

DRAFT

Name
Address 1
Address 2
Address 3
Post code

Date

Dear <name>,

Sorry! No 'get rich quick' schemes or MLM systems to flog.

Come on, admit it! Your heart was beating with anticipation, wasn't it?
You knew this wasn't going to be a gas bill or bank statement.

You knew it wasn't a letter informing you that you've just inherited millions of pounds from a long-lost relative. And it doesn't even resemble anything remotely official.

You opened this letter thinking that it could be 'written confirmation' of the easiest route to riches you could possibly imagine. You were hoping this was an easy; rocket-fast way to wealth without actually having to do anything...weren't you?

Well, of course you weren't... because you've seen it all before. In fact, most of us have at one time or another.

You know the ones: those '**attention grabbing**' huge, **bold headings**. The highlighted '**buzz**' **words** and '**power**' **phrases** - all designed to get you salivating for the '**pot of gold**', '**life changing**' opportunity at the end of it. The stock images of fast cars and sandy beaches and the "***I now have the freedom to do whatever I like***" and "***I earn £30,000 per month and work just 3 hours***" success statements.

You might have even tried one or two of these schemes yourself. I wouldn't blame you if you have! They sound absolutely brilliant!! It seems all the work is done for you. There's always some kind of 'can't lose' guarantee; and boy oh boy, those testimonials - well, they must be true - mustn't they?

On the other hand, it's almost certain you've asked yourself the questions: "Do these schemes actually work?" and "If I signed up and worked hard could I become stinking rich?"

Let's start with the first question. Let's focus on the main premise because it's always the same. Very little work, huge rewards and complete financial freedom. In reality the target market is exactly what it suggests: people who don't really want to work but want to attain instant wealth.

That's not necessarily a bad thing. Few of us are keen on the prospect of working for the rest of our lives. Most of us want a comfortable, worry-free lifestyle. It's just that the majority of us are reluctant to take risks and thus choose to pass up the opportunity.

But for some the hook pierces deep... really deep. The letter has done its job beautifully. They complete the required action, sign-up and sit back in anticipation of receiving the 'gems' of 'wealth creation knowledge' destined to land through the letterbox. The day finally arrives and the package is opened with hope, excitement and anticipation.

At first glance it looks impressive. A large manuscript...perhaps some DVDs and inserts. Oh, and what's this?... Another offer or promotion, just in case you don't get on with this one.

It all sounds legitimate enough; there's just one catch: you have to do stuff to make it work.

The realisation that you actually have to do something and spend some serious time doing it is not a prospect you are prepared to welcome. You were sold on the glitz and the glamour...the razzmatazz of becoming an overnight success. Not becoming a hunchback glued to your laptop slogging away with all the enthusiasm of a child visiting the dentist.

This isn't what you signed up for! The game's over. But is this the reality?

All I can do is provide answers based on my own extensive research.

I interviewed more than 100 people who've signed up to one or more of these schemes. Surprisingly, many said they thought the product was good. But when asked the killer question "So, how much money did you make?" the answer was always something like: "Well, I haven't had time to do it yet..." or "Something else has come up so I've had to put it on a back-burner". In other words: absolutely none of them made any money...diddly-squat.

It wasn't quick...it wasn't easy...and no enthusiasm to make it work was forthcoming. It's a marketers dream! Tell people exactly what they want to hear and they'll come flocking. Most, in spite of the (usually) trusted inner voice that's screaming at them "not to".

Which brings us to the second question: Could these schemes ever work with some real effort and commitment?

Who knows? I've personally never spoken with anyone who's done it; and believe me, I've looked! In my experience if someone is willing to put in any significant effort to make a business work, the chances are it's not going to be as a result of signing up to a get-rich-quick scheme.

Just look at the psychology of it. Something is presented as being the answer to all your prayers and then it turns out to be something that you perceive as being completely different.

You haven't actually bought the thing you believed was on sale. You made your buying decision wearing ultra-dark sunglasses. That sales copy was so bright you couldn't see past it.

How are you ever going to make something like that work? It's nigh on impossible. There's practically no chance that you'll muster-up that all-important enthusiasm, so it's over before it even started.

I must just say that, regardless of my research, regardless of my own personal view and regardless of what I've read, heard and been told, I am not a self-appointed expert. I'm sure that someone somewhere must be making money. It's just that I suspect that in most cases it's the people selling the scheme that reap most of the crop. But my ears are always open to hearing otherwise and I will be more than happy to shout about it if and when I do.

