

A Real Streams of Cash Special Report

HOW TO MAKE AS MUCH AS \$24,000 IN 24 HOURS ON THE INTERNET!

By Robert G. Allen

Hello, fellow freedom seeker. My name is Robert G. Allen. I am the author of three of the largest selling financial books of all time. Perhaps you have read them: *Nothing Down*, *Creating Wealth*, and *Multiple Streams of Income*.

In the past 20 years, these books have helped thousands of people achieve financial freedom. Now it's your turn.

In my latest best-seller, *Multiple Streams of Income*, Chapter 14, Page 251-273, I explain how you can make huge amounts of money over the Internet. The chapter is entitled:

The Internet: Your Next Fortune is Only a Click Away. In these pages, I outline the theory of how to set up a profitable website and begin earning new streams of income 24 hours a day. As with my previous best-sellers, I have always felt compelled to prove that my ideas actually work. Why? Because we live in a "show me the money" kind of world. People want proof not puffery. When my first book, *Nothing Down*, was first published, many people doubted if it was possible to buy real estate with little or no money down. I made a bold claim:

"Send me to any city. Take away my wallet. Give me \$100 for living expenses. And in 72 hours I'll buy an excellent piece of real estate using none of my own money."

I was challenged by the Los Angeles Times to live up to my claim. They sent me to San Francisco with a L.A. Times reporter by my side. In 57 hours I bought 6 properties from 4 separate owners-and gave the reporter \$20 in change. The headline in the paper read:

Buying Home Without Cash: Boastful Investor Accepts Times Challenge-and Wins.

When I wrote my second book, *Creating Wealth*, people once again doubted if it was possible for ordinary people to create wealth. I made a bold claim:

"Send me to any unemployment line. Let me select someone who is broke, out of work and discouraged. In two days time I'll teach this person the secrets of wealth. And in 90 days, he or she will back on their feet, with \$5,000 cash in the bank, never to set foot in an unemployment line again."

I was challenged by the former mayor of St. Louis, Missouri to come to his city and select people directly from the unemployment lines of St. Louis. I selected three

people-two women and a man. In 90 days they all had incredible stories to tell. One of the women went on to earn \$100,000 in the next 12 months.

I've done similar challenges in other major cities- Washington, D.C., Miami, Boston, San Diego, New York-all with similar results. I have never lost a challenge.

The purpose of this special report is to share with you the details of my most recent challenge. I call it:

"The Internet Challenge" Here is how it happened.... In the early months of the year 2000 I was approached by representatives of one of the world's leading producers of infomercials: They wanted to create a new infomercial marketing an information product based upon my most successful money making strategies. They called the show: Real Streams of Cash.

In writing the script for the show, the producers encouraged me to find testimonials of real people who were using my strategies and techniques with great success. This was not difficult-there are thousands of success stories of people using my system. In addition, they wanted to show some actual film footage of someone actually making money using my systems. I explained that the most dramatic way to demonstrate how quickly a person can generate HUGE streams of cash was to shoot some LIVE footage of me making money on the Internet. I said

"Sit me at the keyboard of any computer in the world with access to the Internet. And in 24 hours, I'll earn at least \$24,000 CASH."

The producers of the show were skeptical. They wanted me to lower the figure. They reasoned, "A thousand dollars in 24 hours is still a lot of money to the average person." I disagreed. I just had a gut feeling that, given 24 hours, that I could generate at least \$24,000. Maybe more. But I must admit that I, too, had my doubts.

Before I go any further, let me explain where I got the idea for this challenge. I often get my best ideas from graduates of my seminars. In this case, David, one of the attendees of my Millionaire Retreat in Tahiti, called me in the fall of 1998 to tell me about how he was making big money on the Internet.

"I made \$13,000 in one day!"

I was intrigued. "How did you do it?"

He proceeded to tell me that he had purchased a high-powered website through which he was marketing information about how to make money on the Internet. Then, he asked me if I had a website. Although I had registered my domain name, I still had not launched my own website. He encouraged me to get started immediately and offered to put me in touch with his web hosting company who would handle the design and launch of my website. I asked how much it would cost. He told me that it would cost \$6,000 a year. I thought that sounded a bit steep. David responded that he had earned his money back many times over. In fact, he was so confident that it would be a good investment that he would come to my home, sit at my computer, and show me how he was doing it. I was intrigued and agreed to meet with him.

A few weeks later he was sitting at my computer in my office. He explained that using well-known techniques (new-group postings, chat-rooms, free classified ads, banner exchanges, search engines) he had driven traffic to his website. Many of these people registered for David's free Internet newsletter.

Within a short while, he had 1,500 subscribers. Every week he would send a broadcast email to these subscribers sharing his latest research. In each newsletter, he would often include advertisements for other products or services.

When he sat in my office that day in late fall 1998; he explained that he was going to send an email to these same 1,500 subscribers. He wanted to show me how he could make money right before my eyes.

Yes, he had my attention. Using my computer, he typed in a message to this small list of subscribers that read something like this:

Hello, again. This is David. At this very moment I am sitting in the home office of best-selling author, Robert G. Allen. Through his best-selling books and audio programs he has helped thousands of people achieve financial freedom. His hottest selling audio program,

Multiple Streams of Income, is marketed for \$60 through Nightingale/Conant. I've prevailed upon Mr. Allen to offer you this popular audio program at a reduced price. For the next 60 minutes ONLY, he has agreed to let any of my subscribers purchase his powerful program for only \$29.95. If you're interested, please respond immediately with your name, address and credit card number with expirations date. Have a nice day. David.

Once this message was completed, he sent it off to his 1,500 subscribers. I had no idea what to expect. 61 seconds later the first response arrived. It included a full address and complete credit card information. Over the next hour, the orders kept flowing in to my email box... hundreds of dollars in orders.

I was amazed. In front of my eyes, with very little marketing cost, I had generated a tidy profit with almost zero effort.

I wrote David a check for \$6,000 ON THE SPOT!!!!

But it wasn't the instant profit that excited me. It was the POTENTIAL for huge streams of cash flow! I knew that if I could replicate what David had done, I could generate many times the results. After several false starts, we finally launched during the first week of August 1999.

For many months, I had no desire to make money from my website. I was just following the model that David had shown me.

People often say that people who ask for free information are not willing to spend money... and this is absolutely correct. The vast majority of my "free" subscribers are not willing to spend a penny at my site. They are perfectly content to sample my free offerings. But, as a marketer, I also know that if the offer is right a small percentage of any interested audience (free or paying) can be enticed to open up their wallet or purse. It was now time to put this theory to the test.....FOR REAL. On May the 24th, 2000 at a studio in Burbank, California, I began shooting scenes my infomercial entitled

"Real Streams of Cash."

After a morning of shooting, I sat down at the keyboard of a computer belonging to the producer of the shoot, Packy McFarland. It was connected to the Internet. At exactly 12:38 PM, in front of live television cameras, I held my breath and sent out a message to my list of 11, 518 subscribers. How many of my subscribers would respond? I, frankly, had no idea. The first order was generated in less than 4 minutes.

