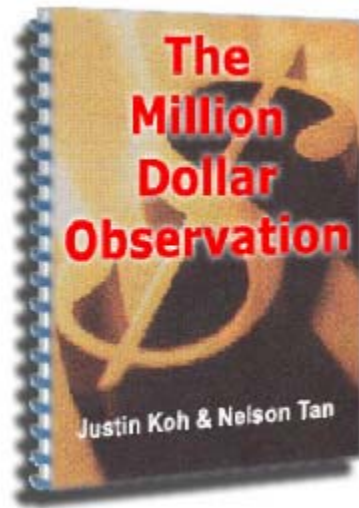


Internet Mastery Center | *FRESH* Resources
Presents

The Million-Dollar Observation

“If History Can Be Repeated, Then You MUST Open Your Mind To See How You Too Can Earn 4 million dollars in 12 weeks! There are facts that the Guinness World Of Records Don't Tell YOU...”



Justin Koh & Nelson Tan

Important

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The Million-Dollar Observation

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PRE-REQUISITES

Readers of this book are recommended to cover [The Success-7 Series](#) and [The Art And Science Of Masterminding](#), 2 essential article series produced by Internet Mastery Center. Occasional references will point back to these articles in this book.

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"The Internet will definitely create more millionaires than any other medium in history."

– Bill Gates

Chapter 1: The Distinction Between Tangibles And Intangibles Of Wealth

Take 5 minutes to read:

Dear Netpreneur and Masterminding Partner,

In preparing this report, which we must first thank you for taking the time out to read it, we did a check at [Guinness World Records](#) for any possible documentation of sales records related to Internet business. There is the largest online bookstore, the earliest browser etc., but nothing related to the 'gurus'.

Guess Internet Marketing is still too 'niche' for the Guinness folks to take notice.

But if you were keeping tabs on daily developments in IM, you would have at least been aware that there are high quality products out there flying off the screen and making a million dollars and more for the gurus. This fact is a definite and undeniable certainty.

3 glowing personalities come to mind: John Reese, Frank Kern and Mike Filsaime, for making 7-figures in a single sales campaign. These 3 guys and their flagship products represent the most recent and successful Internet Marketing events in virtual memory.

Here's a little-known story about another marketer. In 1996 he sold a **CD filled with nothing but hyperlinks** for **US\$110**. In return, **he earned \$4,000,000 in 12 weeks**. The institution that held his account got so frightened it froze the account pending further investigations. Later on, it finally admitted he did nothing more than an honest trade and the rest is history for him.

\$4,000,000 in 12 weeks on direct sales! How did he do that? More on that later.

At this point, Robert Kiyosaki has a very useful quote for you. He once said, **"If you want to be rich, get close to the rich people and learn from them."**

Based on this quote we can only imply John Reese and Frank Kern are only one URL away! You can a) **choose to be a customer** by purchasing and making full use of their products, or b) **choose to be a friend** by making contact with them and possibly learn just as much through constant communication (and spend less as well).

However, the latter choice is most effective when it happens to you right *now* in your immediate surroundings with the people you know.

"But none of the people I know are rich!" You exclaimed.

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Neither are we *then*. Let's get a little more philosophical but as you already know there are many arguments for and against **being vs. having rich**. How do you define 'richness'? In numbers or in happiness? In material possession or in experiences and the way of life?

Can you make the distinction here? Morally speaking as some may say, *being* rich in numbers is an evil thing. *Having* rich in happiness is self-sufficient and doesn't contribute much to society. Having rich in experiences and a way of life amounts to no more than 3 simple meals a day and gratitude for blessedness.

In business, always remember that having 'numbers' does take a special priority in your decisions and activities. The definition of business requires **you need a game plan to score high points. If you want to score high points then you jolly well have the mentality, the dexterity, the knowledge, the strategies and a stomach—a HUNGRY stomach—for it.**

In the next section, we talk about how you relate to money.

Take a short break and mentally review the text. When you are ready, move on.

Chapter 2: Defining Your Relationship With Money

Take 35 minutes to read and REALLY answer the questions:

Money...so far we can define 6 types of money. There may be more, but you observe money for yourself. The biggest failure for being financially poor is—before everything else, even before mastering the power of thought manifestation or the so-called ‘universal laws’—not being able to confront the issue of money truthfully and healthily.

- 1) **Money is a piece of paper:** It is literally what you see, hold and feel physically. Of course, there is more to money than just *being* a paper.
- 2) **Money is energy:** The moment it transacts, it becomes alive. It is the motivation and the lifeblood for which the world spins. “Money isn’t everything, and still it ranks right up there with oxygen.” – *Rita Davenport*
- 3) **Money is a tool:** Money is an instrument and s/he who uses this instrument makes things happen as much as a player makes musical notes with a musical instrument. The old favorite saying goes, “**Money is power** and it has the ability to do good when the spirit is right.”
- 4) **Money is an idea:** An idea, like a plant, is allowed to take form because the money is there to water it. The idea is only as big as there is enough money to water it. It is true you can make money without money or with a little bit on the Internet and there are 2 types of model: one hits a limit and the other uses a FTNS mechanism called “Finding The Next Sucker”. If you want to hit the big league, prepare to invest, except that it need not always be your *own* money. More on that later.
- 5) **Money is YOU:** For example, when you have a conversation with someone, listen carefully to what s/he is saying, like does s/he always go for volatile stocks, how does he spend his/her leisure, what are his/her indulgences, does s/he has sound financial planning, etc. Your decisions with money management reflect your savvy-ness, how you normally treat your wealth and how people look at you.
- 6) **Money is perception:** This one is an interesting exception. If you think thoroughly, the first 5 points can only work within the function of a natural law. Perception is individualistic and subjective. It is what can make you a millionaire or a pauper. “**To think what you want to think is to think TRUTH regardless of appearances.**” – *Bob Proctor*

A very good story that illustrates differing perceptions of wealth, and which you may have heard before, goes like this:

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One day a father and his rich family took his son to a trip to the country with a firm purpose to show him how poor people can be. They spent a day and a night on the farm of a very poor family. When they got back from their trip the father asked his son, "How was the trip?"

The son replied, "Very good Dad!"

"Did you see how poor people could be?" The father asked.

"Yeah."

"And what did you learn?"

The son answered, "I saw that we have a dog at home, and they have four. We have a pool that reaches to the middle of the garden; they have a creek that has no end. We have imported lamps in the garden; they have the stars. Our patio reaches to the front yard; they have a whole horizon."

*His father was speechless, and the son added, "Thanks Dad, for showing me how poor **we** are!"*

This story is pro-nature and is reserved only for those who are convicted to promote their perception of wealth into a firm definition as such.

It's just as well the purpose of this report is to switch the word 'poor' to 'rich' and 'rich' to 'poor' in the story, and when you finished reading this, you will find your way to having a dog, a big house and a pool in the middle of the garden.

Now, back in 1996, **Armand Morin** could have sold his bunch of hyperlinks at the price of a normal music CD, but he is **perfectly comfortable at \$110**. Besides **riding on good timing**,* he was successful at **aligning perception with value**. This is where 95% of the world's population falls short.

We had come across quite a few people who nudged us and said, "Ay brother, I got a million-dollar idea..." Were all these ideas carried out? No. On further analysis, they don't even seem worthy of a thousand dollars. These are not ideas; this is just imagination!

When you include the many ideas that are truly worth from a million to a zillion but fail to materialize due to a lack of resources, you can now understand the richest place on earth is not the stock exchange or the casino, but the graveyard.

Like we said earlier, if you want to score high points, you don't even need an idea. **In the Masterminding context, that idea can come from someone else** (and it'd better be a good one). What you really need is **a game plan, an organized plan!**

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You don't have to worry how progress will turn out. Do you at least have a mental blueprint of how things can best turn out by themselves while you recede and gain control from time to time?

Take 20 minutes to answer the following questions:

- 1) How do you think you personally relate to money?
- 2) Can you recall what is the single largest transaction you were involved in?
- 3) Were you on the winning side or the losing side?
- 4) Could you have possibly influenced the situation to work for you even better?
- 5) What are the lessons gained?
- 6) Do you think you are capable of doing a larger transaction?
- 7) What is the target amount?
- 8) Now multiply this number by at least 10 😊. According to T. Harv Eker, this is called ['raising the power of your intention'](#). There are 2 ways to look at it:
 - a. You push **yourself** much further than you think so that you would surely get out of your comfort zone.
 - b. This is what you guarantee as a result for your **customers**.

Further elaboration is on pg. 20.

Take a short break and mentally review the text. When you are ready, move on.

* The reason for good timing is very simple: in 1996, search engines are still in their infancy.

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Chapter 3: The Mathematical Principle To Sowing And Reaping

Take 15 minutes to study the text:

As the Chinese saying goes, “Plant a melon, get a melon; plant a bean, get a bean.” That means it is perfectly illogical to fly in the direction of New York and expect to reach Chicago, i.e. plant a bean to get a melon.

However, when you are in business, it is entirely within the rules of the money game to make *more* from your sown seeds. How could anyone insist that you cannot take a profit on anything you sell when you are in business? For truly, after a melon seed finally grows into a melon tree, you get more melon seeds than just one when you cut open its fruits!

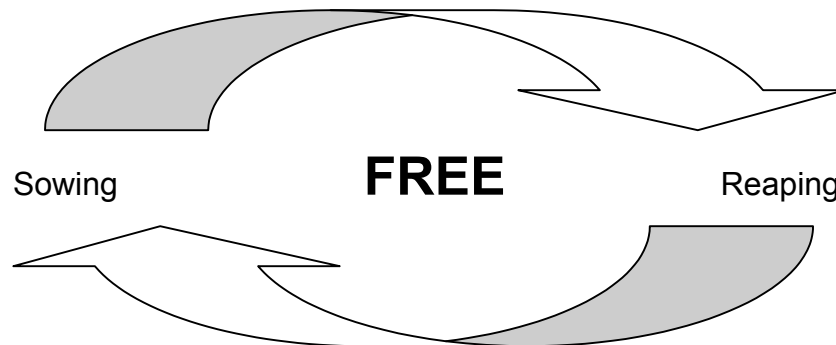
Where Internet Marketing is concerned, scams come about because it is very affordable and requires very low overheads to set up a site and ask for money, so past Internet marketers found it easy to sell the ‘money’ business and make it sound just as easy for prospects to sell their own ‘money’ businesses once they set up their own sites.