So, who am I and why am I telling you this?

My name is Mark Nenadic and I run a successful web design and internet marketing agency in Peterborough.

Since 1998 I've been running a progression of successful internet based businesses, though it hasn't always been plain sailing. In addition to yielding a very healthy income, those years have equipped me with a solid background in the fields of IT, web design and online marketing.

Like I say, it's not all been an easy ride. I was one of those guys who was always looking for the 'pot of gold' easy route to riches; always seeking the effortless path. But guess what? I never found it.

What I did learn was that there really isn't a quick way to wealth. Yes, some people get lucky. Many people in recent years have made accidental fortunes out of property, or stock flotation, but even then they needed a sizable investment to start with.

There didn't seem to be a way of starting and, more importantly, making a success of a business without having a large amount of cash to start with.

So, I just accepted that I was going to have to knuckle-down and get on with it. I had to find my own way of getting rich without having to rely on a scheme or multi-level marketing scenario to attain it.

I'm telling you this for your benefit. "Oh, really?" I hear you ask. "For my benefit, is that a fact?" Yes, it is; because I learned very early on in business that, if you put the benefit of others before your own, the benefit comes back to you. It's simple and it's what good business is all about. Yes, it's possible to make some money some of the time, but in the long-run the steam will soon run out and the customer will quickly realise that they were merely a means for someone else to make money.

I've done pretty well with the internet myself

Around fifteen years ago I was captivated by what was happening with this mystical, digital phenomenon we call the internet.

Back then it was all about creating a website, stuffing it full of relevant keywords and phrases related to the product being sold and sitting back with a big smile on your face, delighting in the prospect of very little competition. And, though less people were engaging in the online world, there was still enough to get the orders flooding in.

Boy oh boy how times have changed. The internet is now crammed with just about every product and service you can imagine. You can't do a Google search for anything without being inundated with choice – which is great – but one thing's for sure: many are doing a bad job of it!

It's not difficult once you know how

As with anything in this world there's a right way and a wrong way of doing something. Take Google for example. They were not the first search engine to enter the market and arguably weren't originally the best.

But what they did do was learn exactly what it was that drove the needs of their users, improve the proposition and ultimately take the number one slot as the best search engine. Equally, they kept a razor-sharp eye on the exploits of their competitors and found ways to leave them in the shade.

There's nothing more (well, there is, but you get the idea) satisfying than seeing a competitor making a bad job of something. It means people will choose to buy from you rather than them, every time – guaranteed!!

Google, though a huge organisation, has merely demonstrated the fundamentals of marketing – 'start with getting your product or service offering, right!'

This is where so many entrepreneurs fail. That and the inability to grasp the real value of the marketing tools they have at hand, most of which are free to use, and with the remainder being very cheap.

But if implemented wrongly, money is literally thrown away, significantly reducing ROI (return on investment).

I can't really blame them; in most cases they simply haven't had anyone to show them how to use the tools effectively in the first place. But that needn't be the case for you.

At least 99% of business owners don't have a clue about search engine optimisation or online marketing. The whole thing is a complete mystery – but it needn't be!!

I've learnt exactly how to wring every last penny out of the internet. It's taken a long while, but once the penny dropped, it all became very simple. In fact, I can say with absolute certainty that I can

replicate this business model time and again and literally never fail. There are just a few guiding principles, along with some savvy commercial decisions, that will ensure consistent success.

It's called affiliate marketing

In order to make money from the internet you have to have something to sell. Now don't panic, this isn't as hard to determine as you might think. You don't need to scour the world looking for something, and you certainly don't need to spend any money on stock.

You can become what's known as an 'affiliate marketer'.

It simply means that you become affiliated with someone who sells or produces something that you can sell on their behalf.

There are literally thousands of companies lining up to partner with people like you; and I will show you exactly where to find them, how to research the products that will sell and how to market them.

You can sell products like digital E-books, information products, courses; or stick with a more traditional model of selling material goods like iPads and mobile phones. There are literally thousands and thousands of products to choose from – and no one is going to say “no” to you for wanting to make them money.

This is affiliate marketing and it creates a ton of millionaires on a weekly basis. The best bit is that most of them started with just a few pounds – but what they did have was a great deal of knowledge. And that's the key – KNOWLEDGE, KNOWLEDGE and more KNOWLEDGE!!!

GoCompare is a brilliant example of an affiliate website. It carries no stock, has no inventory, doesn't have to deal with after-sales queries, and yet makes millions by simply marketing other company's products.