A man in Houston sent me \$2,991. The second order came from my student, David, in Toronto. He had sent me \$200. And thereafter, every several minutes' order after order began appearing in my email box. I checked the total after 6 hours and 11 minutes.

The total was .. \$46, 684.95!

I slept very peacefully that night. I knew that while I was sleeping, even more orders would be pouring in from my Internet challenge. I was right. The next morning still dressed in my bathrobe, with live cameras rolling, and I checked the total number of orders.

The total was now up to... \$78,827.44!

Now, this was exciting! And I still had about four hours to go. That afternoon, 24 hours after the challenge had begun, we did a final tally.

The total was... \$94,532.44

Almost \$100,000 in just one day! And the orders kept pouring in.

After a few weeks the total was...\$115,000

That is OVER ONE HUNDRED AND FIFTEEN THOUSAND DOLLARS!

Now, before you get too excited, let me remind you that it had actually taken over 9 months to set up this process. But what if you could work for a full year with zero income and then, in one day, recoup all of your expenses and walk away with a net profit of ten, twenty, thirty, fifty, eighty maybe even a hundred thousand dollars. Moreover, what if you could repeat this process once a month for the rest of your life?!

Would that be worth the effort?

This special report is designed to give you the step by step process that I used to achieve such incredible results. I want you to look over my shoulder, so to speak, and watch me....

In fact, even get into my mind as I prepared for this Internet challenge. In writing this special report, I will be drawing upon information from Chapter 12, pp 207-238 of my best- seller, Multiple Streams of Income (available at Amazon.com, BarnesandNoble.com or any major bookstore).

The chapter is entitled:Infopreneuring: How to Turn a Tiny Classified Ad into a Fortune. In the last few pages of that chapter I lay out a 7 -step action plan for getting started in the business of selling information. I have included this action plan in the appendix of

this special report. There are 3 Skills that you will need to cultivate if you want to make big money selling information over the Internet:

- Perfecting the Bait
- Targeting the Right People
- Delivering the Right Solution Quickly

The Internet challenge was actually launched about 45 days before the May 24th shooting date. In essence, I knew I had about 6 weeks to set up the process. Unfortunately, this had to be done during an extremely busy period of my life. That spring, on April 7, I launched a major PR tour for my book, *Multiple Streams of Income*. This was a grueling tour through 22 cities of North America. Still, I needed to work on the script for the Infomercial shoot scheduled for the end of the PR tour. There was hardly a moment of spare time.

My first step was to call upon my mentors. Super successful people always rely on mentors. Ordinary people don't. It's that simple. I immediately called my marketing and Internet mentors and at least a dozen others.

Here was how I presented the concept to my team of mentors:

Suppose you have a goal to make \$24,000 in 24 hours using the Internet. Suppose it's more than a goal-suppose, your life is on the line. If you succeed, you get to live. If you fail, you face the firing squad.

In other words, what if your life literally depended upon your success? Would you prepare differently? Most people "try" things. I don't. As Yoda taught Luke Skywalker, there is no "try." There is either "do" or "do not." When I design a marketing campaign, I assume that it **MUST** work. I plan for zero failure. It either works, or I die. Now, of course, I don't **REALLY** expect to die...but I put that kind of intensity into the design. I don't expect to fail. I expect to win. When Cortez conquered Mexico, he faced overwhelming odds... hundreds of thousands of Aztecs against his 400 soldiers.

The troops began to mutiny. Cortez ordered all but one of his 11 ships to be scuttled and sunk so there was no avenue of escape. Then, he rallied his troops with a stirring speech. Conquer or die. Those were the options.

When I gave this "do or die" scenario to my mentors, it focused their advice to me. They thought about it in a different way. Instead of bouncing a few nice ideas off of me, I got

the best of their advice; “Well, if my life was on the line, then here is what I would do...”
When you design a marketing campaign, you must keep three things in mind:

- Who is my target audience?
- What do they want?
- How can I motivate this target audience to act

NOW?

Who is my target audience?

If you want to market products/services/information you must first find a group of people who are hungry for such information. I call this “finding hungry fish.” I prefer a school of fish in “feeding frenzy.” If you drop your “bait” (advertising) into such a school of hungry fish, they will attack your bait. The most important part of marketing is not your advertisement. It is targeting your advertisement to the right audience.

Where do you find the right audience?

You have two choices: You can either drop your “bait” into someone else’s lake. Or create your own lake and spawn your own fish. If you are fishing in someone else’s lake, you have to pay them for the privilege. In other words, you have to pay for advertising or a fee to rent their mailing list. This is the fastest way to find a group of hungry fish....but it is also the most expensive. A slower method is to build your own lake and spawn your own fish. But you also have control over your marketing project and a much lower cost.

In planning to make \$24,000 in 24 hours I could have chosen to rent or buy one of the many email lists available on the Internet. I decided to take the slower route and build my own list. Therefore, in August of 1999 I launched my own website. A major feature of the site was a free Internet Success letter. I encouraged all visitors to my site to leave their email address. Using various methods, over the next several months, the list to my newsletter grew.

By May 2000 the list had over 10,000 subscribers. These were people who had “opted in” to an email list... they were willing recipients. In other words, when I send an email message to anyone on this list it is not SPAM (unwanted or unsolicited email).

Although it took many months to build this list, I felt it was the best long-term solution to creating a lifetime cash flow. This was the list I was going to use for my Internet challenge. The question remained: Would this list of “freebie” subscribers be willing to open up their wallet or purse and actually buy anything? Would I be willing to bet my life on it? When I agreed to the Internet Challenge, there was a lot of doubt as to whether or not this was a realistic goal.

One thing I had going for me was my knowledge of marketing. Marketing is the science of getting interested people to buy. If you make a powerful offer, in the right way, to an interested audience, you should be able to motivate your audience to buy.

As a student of marketing for over 25 years, I have discovered some principles that always work. Dr. Robert Cialdini has conveniently organized many of these principles in his excellent book: *Influence: Science and Practice*. While you’re shopping on the Internet for a copy of my book, *Multiple Streams of Income: How to Generate a Lifetime of Unlimited Wealth* you should also put into your shopping basket a copy of Dr. Cialdini’s book. It is excellent. Dr. Cialdini’s six principles of persuasion are:

1. Consensus
2. Reciprocity
3. Scarcity
4. Authority
5. Commitments
6. Liking

I used several of them in designing my marketing campaign for the Internet Challenge. Starting 14 days before May 24th I began a series of 5 messages to my email list. Here is the first one. Read it for yourself to see which principles of marketing I am using to create massive action on my “drop dead” date of May 24th.

E-Mail Message #1:

May 10, 2000

To: Subscribers to Robert Allen's Streams of Cash E-Letter.

From: #1 Best-selling Financial author, Robert Allen

Re: Making massive amounts of money on the net.