You see a domino effect here: one sucker finding more suckers.

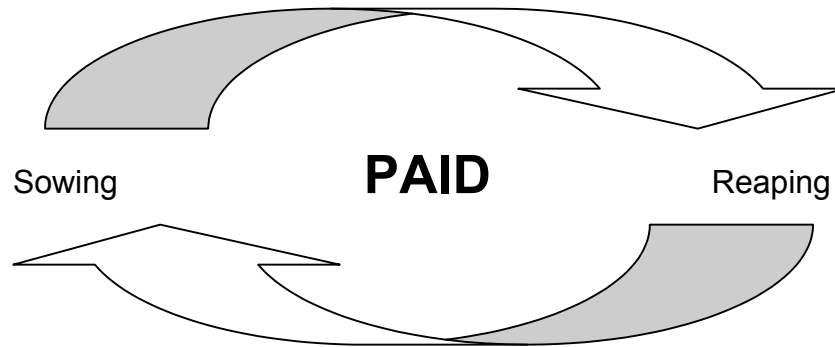
The Internet business is still a business in that it works like every other commercial activity which **exchanges products and services of value for a profit.**

Sowing and reaping is not just a universal law; it is also a vicious cycle and a trap. “The 95% poor, 5% rich” phenomenon which can be observed in the real world is also reflected in Internet Marketing. The majority of aspiring netpreneurs who insist on being fed with so much free e-books and software will ultimately fail to attain the one and only necessary awareness to break away from the ‘free’ cycle into the ‘paid’ cycle.

To illustrate what we mean, take a look at the following cycles:



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Until one begins to seriously purchase information with which s/he can execute to make money, s/he will never understand just what **type and quality** of information can really make money.

The expert marketers who say they still invest \$18,000 in their own training every month are not bragging that they have spare cash to unload. If the information they bought made them many times more, it is definitely **the right information at the right time**, nothing else matters, nor the free e-books or software.

Information is distributed free for 2 reasons:

- 1) They are already monetarily worthless, although they may still be useful to an extent.
- 2) Whoever started the distribution in the first place is doing it for the primary motive of spreading his/her name, website and products/services.

Oh yes, you can make 'lots' of money with little or no money. Based on an optimistic scenario, if you sow \$2 into a business system and it reaps you back \$200, surely you can also reap \$600 for every \$6 you sow into the same system.

When we invite questions from our subscribers, one of the most common ones asked is, "How can I make money with little or no money?" Oh, how much we yearn to educate them with the best answer, but **the best answer is a blunt truth they may not want to hear!**

The truth is: If you expect to get \$600 from \$2, you are kidding yourself, but that's the exact failure we have been writing about: the failure of many people to **put the law of sowing and reaping in perspective** in their lives. They want to stretch their physical resources too much when it is already impossible to do so any further.

In order to put the law in perspective, you must do your research with due diligence to answer for yourself, "What is the **'reap' factor** of this business system? 100? 200? 381?"

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The best solution to break free from the current cycle into the next is one that cannot be taught, but **carried out with full action**. This is our encouragement to you: until you can seriously begin to plant a larger seed or more seeds, you will remain trapped and dissatisfied.

However, there's always *other people's seeds*. More on that later.

Take a short break and mentally review the text. When you are ready, move on.

Chapter 4: 3 Internet Marketing Case Studies

Take 30 minutes to study the text, reports and the websites:

Let's come back to the 3 glowing personalities. Success is obviously on their side despite their high-ticket items. 'Expensive' and 'cheap' are nothing more than words of comment. People will buy what they want, and the gurus have a plan for them.

Take a look at their million-dollar sales campaign:

- 1) [Traffic Secrets](#) by John Reese
- 2) [UnderAchiever Mastery System](#) by Frank Kern (sold out!)
- 3) [Butterfly Marketing](#) by Mike Filsaime

Every fact and theory is all we can tell you based on what we gleaned from their web pages and made an assumption of what went on *behind* them. After all, a page is just a page.

Question: Do you need a million-dollar idea to make a million dollars?

If your answer is 'yes', you are only basing your answer on the probability that **1 sale is all it takes** to break the duck. We say this because usually when people say they have a million-dollar idea, they inherently invoke a communication problem. Do the million dollars refer to what you can earn or what people are willing to pay?

This report has no space to bring you back to Basic Communication 101 but we must highlight to you there are many folks who ultimately don't mean what they say because **they don't sound like they have a plan in mind even when they say, "I have a plan"**. Be prepared to capture little nuances like these and receive them with a healthy dose of skepticism lest your mastermind group falls out sooner than expected.

So true enough, you only need a thousand-dollar idea whereby a thousand folks invest in a thousand so as to make a million dollars. This probability is more realistic.

This probability is what happened to John when he launched Traffic Secrets for \$997. Friend, you are in terrific luck because we still keep his 2 special reports he wrote for public release: **1 before the campaign and the other after the campaign**. They are like vintage wine: their value increases for every single day that passes...must be the spillover effects of [Traffic Secrets](#). You must download these reports as a [zip file](#) and study what goes on behind the scene.

Take a short break and mentally review the text. When you are ready, move on.

Chapter 5: The Things That Work Behind The Scenes

Take 45 minutes to cover this section and explore the websites:

In his own words, John Reese wrote, “The greatest marketing assault in the history of the Internet was...**carefully coordinated, planned, and executed to near perfection.**”

We want to discuss several points which were not fully fleshed out from John’s reports:

- 1) **He didn’t keep all the money.** Although he claimed to have made **\$1,080,496.37 On The Internet In Less Than 24 Hours**, you bet he didn’t keep every single dollar of it. The campaign could only be possibly successful at the rate Traffic Secrets was selling because he decided to have partners and offered them 50% of the profits on each sale.

You may reply, “Well, what he did was find affiliates or JV, isn’t it?” Yes, we can do that too, but **John is playing an expensive ball game.** First, he was more than willing to pay shipping costs to GIVE his chosen partners his product for FREE. Second, he allowed his partners to get a head start in the marketing campaign before he himself began to market to his own list.

Apart from the ‘generosity’ factor, this strategy works to 3 great effects:

- a. **It is completely exclusive to only a limited number of partners.** What we understand on hindsight—as an example—is that while it might cost John \$50 to ship each package to every of the, say, 77 partners, $\$50 \times 77 = \3850 is *peanuts* compared to his final goal. He confidently **sowed a seed amount that would reap him back 280.65 times.** Moreover, if the partners possibly knew there were only 77 of them, this fact might boost their confidence that the market was big enough for everyone to have a fair share.

Why should the market be BIG? In Internet Marketing history, [Traffic Secrets](#) and [UnderAchiever Mastery System](#) are 2 of the biggest packages with respect to our judgment of things as they appear based on good timing. It makes a whole lot of sense then.

- b. **It actually spurs the partners to work faster and harder to get the sales,** knowing that the owner is not vying for market share at the same time. The frontier belongs to the partners!
- c. **It easily builds tension and anticipation for the big blowout start,** such that when it comes to Launching Day, people are going to receive an avalanche of

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mails left, right, center like a boxer's punch. You couldn't have *not* known about [Traffic Secrets](#) within the first 5 days. All John did was create a constant trickle of news about [Traffic Secrets](#) and maybe a little hype through his blog and e-mails. **Then he burst the dam.**

- d. Because, the campaign started at multiple points (partners), **it might possibly build a sense of competition among the partners**, so that plays up to the word-of-mouth rate. Anyway, this is good news to the product owner.

The question for you is: For everything that John had accomplished, can you do likewise? If your answer is 'yes', then **it becomes important that you plan your net and gross income for your next massive product campaign**. Knowing your 'gross' from your 'net' becomes crucial to achieving the desired \$\$\$ targets for yourself and for your active partners.

- 2) **He took 14 years of experience** to realize he may have to be the first to take the lead in setting a record. He is the 'Chosen One'.

We still fondly remember he was called "the man who did marketing online way before the Internet was called the 'Internet!'" One of his major selling points was banking on his years of experience then, but not everyone including you can afford to wait 14 years just for this million-dollar day.

Do you think John had planned for this very day 14 years ago? The answer is most likely 'no'. Maybe he did not plan to have a million dollars until the vision or awareness came to him 6, 7 or 8 years later. **But once the vision came, there is no stopping a man who would find his way towards fulfilling it.**

This is the very primary principle that the self-development movement promotes over the centuries: **manifestation of thought from genesis.**

Not many people have 14 good years to back them up should they draft a sales copy. However, a very good number of potential customers pay equal attention to both the personality and the product. It is always very helpful to promote *yourself* because people would want to know your life story, professional background and how you come about on the Internet.

- a. You give people the impression you are accessible and friendly.
- b. You can inspire people by enabling them to tally their own life stories against your humble beginnings.

So selling on experience is very effective. One very good way to cut short the 'years' is to **constantly build up relationships and the level of interaction with your subscribers** so that you can **leverage on their strengths** for many purposes and

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future projects. One very good method is to ask questions for them to answer and solicit their opinions...or to invite them to participate in your game plan. Now how do you reckon your million-dollar day will come? We're going to ask you a series of questions:

If you were living in the 60s, what would you have invested in?
If you were living in the 70s, what would you have invested in?
If you were living in the 80s, what would you have invested in?

In a seminar we attended, people lifted up their hands and said, "Baby boomers, housing, toys, milk powder...cars, education, IBM, McDonald's, KFC...education, Microsoft, healthcare, travel, Japanese electronics!"