All the knowledge you need is ready for you to receive – right now!

Everything I have learned has been written down for you in bite sized chunks. It sets out a clear path to making a very successful living in a short space of time. Let's cut to the chase and answer the question: how long will it take to make money? I have no problem at all in putting a timeframe on it.

If you do what's required (it doesn't involve breaking your back) you will see orders rolling in within a week or two. Yes, that's right – because remember, I have done all of the hard work. No, I'm not going to start talking like the sales letters we highlighted earlier – but that is the whole point – I failed initially so you don't have to.

We are not talking pyramid schemes. We are not talking about going out and recruiting others to sell some bogus product. We are talking about a legitimate business model that will make you money way after you've done the work. Plus, if you ever get fed up of just making enough money to do virtually anything you want (yes, it's true, you will – guaranteed) you have built a highly successful business that people or companies will fall over themselves to buy at an incredible price.

You will learn how to:-

- **Use Google Adwords to drive instant, targeted traffic, eager to buy from your partners' websites**
- **Use other people's blogs to drive (free) traffic to your offer**
- **Write headlines and copy that creates a burning need to buy from you**
- **Cash in on the apathy of your competitors and win the lion's share of the market**
- **Choose a product that will earn you loads of profit**
- **Start with practically zero start-up costs**
- **Start a stunning looking website that builds trust and desire for your products**
- **Build an online business that works every time**
- **Make money whenever you want**

But I still have to do some work, right?

Yes, but let's get this straight. I'm not expecting anyone to give up their day job – there's absolutely no need!! Even if you have kids, a demanding spouse, a busy social life, or other family commitments, you don't need to break your back.

Remember, I've already done it for you. If you can literally spare a few hours per week, you can do this. And the best bit is, once you've done it, it will practically run itself.

There would be absolutely no point in me producing this course if it was going to take an age to implement. I want you to be happy. I don't want you to be instantly disillusioned in the way other 'schemes' ultimately make you feel.

There is no such thing as instant wealth! Ok, you might win the lottery, but you still need to make the effort of going out and buying a ticket. There's always the need to do something, but the point is I don't want you to be bogged down doing something you don't want to do.

I promise you that you will actually enjoy doing this! You will become an absolute master at it...a Master Affiliate Marketer!

You really will make money while you sleep

This is so true! Again, the point is that you don't need to spend loads of time working. The point is that you can do what you want when you want. You won't become a millionaire in three weeks, but you absolutely can make a significant amount of money; I'm pretty certain that it will be considerably more than you earn now. I can't say more than that because obviously I don't know how much you earn. You may already be filthy stinking rich – well done!

Good luck to you if you are. Hey, you may already be absolutely flying at affiliate marketing. Perhaps you are well on your way to making the kinds of millions that GoCompare is enjoying. It's certainly doable!

The internet enables you to be open 24 hours a day, 365 days of the year. You already know that, and I'm pretty sure you, your friends, your family, your work colleagues, all make regular purchases from the internet. It's a sad fact that online shopping is fast overtaking the High St.

But you can be there – cashing-in!

I've created The Affiliate Master-class

I've called it the Affiliate Master-class and, like I said before, this is exactly what you will become: a master of on-line commerce and affiliate partner programmes. It will become as easy as getting in the car, as easy as making a cup of tea – you'll literally find it all becomes second nature.

Do you think millionaires work every minute god sends? Yes, in a lot of cases they do – BECAUSE THEY ENJOY IT! Not because it feels like hard work.

It's for people exactly like you

You don't work 100 times harder to make 100 times more money. You simply find what works for you, refine it, practise it, and make it second nature. It becomes truly easy. It becomes a knack like clicking your fingers.

I cannot stress enough that there is absolutely no mystery to what I am offering you. It's just as a result of a lot of hard work that I am now in a position to offer it. I make no bones about it. I want to make money from selling this course as an extra product in my portfolio. And that's exactly what I am doing – and the take up rate, quite frankly, has been staggering...I got it right, but then, I knew I would.

Ok, I'm sold, how do I get it?

This course is right for anyone who wants to make money – nothing more complicated than that. If you like what you've read, can see the honesty and reasoning behind how you can easily become successful, and would like to get started right now, all you have to do is purchase the Master-class.

I'm not going to frustrate you with monthly segments or cliff-hanger sales talk; it's just one, solid, brilliantly written document consisting of nearly 500 pages of knowledge and a plan of action to get you to where you want to be – quickly!

