

# **Sly & Sneaky**

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## Introduction

Congratulations on the purchase of this valuable program! I will do my best to provide you with tremendous information, tactics and strategies designed to help you breakthrough in making a "real" income online.

You will find, in this program, a wealth of information and real strategies you can use right away to start the snow ball rolling for you. What it takes on your part is action!

If you read through this entire program and find the strategies as valuable as I find them, then all that is needed is "action" on your part.

To get the ball rolling for you, you must take deliberate action and utilize the lessons explained herein. Of course, there are no guarantees. There can not ever

be. It takes action & dedication to make money online. We all know that.

Do not let anyone ever tell you that it does not require "action". It does. Yes, of course, you may throw something up online and make a few bucks. But for the "long-term" constant flow of income, you usually have to pay the price – steady action.

If I do my job right, you'll have a firm foundation on how to think, act and generate results. So much of what I have to say in this program hits on the heart of the matter in my opinion, and that is... you have to be fully ready and willing to take proper action.

There are reasons people do not take action. There are reasons why people fail to succeed. We want to identify these reasons and really get you going in the proper directions.

Once you have fully gone through this program, I should hope that you are ready to initiate at least one of the strategies. If you are already into one of the strategies explained herein, then hopefully what I have to express to you is lessons that separate you from the average - to really get your business hitting on all cylinders.

Please take just a moment to realize that the essence of this program is not designed to be scanned or read fast. Many of the real lessons are mixed within each section. To really get your money's worth, I recommend you take your time and read through this carefully – if not several times.

I am sure you will enjoy this program and thank you so much for your trust in me.

-Eric Louviere

<http://www.gurusecretsociety.com>

## **A MILLIONAIRE**

I met a millionaire many years ago. I was very young at the time. I was very ambitious and wanted everything the world had to offer.

He had a summer fishing house in the same neighborhood I lived. For most of my years living there, I never saw anyone at his house.

It was a big house right on the bay. It had tennis courts, a boat house, beautiful landscaping, a swimming pool and one of those long wrap around driveways.

When I finally saw someone there, I took the opportunity to walk over and introduce myself. The old man was wearing a large fishing hat and had a beer in his hand.

I told him that I wanted to have a house like his one day. In an abrupt manner, he said, "you can do it"! I was a little taken back at first and thought perhaps he had been drinking too much beer.

He asked me how I planned on getting a house like his. I did not have a real answer of course. However I did respond by telling him that I did not know right at the moment how I would have a house like his but that I would in deed have one some day in the future.

He said, well if you want a big house like this one day, and you want to be rich, keep this in mind; **it takes other people.**

He went on to explain what he meant and added that no matter what, I would make as much money equal to how high I believed in myself.

The more I believed in myself, the more money I would make. The more people I had working for me, the more money I would make.

Those were his lessons to me. I always kept his lessons in mind. I thought I fully understood what he expressed.

As I got older, I started my own small business selling a telecommunication service. I was a good salesperson. I could not really afford to hire anyone else, so I was sort of a one man show. I had created an independent job per say.

Then, I decided to run some ads in the paper and pay people a small commission. I was shocked by how many people I got to come on board with me on a full commission basis.

It did not take long for me to realize that I was making more money off several of my employee's sales... than my own. I figured out quick that 10 people could out sell me.

That's what the old millionaire meant huh? Well, there's more to it!

Later on, I talked with my salespeople and asked them why they were willing to come on board for full commission and work for some "20something" year old.

They said it was because I was passionate and they wanted to be a part of what I was doing.

I ended up getting out of that business and starting a new one. I started an advertising & marketing company. It is what I majored in and always wanted to pursue marketing.

I started this company the same way and quickly hired full commission people. This company grew fast. It grew too fast. I was reaching several hundred thousands of dollars per year.

Then, I hit a financial crisis. I needed money to keep up and grow properly. I needed investors. I was a bit intimidated going after investors though. I mean, these people are already rich and successful right?

I ended up getting investors and realized once again, that this is another example of other people working for me.

It was also another example of people expressing that they were interested in me because of my passion.

My point about having passion is that people are attracted to those who are confident... and have the passion or conviction to do the uncommon.

Fortune really does favor the bold. And, if you can pursue something you want with passion and confidence, the world moves out of the way for you.

That old man, the millionaire, really had some good lessons and those lessons have become true in many different ways. He said that I had to believe in myself. Nobody else would do it for me. It was up to me to believe in myself and take action.

I believe that these lessons can separate the "haves" from the "have-nots".

As I ventured online and into Internet Marketing, other people became severely important to me. I realized that my success online could be tied to how well I build relationships.

Once again, I learned I can make money and do just fine all on my own. But getting other people to work for me is far more advantageous.

So, I began outsourcing work to others. I began building relationships with like minded people. My learning curve skyrocketed and my results grew faster.

Here again, with Internet marketing, it's important to keep the old man's lessons in mind. Recruiting affiliates, JV with others, growing key relationships, and so on all contribute to higher success.

Also, your belief in yourself is directly connected to the action you take. If you really, really believe in yourself and have a high level of confidence, you are more apt to take the initiative or specific action.