You get the idea. The ever-changing human population creates an evolutionary cycle of demand and supply. **If you were living *today*, what would you have invested *now*?**

We don't know how many of you who read this have your spider-sense tingling. Chances are **as long as you study trends seriously, your hunch is more than correct**; it is 100% obvious!

The headline on pg. 3 of John's post-campaign report reads out loud:

"I Had No Choice But To Put My Money Where My Mouth Was!"

Read that page again. It's absolutely inspiring. When you feel you don't have a choice but to do what you **MUST** do in order to score a million points, you are absolutely right!

You will never know all your pieces of the puzzle are set in place until the eve of the million-dollar day. You just have to work towards that goal 'by hook or by crook'. Will YOU be the one to do it?

3) **"If it costs a thousand dollars, it had better be GOOD!"**

It has been noted in past surveys and classic business books that pricing is not and never will be the no. 1 concern to influence a buying decision. And so, **money is a perception**. An excellent sales copy doesn't need to 'convince' or 'persuade' potential customers. On the contrary, it projects a certain aura that says, **"I don't need you; you need ME."**

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This aura certainly has more to do with the **soul** of the copy than its format and technicalities. We remember from a great source of learning which says there are 3 special qualities to a sales presentation:

- a. **Be enthusiastic.** The original Latin word literally translates as 'spirit within', so to be enthusiastic is to declare **"I am sold myself!"** When the self-development gurus talk about 'resonance' or 'vibration' in your body language (in this case, the sales text), it really has its basis from the inside out, from the inner soul to the outer image. You must get excited of what you are selling, but you must also not *pretend*. **When personal integrity found its excitement, selling will naturally sell itself.** That's why we are so glad to come out with this report for you; that's why you are reading it, because you ARE an Internet Marketer.
- b. **Be emphatic.** Some people say selling is a numbers game. We say the key to good numbers has nothing to do with math! An emphatic attitude is the key to breaking down barriers and creating a trustworthy relationship between buyer and seller. The final result is to make them say, **"I'm sold myself too!"** What can you say or write in every possible way that inherently implies, **"Because I have stepped in your shoes, I know how you think"**? It creates an unstoppable attraction that draws the buyers' attention ever closer to finding their own answers to their concerns. **Write your sales copy from the customer's point of view** and you will get them hooked.
- c. **Be evident.** Be **100%** evident and clear of every possible bit of information about what you are selling. Get more and more enthusiastic with every benefits and features you can define, the more the merrier. **Squeeze the most value out of your sales copy.** At the same time, you don't have to bend the truth in an attempt to reach out to more people; it will only backfire on your insincerity. Remember: You don't need them; they need YOU.

There is one other quality outside of the verbal sales presentation process, but can be applied with some technical intelligence in Internet Marketing:

- d. **Be evangelistic.** Spread the word-of-mouth through viral marketing, posting ads, leaving your signatures, press and article releases etc. On the other hand, it is a certain enthusiasm that makes other people talk on their own accord, thereby creating 'sneezers' out of them. This can be implemented into the soul of your sales copy by implying that **your products or services can only work better or be helpful if only 'more people know about them'**.

Of course, the format also plays a significant part in boosting sales. If you have read a good number of copywriting articles, you would have come to realize certain foundations like your maximum-17-word [headline](#), the [P.S.](#), [AIDA formula](#) etc. are common ground, but from there on it's up to you to harness your full creativity to express your best sales copy possible. That's why it's helpful to create a directory in your c: drive and save every good-looking sales copy for your personal study.

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One dare even say there are now 2 types of sales copy: those before [Traffic Secrets](#) and those after.

One immediate visual impact that reinforces the thousand-dollar value of a price is the **product layout**.^{*} Those DVDs sure 'look' darn expensive, don't they? Of course they are when a DVD can store at least 4.7 GB of information, BUT...

- a. Who is to say their 'Thank You' pages will tell you to *download* the products? (With all due respect to John and Frank, this is a hypothesis.)
- b. It doesn't cost more than US\$2 to create one CD or DVD copy. Here are some recommendations:

Services: [SwiftCD](#), [Disc Makers](#), [Diskfaktory](#), [CustomFlix](#), [digitalCDR](#)
Software: [Catalog-CD](#), [VideoHelp](#), [Bill Myers Online](#) (articles and tutorials)

A funny story about giving value and charging for it goes like this:

The owner of a manufacturing factory discovered that one of its gigantic machines inexplicably broke down, so he phoned the corporation that produced these machines and asked for a technician to come down and take a look.

Well, you know...these machines were not only intricate and complicated in design; they were also so huge that the technician must open a hatch and enter it like it was a submarine if he had to diagnose the problem.

To the owner's surprise, the technician revved up the machine in half an hour and he was glad to hear the familiar sounds of a machine that worked once again.

"One of the circuit boards has worn out, so the electronics won't work. The company will send you the bill. Expect fifty-K..."

"What?! But you solve it in half an hour..." The owner exclaimed.

"It's the standard procedure, sir," the technician said. *"The problem is not new and we have charged the same rate before. We will **itemize** the bill so that when you receive it, you know how much goes to which part of the repair service."*

"Yes please. I'd like to know the details."

5 working days later, the owner received the bill and it printed:

Electronic circuit board	\$ 175.00
Knowing what part to fix	+ \$ 49825.00
<hr/>	
Total:	\$ 50000.00

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Perception, my friend.

Where informational products are concerned it is not within 'normal' practice yet to itemize the receipt for cost justification. Really, there isn't much cause to justify anything when someone knows how to fly a plane into a building, a college student knows how to cyber-beg on the Net and 'earn' \$40 a day (a bit way out but just driving a point)...or you know how to produce a DVD of your work for less than \$2.

You can itemize your bill if you want or **the closest thing to itemization you can do lies in the number of benefit points you can show on your sales copy.** If you know very well your product or service is guaranteed to reap a number of times more profit than what the customers initially put in, or your product or service can answer your customers' needs so that they can go on to achieve whatever they set out in the first place, they will give you your well-deserved reward because they know very well you don't run your business on charity instead of saying, "What a rip-off! This guy is selling me a \$997 video on a \$2 DVD!"

As an Internet Marketer, this point works to your advantage. You got nothing to lose.

4) "If it's only limited to 700 copies, I'd better get ahead from the rest!"

Some people say selling is a numbers game...Now we say the key to good numbers has all to do with math!

Here is one trick Frank Kern applied which John Reese didn't: limit the number of units of your product to be sold. It creates **exclusivity and urgency.**

"But won't that prevent Frank from earning a million dollars?" You may ask.

In this case, we don't think Frank is too concerned about numbers. First, like John, he also implemented a restricted affiliate program whereby a 50% commission stood at \$750. So the unit price is...let's round off to the visually magical number \$1497.

By the way, the price is not revealed in the sales page so we need to do the math.

$$\mathbf{\$1497 \times 700 = \$1,047,900}$$

Second, **as long as it hits the million-dollar turnover, that's all his game plan is.** It's almost like a hit-&-run-fast-fast affair. During the UMS campaign, we received mails on alternate days saying things like, "Wow, [UnderAchiever Mastery System](#) is very hot. Only 132 copies left!!! Get it before it disappears!" Not the exact wording, but the end purpose is to get readers to **feel urgent about responding to the offer.**

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John's [Traffic Secrets](#) is still selling at \$997. Possibly it is too good to employ the 'limited copies' trick as necessary. Nonetheless, another successful campaign has achieved the required result in 24 hours.

$$\$997 \times 1004 = \$1,000,988$$

Play around with different numbers of units and pricing and see what fits your scheme of things.

$$\$777 \times 1300 = \$1,010,100$$

$$\$1777 \times 577 = \$1,025,329$$

$$\$1147 \times 877 = \$1,005,919$$

If you really need to pocket a million dollars all by yourself, consider how you are going to **scale up your turnover target** and still meet success according to plan. Like Roger Bannister breaking the 4-minute mile record, within the next year or two if anyone is still doing this lovely profession called Internet Marketing, nobody should be talking about million-dollar campaigns. They should be **raising their threshold** and talking about 4-million-dollar campaigns to be achieved in a year if not 12 weeks.

Where is the justification in all this? *Nothing!* So long as there is a plan, an **organized plan**, that's how millionaires walk the talk differently.

Take a short break and mentally review the text. When you are ready, move on.

* There is actually an art to the way products are placed standing on the table. Below is an example of how self-development products by Bob Proctor are presented.



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Chapter 6: The Key To Good Pricing Leading To Good Earnings

Take 30 minutes to cover this section:

The key is in the **accuracy of translating the power of your intention into substantial numbers based on the plan**. Before that, as it is mentioned in pg. 7, it is important that you raise the power of your intention when you want to do a bigger business.

- a. *You push **yourself** much further than you think so that you would surely get out of your comfort zone.*

If you expect to get in a mastermind group of 5 to brainstorm for a \$37 product, we suggest you go back to the drawing table and come out with a better prototype. Your time and intelligence is too precious for such a cheapskate.

You need to BE so BIG that you feel you have completely misplaced yourself out of the status quo. **Be more impossible than you were ever before.**

When you enter your profile and state your idea in the Mastermind forum, make sure **this idea can pay you back** at least \$147...maybe this is a lousy suggestion so we welcome you to state a \$297...no, \$597, \$997, \$1297, even \$2,997 idea. **Nothing is outrageous so long as a solid plan or mental blueprint is there to back you up.**

- b. *This is what you guarantee as a result for your **customers**.*

OK, now that you have defined a, say, \$447 idea, when you finally created and advertise your product or service, you are supposed to state outright the thing that the potential customers are looking at right now can **reap them back 10 times more profit than what they first invested in, i.e., $\$447 \times 10 = \$4,470$** . Effectively, you help raise the power of your customers' intention.