Available to download immediately or order a hard copy sent 1st Class

Everything you need to know about making a fast success from affiliate marketing including: product sources, marketing tools, markets and how to beat your competitors.

- ✓ **Learn how to find the best products**
- ✓ **Get the top commission rates**
- ✓ **Never miss with laser-targeted marketing campaigns**
- ✓ **Work part-time, full-time or just a few hours**
- ✓ **Never fail to make money (or your money back)**
- ✓ **Establish a business that will generate income for years to come**
- ✓ **No stock to carry, no headaches to worry about**
- ✓ **Join the affiliate marketing revolution**
- ✓ **Become a Master Affiliate Marketer**
- ✓ **One document explains absolutely everything**
- ✓ **No ongoing courses, segments or cliff-hangers**
- ✓ **Learn about SEO and Social Media Marketing**

All of this for just

~~£147~~ **£97**

But what else do I get?

FREE EMAIL CONSULTATION TO MAKE SURE YOU SUCCEED - USUAL COST: £250

I'm hell-bent on making sure that you succeed!!

I will offer you ongoing and FREE email consultations, being sure to respond to any questions you may have within 24 hours. This will be ongoing for three months from the date of your purchase.

FREE WEB HOSTING – USUAL COST: £120

Once you've set up your first website (remember, I'll tell you the fastest way to do this) you'll receive FREE web hosting for it – FOREVER!

75% OFF HOSTING FOR EACH ADDITIONAL WEBSITE – UNLIMITED SAVING

Once you've caught the bug of making money and see for yourself just how easy it is, you'll want to keep doing it.

Believe me, it won't feel like work – you'll be enjoying yourself, so to add to your success you'll receive a huge 75% discount on all your future website hosting requirements.

KEYWORD RESEARCH – USUAL COST: £300

Keyword research is one of the main drivers toward success. This is often where others fail – but not you! This is never going to happen and to get you started I'll take full responsibility for your first website's keyword report.

I will research hundreds of different keywords and phrases, including how competitive the phrases are, how targeted they will be and what countries around the world action the most searches for any particular phrase.

LIFETIME EXCLUSIVE MEMBER NEWSLETTER – USUAL COST: £PRICELESS

Remember what it is you're buying: knowledge, and you're going to get plenty of that when you buy the Affiliate Master-class, but it won't stop there.

Every time I learn something new, every time I have something of value to offer and every time I've made a red-hot discovery, you'll be the first to hear about it. It means you'll just get better and better at what you do.

INTERNET MARKETING RESOURCE – USUAL COST: £PRICELESS

There is almost nothing I haven't seen in this business. I've learnt the hard way about what works and what doesn't, and so much of that is represented by the contacts and resources I've made and explored.

I can't even begin to put a price on it. Let's just say that it's taken thousands of hours, and I don't want you to have to go through the same thing!

TOTAL VALUE OF FREE STUFF £670+. REALISTICALLY: PROBABLY £5000 – £7,000. YES, THAT'S RIGHT. WHEN YOU RECEIVE THIS COURSE YOU WILL REALISE THAT THIS IS ABSOLUTELY NO EXAGGERATION.

THE AFFILIATE MASTER-CLASS INCLUDES ALL OF THIS FOR ONLY £97

Suppose I'm not happy? Glad you asked, here's my guarantee.

You need to have peace of mind that everything you've read is absolutely true!

You need to be sure that what you are buying is the real deal, and finally offers a realistic way to earn a great deal of money. You need to be sure that it will work for you. And you need to be sure that I am someone you can trust to deliver what I say I will – both now and in the future!

So it's simple: if you are not happy, for any reason, even if the dog's become ill and you're feeling a bit depressed and don't fancy looking at the internet, let me know within 30 days and you'll get a full no questions asked refund. That's it. Your money back!

PEACE OF MIND INCLUDED - JUST £97

Some final words

Thank you so much for reading this letter today! I sincerely appreciate it and hope that at the very least it has given you an insight into the world of affiliate marketing and the financial rewards it can so easily offer.

I hope that I have managed to engage you, perhaps even entertain you a little, and maybe, just maybe, in the future our paths may cross and I'll be in a position to help you in some way – even if I can't help you on this occasion.

Thanks again, and whatever it is you currently do, or are choosing to do in the future, make sure you "have a good time, all of the time".

With warmest regards,

Mark Nenadic