The old man did indeed have some valuable lessons to teach even after a few beers. :)

## **A LIGHT BULB WENT OFF**

Many Ebooks and courses throughout the Internet offer people like you and me absolutely nothing. Many times it's all fluff. Guru's call it 'swift marketing'.

When I first started out in earning money online, I read every Internet Marketing Ebook I could get my hands on. Book after book, I learned much of nothing.

OK, maybe a few nuggets of valuable information were provided... but not much of anything that put money in my bank account.

Most of everything I read was philosophies, advice, lessons, buy this and sell that. I'd get a website to go visit as a resource or some tool or software program that provided me with some more nuggets.

People were just not divulging true techniques or avenues to generating income online. Most everything was regurgitated information offering little to no value at all.

I'd rip out my credit card and purchase the "latest and greatest" thinking that this new Ebook would provide me with the missing link I needed to make a fortune. WRONG!

I would think to myself, "\$47 is not that much". "I spend \$47 out at dinner or on a new shirt". I'd get hasty, frustrated and buy again. In fact, I'd buy an ebook or join some membership site easier and quicker than paying my credit card bills. I had to have it and I wanted it bad – real bad.

The more frustrated I got, the more ebooks I purchased. I listened to audio interviews, got on teleconference calls and on and on...

Then, something clicked. Let me explain... After buying these Ebooks I came across a website that pitched making \$500 per day. I pulled out the old credit card and joined. Once inside the site, I found that what they provided was information I already knew. I said to myself, "I already know this stuff."

That's when it clicked. I already know everything it takes to make money online.

I spoke with gurus. Or maybe not even gurus but rather good people making tons of money online. One said to me that he puts a pot of coffee on, kisses his children and wife good night and pulls an all weekend 'system' launch. By the next week, he is making like \$6,000.

Wow!

He said stop buying stuff and reading stuff and just go with your best idea. He said to me that even if I did not make a dime of profit, the lessons I learned would be worth much more than any Ebook could teach me. He said if you are going to read anything, read on how to write a good sales copy.

It was then I decided that I would **STOP** reading Ebooks and joining whatever online business opportunity that captured my eye. I started truly learning what exactly to do to earn profits once I got serious and stopped reading message boards all night. I just deleted all those emails that pounded my inbox with more and more opportunities.

I stopped focusing on learning and started focusing on "doing". I started putting action into what I already learned. Instead of focusing on the hidden and missing "secrets", I focused on creating my own products. Instead of joining affiliate programs, I created my own. I started mapping out and designing real action plans.

It's when I went to scriptlance.com and posted a project for the best idea I had at the time, picked a bidder and got my project designed... that I started truly learning what it took.

And then, I stumbled onto a few techniques or avenues of making money online. It reminded me of algebra class (which I hated) in college. I would stare at some equation trying to figure out how to solve it. But once I got it... I got it. I just knew how to figure the problem from that point on.

Same goes here. I then looked at every website differently and every sales copy differently. I looked at every business opportunity differently. Heck, I even looked at Anthony Robbins, Brian Tracy and all those type people differently.

It just clicked. And, that is where it is. I believe I learned and now know the so called secrets to making money online.

I will do my complete best to teach you these secrets I believe I understand now and I'll also give to you specific techniques for generating profits.

Before we get deep into it, I want to explain that this publication will take you through my journey online. I'll hit on the key points that simply made a big difference for me. I believe if you follow through and read this from start to finish, you'll feel like you went on the same

journey. And, if all works out right... you should feel like you learned in just a few hours what took me a couple years.

Hopefully, I will cut down your learning curve and really have an impact on your ventures. If all works out, you could be well on your way to knowing everything (and I mean EVERYTHING) you need to know to make money online.

Let's dive into this and let's dive in deep. Are you ready to truly learn and discover what it takes to make it big? Let's roll!

## **PRESENTATION**

Presentation is everything! Gurus use it with a talent. People who have a gift for writing effective sales copy are some very highly paid people online. The gurus know this... and they know it well.

The manner in which you present your product on that first page of your site is HUGE! I mentioned swift marketing before. That's what this is. The sales page is so well thought out and properly planned that it begs you to buy. It creates urgency to buy now. It gives you a money back guarantee. Many times, visitors don't even read it all the way through. They get so excited; they scroll down to the bottom and buy!

Presentation is everything! You could have a terrible product and still make a killing if the sales copy is great.

Now, think about Anthony Robbins... He's a guru and great at presenting himself and his products. What or who does he target or market to? What market or niche does he sell to? You want to lose weight, let me

convince you I am the God of weight loss. You want to be rich... I'll get you so pumped, you'll float.

Get the picture? Heck, he took NLP and created his own products out of it when he started out. He has a gift. By the way, I like his stuff. I've always had a burning desire to succeed, so he appealed to me.

Presentation! Always keep it in mind. Marketers add audio to help with presentation, because it increases conversions and more people buy for example.

People show copies of checks, PayPal statements, etc. to light you up and get you excited about getting those revenues too... even if those claims are not true. Yep. I know that people throw up false statements and fake checks to get you to buy now.

