

# **HOT Insider Secrets**

How to turn VERY SMALL amounts of Cash into  
Substantial Monthly Incomes Simply by  
Having the Right Knowledge.

## **Acknowledgment**

We dedicate this e-book to the countless Internet Marketers around the world who are striving to make money on the Internet with a home business.

We also dedicate this e-book to the tens of thousands of Internet Marketers from around the world who have worked with us over the years, supported our ideas, and proved they worked by making a lot of money online.

Thank you.

**Kevin and Scott**

## **Introduction**

What you are about to read has been shared with 145,000 (and counting) Internet Marketers from over 37 countries. Every one of them who truly listened and paid attention to what this e-book contains has gone on to achieve various levels of success online.

Those who skimmed the information and adhered to just a few items mentioned below did benefit, but they limited themselves to lesser income possibilities than those who soaked up every word like a sponge. How much YOU get out of this e-book is 100% up to you.

The world is full of opportunity and we're all looking for the one that will best suit our needs. Thanks to the Internet, within 10 minutes of logging on to Google and searching we can have more business opportunities knocking at our door step than we'll know what to do with.

While this is great because it makes our lives easier and we don't have to spend weeks or months hunting for new opportunities, it also causes many people to make hasty, uninformed decisions.

Why is that? For starters, if a company has a decent web designer they know how to get a viewers attention, make their eyes focus on certain parts of the web site (perhaps overlooking critical elements), and provoke actions based on emotions rather than common sense.

Many seasoned marketers know how the brain works. And as a result they know exactly what to say, how to say it, what colors the site should be, what images to display, and so on to get you to say "YES" to what they have to offer.

They realize that if they don't understand how a prospective customer thinks, they might be losing substantial sales. This is mainly due to the fact that it has been proven that a marketer has just a few seconds to grab someones attention before they click that deadly "X" in the upper right corner and close the site... perhaps never to return.

So why are we sharing this bit of information with you? While the Internet is full of tremendous opportunity it's also full of misconceived opportunity. What do we mean by that?

Thanks to some tricky and somewhat mischievous marketing tactics many Internet Marketers today have found ways to get people to say "YES" to many purchases that would have otherwise NEVER have been made by the buyer had they been fully informed of what exactly it is they are buying.

We have spent way too many hours scouring the Internet. Being Internet Marketers ourselves, we always want to know what other Marketers are up to, what types of "so-called" opportunities are available these days. Because hey... we too present our own home business opportunities to thousands of people each and every month!

What we tend to see day after day however, makes us literally want to push the mouse aside, hit the power switch on the PC, push in the keyboard tray and close the office door behind us as we walk away.

Have you ever tried to find level-headed, straight forward information about creating a solid online business? You know... one that isn't guaranteeing you absurd amounts of money and saying you'll never have to lift a finger yet you'll be rich in 30 days or less... GUARANTEED? You know what we're talking about.

It's that kind of garbage that makes us want to just pack it in some days. There have been times when we'll find a web site, look at one another and just shake our heads. It truly is a shame that we all have to wade through this barrage of crap (yes crap) in order to find some relatively decent income opportunities.

## **Buyer Beware**

What are relatively decent income opportunities? Well, many marketers have the hunch that a lot of people are sick and tired of the misinformation (lies, in other words) that we're all reading online today. They feel that the majority of us have reached a place in our own minds where we realize fact from fiction, hype from reality.

And they are getting nervous! Because now, rather than luring us in with bogus income claims, fake testimonials and impossible promises,

they've suddenly got to find a new approach to their web sites... one that most of us will believe.

In recent years we've watched this play out, one web site at a time and we're quite amazed at the road these "reformed" marketers have chosen to travel down in order to once again get you to say "YES".

As long as the numbers are true, the testimonials are true, and the claims are true, there's absolutely nothing wrong with a marketer displaying that information in such a way that triggers your psyche and alters your emotional state so much so that you say "YES". That's pure marketing at it's finest. If you've ever owned a business or been involved in a marketing campaign for another business you have done the exact same thing to one degree or another.

But... many marketers are not content with such efforts to increase their sales. They think this is menial work... tactics done by the average marketer out there. They are convinced that the only way to keep sales flowing in is to continue marketing in some mischievous way.

We honestly don't get it! But it's true. Luckily you don't have to take our word for it. Just look around at different online forums. Talk to people in various programs that you and they perceived as solid opportunities with real potential. Are the majority claiming success or failure?

So what is going on? Why is it that what look to be decent business opportunities for us aren't working? Why is it that there's still a greater percentage failing in Network Marketing -than are succeeding? Some would argue it has 100% to do with the individual effort we each exert, or how big our lists are, or how much we're willing to spend on advertising, or how willing we are to boldly chase prospects until they buy. We disagree!