Message #1 of 5

You could win thousands of dollars in CASH as a result of reading this e-mail. As a subscriber to my free "Streams of Cash" E-letter, you will be receiving a series of 5 extremely important messages from me over the next 14 days. On May 24th the final of the 5 messages will be sent to you at about 12:00 noon Pacific Standard Time. As a reward for reading this 5th and final message, I will randomly select several subscribers to receive CASH awards of \$1,000, \$500, \$250, \$100, and \$50 respectively and at least 100 of you will receive free autographed copies of one of my best-selling books, "The Road to Wealth."

Why am I doing this? I think you'll be very interested in my reason...

But first-some news hot off the presses:

My brand new book, "Multiple Streams of Income," just hit #12 on the Wall Street Journal Business Best Seller list as of Friday, April 29. People are raving that it's my best book ever. Check out the rave reviews by clicking on the link to Amazon. com at the end of this message. I want to thank those of

you who helped me select the subtitle—"How to Generate a Lifetime of Unlimited Wealth." It's obviously working. I got word today that Staples just ordered 3,000 copies. Now, for the meat of this E-letter: How to make \$24,000 CASH in 24 hours.

I was shooting a new T.V. infomercial Last weekend, the producers flew in many of my millionaire success stories to Los Angeles film their amazing testimonials. I am constantly astonished how much money my students are making -literally thousands.

As a part of this show, I'm going to do a live INSTANT CASH challenge. On television, with live cameras rolling, I am going to demonstrate how to make INSTANT CASH from the Internet. On May 24th, at about 12 Noon Pacific Standard Time, we will film the segment where, with just one click of my mouse, I will activate an avalanche of cash flowing into my e-mail box. The goal is to make a minimum of \$24,000 in 24 hours.

Here's the \$24,000 question: Is it possible for YOU to make more money in a day than the average person earns in an entire year?

Would you like to learn how to do this?

If you're interested in learning how to do this, watch your email over the next 14 days. I will guide you through the process IN ADVANCE. You will be the very first group on people on planet earth to learn how I plan on doing this. And DON'T MISS THE FINAL MESSAGE on May 24th. Even if you're away from your computer, check your email on that day.

Sincerely,

Robert Allen

*Best-selling author of, Nothing Down, Creating Wealth,
The Road to Wealth and NOW, Multiple Streams of Income.*

Using Dr. Cialdini's principles as a guide, Consensus, Reciprocity, Scarcity, Authority, Commitments, and Liking, let's examine the previous email to see why it was an effective marketing message.

First of all, the subject was about "making massive amounts of money on the Net." If this doesn't excite you, better take your pulse, you might be dead.

This is the bait to hook them into continuing to read further. This is followed by the possibility of winning some money. This is given as a free "gift"...and whenever you give a gift, it creates a subtle obligation. Dr. Cialdini calls this "subtle obligation" the power of reciprocity. Giving something for free is always a smart marketing strategy. I have marketed over a hundred million dollars worth of seminars over the past 20 years using this "free taste" technique. Why do you think Debbie Fields gives free samples of her famous Mrs. Fields cookies?

Everybody wins... the sampler and the marketer. Those who “taste” and don’t like their taste haven’t risked anything. Those who “taste” and want more can pay for the full treatment.

You’ll also notice that I mention my new best-selling book. Why? There is an important marketing principle at work here... Dr. Cialdini calls it the power of Consensus. If lots of people like something, odds are that you will too. If you see a long line forming outside a theater, you will automatically assume that it must be good. In other words, my book MUST be worth buying because so many other people are buying it. People always want the “hottest” thing. So if you can provide proof that your product is “in demand” by a large number of people, it will automatically induce a potential buyer to say yes more easily. Go back over that section of the email again and you’ll see what I’m trying to convey.

Also, I’m invoking another one of Cialdini’s principles- the power of authority-when I mention that a famous Infomercial Company is shooting an infomercial with me. This builds credibility. People like to deal with experts. It lowers their risk of failure.

Therefore, I use the power of Authority throughout to build credibility. Another very important part of this first email message is to use what Dr. Cialidi calls the power of Scarcity. You’ll notice I say there will only be 5 messages culminating with the “final” message on May 24th. This highlights the very special, unique and scarce nature of this promotion. I can’t overemphasize the importance of the power of this principle.

Let’s go to the next message. As you read it, see if you can spot any of the principles which make this message effective!

Email Message #2

May 15, 2000

To: Subscribers to Robert Allen's Streams of Cash E-Letter.

From: #1 Best-selling Financial author, Robert Allen

Re: Free Report: How to make \$24,000 CASH in 24 hours. This is Message # 2 of 5.

Important Note: Just for reading this message, I want to send you a powerful special report entitled, How to make \$24,000 CASH in 24 hours on the Internet. It is valued at US \$100.

Please read on...

On May 24th, I will be filming a new TV. Infomercial

with America's most successful Infomercial Company. The title of my show is Real Streams of Cash.

Between 12 Noon and 5 PM Pacific Standard Time on May 24th, the camera crew will film me sending a special email message to subscribers of my Streams of Cash E-Letter. The goal is to generate a minimum of \$24,000 CASH in 24 hours. This experience will be documented in a special report entitled:

How to Make up to \$24,000 CASH in 24 hours on the Internet.

This detailed report will be part of the Infomercial product with a value of \$100. (I personally think it's worth at least \$24,000).

I would like to give you a free copy of this valuable report just for helping me brainstorm how to generate the most amount of money. Obviously, the more I can generate for the television cameras, the better it will look. For those 24 hours only, I'm willing to make some outrageous offers to my subscribers.. .literally "once-in-a-lifetime" deals.

So, here is a list of some of the items that I might offer based upon your feedback. Simply check the boxes below and return your feedback and I will send a copy of the special report to you once it is finished.

Which of the following offers would interest you?

Offer #1.

Exclusive Banner Ad on the front page of my popular site. This offer is limited to only 10 people worldwide.

I have never before allowed banner ads on my site. Yet, in the next several weeks, I will be driving massive traffic to my site with 500,000 mailing pieces of mail, constant PR as I go from city to city promoting my new book and, of course, there are over 30 references to my web site in my best-selling book.

Would access to this traffic be useful to you? Yes, I'm interested. No, I'm not interested

Here is the price I would be willing to pay for a 3-month banner:

\$995 \$495 \$249 \$99

Other offers or suggestions _____

Offer #2.

Exclusive endorsement in my Streams of Cash E-Letter My e-mail letter is sent periodically to a special list of over 11,000 interested net-trepreneurs. Do you have a business or service, which would be of special interest to my subscribers? If I felt the product was a good fit, I would write a special net letter about your business and let my subscribers know about it. THIS OFFER IS LIMITED TO ONLY 10 PEOPLE WORLDWIDE.

Would this be useful to you?

Yes, I'm interested. No, I'm not interested.

Here is the price that I would be willing to pay for this endorsement:

\$995 \$495 \$249 \$99

Other offers or suggestions _____

Offer #3.