If so-and-so product is supposed to make you a million dollars as long as you apply its software and strategies to the dot, it greatly benefits the creator to state clearly the end results of what the customers are going to get, simply because **s/he is sold her/himself!**

The reason s/he is sold her/himself is simply because s/he knows based on **past history, it works.**

A guarantee IS a guarantee, not a probability. **The truth is, this is one of the toughest guarantee you can put in your sales copy.** Many sales copies can easily state a 90-day money-back guarantee but it may just as well be a psychological "shot in the foot" to leave this option open. Far fewer advertisements

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dare state “if you buy from me at this price, it must make you 10 times the price” or “if you normally work 10 hours to complete this task, my product must make sure you can shave 9 hours off your effort.”

As a private opinion, whenever we hear or read this type of results-based guarantee, it evokes a different type of feeling other than a hook in us. We just felt deeply impressed, and maybe even embarrassed for not buying it. Suddenly the onus is on us.

Now, financial numbers in business are involved in 2 types of transactions that support a commercial activity: **one-time** or **more than one time** (subscription, installments etc.). Besides the **pricing** and the **number of units**, the **frequency of transaction** is the third number that completes the earnings equation.

Where the previous chapter is concerned, we have been referring to a one-time transaction. “Frequency of transaction” will have a significant effect on how you keep your pricing in balance.

Paying by installments is only a substitute method to put customers at ease if they can't fulfill a one-time transaction. However, the business of **memberships and subscriptions** holds an attractive x-factor in its low-pricing offer to the customers and the prospect of earning a much steadier residual income for the business owner.

Say you have a \$147 idea but instead of a \$147 one-time product you want a \$147 'recurrent' membership business model. \$147/mth? \$147/yr. That turns out to be \$12.25/mth which, according to Michael Rasmussen's [membership site guide](#), is way below the typical entry cost range of around \$20, so it's comparatively attractive. The best reason we thought of why Readers' Digest can offer you 2 years' worth of issues for just \$24.98 or that Time Magazine can send you 56 issues for just \$29.95 is that they already have the **head count** to sustain their international businesses. Yes, they sell magazines, but aren't they selling information too?

For just \$12.25/mth you would have easily covered your web hosting cost with 1 or 2 members and then the business self-finances itself, apart from the cost of setting up the members' backend and payment processing which you must take note too. But one unique point we feel very much applies to this game of membership is that it is wiser to keep monthly membership subscription fees as **low** as you can afford to be and aim for **head count**, because your members must keep on paying for as long as they can never finish the materials. They are not only gaining access to just one product, but at least **300 MB of information, continuous updates and future add-in**, and last but not least, a **rich diversity of topics** and you have to ensure that **every month they must find a worthy reason to go back to the backend**.

If you are earning \$2,500/mth on a full-time job, check that at least **205 paying customers can support your rice bowl with \$12.25/mth from each**. Is it tough to find 205 customers? We don't have actual case studies which reveal the typical head count

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of a membership base, and we half-expected successful membership site owners to step up front and tell us, but if people find it OK to spend \$20/mth to access good materials then it isn't tough at all. It all depends on your traffic generation skills, viral marketing techniques and the conversion effectiveness from the soul of your sales copy.

Membership sites are very lucrative business models and at this point of writing will continue to flourish profitably in this decade. Look up [this book](#) for more details.

So now we can fully define the earnings equation as:

$$\text{Unit price} \times \text{number of units} \times \text{frequency of transaction} = \text{earnings}$$

Where from the perspective of the businessman,

Unit price is the cost price of the product.

Number of units is the number of copies of a particular product aimed to be sold.

Frequency of transaction is the number of payments required to complete the full purchase.

From the perspective of the customer,

Unit price is the number s/he can afford.

Number of units is the total number of items s/he buys from the businessman for as long as s/he is willing to be the businessman's prospect.

Frequency of transaction is the resultant number of payments s/he has fulfilled for all the items s/he has bought from the businessman.

The 'earnings' from the perspective of the customer is referred to as "**the lifetime value of the customer**".

How much is a lifetime value of a customer? You can start by asking, "If 1.5 million dollars is needed to sustain my whole life, how much must each of them pay me if I maintain a consistent base of 700 paying customers?"

$$\$1,500,000 \div 700 = \$2,142.86$$

and that's how much each of them must afford to you over their lifetime.

By the way it's more urgent than ever to be a millionaire. You are REQUIRED to be a millionaire. Why? Not only inflation rates keep going up, you need to pay for your car, your house, utility bills, insurance policies, your wife and 5 kids to feed, that is, when you are living the urban life. You need the support as much as we do 😊.

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No matter whether you are creating a single product or a subscription business, you must check that you **play the game according to prevailing market rates**. Never undermine the quality of your \$147 idea and ignite a price war. **Don't spoil the market and give the profession disrespect**. If your stuff is not selling well, never give a permanent discount for no good reason; a permanent discount *never* had a good reason. If the availability of your product is restricted to 700 copies, don't drop the bombshell by extending it; your past customers may heckle you. The decision to attain business excellence dictates that your pricing cannot go anywhere else but UP and that you keep your promise to customers no matter how late it is (and even so, don't try to be). Your road to riches is ready right in front of you. Don't sabotage your blessings.

Jay Abraham charges \$5000 an hour. Bill Gates...US\$300 per second. You can too once you stop spending your time justifying and start to work on the plan.

Go for it.

Take a short break and mentally review the text. When you are ready, move on.

Chapter 7: How Can You Tell Someone Has Got A Plan?

Take 15 minutes to study the text:

How can you tell someone has got a plan?

In [Chapter 7](#) of *The Art And Science Of Masterminding*, we wrote “by admitting that **you don’t know as much as your partner**, you will then be able to **listen, value and revere your partner’s words**. What makes the interaction worth revering is the quality of words you and your partners put into it. It’s about how much VALUE you can add into one sentence. It’s how you can train yourself to be a ‘man of few words’.”

The only person who deserves to rattle off is the one who has a blueprint in mind...a certain conviction, because despite having taken too much airtime, s/he can keep on talking enthusiastically about his/her plan and adding value into the speech without boring anyone.

The best way to tell if someone’s got a plan is to **keep listening** until you are thoroughly impressed. In order to be impressed, keep throwing questions from every possible angle and see how the person can sufficiently answer them and thereby sound him/herself out.

In business, s/he who can help him/herself deserves to be helped to the fullest. 120 years ago, Dr. Russell Herman Conwell said in his famous “[Acres Of Diamonds](#)” speech, “While we should sympathize with God’s poor—that is, those who cannot help themselves—let us remember **there is not a poor person in the United States who was not made poor by his own shortcomings, or by the shortcomings of someone else**. It is all wrong to be poor, anyhow.”

Among working partners, it is absolutely crucial for you to note that **the one with the plan need not *always* be the leader**. You mustn’t get caught off guard over this. By name the record-breaker of the 4-minute mile is Roger Bannister, but he didn’t achieve this *alone*. Round and round the track he had **pacesetters** for him to gauge his own speed, whether he is too fast or too slow.

Likewise in a working group, all members are encouraged to take up leadership and fall back where progress permits. It is in the power of different perceptions among human beings coming together to work for a common cause that makes the whole endeavor an untiring affair. It’s like every time someone new takes over, s/he gives the team a renewed second wind, or a third wind, or a fourth wind etc.

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According to Manoj Sharma, CEO of [DifferWorld](#), there are only 3 main types of 'beings' throughout the history of human civilization that positively contribute to progress. They are:

- 1) Leaders,
- 2) Followers,
- 3) Non-parties.

Good leaders and good followers can combine to produce [synergy](#). Who are the 'non-parties'? They are the good people who **get out of the way** once they know better than to hinder progress.

Know yourself and you will know what strength and expertise to match to a particular endeavor. The more you know a particular idea requires more of your help, involvement and effort, the more likely you should gain much for your contribution.

There is a leader at all times, and **it is the plan** and the plan alone.

Take a short break and mentally review the text. When you are ready, move on.

Chapter 8: Know Your Bull's Eye And Hit It

Take 15 minutes to study the text:

When the plan becomes the single cause worthy of all destinies, no one else can take its place. This only means **sacrifices** on the part of people must be involved. In a less-than-idealistic scenario, new people may come in and existing team players may fall out, but so long as the plan is upheld as a goal worth pursuing, **the team that builds and nurtures it must remain in harmony with it.** Human beings uphold the team while the team upholds the plan. The plan upholds an even larger cause.

All things progress because their very natures act according to universal laws. It is by no accident that there is harmony between natures and laws. Because there is no accident or mishap, harmony can then take place. If you reckon our urban environment in the 21st century is getting more chaotic, then **sacrifices are the keys to preventing accidents and mishaps.**

We can guarantee you the above 2 paragraphs will remain difficult to apply 50 years down the road. People will even deny it.

Narrowing down the scope, we touch on the dynamics between giving, taking and contribution.

When we wrote about one small fish upholding a bigger fish, it is like what this [gray candle](#) means. The gray candle represents **the place where individual views and opinions come to meet together at the BULL'S EYE.** If only all masterminding partners can acknowledge that "**I don't know much of what you may know**", they can then help in filling up every possible gap in knowledge and make the group so much more complete as a single entity of 100% effectiveness.

In filling up the gaps, there should be no hesitation to contribute [R.I.C.E.](#) for the common good.

Contribute? Give? Which is which? A-ha. According to my dictionary, the act of contribution really has a **purpose or a result in mind.** To give is "**to transfer a possession freely**", that is, without conditions.

We're very sure there is at least one self-development course out there in the world preaching how you can "give to get". Our frank view is it's wrong. The word "get", being the last word, most likely signifies the end purpose. If that's the case and it only applies to an individual, between 'giving' and 'getting', **the action and the intention are not congruent at all.**

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When you want to get something all you need to do is **ASK**. If the other person doesn't want to give that's his/her problem. You give...**TO GIVE**. Freely. Not expecting any return. You contribute...for the benefit of more than a few people. Throughout your daily interactions, are you giving? Or are you getting? There's nothing wrong in both. The only thing wrong is **you lie to yourself**.