Remember, it's about presentation. It's swift marketing. It's impulse. It's selling you over and over and over.

It's about closing you by creating urgency.

Have I pounded this topic to death yet? I'll say one last thing about it. I know someone that leased a very expensive sports car. He then rented a beautiful office. He parked his car right there in plain site. As potential clients came to meet with him, they were impressed.

They signed the dotted line and he made a fortune. He dazzled them with "presentation". He knew his sports car and beautiful office helped him close deals. Therefore it was a way of increasing conversions.

Ever see the movie Schindler's List? At the beginning of the movie Liam Neeson provides a very good example of 'presentation'. He gets his best suit, grabs a handful of cash and goes to some big party where all these

major German soldiers were. He bought them drinks and dazzled them with presentation. They had to know who he was. He got their business as well.

I think you get the picture of what I mean by presentation. At Internet Marketing seminars, "presentation" is in full effect. When I attended my first live seminar, I noticed the speakers were into their presentation mode.

Of course right? I mean I would be too. They stand up there and speak, flash their money, act seriously important and successful. Heck, the audience wants what they have. They know that.

After the seminar, there are mixers. Attendees eat and have drinks in the hotel lounge mingling with each other (including the speakers). I noticed that the speakers were mostly around each other.

I walked up to two of them during a 15 minute break. I was standing right there next to both of them. I waited for them to stop speaking so that I could tell one of them how much I liked his stuff.

So, I waited... and waited... and waited... and then said the heck with this I'm moving on to talk with the attendees. I learned so much from the attendees it's not even funny. Most of them were just like me. They wanted to learn and offer what they know. It was an exchange of ideas, techniques and information.

Not so with the big-time celebrity gurus. Oh, they had very little specific techniques. In fact, one attendee gave me a tip for Google Adwords that I never knew for example.

The technique is to put this in the subject line:

Let's say your keyword is "Dog"

{Keyword: Dog}

What that will do is make the title or subject line on your Google ad have the exact same text as what they type. So, if someone types in "Big Dog" it will say Big Dog in your title of your ad.

Ok, I'm not ripping on gurus at all. Alright, maybe just a little... There were a few of the speakers who were approachable and even came up and joined in on conversations on their own.

One of the speakers at this particular seminar was Craig Perrine. He had very good things to say. I approached him first and he respected that. I had a couple of nice conversations with him. In fact, he pulled up a chair and had lunch with me and another attendee.

Craig is big on list building. He had very good tips and techniques on doing just that. We will get into that more later on in this publication.

Craig had a way of building trust with the attendees. Therefore he stood out in my mind. He presented himself as an expert (he is) and he spoke in a way that represented how successful he has become.

All the speakers started out by telling a little about themselves. You know, the proverbial "*I was just like you once and now I'm a super hero*" type discussion.

It built a bond with the audience. And, of course they had to slightly flash proof of their success, "screen-captures of income, etc."

Through the presentations, the speakers would then go onto giving us a few nuggets of information and then close with their sales pitch on persuading us to buy their thousand dollar products.

Why was each speaker's presentation similar in format, structure and delivery to each other? I thought they all read the same "how to be a seminar guru" ebook or something...

It's all about presentation.

They orchestrated their speeches and choreographed them with psychology and practice. Just like a professionally written sales letter...

With writing sales copy, many top copywriters include such psychology as appealing to the seven deadly sins, like greed, lust and envy.

There is a lot going on behind the scenes. Imagine you are watching a live broadcast on television of some event, like a football game. All you see is the game, an occasional shot of the fans in the stands and you hear the commentators' voices.

However, there is a multitude of stuff going on you do not see. There are tons of cameras, people in the trucks working the computers, commercials, technical stuff, etc.

It's like a puppet master. All you see is the puppets and maybe the tiny strings.

Presentation is so huge in marketing. Your sales copy has to appeal to emotions and create urgency. If I'm looking for a product to help with my high blood pressure, and I click on a website, it better sell me "big-time" that they have something nobody else has (including my doctor).

I believe that if you want to know the secret to success online, it's called copywriting. If you are not good at copywriting, I recommend 200% that you read up and learn all you can on it.

You can pay others to write it for you if this is a weakness. It should be your most expensive cost, in my opinion. I do copywriting and you can contact me for a quote at: [eric@gurusecretsociety.com](mailto:eric@gurusecretsociety.com)

My rates are reasonable.

Here are a couple BLOGS I read on copywriting:

<http://www.successdoctor.com>

This one is Michel Fortin's copywriting Blog

[http://world-copywriting-institute.typepad.com/world\\_copywriting\\_blog/](http://world-copywriting-institute.typepad.com/world_copywriting_blog/)

This one is David Garfinkel's BLOG

Both great copywriters and offer great discussions on their BLOGS. Plus Michel Fortin's Blog has a list of other copywriters at the time I'm writing this.

I'll get more into copywriting in just a second. I just want you to fully understand just how HUGE "presentation" is. Present yourself as an expert.

Some people just start out as if they are already successful and I recommend it. In other words, “fake it until you make it”.