A special 3-Day Seminar with Robert Allen and his entire Millionaire mentoring team. Over 20,000 people invested \$5,000 apiece to participate in my powerful 5 Day Wealth Training seminars. I have designed a more concentrated 3-Day version of this training called the Millionaire Retreat. During these three intense days you will learn:

- HOW TO EARN 100% OR MORE IN THE STOCK MARKET!
- HOW TO MAKE \$100,000 A YEAR INVESTING IN REAL ESTATE.
- HOW TO MAKE \$1,000 A DAY OR MORE ON THE INTERNET.
- HOW TO BUILD INNER WEALTH AND UNSHAKABLE CONFIDENCE.
- HOW TO BUILD A FINANCIAL FORTRESS AROUND YOUR ASSETS.
- MYSELF AND MY TEAM OF MILLIONAIRE MENTORS WILL TRAIN YOU.

These three days are guaranteed to change your life forever and launch you on the fast track to financial freedom. If you can't attend, the entire experience will be professionally recorded. All attendees will also receive a copy of the tapes. THIS OFFER IS STRICTLY LIMITED TO ONLY 100 PEOPLE.

YOU MAY BRING YOUR SPOUSE OR PARTNER WITH YOU AT NO EXTRA CHARGE.

Would learning this information be useful to you?

Yes, I'm interested. No, I'm not interested.

Here is the price that I would be willing to pay for this training:

\$1,495 \$995 \$795 \$495 \$249

Other _____

Offer #4.

Personal, one on one coaching with author Robert Allen.

I rarely consult individually. It is a much more efficient use of my time to work with groups of 100 or more. When I do private consultation, I bill my time at \$1,000 per hour or \$10,000 a day. Yet, on May 24th, I will offer to mentor you and only 4 other individuals for two power-packed days at my home in San Diego. There will be time for personalized, private, one on one consultation.

THIS OFFER IS STRICTLY LIMITED TO 5 PEOPLE.

Would this be useful to you?

Yes, I'm interested. No, I'm not interested.

Here is the price that I would be willing to pay for this experience:

\$5,000 \$2,500 \$1,495 \$995 \$495

Other offers or suggestions _____

Offer #5.

8-Week Conference Call with Robert Allen and his Millionaire Mentor Team.

This unique training will be conducted over the phone in a Conference Call setting. Each class is 2 hours long. Each class is recorded if you miss the live class. Your satisfaction is absolutely guaranteed.

THIS OFFER IS STRICTLY LIMITED TO ONLY 100 PEOPLE.

Would this be useful to you?

Yes, I'm interested. No, I'm not interested.

Here is the price that I would be willing to pay for this experience:

\$995 \$495 \$249 \$195 \$95

Other offers or suggestions _____

Offer # 6.

Let Robert Allen speak to your company or private group.

My normal speaking fee is \$10,000 per day plus First Class travel. Yet, on May 24th I have a huge incentive to dramatically lower my fee. Would your company or special group like to learn from one of North America's most famous millionaire makers? In evaluations after the speech, 80% of the attendees must give the experience a rating of "excellent" or the speech is free.

THIS OFFER IS STRICTLY LIMITED TO 3 GROUPS.

Would having Robert Allen speak to your group be useful to you?

Yes, I'm interested. No, I'm not interested.

Here is the price that I would be willing to pay for this experience:

\$5,000 \$2,500 \$1,500 \$1,000

Other offers or suggestions _____

Offer # 7.

A BUNDLE OF ROBERT ALLEN'S BOOKS, SPECIAL REPORTS AND AUDIO PROGRAMS.

- AUTOGRAPHED COPY OF HIS NEW BOOK MULTIPLE STREAMS OF INCOME. (\$25)
- AUTOGRAPHED COPY A PREVIOUS BEST-SELLER, THE ROAD TO WEALTH (\$20).
- 6 AUDIO CASSETTES (OR CD'S) ON MULTIPLE STREAMS OF INCOME. (\$60)
- 4 AUDIOCASSETTES, EMPOWER YOURSELF. (\$30) -A COLLECTION OF 10 VALUABLE SPECIAL REPORTS. (\$50)

Yes, I'm interested. No, I'm not interested.

Here is the price that I would be willing to pay:

\$100 \$75 \$50 \$35

Other offers or suggestions _____

OFFER # 7.

REAL ESTATE HOME STUDY SYSTEM.

- THESE ARE LIVE RECORDINGS FROM TWO OF ROBERT ALLEN'S POPULAR PROGRAMS ON HOW TO MAKE A FORTUNE IN REAL ESTATE. ATTENDEES PAID \$5,000 FOR EACH OF THESE SEMINARS. NOW YOU CAN LEARN THE INFORMATION THAT HELPED LAUNCH THOUSANDS OF MILLIONAIRES.
- THE WEALTH TRAINING EXPERIENCE 12 AUDIO CASSETTES \$1,000 Value. FORTUNES IN FORECLOSURE 24 AUDIO CASSETTS \$1,000 Value.

Yes, I'm interested. No, I'm not interested.

THIS OFFER IS STRICTLY LIMITED TO 50 PEOPLE.

Here is the price that I would be willing to pay FOR BOTH SETS:

\$500 \$295 \$195 \$149

Other offers or suggestions _____

OFFER # 8.

ROBERT ALLEN'S EXCLUSIVE INFORMATION MARKETING SYSTEM
IN THE PAST 20 YEARS, OVER 200 MILLION DOLLARS WORTH OF MY BOOKS,
TAPES, VIDEOS AND SEMINARS HAVE BEEN MARKETED THROUGHOUT THE
WORLD. I SHARED THE SECRETS TO HOW THIS WAS DONE IN A POWERFUL
THREE DAY \$3,000 SEMINAR CALLED INFOPRENEURING: HOW YOU CAN
BECOME AN INFORMATION MULTI-MILLIONAIRE. YOU CAN LEARN THESE

SECRETS FROM ONE OF THE WORLD'S LEADING EXPERTS IN INFORMATION MARKETING.

Included with this offer is a one time, one hour phone consultation with Robert Allen personally about your information product.

Yes, I'm interested. No, I'm not interested.

THIS OFFER IS STRICTLY LIMITED TO ONLY 25 PEOPLE.

Here is the price that I would be willing to pay:

\$1,000 \$495 \$295 \$149 \$99

Your complete satisfaction is guaranteed.

Other offers or suggestions _____

In conclusion, these are a few of the offers that I am considering. Of course, it does neither of us any good unless I am offering information that you want. What else would you like to know?

Thanks in advance for your feedback. Sincerely,

Robert Allen

Best-selling author, *Nothing Down, Creating Wealth, The Road to Wealth and NOW, Multiple Streams of Income.*

P.S. Remember, in addition to sending you the free report. I will randomly select several of you to receive CASH awards of \$1,000, \$500, \$250, \$100, and \$50 respectively and at least 100 of you will receive free autographed copies of one of my previous best-selling books, "The Road to Wealth." Or my brand new best-seller, "Multiple Streams of Income."

As you read this letter, what principles did you notice?

Did you notice the "free gifts?"

Did you notice the "authority" principle?

Here is something that you may not have understood: I have asked my subscribers to help me decide what I should offer. They are asked to “vote” for what they would like....And of course, their feedback is “riskless.” They don’t have to buy anything. They are simply asked to tell me what they “might” like if the price was right. And then, I they are even asked to name their price.