What's more, why is it that we can all watch thousands upon thousands of people pile on top of each other, jumping from one program to the next as the owners announce "pre-launch!"

Even those programs that appear to be hype free, well designed, and look trustworthy are closing the doors pf their once highly anticipated online businesses within 3-6 months claiming... "I didn't make any money!"

Depending on how much money was lost by the individual over the

course of this "jumping session", some people call it quits and shut the door on their dreams of owning a full-time Internet business that they can operate from home, while others cautiously tread on thin ice to the next "Pre-launch!", hoping maybe this one holds the golden ticket.

So what the heck is going on here! No more outrageous income claims, no more hype, no more false testimonials. Is there a chance even these seemingly "good" opportunities are still pulling the wool over our eyes?

Knowledge is money. And right now it's time to increase your knowledge of the Network Marketing industry so that you can ensure you are always following the right crowd, joining only the right programs, and avoiding the common misconceptions (traps, if you will) ■ countless thousands are losing money on every day.

## **The Two Sides of Multi-Level Marketing... One of Which is Always Ignored!**

Here's something many people don't consider! A business opportunity that you find on the Internet in the Multi-Level or Network Marketing arena is truly a business! It has products (by the way if it doesn't it's illegal), you are required to work (gasp!), it requires advertising efforts on your end (yes that could require money), and finally in order to keep those doors open it requires you to make sales (join one that says you don't need to make sales and watch just how much money you make).

Let's focus on the idea that the business requires products and income in order for it to survive. If you can agree on that we can move forward...

Earlier we were talking about these seemingly excellent companies that have good, clean web sites, solid content, and not a lot of hype... yet people still aren't quitting their day jobs, living the dream of working at home full-time on their computer.

The question arose... "Are these seemingly "good" opportunities still pulling the wool over our eyes?". And unfortunately the answer is "YES".

You're still reading, so that tells us you agree that in order for it to survive, an online business requires products and income. The products are provided by the MLM company, you promote and sell them, the company delivers the goods, and you earn a commission. Pretty straight forward isn't it?

Go back up a few paragraphs and read the title of this section one more time. See that part that says "One of Which is Always Ignored"? Remember that please.

The two sides of Multi-Level Marketing we are referring to are obviously the Product and the Income. And we'll reiterate for the tenth time, you and we agree that both are necessary for anyone to have a successful business.

### **Getting to the point... Let's talk about MONEY first!**

It is obvious to us that the newest tactic (some would call it a marketing technique) has switched from extreme levels of hype and exaggeration on many of these "Business Opportunity" web sites to ambiguity and confusion.

Have you ever tried to decipher a compensation plan at any of these web sites? Have you truly been able to make your way from top to bottom and understand how every penny is earned, what the loopholes are, what determines whether or not you earn or don't earn various bonuses or achieve certain ranks?

Based on our research, 95% of the people we've spoken to never have the first clue as to how they could make money in any of the programs they've joined over the months or years. Can you believe that? They paid hard earned money to join a program, spent time and dollars on advertising, yet had no idea how much, if any, money they'd be paid as a result of their efforts. Frankly that scares us!

Why? Because we ARE able to look at any compensation plan and decipher how every penny is earned, what the loopholes are, and what determines whether or not you earn or don't earn various bonuses or achieve certain ranks. And 9.5 times out of 10 our findings are pretty dismal.

Powerlines! You've heard of them right? They supposedly make our businesses more profitable because they control how downline sales are placed into our business.

Let us give you some advice -

Don't be dazzled by the word Powerline until you know just HOW MANY

of them you are required to build in order to make any real money, let alone cover your expenses.

We see so many people get swept off their feet when they read:

- Join our vertical Powerline
- Just join and watch the Powerline grow
- You Don't have to do anything
- Make \$5,000 per month

Sounds great doesn't it? Until a month goes by, and you have 500-1000 people under you in this vertical powerline..... but no commission checks in your mailbox.

So what happened? Where's your money? Why isn't it coming to you?

You call your upline for an explanation and here's what you get:

**Sponsor:** "Well, it's just as I promised. I built your one powerline down to infinity."

**You:** "So then where's my profits?"

**Sponsor:** "Well, now you just need to build the other 5 yourself and you're rich ....."

**You:** "The other 5 !!!! What other 5???"

Ah-ha. Here is where you pick up the compensation plan for the FIRST time and REALLY read it closely. 80% payout, a vertical powerline that you watch grow, and the promise of \$5,000 per month gets you absolutely nothing, until you alone build the other 5 powerlines to get that \$5,000 income you were sucked in by.