Yes, that’s controversial. It’s quite controversial and that statement would be ripped apart by many publicly.

I’m quite sure of it. However, it’s true in my opinion. And people who understand how important “presentation” is, understand fully that the phrase “fake it until you make it” applies effectively.

I’m not saying that you should not tell the truth either. I’m saying present yourself as if you are already what you want to become.

Here’s why it’s so important. P.T. Barnum was a tremendous marketer. He dazzled crowds of people and raised much controversy with his tactics and exhibits.

He was a master marketer. Once, he had an exhibit in some small town auditorium. The problem was nobody showed up. So, he sent a guy out into the street and made him walk down the street and back into the auditorium.

The man did this over and over. He kept walking out and walking back in. So, other pedestrians saw this and wondered what he was doing. After a while, a couple people followed the man into the auditorium – and did not come back out.

The man kept walking back and forth, in and out. And, more people followed him in. People began wondering why the others who were following him into the auditorium were staying inside.

After a while, Mr. Barnum had a nice sized crowd paying to enter each exhibit. Nice huh? That's powerful if you think about it.

People flock towards curiosity and controversy. If you can make your product somewhat controversial, it could generate many sales.

What does this P.T. Barnum story have to do with "fake it until you make it"? Well, people follow other people. If people feel you are a success, they'll follow – and others will follow the followers.

Yes, it's to be debated and I'm sure some will find this unfitting, but I don't care. I'm writing my opinions and not holding back. Fair?

The way you present yourself, your products and your marketing will have a deep impact on your results. I fully recommend you study this.

The more you understand "presentation" and copywriting, the more successful you shall be...

Let's get into copywriting some more...

## **SNEAKY & SLY COPYWRITING**

Copywriting is crucial. If you are going to write your own copy then here are some techniques and advice to follow.

The main objective in your copy is what? Aside from make sales and convert, it is to get the visitor to read it!

It should be formatted in a nice flowing manner. I recommend lots of white space and two sentence paragraphs – instead of those long jumbled together

paragraphs that subconsciously frustrate the reader and cause them to leave your website. A good example would be this paragraph you are reading right now. 😊

It's much better to have small paragraphs with two or three sentences at most. A good example is this one you are reading now.

You want your readers to flow from one sentence to the next one. Your very first sentence hands the baton off to the next sentence and so on. There are key words or phrases you can use to achieve this.

For example, a good way to start a sentence is "For example". By the way, another good way to keep the reader reading is to use the phrase "by the way".

Catching on?

See how I wrote a two word sentence just now? That stuff works. You do not want to write like your English teacher taught you. This is different.

It's SALES & MARKETING. You are trying to sell something and it should be written in a conversational tone. I know of people who actually record themselves first and then write it.

That way it writes in a conversational tone. Act like you are writing to a friend, family member or significant other. Know what I mean?

You see, I believe another good phrase is "you see". It's a good way to start a sentence and flow onto the next one.

What's most important is that you pay attention to how I'm actually writing right now. Perhaps, re-read this

section again so you can see for yourself what I'm doing right now...

Another technique is to use the three dots after a sentence like this...

You see those three dots (...)?

It helps the reader move on to the next sentence. I often try to use the three dots after every other paragraph or so.

So, you can use the three dots on one paragraph, and then use the catchy flow phrases on the next paragraph, then the three dots again on the following paragraph...

Also, use the quick two to five word sentences on a line to itself. These three techniques help the reader flow onto the next sentence. Each flows into the next one and the reader has no idea what's going on.

Know what I mean?

Here's an example:

This is the paragraph in your sales copy that will end with the three dots. Those three dots will flow the reader onto this next sentence...

**By the way**, the three dots actually have a name. The three dots are called something. I just don't remember and don't feel like Googling it.

**That's lazy huh?**

Ok, that's the example above. The highlighted portions are the techniques. Each technique works. Get used to using them.

Let's recap real quickly, ok?

- Three dots
- Flow phrases
- Quick 3 to 5 word sentences on a single line

The other technique is to use bullets as you may have guessed and just witnessed above. It's a good way to spread out the white space and help format your text better.

It works doesn't it?

After you have written your sales copy, scan it by not actually reading it. Just look at the format and the white space.

People tend to scan and most people are visual. They may not go through your copy with a microscopic eye...

Ok, moving on... You can use the three dots in the actual sentence like I just did. It adds white space and breaks up the sentence in a way.

One other technique is to use a hyphen in your sentences – for better flow. I just did that. You see that hyphen there?

You can use two hyphens also. The reader is flowing through your sales copy – sentence by sentence – up to the end. See how I used two hyphens?

...this stuff works

There I used the three dots to start the sentence. These little techniques may seem little, but it could make the difference between converting 5% of your readers as opposed to 1%.

Which could mean your Adwords campaign is actually making you money instead of losing it. More on that later...

**Hey! I almost forgot.** <- that works too.

Ok, moving on... Another technique you can use is straight out of sales 101. Use little questions throughout your copy. Use simple questions like these:

- Isn't it
- Wouldn't it
- Right?
- Don't you agree?
- You probably feel the same way, right?
- Shouldn't it?
- Doesn't it?