The power of this strategy is that it gets them to take a “riskless” action. It is so important to cause your customers to take such “baby steps” that you should even reward them for doing so. You’ll notice that I promise each and every person who “votes” that they will receive a copy of this special report you are reading right now. (These ideas and techniques are so valuable and important to me that I’ve placed a value of \$100 on this special report.) Therefore, each person who responded would be “paid” for the time they spent in filling out my survey.

In his book, Dr. Cialdini, reports exhaustive research to prove that these small actions have a powerful effect on influencing a target audience to say yes. Well, let’s find out how successful this principle was in the specific context of my 2nd email. Guess how many people responded to my survey? Over TWO THOUSAND EMAIL RESPONSES in less than 24 hours! That’s 20% response. I was completely astounded.

Here are the results displayed in spreadsheet format by my partner and marketing guru, Tom Painter. See if you can learn anything from these results:

Please see document at the end of this Report.

Now let’s study the third message sent a few days later:

Email Message #3

May 18, 2000

To: Subscribers to Robert Allen's Streams of Cash E-Letter.

From: #1 Best-selling Financial author, Robert Allen

Re: You've Got Cash! Make Streams of Cash Overnight.

This is Message # 3 of 5.

Important Note: You can win \$1,000 in cash just for telling a few of your friends about the Streams of Cash e- letter.

If you'd like to be \$1,000 richer, please read on.....

Dear Subscribers:

There are three things I'd like to share with you today.

1. First, Thanks a million! I'm #8 on New York Times!! Let me personally thank all of you who recently purchased my new book, Multiple Streams of Income. Because of you, Multiple Streams just hit #
2. 8 on the New York Times Business Best-seller list and #11 at USA Today. Make sure you call the number on page XIII of the book and let me send you, as my gift, a free copy of my previous best-selling book, The Road to Wealth. (*FYI: Multiple Streams is currently discounted 30% at Amazon.com and 40% at BarnesandNoble. com)
3. I'm overwhelmed by the response to the last letter!! At 10:30 PM Monday night, I sent the 2nd of 5 special issues of the Streams of Cash e-letter asking for your feedback on how to generate huge streams of Internet income for my live TV infomercial shoot on May 24th Within 12 hours I had received 1,200 responses and counting!!!! ! The power of the Internet constantly amazes me! In addition to voting for your favorite offer, a large number of you included incredible money

making suggestions. These ideas alone are priceless. As my thanks to those who voted, I will compile all of these powerful suggestions and share them as part of the special report I promised you: You've Got Cash: How to generate \$24,000 Cash in 24 hours on the Internet. If you just joined the Streams of Cash E-letter and still want to participate in the voting, just click on the link below:

Win \$1,000 in cash for sharing this message! Finally, I'd like to offer you a way to win \$1,000, \$500 or \$250 just for helping me spread the message of the Streams of Cash E-letter. In these past few issues I've been focusing on generating excitement for my May 24th live TV Infomercial shoot. Obviously, the more people I can invite to participate in this process, the greater probability that I will hit my income target of \$24,000 in 24 hours. So I'd like to offer you an incentive for spreading the message. But first, let me share with you the 4 major strategies I've used to build awareness for this event:

- 1) **Cash prizes and other free offers.** By offering random drawings of cash and other free prizes for those who read the May 24th e-letter, I hope to build anticipation and awareness. Without a doubt, more people will read their e-mails on that day. In addition, in the next issue of the E-letter, I will be announcing a cash prize for the three people who guess closest to the amount of income that is actually earned. So, watch for the 4th issue of this series. You could win \$1,000, \$500 or \$250 plus one of a dozen other surprise prizes.
- 2) **Free information.** All those who responded to the survey in the last issue will be receiving one of the most valuable special reports I have ever created: "You've Got Cash: Making \$24,000 in 24 hours on the Internet." I know you'll enjoy it.
- 3) **Cash Rewards.** In this issue, I'm announcing a way to reward those of you who tell others about the Streams of Cash e-letter. If you send someone to my site and they sign up for my free -Letter and they happen to win one of the prizes, then you, too will win an equal prize. For example, suppose you tell your brother about Streams of Cash, he signs up for the e-letter and wins one of the prizes (let's say \$500 in cash)... then, you, too will be a winner of \$500 in cash... just for sending him my way. Both of you win! Our computers will also track how many new, unique subscribers are added to our database in the next 7 days, and the person who is responsible for sending the most new subscribers will also win one of 3 grand prizes of \$1,000, \$500 and \$250 respectively. So you have two chances to win.

In the next issue of this 5 message series, I will reveal the final major method for building traffic. Don't miss the next issue of the Streams of Cash e-letter.

Prosperity to you and yours,

Robert G. Allen

Best-selling author, *Nothing Down, Creating Wealth, The Road to Wealth and NOW, Multiple Streams of Income.*

P.S. Make sure to check you e-mail on May 24th. You could earn a nice chunk of cash.

By now, you're beginning to see a pattern in the advance emails. They are building anticipation for the final day-May 24th. A powerful motivator is curiosity. People are becoming curious to find out just what the final message is going to look like. I've been told that dozens of people stayed home on that day, just to make sure that they didn't miss the final email. Here is a copy of the fourth email.

Email Message #4

May 22, 2000

To: Subscribers to Robert Allen's Streams of Cash E-Letter.

From: #1 Best-selling Financial author, Robert Allen

Re: Guess the total and win \$1,000, \$500 or \$250 in CASH This is Message # 4 of 5.

Important Note: You can win \$1,000 in cash just for guessing how much money the Streams of Cash e-letter will generate from a special broadcast on May 24th. 2nd Prize \$250. 3rd Prize \$100 plus dozens of other prizes.

If you'd like to win CASH, please read on.....

Win \$1,000 in cash for guessing the final number!

This is the last message before the big day, May 24th. On that day, between 12 Noon and 5 PM Pacific Time, I will send out the fifth and final message. The response will be recorded live for the television cameras and the result will be included in my newest

infomercial, Real Streams of Cash (This is my 9th infomercial since 1982) I'd like to offer you a way to win \$1,000 just for guessing the correct amount of money that the Streams of Cash e-letter will generate on May 24th.

Frankly, I myself, have no idea how much money will be generated from my private list of 11,983 subscribers. \$24,000 in 24 hours has a nice "ring" to it but, honestly, it could be anywhere from \$1,000 to \$100,000. I will be as surprised as you to see the real result. I'm going to be making some outrageous offers on that day. Don't forget to check your email because 24 hours later, the opportunity will be gone. What's your best guess?

Click on the link below to enter your answer. You can only enter the contest once. But another way to win is to invite your friends to subscribe to my e-letter. If they enter the contest and win, then, you too will win a prize equal to theirs.

For those of you who are more left brained and want to make an informed guess, I've included the tabulated responses to approximately the first 1,000 surveys. If you are heavily involved in e-commerce these survey responses will be extremely eye opening. But will people vote this way "with their wallets" on May 24th ? Your guess is as good as mine.