There are benefits to giving in itself. Very soon, when you will be asked to fill in your profile in the Fresh Resources forum, you will state what you can offer. Very often, what you can offer is going to draw you near to a most appropriate opportunity. You heard of Newton's Law: "For every action there is an opposite reaction." **Your offer and the opportunity naturally meet at the bull's eye.**

If you are good at web design and that's the best you can offer and you declare that to everyone, you will get web design projects/assignments. Why else would you want to learn web design in the first place? **Be careful of what you wish for, because most likely you will get it.** The more you can offer yourself in diversity, the more varied your opportunities are that you attract, but alas, no human being can tackle everything at the same time...

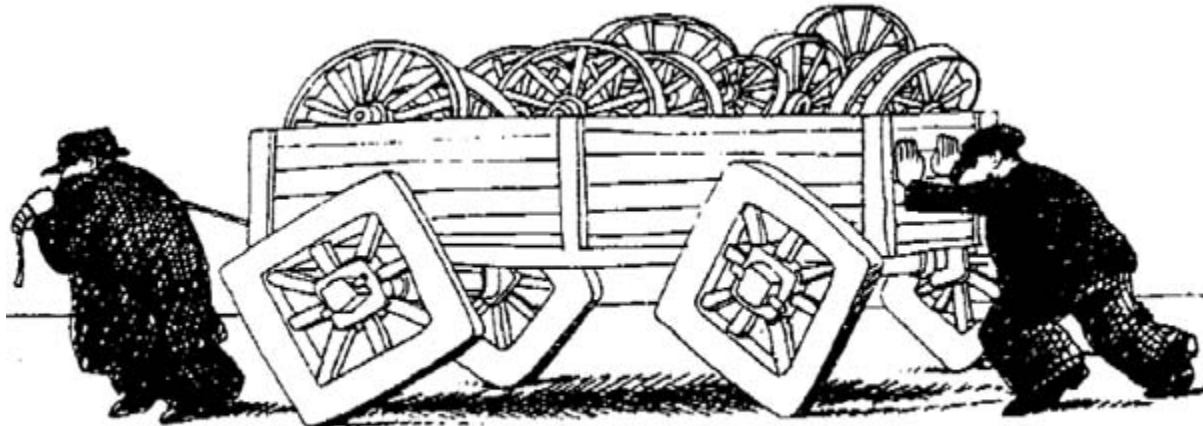
This 'problem'—a focusing problem—is further elaborated in the next chapter, pg. 26.

Take a short break and mentally review the text. When you are ready, move on.

Chapter 9: What Are MSIs Really?

Take 25 minutes to study the text:

The teachers say the Masterminding process is the fastest way to building **multiple sources of income (MSIs)**.



HOW MOST PEOPLE TRY TO MAKE MONEY.

If you think the picture is funny, then it must be you, my friend. What's worse that can happen is 2 guys wanting to get out of a square job, come together to mastermind and end up doing a square business!

You must pass this picture down to your children and grandchildren like it's a family heirloom. In case you fail to grasp the meaning of the illustration, it's like this: For every push or pull you exert on the cart, the square wheels move by one full side and **stop...just like that**. And you know the nature of things is such that a round wheel keeps turning without depending on a second push, or a third push, or a fourth push etc.

You should know very well in your own circumstances whether your work stops paying you the moment you stop your work. It is called **“trading hours for money”**.

The teachers say if you are trading hours for money and you are not satisfied with your hourly rates, then building your own business gives you the power to **raise the limits of your income rates**, and it will run like a 'round' business as long as you just give it one good push.

And they say the MSI type of businesses share characteristics that are very different from conventional 'brick-and-mortar' businesses. According to Gerry Robert's [The Millionaire Mindset](#), these characteristics are:

- 1) Low risk.

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- 2) Low time involvement.
- 3) Low management.
- 4) Low personal energy required (there's a slight misconception here).
- 5) Low capital.
- 6) High thinking (as in the level of intention).
- 7) High growth and return.
- 8) High service or value.
- 9) High personal satisfaction rewarded.
- 10) Easily duplicable.
- 11) Easily spun off from core business.
- 12) Unique.
- 13) High operational speed (aren't we talking about the Internet?)
- 14) Quick to build.
- 15) On autopilot.

Get [The Millionaire Mindset](#) because on pg. 133 and 134 the chapter on MSI contains 65 sample niche ideas to get yourself started, and some of them are never pitched online before. Awesome stuff.

Now, **there is misunderstanding about MSIs** and we have to tell you before you make fatal mistakes...or you will never get anything successfully done.

We guarantee when you become a part of your Masterminding environment, you will be hearing big million-dollar ideas pitched from every direction, and you will be so impressed you can't wait to get involved...in 2, 3, 4..."Oh, here comes another one! Wow, I like this idea, sounds good! Better call up this guy to discuss."

One big fatal mistake is that **some people think "multiple sources of income" means they can juggle several projects at the same time. Don't do that if you can't.** The recommendation is until you see desired results happening for your first project, continue to [back yourself up, do the feedback loop and take corrections](#) because you or your partners have already certified the idea behind the project as potentially profitable according to the criteria set out in Chapter 5. It's worth carrying on the faith.

The contention has to do with a question of focus. Here's a very good explanation. As long as we are alive, we expend energy, right? Like the way money becomes alive when it finds the energy to move. **Being focused requires energy to concentrate.** In the movie "The Matrix", you see how the characters plug in wires to the back of their brains. Imagine your brain has several of these conduits or pipelines that streams your mental energy to feed your business projects.

The point is this: **whenever you turn your attention from one project to another, there will always be some amount of energy that trickle back to the previous project,** and so you can never, ever dedicate 100% focus on what you are

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doing *now*. Adopting a [‘sociopathic’ focus or attitude](#) may work, but it’s not recommended for most people.

Let’s do a ‘focus’ test. Stretch out one hand and focus on your thumb, then focus on another thing in the background. Focus on your thumb again, then the thing. Focus on your thumb, then the thing, and the thumb, then the thing...Now focus on *both* your thumb *and* the thing. See what we mean? 😊

You MUST build one MSI at a time, quickly and see the results come in. Continue to expand the business to a point you begin to notice **it can still bring in more or better results despite the fact that you cut back some amount of effort**. Then whenever you are ready and can afford the time, look for another MSI idea and build that pillar of income, and then another, and then another...



Another fatal mistake is people think doing an MSI business is ‘easy’, so what they do is they juggle several MSI projects in the freelancer’s way. We don’t know how they got this thought but **millionaires don’t freelance**. Freelancing is as easy as shirking commitment and responsibilities the moment you face challenging obstacles. **Big money entails big responsibilities**, and with a Masterminding/working team you have the necessary manpower size to shoulder those responsibilities as a whole without getting burdened. Be a significant player for the team who inspires everybody to rise up to the occasion.

MSI businesses are never easy although we wrote it is easily duplicable, and that is when it’s based on an established system like a franchise, or that you can easily create a variant niche to branch off your core business if you put on your thinking cap. Yes, it can be quick to build, but never ‘easy’ to build, and what we mean by MSIs requiring ‘low energy’ is that being ‘round’ businesses, they metaphorically require just one good push to keep the cart going. The tough question is how hard your initial push will have to be to determine how far your cart will go? Is it the strength of 15 pushes combined as compared to 15 consecutive pushes on a square-wheeled cart?

Take a short break and mentally review the text. When you are ready, move on.

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Chapter 10: Get Paid Or Pay Yourself?

Take 20 minutes to study the text:

The nurse (square) who is on leave cannot get paid while the hospital opens everyday without the direct involvement of the medical board of directors (rounders).

The secretary (square) who goes for a vacation takes no-pay leave while the whole company continues to run for the president (rounder) when he's having lunch.

The bartender (square) mixes drinks during his midnight shift in a disco club while the co-owners (rounders) are **at home sleeping**.

In each of these 3 scenarios, there are 3 components to a business activity: **the employees, the employers and the business itself**. When the business is able to function on a regular basis, you can qualify it as a **system** in the same manner the medical folks would call the human body a 'biological system'.

Think of a system as a spectrum in which the employees and employers are at opposite ends and the business is in the middle. All the people converge towards the business from opposing directions. Now get ready with what we're going to say next as your weak heart might not take it.

Check your circumstances again. **It's either you work within the system's control and *get paid* or you control the system to work for you and *pay yourself*.**

The truth about having an MSI is to **create a system that supports you *more than you can put your effort in it***.

The biggest mistake in the way most people still view MSI after all that education is this: **MSI is another job or a better job**.

NO!!! MSI is *not even a job!* You don't want to get out of a square job, come together to mastermind and end up doing a *square* business!

You know **something is wrong** when you realize after having exerted a great push that contains the strength of 15 normal pushes combined, your round-wheel cart moves the exact same distance as a square-wheel cart is given 15 consecutive pushes.

So, in order to move your round-wheel cart further, it's either there's **new technology** built in the cart or you have **extra hands** to push the cart for you.

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In essence, we mean that you leverage on non-living (24-hour, 7-days-a-week automation) or living (workers and employees) things or a mix of the two as means to support the functioning of the business system which in turn supports YOU, my friend.

The nurse who is passionate about health and physical well-being **publishes a physical book** on healthy lifestyles or simple First Aid, as well as creating a content-based website to expand on more information and sell the book in **electronic form** too. Then one fine day she goes on to produce downloadable First Aid online **videos**.

The secretary recalls all of her 20-year experience as a hardworking and loyal assistant to her president to **employ a few good girls and start an independent secretariat service** which other companies can outsource their work to. She also creates a site to advertise her unique range of services and write and sell a book on "How to cut down on unnecessary work and *still* maximize your productivity as a secretary by as much as 87%!" Her girls will cover her work while she's on vacation and the president thinks his secretary is nuts to bring her job to Bali!

The bartender **creates a subscription website** to teach people how to mix their own deadly drinks on the cheap, and learns some remixing skills from the DJs, records his own piece of trance music, uploads and sells by the singles. He will also liaise with DJs to digitize their works and sell them online. **He literally translates the whole disco club from physical reality to virtual reality** and it has nothing to do with the owners!