You get the picture, right? What this does is it gets the reader subconsciously saying "yes" throughout the copy.

If the reader is saying "yes" to themselves throughout the copy and agreeing with you, then it will be much easier to close them at the end – and make a sale.

This is powerful stuff you are learning here. Copywriters would probably shoot me in the head if they found out I'm teaching you these techniques.

Heck, I like using the word "heck" a lot too...

The seven deadly sins are also used in sales copy. Writers try to appeal to these emotions. Here they are:

- Envy
- Sloth
- Gluttony
- Wrath
- Pride
- Lust
- Greed

Yep. It's true. You can use these emotions to light a fire under your readers' butts. :)

Is that controversial?? You bet it is. I'm not holding back remember?

Let's stick on topic. The point here is to focus on emotions. If you are selling a product on back pain, then you have to appeal to the emotions...

How does your reader feel when they arrive at your web site? Are they embarrassed, in pain, lonely, upset, panicky, worried, etc?

Well, however they feel make sure you help them relive it. They may not realize they have a problem. Remind them... and remind them well.

Help them relive that pain at the beginning and relate to what they are feeling. Express how you felt this way, and were so embarrassed or whatnot...

Then solve the problems by selling them your product.

The phrases and words you use have a deeper subconscious and psychological effect on the readers. You should use these techniques to your benefit.

Here's another technique. Appeal to their imagination and paint pictures in their minds. Use visionary tactics...

Here's an example:

I was able to go out and buy a new BMW745. I just love the new car smell. I can smell it just thinking about it right now. When that black BMW arrived in my driveway, I was so excited. It was shinny and just oozed luxury. Even the sound of the engine was luxurious. I immediately felt the leather seats and sat down for a drive around the block. The leather is top quality and very cushiony.

With that paragraph I appealed to smell, touch, sound and vision.

It paints a mental picture and appeals to the senses...

One other technique is to use words in a manner that something has already happened. For example:

After you're finished joining...

I'm assuming they are joining. This is a powerful technique as well. It's selling on assumption.

After you have completed the following form...  
Before you order the powerful ebook...

See how important words and psychological angles can create great results?

Effective copywriting can boost your income and allow your campaigns to become profitable. If you are not an effective copywriter, outsource it. Find someone who can do it for you.

Again, if you need to outsource it, drop me an email at: [eric@gurusecretsociety.com](mailto:eric@gurusecretsociety.com)

I'll get you a reasonable quote. Read the BLOGS I mentioned before and get acquainted with copywriting.

### **"VIPER" LIST BUILDING**

Building a LARGE & RESPONSIVE list should be your mission. Over time, your responsive list is like the fat cow that can provide you milk for years to come.

I learned from Craig Perrine how important it is to build trust and a relationship with your list. To do this, be yourself and talk about yourself.

Most lists I'm on are all "sales pitching" and nuggets of information. Craig actually provides an ebook to his list. I mean, he delivers by explaining all about how important it is to build relationships.

If you write about yourself, people will feel like they know you. You may not be able to know them, but they will feel like they know you.

I started out this publication by telling a story about me and a millionaire I met. By doing that sort of thing with my list, it can become more responsive.

We all like doing business with people we know. That is because we trust the people we know more than the people we do not know.

Therefore, it's paramount to build a relationship and be yourself. Write little stories about yourself and how you feel, your opinions and things that make you happy or mad.

Don't just sell, sell and sell. People will stop reading your emails. Give them quality techniques and information. Find valuable information online, learn it and give it to them.

I will be getting into Joint Ventures later, but I want to bring up a point about Joint Ventures right now. If you are able to string together JV's with others who have a list, then you can build up a nice sized list in no time.

For example, let's say you joint venture with someone who has a list of 20,000. This JV partner sends out an email to the list pitching your product for a cut of the revenue...

Out of those 20,000 subscribers many will visit your website. Let's say 30% visit your site. That's 6,000 unique visitors.

Let's say 10% opt in to your auto-responder, that's 2,000 subscribers for you right there. And, 5% buy.

The numbers can vary of course, but you get the picture.

Now, imagine doing this over and over throughout the year. You could have your own list of 20,000 or more in a reasonable amount of time.

Once you have a list like this, you can build relationships with your clients. Make the list responsive as possible. Use this website to gather information from subscribers:

<http://www.askdatabase.com>

When writing to your list, always keep human emotions in mind. Appeal to their subconscious mind by striking these emotional chords.

Appeal to their love, desires, vanity, power, self actualization, pride, etc.

Get them conditioned to read your emails. Have a story, or drama, or controversy going on in your emails. Light a fire and create empathy within your emails.

Here's a quick example of how I'd start off an email:

Hi {name},

Geeze, I was going to the local post office today to pick up a package and ran into an old friend of mine. I have not seen this guy in years. He did not look so great honestly. Not the same guy I remembered back in college dorm days. He asked me what I do for a living and I said Internet Marketing. He did not understand of course. We talked for a while and I realized I could help him. He was obviously interested in what I do for a living and wanted to learn.