But, give me your best guess as to how it will turn out. The winners will be announced the week following May 24th.

But even if you don't win, I will send you the special report where I will show you how to duplicate my results.

See you on the 24th!

Sincerely,

Robert Allen

Best-selling author, *Nothing Down, Creating Wealth,*
The Road to Wealth and NOW, Multiple Streams of Income.

P.S. My publisher just informed me that Multiple Streams of Income is the #2 best-selling book this week at the nationwide book chain, Books-a-Million. Their Internet site has a great price on the book also. www.booksamillion.com

P.P.S. In the 3rd issue of this series I shared 3 ways to build traffic and excitement for the launch of an Internet site-like my promotion for May 24th. They were 1) Cash prizes and other free offers. 2) Free information 3) Cash rewards for entering contests. In this issue I promised to share the 4th method. Aren't you curious to find out? That's the answer. Curiosity. Curiosity is a powerful motivator. Aren't you curious to find out what my e-mail message on May 24th will look like? Aren't you curious to find out who the cash winners will be? Aren't you curious to find out how much money will be generated? Aren't you curious to find out if you won the \$1,000 in cash? Aren't you curious to discover the once-in-a-lifetime deals that will only be available from noon May 24 to noon May 25?

Turn your curiosity into cash. I'll see you on the 24th. Without much analysis, let's go to the final message. It was sent on May 24th at exactly 12:38 in the afternoon. As I've previously mentioned, the response was overwhelming. Money started to pour into my email box within minutes and gushed over \$100,000 in just a little over 24 hours.

Email Message #5

May 24th, 2000

To: Subscribers to Robert Allen's Streams of Cash E-Letter !!!FINAL MESSAGE !!!

From: Best-selling author, Robert Allen

Re: May 24th Final Offer.

Over the past 14 days I have sent you four separate messages announcing a special promotion on May 24th. THAT'S TODAY! (To read these four messages, click on the link below.)

Today, as I sit at my computer, I want to thank you for participating in this experience. In these past few days, over 2000 of you have responded to our survey and hundreds of you have sent friends and associates to register for the free Streams of Cash E-Letter.

As a reward for participating in this Internet challenge:

- 3 of you will be randomly selected to win CASH prizes!
- 3 of you could also win CASH for referring someone!

- 3 of you will win \$500, \$250 or \$100 for making a guess!
- The first 100 guessers will win a signed Million Dollar Bill
- The best 100 guessers will win a signed Million Dollar Bill
- 2000 of you will receive the powerful special report:
“How to Make \$24,000 Cash in 24 Hours! On the Internet!”

And EVERYONE who orders TODAY becomes an INSTANT WINNER because I’m going to make some “once-in-a-lifetime” deals TODAY ONLY!

Why today?

Because, we are making history TODAY! As I send you this message, live cameras are rolling to document how to you can make instant CASH on the Internet. As the responses to this message pour in, our staff will total up the number of orders. I want to make sure that the end result looks impressive.

Package #1. Millionaire Mentoring Conference Call: 8 Weeks of Intense Tele-Coaching with me and my hand- selected Millionaire Mentors

Package #2. The Millionaire Retreat: 3 Powerful Days of personal interaction with me and my hand-selected Millionaire Mentors.

Package #3. The Inner Circle: 2 Days of intense, personal coaching with me (Strictly limited to 10 individuals)

Each of the above methods comes with many valuable bonuses. But first, let me ask you: How would you like to receive your millionaire training?

- By telephone with live Millionaire Mentors?
- At a Private Millionaire Retreat, where you can network with other like-minded people?
- With a handful of individuals, where you will receive personal, face to face mentoring?

Each way is a different experience that I guarantee you will enjoy and profit from.

Here is what you get with Package #1:

The 8 Week Millionaire Mentoring Conference Call: This unique training will be conducted live over the phone in a Conference Call setting. Each class is 2 hours long. Each class is recorded if you miss the live class. I promise you will be amazed!

As bonuses for this class you will receive:

- An autographed copy of my popular book, Road to
- Wealth Value (\$20).
- 6 Audio cassettes in the Financial Freedom Library (\$30)
- 10 Special Reports: The Wealth Collection (\$50)
- Maximum Profits Manual (130 PDF pages) Value (197)
- Including such tips as....
- 58 Marketing Strategies to Increase Your Profits
- How to double the response from your ads
- How to guarantee 10-50% more sales with a simple question
- 6 marketing principles you must know to make your sales soar.
- 11 tested methods to increase the power of your marketing.
- The cost of this powerful 8 week Millionaire Mentoring program is only \$97.
- Your satisfaction is absolutely guaranteed. You MUST feel this program is worth TEN TIMES your investment of time and money or your money will be instantly refunded - no questions asked!

Here is what you get with Package #2:

The Live 3 Day Millionaire Retreat: First, every attendee at the Millionaire Retreat will be allowed to participate in the Millionaire Mentoring Conference Call (Package #1) AT NO CHARGE.

Now, here is what the Millionaire Retreat consists of:

In the survey, the most popular offer BY FAR was this 3-day Millionaire Retreat. Half of those surveyed were willing to pay between \$500 and \$1,500 per person. Over 100 people were willing to pay \$1,495 per person. This is far below my normal price of

\$3,000 for a three-day session like this-considering that I will be bringing in at least 5 millionaires to teach the session with me. But since I'm filming this offer for the live television cameras, I want to guarantee a huge response. *Therefore, for 24 hours ONLY I will allow you AND your spouse to attend for an unbelievably low price.*

Over 20,000 people invested \$5,000 apiece to participate in my powerful 5 Day Wealth Training's. From this class have come, hundreds, if not thousands, of millionaires. I have designed a more concentrated 3-Day version of this training called the Millionaire Retreat. During these three intense days you will learn:

HOW TO EARN 100% OR MORE IN THE STOCK MARKET! And you will be trained by an expert who earned himself over 400% last year in the market.

HOW TO MAKE \$100,000 A YEAR INVESTING IN REAL ESTATE. You will be trained by at least 3 real estate millionaires in addition to myself. Learn the real inside secrets to huge amounts of money in real estate.

HOW TO MAKE \$1,000 A DAY OR MORE ON THE INTERNET. The Internet is the ultimate money machine... while you eat, while you sleep, money is pouring into your life and from all over the world. Let me show you how to really make money on the Internet

HOW TO BUILD INNER WEALTH AND UNSHAKABLE CONFIDENCE. Most people want to be successful but lack the inner confidence to break through to new levels of success and achievement. Using powerful new brain technologies you will be able to transform your ability to take action.

HOW TO BUILD A FINANCIAL FORTRESS AROUND YOUR ASSETS. People ask me if I'm a millionaire and I say, absolutely not. And neither should you..... Let me show you how to shield your wealth using strategies that I have never before revealed.

YOU WILL BE TRAINED BY MYSELF AND MY TEAM OF MILLIONAIRE MENTORS. These three days are guaranteed to change your life forever and launch you on the fast track to financial freedom. If you can't attend, the entire experience will be professionally recorded. All attendees will also receive a copy of the tapes.