The #1 question you need to ask yourself before joining any one Network Marketing company is -

How many people must I sponsor on my first level, or front line to maximize the plan?

The average number of legs (powerline or no powerline) you are required to build in any given MLM opportunity is anywhere from 4 to 6. Now the description on their demonstrations with the fancy charts,

graphs and pictures may not show it, so proceed with caution.

Skip all the hype, charts and diagrams and head straight for the company compensation plan. Get on the phone and call the corporate office. Ask them the #1 question -

How many people must I sponsor on my first level, or front line to start making any sort of real money?

If their answer is 4, 6, 8, or more, you need to go shopping elsewhere for 2 reasons:

1. You can't trust your "would be" upline because the demonstration they promote is misleading.
2. It will be nearly impossible for most in your "would be" downline to build 4 - 8 independent Powerlines which they are individually in charge of. And so they'll drop out, robbing you of your residual income.
3. If your upline is promising to help you, remember that you are just one person in just ONE of the MANY Powerlines they too must build. Fact is you will get only a fraction of their assistance that is handed down.

### **Let's talk about Products!**

We'll reiterate for the eleventh time now, you and we agree that both income (let's call it a solid and fair compensation plan) and good products are necessary for anyone to have a successful business. Right?

It is our observation that over the years the quality of many companies' product lines are drastically declining.

Why do you think that is? We have three reasons...

1. The cheaper the product is to manufacture, the more profits the company makes when you sell it for them at inflated prices.
2. Many companies have discovered that if they can get the majority of their distributors to focus solely on the income opportunity, fewer people will actually use the products, much less know if the quality is declining.

HOT Insider Secrets by Kevin deBellefeuille and Scott Wacker



3. Many companies feel that the #1 reason most people are looking at their site in the first place is in fact because they are searching for or were told about a business opportunity. So why care about product quality.

This is where we need to come back to earlier comments where we stated that the marketing strategy for many marketers has switched from hype and exaggeration to confusion and misconceptions. Words, images and colors are strategically used to direct a persons eyes to key elements the site owner wants them to read, and avoid things they don't want people to notice.

As long as the focal point is kept 99% on the income opportunity, the company knows they are bound to have more people coming through the virtual front door. This only makes sense since most people who visit their site were led there by an email, phone, brochure, business card, etc. that promoted a business opportunity as opposed to a stellar product that has tremendous health benefits.

When you stop to consider the idea of "Residual Income" what does that mean to you? To most of us it means long term customers. It means commissions from re-orders that are placed by people who we referred to the program months or years ago.

If the product quality is not effective, of poor quality, or is even packaged in an unattractive way, how many re-orders would you expect to get in your personal business? Any?

Would you buy products month after month that are not effective or of poor quality? We sure wouldn't! Nor would we waste our time trying to get others to do the same. Sure they might give it a shot for 1-2 months... but the moment they leave, disgusted and feeling ripped off, my business suffers.

To summarize this section you MUST never overlook the product line of any business you want to promote. A good web site that effectively brings people through the front door is essentially useless to help you create residual income if the product line your prospects are expected to buy long-term is garbage.

## **A Fair Compensation Plan and Quality Product line. Is that It?**

Unfortunately no. There is ONE more very critical element that is necessary in order for you to achieve success on the Internet.

Ever heard the terms "Automated System" and "Turnkey Web Site"? You'll find them used on at least 50% of the business opportunities available on the Internet.

Automated systems and Turnkey Web Site's are designed to make your life EASIER. The vast majority of MLMers do not come equipped with a schedule that allows sufficient time to follow up with prospects, nor the ability to create their own marketing web sites.

An Automated System does the trick for follow up and a Turnkey Web Site alleviates the need to learn effective web site design and all the other technical aspects and expenses involved with web site development, web hosting, system administration and so on.

Many people find great value in programs that offer an Automated System and Turnkey Web Sites for good reason. It enables them to join and begin marketing their new business the very same day.

The problem however, is what happens when thousands and thousands of members join the program and begin marketing the exact same looking web site. In the beginning, with just a few thousand members promoting it, few people on the Internet have seen these identical web sites.

Over time, as thousands more join and begin advertising, the web gets flooded with this identical web site and pretty soon you end up competing with every other member for search engine traffic, start page traffic, ezine traffic and more. Perhaps the biggest issue is that a turnkey web site like [www.company.com/memberID](http://www.company.com/memberID), which is the URL or web site address shared by every member, will NEVER get listed in prominent search engines like Google or Yahoo.

Google and Yahoo simply will not list replicated web sites. As a result you miss out on some of the best web site traffic you could ever hope to have. What ends up happening is you are stuck using the same exhausted advertising methods everyone else is using, and your web site becomes "just one of the same" with no marketing advantage.