I invited him and his family over for grilling steaks and adult beverages. He was very enthusiastic

and excited about learning IM, I had to teach him. I bet you that in no time, he'll be driving a brand new car and working full time online.

I told my good friend and successful Internet Marketer Terry Crim about what I did for this old friend, and Terry said I should package this up and offer it to people. He really thought it was amazing!

[Click here](#) to see what I've taught him so far!

Do you see how that is probably very different than most of the auto-responder emails that pound your inbox daily? It is a story and it allows your list to get to know you.

By the way, did you go to click on the (Click here) at the end of that story? :)

Look, everyone teaches that the money is in the list and they are as right as can be. It is in the list and I believe everything you do should be targeted at building that list bigger and more responsive every single day.

Your list is an asset, like a portfolio of stocks that generate income for you. Imagine for just a moment that you have a list of 20,000 super responsive subscribers.

Can you imagine what kind of leverage that list will provide you? Heck, you would have all the power when it comes to JV's. You'd have opportunity coming out your ears.

Who in the world would *not* want to JV with you?  
Imagine, you create your own product that retails for \$77. You then send out an email to your responsive list, which trusts you...

You've created a bond with them for a good while now. You send out that email to 20k subscribers and 3% buy it immediately! Do you know how much money you just made?

Try \$40k+ on for size. Is it possible? You betcha!  
Heck, try just 1% on for size. That's a quick \$15k.

That's why it is so very important to cater to your list. That's why it is so crucial to build a relationship with them. You want to bring in as many subscribers as possible while retaining as many as possible.

Picture a funnel. At the top of the funnel is all the new subscribers pouring into your auto-responder. At the bottom of that funnel are subscribers opting out.

You want to put a cap on the bottom of that funnel. By putting a cap on the bottom of that funnel, you'll prevent subscribers from opting out. And, your cap on the bottom of that funnel is "building relationships".

Wow! Do you see how powerful that is? That should surely get your excitement level way up for this business we call "Internet Marketing"!

Do you believe you can build such a list? You can! It takes focus and determination.

Here's one last thing on building relationships and getting your subscribers to take action. Just like a testimonial on your sales copy helps build credibility, use

other people's comments as a way to get subscribers to take action.

If you scroll back up to the example I used with the story of a friend I saw at the post office, you'll see I wrote a little about what my friend Terry Crim had to say.

This technique provokes people to take instant action... which is what you want.

### **THE NUMBER ONE KEY**

Get your product up and running. Don't worry about how great it has not yet become. There is plenty of time to tweak it and improve it. Your product/system needs to be up as soon as possible. There are millions/billions of people online and billions more to come so don't worry about running out of customers.

It is much better to get your product up than it is to keep working on it and working on it trying to make it the greatest product in the world.

The sooner you get your product up, the sooner you'll start making money. You'll be one-day- closer to building a large opt-in list. Just do it. The lessons you learn by getting it up and running will be paramount.

Someone asked me what the single most important key to making money online is. I responded Action!

### **ACTION**

this word is what WILL keep many, many people from ever achieving anything.

...You've heard it before.

Action sets everything in motion.  
Action is what separates you from average.

Average does not take action. Do what average does not do.

Do this: look around you and just take note of all of the things that surround you this very moment. What do you see?

Do you see a computer, a mouse, a television, keyboard, speakers, pens, calculator, desk, and light bulbs, paint and so on?

All of those items started as an idea, a thought, and a concept... right? Someone somewhere thought of those items before it existed...

It was taking action that made it possible and a reality. If not, the inventions would have remained in their minds. Nothing would have come from it.

*"There are millions of wasted million dollar ideas that remain in the minds of ordinary people."*

-Eric Louviere

Keep in mind, that taking action sets everything in motion. Think about that the next time you "pause". Pausing is causing you to delay everything that is to be set in motion.

You have the intelligence, resources, and abilities to create a fortune for yourself. You know you do. The hard part is doing it. Make "action" a habit. It is what

will separate you from average.

Send that email, make that phone call, attend that seminar, get that webpage designed, ask those questions, write that article, interview that person, create that joint venture, and set everything in motion.

You can do something to assure yourself that you will without a doubt take action... this 'one-thing' will hold you accountable for doing that thing you want to do.

You can find another similar minded person and ask them to help keep you focused. If you want to make money online, find someone who already has - and ask them to keep you in check as you continue to take action!!

I heard from Mike Filsaime that if you write down your goals you are 30% more likely to achieve them. However, if you have a coach/mentor who keeps you in check and helps you down that road to achieving your goals, you are 70% more likely to achieve the goals.

It jumps from 30% way on up to 70% with a coach or mentor. I believe in setting goals and expecting to achieve them.

Have 100% faith you will achieve the goals you write down and focus on. If you have any doubts that enter your mind about your goals, crush those thoughts.

Always expect your goals to be reached and expect them to be accomplished. It works.

## **BUILDING RELATIONSHIPS**

How important do you think it is to build quality relationships with others in your industry? I'd say it's **EXTREMELY IMPORTANT!**

We will be getting into Joint Ventures in a moment. However, this is about "building relationships". I find it crucial.