As bonuses, every participant in the Millionaire Retreat will receive:

Everything in Package #1 FREE OF CHARGE

A FREE ticket for your spouse/partner to attend.

Real Estate Millions Home Study System:

Enjoy live recordings from two of Robert Allen's popular programs on how to make a fortune in real estate. Attendees paid \$5,000 for each of these seminars. Now you can learn the same information that helped launch thousands of millionaires.

The Wealth Training Experience 12 audios Fortunes in Foreclosures: 24 audios
Info-Preneuring: Be an information multimillionaire! "In the past 20 years, over 200 million dollars worth of my books, tapes, videos and seminars have been marketed throughout the world. I shared the secrets to how this was done in a powerful three day \$3,000 seminar called Info-preneuring: How you can become an information multi-millionaire." You will receive a live audio recording of this exclusive information marketing Bootcamp

Special Bonus: You will also receive....2 Tickets to the Internet Marketing BootCamp June 16-18 The tuition for this class is \$597. I have made an arrangement with my friend, Carl Galetti, who is organizing this conference, to pay your tuition for you. That's right, your tuition to attend is zero. If you can't make these dates, then, give the 2 tickets to someone you know. They will love you forever. I, myself, will be there. I wouldn't miss it. And neither should you.

So, to review, the Millionaire Retreat includes:

3 Days of Powerful Training for you and your spouse

Plus:

Everything in Package #1

36 Audio Cassettes on Real Estate Riches

12 Audio Cassettes on Info-Preneuring millions

2 Tickets to the Internet Marketing Bootcamp and all of this for three easy payments of \$297.

Your satisfaction is absolutely guaranteed. I guarantee that you will learn the ideas, strategies and techniques to launch yourself to the next level of success.

Here is what you get with Package #3:

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Toll-Free: 1 (800) 748-9091

The Inner Circle: Personal, One on One Coaching with Robert Allen.

THIS OFFER IS STRICTLY LIMITED TO 10 PEOPLE. I rarely consult individually. It is a much more efficient use of my time to work with groups of 100 or more. When I do private consultation, I bill my time at \$1,000 per hour or \$10,000 a day. Yet, on May 24th, I will offer to mentor you along with only 10 other individuals for two power-packed days at my home base in San Diego. There will be time for private, personalized, one on one consultation.

The tuition for this extremely exclusive private session is only three easy payments of \$997. I guarantee to help you double your income in 12 months or the session is free.

Which of these powerful millionaire-training programs would you like to participate in? Package #1. Million Mentoring Conference Call \$97 Package #2. Millionaire Retreat 3 payments of \$297 Package #3. Inner Circle 3 payments of \$997

Finally, there is one more package to consider:

Here is what you get with Package #4

The Professional Internet Marketer Option.

Strictly limited to 24 People in the world.

Many of you are serious Internet marketers who could benefit from the traffic that I am generating on my site. In the survey, over 1,000 of you indicated that you would like to buy a banner on the MSI site. 61 people offered \$995 for the privilege. Obviously, there is a huge demand and a high value for this very limited space. Therefore, rather than placing a price tag on this scarce resource, I'll let you place your bid for what you feel this would be worth to you and I'll accept the 24 top bids. The 24 winners will receive 5 specific advantages.

You get a banner Ad on the front page of my popular website linked to you. I have never before allowed banner ads on my site. Yet, in the next several weeks, I will be driving massive traffic to my site with 500,000 mailing pieces of mail, constant PR as I go from city to city promoting my new book and, of course, there are over 30 references to my web site in my best-selling book. If you need traffic, here is a perfect vehicle.

Choose any 4-month period you wish.

You also receive an exclusive ad positioning for your ads in one of 24 places throughout my site.

In addition, you will be able to place 10 classified ads in the soon to be opened Money Classifieds.

You will also receive a prominent endorsed ad in each of 4 issues of the Streams of Cash e-letter. Professional advertising consultation worth \$500.

I'm sure you want your advertising to be as effective as possible. Therefore, I have arranged and paid for a professional marketing expert, Scott Haines, to give you a professional advertising critique of your banner advertising. Scott is my own personal marketing specialist. He normally charges \$500 per marketing consultation. However, for this special promotion, I've purchased a block of Scott's time and brainpower for him to supercharge your advertising. Scott is a pro I, myself, have hired Scott to help me with several of my marketing campaigns-with great success. I'm impressed with his work and I know you will be. He will give you powerful suggestions on how to double the response to your advertising. Repeat: this consultation is available at no charge to you. I have already paid the fee for you.

You will also receive:

A 4 Week Internet Action Class:

Let my personal Internet Guru, Daren Falter, coach you via Conference Call for 4 power-packed weeks. He'll show you how to make millions on the Internet.

The tuition for this class is \$597.

I have made an arrangement with my friend, Carl Galetti, to pay your tuition for you.

That's right, you cost to attend is zero.

If you can't make these dates, then, give the 2 tickets to someone you know.

Bid \$ _____

Address _____

Phone # _____

Credit card # _____

If you would like to be one of the 24 people, place your bid in the form below.

Bob, here is the amount I bid for the Professional package:

I would like to pay in FULL \$_____

I would like to spread my bid over 4 months \$_____

If the results I achieve in the first month don't meet my expectations, I reserve the right to cancel the remaining months of my bid.

Name_____

Address_____

Phone numbers_____

Credit Card Number_____

Expiration date_____

Email address_____

Well, there you have it. Four powerful ways I can help you become a millionaire.

Choose your Package #, fill out your name and address and credit card number and send it off immediately.

Robert Allen

Author of the New York Times best-sellers *Nothing Down*,
Creating Wealth, and *Multiple Streams of Income*.

Now you are more fully aware of how and why I was

able to generate so much money in a 24-hour period of time. The next question that you're probably asking is....

HOW CAN I DUPLICATE THIS ?!

Well, you need to read this letter again, word for word. Then, you need to complete the 7 Step Getting Started Action Plan that follows.

7 Step Getting Started Action Plan

Step One: Select a Subject that Matches Your Passion I Expertise. If you want to prosper in the information business for a long time, you should be marketing information that matches your passion and your expertise. It is possible to market information that you are not passionate about. But at the very least you should be an expert in that subject. Conversely, it is possible to market information that you are not an expert in....but at the very least you should be passionate about it. Better, of course, to be a passionate expert.

Sometimes a specific passion/expertise doesn't lend itself to making lots of money. Suppose you are passionate about helping homeless people. Sorry. You'll probably have to collect on your riches in the next life. If you want to make serious money now, you have to choose subjects that lend themselves to the right kind of economics.

Luckily, there are dozens of subjects to choose from.

- Here is just a partial list:
- Weight loss
- Nutrition
- Relationships
- Sports
- Investments: Stocks, real estate, home based businesses, asset protection, etc.
- Business: Management, sales, marketing, employees, etc.
- Personal development
- Organization and Time Management
- Addictions of all kinds
- Hobbies and collecting Martial arts
- Languages
- Computers
- Fear and issues other Emotional
- The Internet
- Entertainment
- Public Speaking

Your first task is to decide on a passion or expertise that has high profit potential.