The moment the nurse, secretary and bartender find themselves too caught up in their business systems and are feeling burned out, they must continue to find new ways to **leverage on more technology and extra hands to get away from 'busy-ness'**. They may consider the option to **employ an assistant to manage their online ventures** to free themselves up...

Let's talk about 'extra hands'.

Suppose you are an employee working in a business for a month's salary of \$2,000 and one day your good boss announces that he will pay himself at the same rate as you are, and as long as you work hard and perform well, he will increase your salary and his according to yours and distribute a larger year-end bonus.

In such a hypothetical situation and in monetary terms, both employees and employers are created equal, but when the issue is no longer about money, the differing status between the two types of position would still reveal opposing views across the spectrum about **power, influence and freedom**, especially of the mind and of time...

Now suppose you are a solo business owner doing a square business (and that's a dilemma), you earn a consistent monthly income of \$2,000 but being the one-man show that you are, you are 100% in charge of both outdoor selling and the behind-the-scenes administrative work. You're getting burned out.

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Then one day, a good friend advises you to hire a secretary so that you can **buy more time to go outdoors and sell**, and you think he's joking because first thing that comes to your mind is you're going to spend more money on someone as wages! But your good friend ensures that having a colleague by your side will ultimately boost your financial bottomline and he's volunteering himself to make sure this new arrangement within your company will be good shape.

So as you are told, you put a hiring notice in the papers and got to speak with a lady who impresses you so much; it seems she knows more about the state of office administration in your company than you do.

The standard monthly salary for a secretary is \$1,500...

You recall what your friend told you, "You said you can manage to earn \$2,000 even with covering the admin stuff. And since you spend an equal amount of time for outdoor selling and for admin work, can you imagine—by hiring a secretary—how much time you can *double* just to **concentrate on selling**? Do you not think **you can double your company's turnover also**?"

"Heck, why not? Unless I get lazy."

Within the first month of adjustment, you concentrate on selling and selling alone, and you become so engrossed in the routine that you realize you actually pick up speed in the average daily number of appointments you make and sales clinched.

You make \$4,500 within the first month of employing a secretary. Subtract \$1,500 from this sum and you're left with \$3,000. **You can't believe there's magic in this.**

You decide to employ a professional salesman—a real pro—and pay him \$2,000/mth. He shares with you some effective closing techniques you have never heard of. By the second month of the salesman's employment, you make \$5,100 while he makes \$4,800. So...

Gross turnover	\$ 5100 + \$ 4800	= \$ 9900.00
Secretary's salary		- \$ 1500.00
Salesman's salary		- \$ 2000.00
	Left:	\$ 6400.00

Verdict: you MORE than double the amount of money you are left with starting from the day you brought the salesman in. No, there's no magic really. You owe your blessings to the fact that **your employees are good workers**. They are willing to give a value of their service that is higher than what they are paid for.

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But let us tell you there is a curse befalling on the corporate world right now, and it is this: while **some employees are doing less than what they deserve in wages**, certainly **there are employers who pay less for what their employees do!**

This is not just an academic problem of ‘corporate governance and transparency’ best reserved for auditors. **This is simply a question of decency.** Any enterprising young men and women who know better than to mistreat a fellow human being also know that until you can pay the wages for any particular occupation according to prevailing market rates, until you can give the utmost recognition for your employees’ hard work and professionalism, until you fully appreciate that within your own situation, employing more workers will actually boost the company’s overall profits and your personal income, **you don’t deserve to buy time with extra hands.** Period.

At the very least, you can start by thinking like a project manager and knowing how much finance to put aside for the purpose of outsourcing assignments, inviting bids for projects and getting paid help from professionals on a per-assignment basis. The popular sites that enable you to find help in this manner are [Elance Online](#), [Guru.com](#), [RentACoder](#), [ScriptLance](#), [Freelance](#) and [Keen](#). Mike Filsaime has [more to say](#).

And when you don’t have ready cash, consider how you can funnel *OPM* for this purpose.

Unless we completely misinterpret this theory of “paying yourself *first*”, the true meaning of this phrase only applies in the context of savings, i.e. you don’t use your income to pay your bills first, but by **saving** a portion of it first, you enforce a financial reserve for future use.

“Paying yourself first” is *not* a benefit of owning a business. If we say, “Pay yourself with whatever you want”, people will most likely take it to mean, “Great, I can pay myself *more*.”

The golden goose to a new level of income is your business system. **The golden goose to your running your business is either technological automation and/or your employees.** And you know what unwise men tend to do towards golden geese?

There are more to the employer-employee story, but for now this chapter will remain as an important mainstay of reference for you to reflect on the long-term sustainability of your MSIs.

Take a short break and mentally review the text. When you are ready, move on.

Chapter 11: What If Someone Steal My Idea?

Take 10 minutes to study the text:

Hooray! Last chapter before you begin to submit your profile in the Forum.

You will be stating what your big idea (remember that it's at least \$147?) is as part of your profile. What we want to do now is address one question which you may have lingering in your mind and which we have heard many times from our interaction with people.

“What if someone steal my idea?”

We have never heard anyone address this question properly, so let us be the first. We do have an answer. It's both good and bad and it's strictly based on what we observe in our local surroundings.

If someone steals your idea, good for him/her. At least s/he is a go-getter. S/he who takes massive action will no longer be at the starting point.

On the other hand and strangely, we found that people who tend to talk bad about others for stealing their ideas and were serious about it tend to refer to those whose names they heard of well enough in business circles. **It particularly reflects badly on the successful and shrewd businessmen and women who take [massive action](#)** as soon as they hear of a potentially lucrative opportunity...again and again! Every time they got some opportunities up and running and other people got wind of their progress, the word-of-mouth would soon reach the folks from whom the 'idea' apparently originates and take them by surprise. It's only a matter time before the go-getters' names reach 'notoriety' status.

What a powerful double-edged sword the word-of-mouth is!

Frankly, if you ignore the bad part of the answer, the real poser to the question “What if someone steal my idea?” lies with the very person who asks it. It's a paradox: if s/he doesn't get it to work because s/he doesn't want to let the world know, we can assure you s/he won't because **the question locks them in!**

If you don't work on your idea, you might as well go to the graveyard and officially be sealed as part of the 95%. The question holds you back; it restrains you and binds you like a thick rope.

This question stems from a competitive mindset, but it so happens that **millionaires don't compete** and that's the way the world works. Everywhere is an opportunity for them to get involved by announcing their willingness to collaborate in

The Million-Dollar Observation

harmony with fellow players and build substantial value out of an idea with all the resources, investments, contacts and expertise combined.

No ideas can possibly belong to individuals in secrecy, and in the progress towards fulfilling a shared idea, the team will end up using other people's time, other people's money, other people's offices, other people's factory, other people's machine, other people's houses, other people's food, other people's advices, other people's friends, other people's knowledge, other people's laptops, other people's blogs, and yes, other people's websites and other people's what-have-you (for short, people call them O-P-and a letter).

Yeah, seems like everything is borrowed, but we don't own much of anything on earth, for truly *everything* on earth that has already been given to us by the gray candle belongs to the gray candle.

You know what we're saying?

Take a short break and mentally review the text. When you are ready, move on.

Chapter 12: 2 Great Ideas

Take 20 minutes to read the text and visit the websites:

Nelson wrote:

Idea #1: Left Handers



I've been toying around with this idea 2 years ago. And now, due to my failure to move things forward, it has come back to haunt me! I've scanned a newspaper cutting concerning the daily challenges faced by left-handers.

My failure to move things forward is, naturally, **I don't have a firm plan**. The informational business approach is not an option because I haven't even begun to understand what Internet Marketing was. Most of all...I'm a right-hander, so I may not be able to identify closely with the lefties.

I did a little online research and found that **10–15% of the world's population is left-handed!** Do you *not* think that based on the credibility of this cutting alone, **all left-handers face more or less the same problem?** Wow.

And then, I did a Google search for 'left handers' and looked up some of the top ranking sites and see what they have to offer. Yes, at least [there's one site](#) which runs a business to cater for every possible need a left-hander would face, with an extended range of products and services in the tradition of Sony home electronics. Still, it's either not that

big yet, or there's little competition...

Well, what can you do about it?

- 1) Run a massive informational site about all strategies and techniques to boost the productivity of left-handers and put up [AdSense](#) ads?
- 2) Create a whole \$297 course and textbook/workbook package on everything left-handers need to know and do about their psychology and temperament to excel in all major aspects of their lives e.g. career, relationships, finance etc.?
- 3) 1001 ways for left-handers to live through their 24 hours much easier every day?
- 4) More, more, MORE ideas!

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If you are a left-hander, make sure your spider senses are tingling! Get into a mastermind group of passionate people who want to get things done, concoct a battle plan and move it with the best Internet Marketing and offline strategies you've got!

Idea #2: Million-Dollar Work-At-Home Businesses

Click on the 2 proposals to find out:



**Online Marketing
"Rookie" makes
\$14,000 profit His
Very First Month In
Business!"**

And he will reveal to **anyone** who is interested how **they can learn to earn the same or more** and build a **solid Home Based Business** that potentially yields a **high six figure income just by duplicating his efforts...**

[Click here to read the complete story](#)

Work From Home



A Home Based Business For Anyone With A Strong Desire

You Read it Right
\$200,000 - \$500,000
Realistic First Year Income Potential

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Should you just quickly go through both the sales copies to gain a brief impression, you may identify with what Terry Dean describes as the “[selling in the blind](#)” approach. That means **the sites simply avoid telling you what they are really selling**. They only promise end results and “No selling!” without describing the nature of the underlying basis for these businesses. We wouldn’t like to say they are phony, for truly, even honest companies will be tempted to present their businesses with the FTNS (recall point 4 in pg. 6) hook.

There are many examples like this, but only **YOU can decide whether these businesses deserve another sucker**. Ask yourself: If you were to invest \$200 in a business, would it be just as easy for you to *give up* if you were to invest \$2,000? If your answer is yes, it’s either you have darn too much money or you are a gambler. You’d bet there are just as many dull marketing websites that are far from the “laying around the beach while collecting your checks” image, and yet they are more credible than you think.