When I started actively trying to build relationships with other "like minded" marketers, my online success skyrocketed. I can look back now and actually see real proof of how my business was before I started building relationships and how it was once I started building relationships...

I can literally date back to a specific time and document where my business took off. It was once I started getting to know others.

Then, I went to an IM seminar. Oh, I actively met others and tried my best to get to know them. I exchanged business cards, gave them quality insight and techniques.

I delivered as best I could...

Now, I get opportunities all the time. Someone will call me up or email me saying that so-and-so referred them to me. I don't know how many times I've heard, so-and-so said you're pretty good at copywriting or mentoring, etc.

When I first arrived at the seminar, I went to register. The lady asked me for my name. When I gave it to her, she said, oh yeah, I know your name from the Warrior Forums. So-and-so did a JV with you.

I highly recommend you take this to heart. Building relationships could be the single most important thing you can do to grow your business...

Taking action is the most important, and I'd say building relationships is second... in my opinion.

Listen, you are about to learn about Joint Ventures. People who have large lists or can partner up with you can make a monumental difference.

It's like a snowball effect. You get to know a few people and it spreads. If you can get to know one successful marketer, that person can introduce you to many – many others.

Then, you can say or write things like, "my friend and successful marketer so-and-so..."

It's leverage and it's networking. It is growing your brand. It is making more money through other people, like the millionaire said at the beginning of this program...

Post on other marketer's BLOGS. Send them emails telling them how much you learned or enjoy their products. Follow them (don't stalk them). :)

Send people private messages through forums. Interact as often as possible with other people. Get people into a yahoo messenger or MSN messenger friend list. And, strike up conversations with them.

As you get to know others, brainstorm ideas and offer to help them in different ways. Be likeable.

I'd say that IM seminars are good to go to merely because of the opportunity to get to know others. Yes, you can learn some great stuff from the speakers and all. But, getting to know the speakers – or better yet the other attendees can be powerful.

Initiate JV's. Partner up with others. Don't be greedy and think you can do it all on your own. You need other people. Don't fly solo. Think of it as you own your own business and you just partnered up with someone who can lift the business to new heights.

## **MEGA JOINT VENTURES**

We all know how important Joint Ventures are for our businesses right? I used to think that in order to have a joint venture I need to have a Super Product and I need to really know a Super Marketer.

I felt I had to have stats, conversion ratios, big time testimonials, blah blah blah...

I figured nobody will even consider JVing with me until I am already successful selling something. Hogwash!

Gurus will tell you that you need stats, conversion ratios, an Alexa rating, bells and whistles, a fat checking account, a new Lexus, etc.

Not true.

Yes, all that is great and helps entice another marketer to partner up with you, but it's not a necessity. I can see guru's mouths dropping right now if they are reading this.

I don't care.

Here's the truth. They do not want to partner up with 'just' anybody. They want something good, something new and something with a spin or marketing angle on it that will fit their list.

Also, they do not want to be the guinea pig. So, don't make them the first JV.

Ok, let's say you are going to try and ignite a JV so that you can send to lists. You set a goal to reach 20,000 subscribers. You need to JV right?

Well, instead of finding that one "Fat Cat" who has a huge list, why not find several small kittens that have smaller lists?

For example, instead of one marketer who has a 20,000 list – find 10 who have a 2,000 subscriber list! Or, find 5 who have a 4,000 list.

Poof! You're rolling in the money...

Of course, you need a quality product with a USP (unique selling proposition). But, these people with lists (1,000, 2,000 or 5,000+) need something to send to their lists.

Provide it! They are as eager to send to their list as you are. They will be making money too.

Important: their list is their leverage. It's their asset. It's their gold! Respect their list and get them involved in the process.

Their largest fear is that they will ruin their list by sending out a piece of junk or some garbage. They fear they'll wake up and ½ the list opted out and there are attacks made on them in forums.

Relieve their fears...

They will most likely want your product to read, test, and check it out. They will want to maybe run a test of a smaller list they have. This is fine. It's a numbers game.

If you have 10 separate JV partners testing, and checking out your product, this means traffic. I'm not saying use them to test your product either.

You should test your sales copy, product, etc. before contacting others. Run PPC at your website. Run some solo ads. Drive traffic to your site and get some experienced marketers to analyze your sales copy.

If you need to, outsource the writing of your copy. It's that important. You want to make sure you have a good product with a great sales page, because your potential JV partners are going to analyze it.

Ok, let's say you fail. Nobody wants to market your product. Not one marketer is willing to email their list.

Find out why...

Ask them what it was that turned them off and ask them to be brutally honest with you. What was it? Is it the product? Is it the sales copy? Is it that you don't know me well? Just don't tell me its lack of stats or conversion ratios.

Seriously find out why they did not work with you. Explain that you are passionate about IM and you want to soak up everything you can and learn, learn, learn... Help them help you.

Figure out what prevented them, and fix it. Then, approach them or different marketers again.

Keep doing it. Keep improving your offer. Focus on your business not the revenue. How good of a business do you have?

Yes, it may feel uncomfortable... but keep trying and attempting to JV. What's the worst that can happen?