What it ALL comes down to is YOU personally need a UNIQUE presence

on the web. You can't rely 100% on your Turnkey Web Site if you truly want to get ahead in your business.

Ever wonder how all the top Internet Marketers out there consistently make thousands of dollars per month and are the top recruiters in just about any program they join? It's amazing isn't it!

The truth about this one big question is... they DON'T just rely on the Turnkey Web Site provided by the company they join. They have realized long ago exactly what you just read... "YOU personally need a UNIQUE presence on the web".

They spend a lot of time and money planning and paying for a professional web site developer to build them multiple web sites to promote each company. They also shell out the money for hosting those web site and maintaining them. They of course also buy their own unique domain names that no one else can use, thus allowing them to get highly listed on the major search engines like Google and Yahoo.

Of course with their own unique domain name they can create personalized email accounts such as name@domain.com, info@domain.com, support@domain.com, and so on. This adds MUCH more credibility to their web sites as opposed to using name@yahoo.com or name@gmail.com.

## **Putting it ALL Together**

You just enrolled for a FREE demonstration of our unique program - PROFITmatic.

We designed PROFITmatic with one purpose in mind...

To empower the aspiring entrepreneur to discover, maximize and believe in their ability to make more money online easily and efficiently.

We do this in 2 simple, common sense ways.

1. We designed the Revenue Share Compensation Plan, which is the name of the pay plan that determines how you are compensated for promoting your PROFITmatic business, in such a way that it overcomes EVERY stumbling block we personally have tripped over, and that we've watched thousands of others trip over as they tried to make money in various business opportunities.

HOT Insider Secrets by Kevin deBellefeuille and Scott Wacker

No longer do you have to build multiple Powerlines to maximize earnings; achieve certain sales volumes per Powerline in order to get paid; make multiple sales before you can earn a check; wait until certain Powerlines fill up before you get paid. We've SIMPLIFIED everything!

Here at PROFITmatic the entire Team works together in just ONE Powerline. There is no need to balance volumes, be in charge of additional Powerlines, etc. in order to reach the upper income levels. You get paid on your very first sale and every sale thereafter. There are no minimum requirements. There are no outrageous volume requirements that must accrue below you in the Powerline before you can get paid on personal sales you've made.

The list goes on and on but basically, the PROFITmatic pay plan makes it easier to earn money online than any other program could ever offer you.

2. The product line offered here at PROFITmatic is so unique and advanced that no one in the industry has even attempted to copy what we've created.

The products are what we call our Suite of Online Marketing Tools. These include tools to build web sites, banners, forms, popup ads, autoresponders, and a LOT more. Each Tool can be easily used with no prior experience. If you know what the "mouse" is on your computer you qualify to use these Tools. If you know how to use the Microsoft Word icons to bold or underline text on a Word document you qualify to use these tools.

PROFITmatic even supplies you with a never ending source of templates for you to use. These templates have been created by our in-house team of developers who just so happen to know a thing or two about effective web site design.

With such a unique and ever expanding product line like the one PROFITmatic offers you, you are certain to have 100% of the market share for anyone looking for online marketing tools.

Why did we choose this Suite of Marketing Tools as the product, aside from the fact that they are unique? Good question.

The latter half of this book has been discussing the importance of you being able to create your own unique presence on the Internet. This entails having your own custom made web site, domain name, email accounts, and access to banners, popup ads, forms for creating your own mailing list, autoresponders, and everything else you need in order to maximize the effectiveness of your web site.

The PROFITmatic products offer you everything you need to do just that. With just a few clicks of your mouse, using our professionally designed templates, you can have multiple web sites with attention grabbing banners, popup ads, forms for collecting people's information, autoresponders and a lot more LIVE on the Internet in just minutes... Promoting anything and everything you want!

We cover all the hosting and maintenance. We even provide a huge selection of domain names that you can share with other Team members.

And should you want your own unique domain name that no one else is using, we'll give you one for FREE! We'll even throw in 10 FREE email accounts to go along with your domain!!

Never in the history of MLM has such a powerful platform been set up for you, allowing you to dramatically increase your personal sales in ANY program you want to promote. You now have the ability to quickly and easily do what the Pro's have been quietly doing for years...

... which is to create your very own unique presence online, with custom web sites, domain names, and powerful elements like forms, popups, banners, and more.

No more jumping around from one program to the next, hoping the grass will be greener on the other side. Now it's YOUR turn to start making real money online and to be featured as one of the top recruiters in your favorite MLM companies.

We'd wish you good luck but if you decide to harness the power of PROFITmatic you won't need luck anymore!

Best Wishes,  
**Kevin and Scott**  
**PROFITmatic Co-founders**