If you are interested to investigate further, simply get in touch with the people behind these sites and **be prepared to invest your time to dig the truth. Check that the business system is sound, established and it works. Find out what is it leveraging on**. Then, when you think you must have a second opinion, come back to the Forum, discuss about it and invite kind opinions from folks who can contribute from experience. If it’s a worthy endeavor, you can choose to go it alone, or create a mastermind team to get involved as a whole.

By the way, this is our subjective opinion: we thought with the kind of income you can earn per month, a “home business” would be a paradox...If the Microsoft of today tries to run from a garage, it couldn’t have faked it. 😊

Chapter 13: A Very Simple Method To Identify More Ideas

Take 30 minutes to complete the task given:

It's not only simple, it's FREE. But you do need to exercise a certain mindset to achieve the right results.

As you know, creativity in business context tends to come from conscious and purposeful searching for solutions to problems and for ways and means of capitalizing on opportunities to fulfill demands with supplies. This is first explained on this [page](#).

For the Internet, the first step to recognizing that there really is a problem is to acknowledge that people do type in **specific keywords** to generate the most appropriate search results from which they can extract their desired information.

The significant aspect you need to take note about 'demand' is that **keywords cannot be too different**.

Suppose you are a camera shop owner and for the first time in your 'busy-ness' life, you keep track and sum up what people normally ask for in your shop every month, and you begin to wonder "Why are so many people asking for left-handed Konica cameras?"

It's not a coincidence that a good number of people are specifically looking for "left-handed Konica cameras" instead of "left-handed cameras" or "Konica cameras". **A keyword more or a keyword less makes all the difference, and knowing what keywords they are gives you the edge over your competitors.**

On the Internet, this is the shop owners' favorite keyword tracking tool: Overture's [Keyword Selector Tool](#), which tallies the total number of searches made from the previous month.

If I can assume that keywords cannot be too different, that only means that **there must be other people using the exact term "left handers" to do a search.**

To find out, I go to [Keyword Selector Tool](#) and type in "left handers", and this is what I get:

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Keyword Selector Tool

Not sure what search terms to bid on?
Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

Get suggestions for: (may take up to 30 seconds)

left handers 

Note: All suggested search terms are subject to our standard editorial review process.

Searches done in March 2005	
Count	Search Term
75	famous left handers
63	left handers notebook
55	left handers day
42	fact about left handers
31	knitting for left handers
28	left handers
27	crocheting for left handers

You must multiply the numbers under the ‘Count’ column by 2. The [Keyword Selector Tool](#) derives its numbers from Yahoo! searches (since Overture is now a part of Yahoo!) so you double the count to include AOL and Google searches.

56 searches are made in March for “left handers”, but more searches are made specifically to look up on knitting, and yet more people are looking not just for left-handers, but famous ones too.

However, the numbers for “left handers” are very low because the term itself may be too specific, so I did a search for ‘left hand’ (there’s a reason why), and for the record:

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Searches done in March 2005	
Count	Search Term
12072	left hand
1115	left hand guitar
823	hand left strike
783	left hand golf club
391	left hand drive
377	left hand taps
366	left hand path
340	the left hand of darkness
323	left hand of god
292	left hand drive car
258	second hand left hand drive car
244	left hand rifle
242	numbness in left hand
215	left hand golf
215	left hand numbness
176	left hand rule
166	left hand drill bit
148	gibson guitar left hand
145	tingling in left hand
143	left hand putter
141	left hand bow
140	left hand shotgun
139	left hand smoke
136	left hand store

Wow. You see, searching by a more generic key phrase throws up new key phrases which you would not have known otherwise. Left-handers are not just looking for guitars, but “gibson guitars”. Not just any left-hand drive car, but a second-hand one.

As a shop owner, how can you deal with these numbers?

Generally speaking, the important note is it doesn't matter if the folks looking up knitting or crocheting for left-handers are just looking around or ready to pull out their credit cards, **you simply set up shop and attract those whom you can sell to.**

“I don't need you; you need ME.”

Specifically speaking, the longer a search term is, with at least 3 keywords plus it defines a product, the more likely **there IS a market** of people who want to buy something.

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There are none so blind as those with eyes who cannot see a market! Think about it: nobody would type “second hand left hand drive car” for no reason. There is always a reason why people would search for Gibson guitars instead of any other left-hand guitars because they wouldn’t compromise on anything else. They are being specific on what they want.

So if there’s a market, how can you make it come to YOU? Simple. Go to [Google](#) and do a search for “second hand left hand drive car”. Study the top 20 sites on the search result and **find out where “second hand left hand drive car” appear in their links, in their text, in their domain names, in their meta-tags etc.** Top 20 sites optimize their web pages with **dead center keywords** to appear as exactly what visitors are looking for.

You have to think between the roles of the **consumer** and the **provider**. Consumers doesn’t care about the [Keyword Selector Tool](#), but providers, having mastered its usefulness, would already anticipate consumers’ needs and “set up shop at the most optimal location”, i.e. set up their sites for optimal ranking based on keywords. **The best sites are where consumers and providers meet at the bull’s eye.**

It’s like the providers standing in consumers’ way and shout, “STOP! Here I am. Buy me!”

And because the [Keyword Selector Tool](#) is only harnessed by providers, it’s not wise to assume that the most searched keywords is the most lucrative market, because every provider would be flocking there too. You know why you should target the market for “left hand shotgun”? A shotgun may be more expensive than a guitar 😊, but more significantly—believe it or not—**no market is too small to be a target.**

This is our simple and free yet effective method to uncovering niche markets. The moment online users type a word in search engines, you know s/he is surely looking for something. It’s what *they* want, and more than half the time, **“what they want” is a much, much more empowering factor to do business than finding the passion of what you love to do, which is rather an ‘ego’ thing.** Confirm that word and you hit the bull’s eye. Then come back to the Forum and mastermind again. For the fullest detail on profiting from a market-in-demand, download this [amazing report](#) by Ed Dale, Anthony Fernando and Eugene Ware.

This is an absolutely wonderful method to come up with [mini niche sites](#) quickly if you are aiming to boost [AdSense](#) income. A mastermind group only helps to get more sites done within a short amount of time.

Take a short break and mentally review the text. When you are ready, move on.

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Chapter 14: The Timeless Story About Diamonds

A New Beginning:

You can't stop yourself from becoming a millionaire...unless you resolve it in your mind! It all boils down to a 'yes' or 'no' *decision*. And yet Reality will tell us that:

- 90% of all our subscribers download this book.
- 80% just manage to open it up at all.
- 50% finally reach Chapter 11.
- 45% do what they are told in Chapter 11.
- 40% get into mastermind groups.
- 20% fall out if things can't get going by the 6th month.
- 10% are persisting.
- 5% will prevail.
- 1%: Winners take all.

Haha, we want to be optimistic, but the grim consistency of such statistics is what we can derive from our direct experiences in the real world. We merely speak the truth, and only YOU, my dear Masterminding Partner, can help to dispel it.

In conclusion, we want to tell you a powerful story, one which you are privileged to read right now. Ever since it was first told to Western civilizations more than 120 years ago, it has persisted until this day, and so it must contained a certain degree of hard truth.

Once there was a Persian farmer who owned large areas of orchards, grain-fields and gardens. He was very wealthy. Then one day he was visited by a priest from the East, and the priest began to tell him a story of how the earth was formed. It began with a bank of fog that condensed and combusted into a solid ball of fire. When the fireball cooled down, the outer layer solidified and gained mass, the inner molten mass expanded quickly to throw up mountains, valleys and plains. Out of these lands, little elements like granite, copper, silver and gold were excreted. Diamonds were the last ones to come out, because they took the longest time.

When the farmer saw the diamonds in the priest's hand, he was amazed that there are such things that looked so tiny and yet so shiny.

As a result, that very night he could not sleep because he felt poor! The next morning he pestered the priest, asking him where he can find more diamonds.

The priest asked, "Why do you need so much diamonds?"

The farmer answered, "I want to be rich!"

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And the priest said, “OK friend, you follow this river that leads up to the high mountains. At the end of the river, you will come to a patch of white sand. Within the white sand, you will find diamonds.”

Without a second thought, the farmer packed up some clothing and sold all his orchards, grain-fields and gardens at a ridiculously cheap price to the next owner. Of course, when a person goes on a long journey, there are things he must let go and that is the price to pay. He followed the river, but after spending donkey years of energy on this trip. He was really poor, hungry and destitute. He did finally reach the white sand region, but somehow got lost in it and never found a single diamond. When disappointment broke through the limits of his existence, he threw himself off a mountain cliff, never to rise up again.

Meanwhile, while the new owner was tilling the ground, he saw something that was so tiny and yet so shiny just a few feet in front of him. He picked it up and found it very interesting, so he hung it up on a face of a wall in his house and marveled at it from time to time. Problem is, he had no idea how a diamond looked like or felt like, and so he had absolutely no idea how rich he was...far richer than a gold dealer.

Isn't it funny? *He who believes in it cannot find it, and he who discovers it cannot understand it.*

The moral of the story is this: you are better off where you are right now, than to travel thousands of miles in search of a better place.

Unfortunately, this is easier said than done. We have heard of subsequent historical accounts of how major migrations around the world spread the human race far and wide. The Irish and English immigrants to New America right after the great discovery by Christopher Columbus, the European expansion into North Africa by the French and the Spaniards, the Chinese and Indians who came to Nanyang (19th-century Singapore) to build their fortunes.

In every instance, we were bound to have some pioneers who perished along the way across the sea due to unhygienic conditions and the lack of food, or perished at the destination due to hardship and fatigue. This is consistent with the story we just told you.

In January 2004, 17 men and 2 women were found dead on the beaches of Morecambe Bay in Lancashire, England. They were all Chinese, but why were they found North of England? That is a very remote location. Let us tell you: they were under the employment of a criminal syndicate which smuggled them into this great country so that they can harvest goods that can only be found on the beaches on Lancashire, and you think they found diamonds on English sand! What were they really looking for?

