fulfillment

That's a lot of work I don't

want to do (but there are plenty of people willing to do it for you for cheap).

- Much of the Work Done By Others

So what if you can't write copy (yet) or set up a shopping cart. Most of the hard work has been done by someone else.

- AND the Money CAN Be Really Good

No kidding. It really is possible (and not THAT hard) to make a six-figure income as an affiliate.

Affiliate Marketing as a Money-Maker

There are many, many ways to make money with affiliate marketing.

My old-favorite is known as "The Google Cash Method". (When you put out a product, and people come to know a way of doing something other people were already doing by what you call it, that's cool.)

Not much mystery to it; you just run ads on Google (or another PPC search engine) and drive that traffic direct to a merchant website. If a sale occurs, you make money.

Do a search for any Internet marketing product name and you'll see a bunch of affiliates doing this.

Do they make money? A little, maybe. A lot maybe. Nothing maybe - that's the most likely scenario if they have to compete with someone who uses what I teach in the Black Book DVD's.

There are a number of reasons that the Google Cash method doesn't work as well as it once did . . .

- Increased competition and higher cost of a click.
- The ignorant stance of some merchants who don't allow affiliates to use PPC.
- Google's single URL rule.
- And killer's like me and my Black Ops forces who don't make it easy for newbies to enter the game anymore.

But, beyond all that, Google Cash simply isn't something you WANT to be doing any more, because . . .

Even i f i t
works for you,
you' re
bui l di ng
someone el se' s
busi ness and
not your own.

The really smart affiliate marketer's and business owners recognize this.

They don't use affiliate marketing as a money-maker. In fact, they don't use AdSense as a money-maker either.

They use these channels as an opportunity to build their own businesses. They use affiliate marketing and AdSense as a way to build their own customer and prospect lists.

And they get someone else to PAY THEM for doing it (but there are some secrets you need to know to pull this off - and they are VALUABLE secrets to know).

To be clear, when I talk about these smart affiliates, I am talking about a fraction of a percent.

I only sold 500 copies of my Adwords Black Book because these strategies are so powerful, they will change the face of Internet marketing.

And yet, few people are doing it still; only a fraction of a percent, and no more.

My own big picture keeps getting bigger and I think it's time for the affiliate revolution I promised last Spring.

Now is the time.

Now is the time to recognize, that you CAN have your cake and eat it too.

You can promote other people's products and have them PAY YOU to build your list, gain competitive intelligence, conduct market research and a whole lot more.

A few people are going to jump on the opportunity offered by the Black Book DVD's.

They are going to run with the techniques and approaches I teach. They are going to transform and dominate industries.

They are going to turn the tables on the merchants who don't value

and compensate the affiliate as they should.

If you're sick and tired of the game being dictated to you, then you have a simple choice:

Tolerate and live with it. Eat the sand kicked in your face.

Or,

Take action and do something.

Put on the brass knuckles and learn to kick ass and take names on anyone's pay per click turf.

I'm going to show you a unique chart.

This simple chart will change your life when you begin to look at the world in this context.

Every social network has a pattern of connectivity.

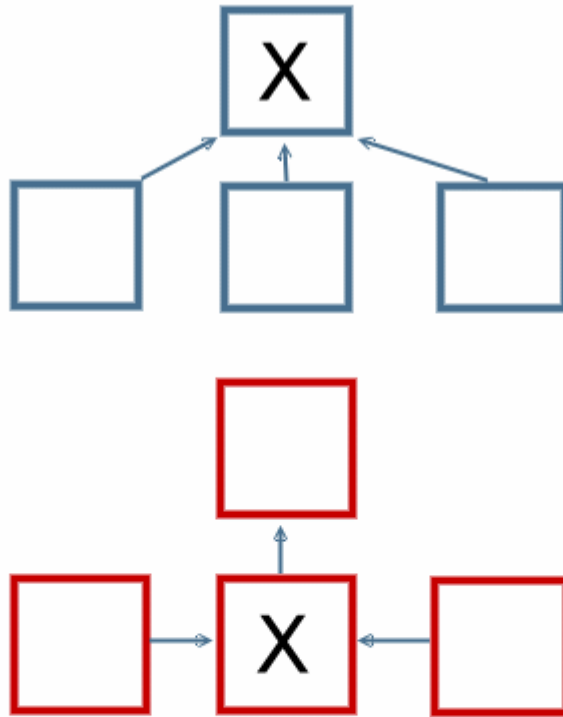
In that pattern, it is easy to identify the most powerful person by identifying who controls the flow of communication.

If you enter a room full of people, and you can meet only one, you want to meet the person who knows everyone else.

That's social power.

Take a look at the following chart. In the blue example, everyone goes direct to "X", but not to each other. This places "X" in a position of power (huh, kind of like an authority site - I created this chart eleven years ago).

If we change the flow of communication to a new "X", as in the red example, you can see how the flow of communication has now changed. Our new "X" controls the flow of communication.



Important to more than just arranging a JV - you want to identify the people who influence the people who make decisions and most importantly the people who control the flow of information. As a marketer you want to identify X and become X.

Go ahead. Look at that chart and think, "so what?"

What you're looking at is POWER.

That's power in the world; that's power in the White House. That's power on the Internet. That's power in every form of social connectivity there is.

Power in Internet marketing is the ability to control the flow of traffic, first, and then influence what that flow of traffic does, second.

That's the kind of power you want for yourself. That's the kind of power you must claim NOW if you want to be in this game later.

You want to be X.

To be continued . . .

The Black Book DVDs

The Adwords Black Book

The IMXFiles

I give big thanks to the love and support of my family, my wife, my friends, my customers, the many great people at the Warrior Forum and their righteous leader. It's not tough knowing so many damn fine people.