What's the reward for finally landing a JV? How about building a larger list? How about making more money in a week than most make in a year?

That's why it is so crucial to get it down and master the JV arena. Start small and go after building relationships with the up and coming marketers.

I would not attempt doing my very first JV with some guru. Build up to that. There's time.

Decide to find 10 JV partners – no matter the size of their list. And, get this experience under your belt.

Get a testimonial from one JV partner to use to attract other JV partners. Use three JV partners to grab 5 more. See what I'm getting at?

It's leverage at its finest. It's being able to utilize "other people" to build your success. It can build fast.

Keep in mind, that it's always going to be "**what's in it for them**"...

Heck, give away 90% commission to the first JV partner. You may be giving away all the commission, but you're creating a way to JV over and over with many, many more marketers.

Then you can tell your future JV prospects, "I'd like to do the same with you that I've done with so-and-so". That's powerful huh? It works...

Keep in mind, that it is important to have a good product. You need to treat your product like a real business. Don't just throw up some half-baked product and expect to land several JV's.

Have a stellar sales letter and drive some traffic at it. And, by all means – keep attempting JV's.

I would go so far to say that if you do indeed have a good product and a good sales letter, try initiating JV's with a minimum of 10 to 15 other marketers. I'm quite sure you'll land one, if not more.

JV your way to wealth online!

### **SIMPLE STRATEGY ANYONE CAN DO**

I was asked by someone recently, "how can I make money easily online"?

First I recommended that he build a squeeze page, drive traffic to it and send people to affiliate links.

That's easy enough huh?

I said; pick a broad niche category like "dogs". And then, build a squeeze page around a narrow niche within the broader dog niche industry... like "dog collars".

Send targeted traffic to the squeeze page, get people to opt in and then send them broadcasted emails with affiliate links imbedded within.

He then asked me a good question. He asked me what he would give the visitors in exchange for opting in...

I said he could just provide the same benefits one of the affiliate programs offer.

The money is in the list.

I then gave him a simple and cheap strategy for creating a quick ebook of his own.

It's a very simple strategy really. Here's what you yourself can do to create an ebook in just about any niche you can find:

Find your niche and then go to Google and search:

"articles" + "your niche"

Compile as many articles as you can around your niche. You may also want to find sub niches that have something to do with your niche.

For example, if your niche is "dogs", you may want to search for articles on "dog training", "natural dog food" and so on.

Ok, compile all the articles and paste them into a word document. You have to keep the authors resource box in each article by the way...

Make sure to read the articles and take notes on the benefits or key points the articles express.

You may have duplicate content in there. So, read it several times while taking notes on the content.

You may end up having to delete some articles out of your ebook because there may be several poor articles.

However, you are taking notes of the key points and benefits. So, you know what you – yourself could write about if needed.

Once you have the best articles and have built up some content inside your ebook, brand it and convert it to a PDF.

Presto! You now have your own ebook you can give away to your subscribers. You can do this for any niche.

It sounds so simple, but it can be powerful. Most people out there on the Internet do not know how to search effectively for information online.

Most visitors want convenience. They want the easy route. This is a way to provide it easily to them.

I know of one person who uses this technique to make a killing online. He uses it for technical products.

He may find a popular DVD video camera and then downloads the product manual.

He then takes screen shots of certain things and answers visitor's questions concerning how to do certain things with the camera.

The customer could easily download the manual themselves and find the answers. He however, makes it as easy as pie and gives them better answers than the product manual...

He makes money from having AdSense ads on his site, and by building a list of people.

That's not hard at all. It just takes a little work. However, you can do the work and then have a simple product you can use to make money online – and build a massive targeted list of people (like dog lovers).

You can create an ebook in any niche you can think of just about using this technique. Add your own writing for added value and you can be building a list of targeted people.

Once you have a list or a customer base of targeted people, you can send emails about affiliate programs.

You could JV with other businesses that are in that same general niche. With a targeted list, you have leverage and that leverage can make you a great deal of money.

Your list is an asset.

## **DON'T BE AVERAGE**

The last section here is on **not** being average. I fully believe that to be successful you must do what average people don't do. If average people work all day and come home to watch TV, then don't do that.

Success and wealth remain on the other side of average. Average marketers don't attempt to JV. They don't create real businesses online. Don't be average.

Average marketers don't take massive and effective action. They complain and stay distracted. They lose focus and move onto more and more opportunities.

Average people do not believe in themselves. Believe fully in yourself! You have all the resources and intelligence to create a fortune for yourself.

You have all the abilities in the world to achieve your dreams. Don't let habitual thinking and bad thoughts prevent you from believing in yourself.

Never let others tell you differently. Listen to those who are living what you want. If you doubt yourself or listen to negative comments, then failure is sure to follow.

Expect results, have faith the results will be there and by all means believe in you. If you have any doubt, find the nearest millionaire and ask him/her.

Lou Roggio told me that some people are miners and search for gold. Some will strike it rich. Most will not. However, the one who sells the shovels always makes a living.

I like that. Keep that in mind.

To Your Massive Success,

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