Raw cockles!

While the criminals are smuggling cockles and shellfish into the seafood industry, these 19 Chinese were too slow to turn back but swept away by fast-rising tides. This is not glorious death if only you knew how much they got paid to do such a slave job. When they made their decision to allow other people to manipulate their movement all the way to England, what were they thinking? China is booming, but had the doors of opportunities got slammed in their faces by fellow countrymen and so they were forced to become outcasts?

Friends, be very grateful and very careful how that big red lobster come to land on the buffet table or where those succulent oysters come from. The more crucial question to you is: who are YOU, and what are you doing on earth?

Ladies and gentlemen, you guys are very hot, do you know that? There is a molten mass in every one of you, which when cooled down, after having gone through all the mountains, valleys and plains in your life!...You will find diamonds. Therefore, it gives me no more greater pleasure than to learn from you. I do not know all of you and your achievements in this year. All I want to say is: thank you for being a contribution in 2005.

Have a GREAT and AWESOME day.

**Be as wide as
the creek,
Be as high as the
stars,
Be as far as the
horizon,
And you will live
a long and
wealthy LIFE.**

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Thank You.

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Final Word

Congratulations! ☺ You actually finish the book! To make sure it is a worthy investment:

- 1) Study it.
- 2) Understand it.
- 3) Know what to DO with it.
- 4) Be organized and have a plan so that you can anticipate when you will need it.

Are there textual errors or dead links in this book? Click [here](#) to e-mail us. Are there ways we can improve this book? Send your [suggestions](#) to us.

If you have another question about "HOW to become a millionaire?" including:

- a) the mindset that works in millionaires' brains,
- b) all about the masterminding/teamwork process and culture,
- c) effective communication at work and leisure,
- d) fulfilling market demand with supply,
- e) creating multiple sources of income,
- f) 'doing more with less' leveraging techniques, and
- g) other questions outside of the 5 areas above,

send us a mail by clicking [here](#).

We love to receive your [testimony](#) because you appreciate our product. By doing so we can put up your testimony on our site so that people know who you are and **click on your URL**. Would you love that? Of course...

A testimony should include your name, your URL (if any) and a photograph of yourself (recommended).

We hope you immensely enjoy "The Million Dollar Observation" and found it useful, to say the least. This is Justin and Nelson saying, "HELLO!"

To YOUR Virtual Success,



Justin Koh



Nelson Tan

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The Million-Dollar Observation

- Another Resource To Help Your Business! -

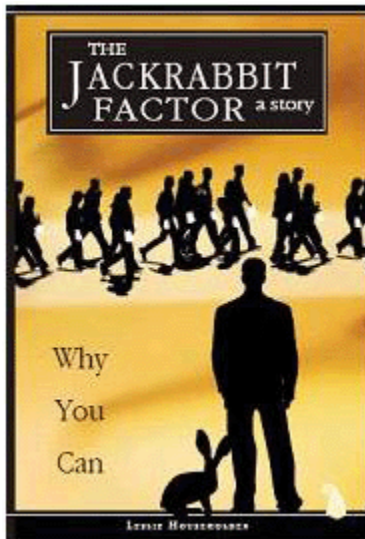
“Have you ever wondered how you could change the lives of yourself and your family when you are at your very wits’ end...”

You are invited to flip the pages of a story about Richard as he took a long walk of reflection in the forest...

"I am genuinely impressed...In a unique and creative way, Leslie's story will lead her readers through successively increased levels of awareness and leave them not only with an uncommon confidence, but more importantly, with the ability to make any life change they desire...I strongly recommend you purchase multiple copies of this book for your family and friends."

Bob Proctor

Life Success Productions Founder and Bestselling Author of "You Were Born Rich"



Very few self-development books can get as emotional as this one, simply because “The Jackrabbit Factor” is written in storytelling style.

Richard stormed out of his house in anger and desperation only to embark on his own amazing and courageous journey where he discovered his own best advisor: **his inner voice**.

Do you have money and relationship challenges?

If you do, that’s OK. You are perfectly normal! But extraordinariness belongs to those who always seem to have an internal know-how that guides them...

Do you know what your inner voice is telling you?

You really have to find out for yourself, just as thousands of other people on this planet had succeeded! You will be able to proceed with confidence in pursuit of your dreams and ideals, whatever they may be.

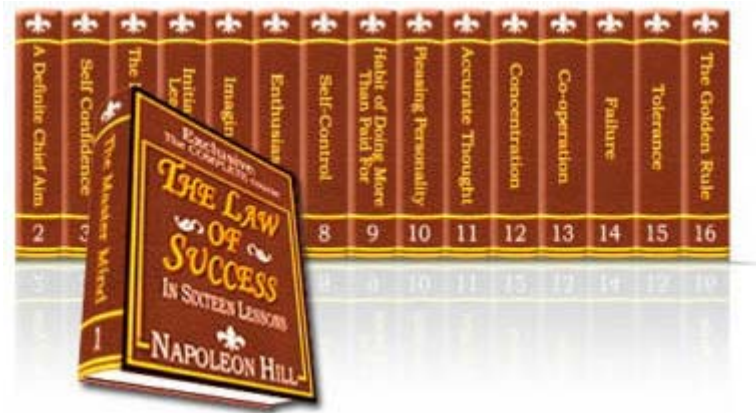
[Pick up “The Jackrabbit Factor” today!](#)

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- Another Resource To Help Your Business! -

“These 16 Lessons Can Help You Live The Life Of Your Dreams!”



We will not hesitate to trade in our Britannica Encyclopedias for this set of books any minute! Napoleon Hill's "Think And Grow Rich" may be his best-selling personal development book of all time, but what you may not know is that "Think & Grow Rich" is only a summary of a much larger work completed about 9 years earlier and **took 25 years to write!**

The 16-volume "Law Of Success" is the most revealing literature on the manifestation of wealth. Get it NOW!

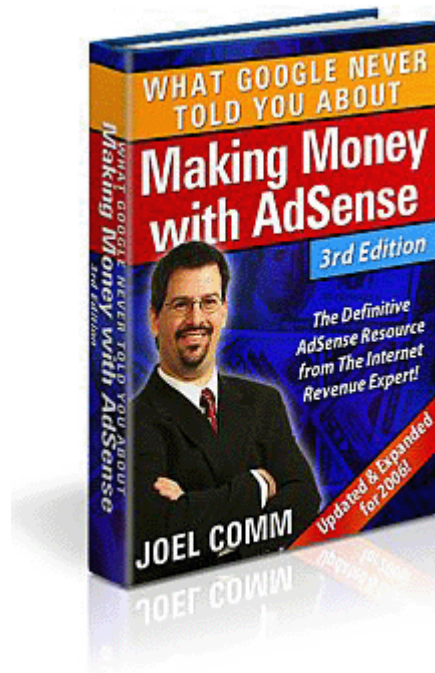
[Include “The Law Of Success” in your library NOW!](#)

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- Another Resource To Help Your Business! -

If you can't sell to humans, you might as well sell to spiders!

“Read About The Guy Who Made \$18,000/Mth From AdSense Alone!”



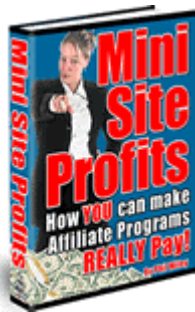
Anyone can paste a piece of code that displays Google Ads on their sites, and it costs nothing. How would you like the experts to reveal how optimizing your web pages' design and layout can literally entice more people to click your ads to a point where you can afford to quit your full-time job?

No Marketing Experience Required. 'Nuff Said.

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- Another Resource To Help Your Business! -

“Here’s YOUR Easy Way to create a stream of fast, low-cost, mini sites that create an incredible cash flow 24-Hours a Day, Non-Stop!”



If you've been struggling to make a fortune promoting affiliate programs, you're not alone. It's not as easy as some people make out...as you'll know if you've been trying.

But what if I told you that I've discovered an easy way to affiliate success? A way that will help you make more affiliate sales every day than most people make in a month, by **building a series of profit making mini sites that run on autopilot!**

Inside **Mini Site Profits** you'll find out how to:

- ✓ choose an affiliate program to promote,
- ✓ get a great domain name,
- ✓ put together a simple, but creative, mini web site that compels your visitors to buy,
- ✓ get your site hosted and up and running,
- ✓ and get traffic and sales pouring in.

And all within a week of finishing studying the course!

The mini-site concept is fast to build and quick to sell. **It doesn't take a genius or hard work** to build one site after another. Whether it's for affiliate marketing or AdSense income, if you desire to build multiple sources of income from the Internet, then you must know how to build **multiple, effectively profitable sites** to secure your financial bottomline day in, day out!

[This Is YOUR Solution.](#)

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- Another Resource To Help Your Business! -

Use this software to multiply your income by 12.

“Now You Can translate virtually any website to 12 different languages instantly, easily and effortlessly, and watch your sales, profits and affiliate commissions skyrocket!”

The hottest product on the Net prevents you from missing out **64.8%** of the world's Internet users! [Multilingual Marketer](#) effortlessly **translates your site into 12 major languages** so that you can **duplicate and multiply** web content into more sales and commissions.

Imagine this: **Translation of 100 web pages in 12 different languages creates 1200 content pages in just a few minutes!** Your multilingual websites will be crawled more often by Google, which can detect that your web pages are written in more than one language. Google needs your non-English web pages to fill their **unsaturated vacancies** of search results!

Combine [Multilingual Marketer](#) with [Google AdSense Secrets](#), [Mini Site Profits](#) and John Reese's [Traffic Secrets](#) which contains **14 years of fool-proof and fail-proof traffic generation and sales conversion techniques** and you have got an unstoppable team of products that will skyrocket your direct selling AND AdSense income like nobody else in the business!



[Forget About Being A Guru. Earn Money NOW!](#)

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Thank You For Reading.

This has been a presentation of

Internet Mastery Center

FREE gifts aplenty at **The Freeload Page**. Click [here](#) to find out the rest!