Step Two: Find the Hungriest Fish in the Lake. There are two main ways of finding out if people have been willing to pay for your chosen kind of information:

Call a Mailing List Broker. List brokers make a living by renting out mailing lists. If you tell them which product or service you are trying to market, they can tell you which lists to rent to market your information. They act as your paid consultant. The list owner pays the list broker's fees so you have no out of pocket costs before you select a list to rent.

Obtain a copy of the Standard Rate and Data Publication. If you're never heard of this publication, then this one tip will be worth many dollars to you. In the reference section of most major Public Libraries, you can find a copy of the Standard Rate and Data Survey. The SRDS directory list all business publications, consumer magazines, newspapers, direct marketing mailing lists and broadcast media both in North America and Internationally. It is a gold mine of information if you know how to spot the nuggets. If you plan on being a major player, you'll want to visit their website and see what a \$500 subscription will buy you. You'll find it at www.srds.com Suppose you wanted to run a classified add in a magazine devoted to your passion/ expertise. The SRDS Business Publications and Consumer Magazine directory lists the names of all of the publications that deal with your subject complete contact names and numbers.

Suppose you wanted to send a direct mail letter to people who were interested in your subject. Using the SRDS Direct Marketing Directory lists all of the compiled mailing lists of potential purchasers complete with the total of names on the list and how to contact the list broker.

By consulting with a list broker or studying the SRDS directories, you try to identify a large audience of potential customers for your information. The characteristics of this mailing list should match what we discussed earlier: your audience should be a large and growing school of fish that is hungry and ready to be whipped into a feeding frenzy.

If you have an existing database of your own previous customers, you should probably test your new idea on them first. But if you are starting from scratch, then you'll have to either build a new database of your customers from scratch or rent a list. (Other than finding and keeping customers, the most important function you must perform as an info-preneur is to constantly build your database.)

Step Three: Discover the Kind of Bait Your Fish Have Been Biting On. There are two ways to do this:

1. Indirect Study what bait other fishermen have been successfully using.

2. Direct Talk to the fish yourself Let's talk about this last option, first:

This is called market research. Just what do your potential customers want? Have you ever asked them....called them up on the phone? Are you trying to sell them what they want or what you think they need? Ask. Ask. Ask. Find out what information is vital to them and how they want that information.

There are many levels of information. At which level do your customers want to be informed?

Do they want raw data? (i.e. the number of foreclosures in Los Angeles or the number of cars on the freeway at rush hour.)

Do they want preliminary information? (i.e. A special report on the main causes of cancer in females over 50 and how to prevent it.)

Do they want in-depth know-how? (i.e. A complete home study system on how to raise happy and healthy children.)

Do they want skills training? (i.e. A hands-on experiential 5 day training on how to be a successful public speaker.)

Do they want personal consulting? (i.e. Online, live or face to face coaching on how to invest your personal money in stocks.)

How much information do they want? How much are they willing to pay? The deeper the level of information, the more expensive the product. These are all important questions and you would do well to ask these questions to a hundred people before you launch. Now, for the indirect approach, here is a critical question:

What have the fish been biting on?!

Where has your school of fish been buying their information? What other info-preneurs have been able to "crack the code?" Your objective is to discover who are the top information providers in your subject. Who are the best? They must be doing something

right. Make a list of the top 3 information providers. These people will be your competitors.

Call up each of your top 3 information competitors. Pretend to be a potential customer. Ask each of them to send you their sales literature. Visit with their top salespeople and notice how they try to sell you. What hot buttons do they push? What benefits do they emphasize? What features do they brag about? Gather information. Get their product. Rip it apart. What makes it so special? Is it a matter of design? Is it a matter of marketing? Find out their strengths. Probe for weaknesses. Sleuth where they are advertising and how they get their leads. Notice how other upstart competitors are making inroads into the market share of the top 3 companies. How are these smaller companies surviving? What do they say to draw away customers from the big boys? What niche are they exploiting? Let this information simmer in your psyche.

Now, a word about competition. Sometimes a beginner starts with what he or she feels is a unique idea and naively rushes off to start a business. Soon they discover that someone else is already marketing this idea...sometimes with a very similar title...and they get discouraged.

Understand that there is a huge market for information that, with the Internet, is expanding exponentially. You don't need to reach ten million people. You just need to attract 10,000 hot people into your funnel and you'll be set for life!

If each of these 10,000 customers sends you on average just \$1,000 over the next ten years, that's TEN MILLION DOLLARS!

When you read the Chapter Fourteen on the Internet, you'll learn just how quickly you can attract these 10,000 customers. (It took me only 38 days, starting from scratch.)

Step Four: Design Your Own Unique Bait Ask your target database what they don't like about your competitor's product. Ask them what they would add to your competitor's product to make it perfect. Ask them what they would delete from your competitor's product that is not necessary. Ask them to design it exactly the way they want it.

From this research you will try to create a competitive advantage or what Jay Abraham calls the USP...Unique Selling Proposition. . Probably the best USP in the past 50 years belonged to Domino Pizza.

Fresh, hot pizza delivered to your door in 30 minutes or less-Guaranteed.

The second best USP was created by Federal Express:

When you absolutely, positively have to have it overnight.

People were willing to pay 50 TIMES the price of a first class stamp just to get their mail 3 times faster. Think about that! The USP is a specific promise that you make to your customer. What can you promise your customer that your competitors aren't promising?

For my real estate seminars, my USP was "Nothing Down." My promise was:

"Send me to any city. Take away my wallet. Give me \$100. And in 72 hours I'll buy an excellent piece of real estate using none of my own money."

Today my USP has expanded:

A stream of checks in your mailbox—in 21 Days from today.

At our training sessions we show people how to be up and earning several streams of income within days not months or years.

When it comes to a USP, you can't go wrong by emphasizing and delivering fast results. Remember, people are lazy. If they have a choice between easy and hard they'll take easy EVERY SINGLE TIME! If they have a choice between fast and slow, they'll take fast EVERY SINGLE TIME. If they have a choice between simple and complicated, they'll take simple EVERY SINGLE TIME.

Time is the scarcest currency of the new millennium. We don't need more data. We are already on information overload. We are all data drunk. We need information that is "time friendly." This is your most important competitive advantage: the ease and speed of results You should read the classic book "Positioning: The battle for your mind." by Trout and Ries. Great book. It will teach you how to position your "David" info-product against a "Goliath" competitor.

Step Five: Test Your Bait. As I said before, marketing is the key. Having determined your USP, you have to create advertising that causes people to ACT! Your ad should emphasize the Ultimate benefit your product promises. What is the amazing miracle cure your information can provide? In his book, Dr. Jeffrey Lant* shares a list of Ultimate Benefits:

Financial Stability
Health
Love
Security
Salvation
Self-regard
Community and peer recognition
Independence
Sexual fulfillment
Beauty/desirability/personal attractiveness

This list comes from an excellent book about information marketing. It's called:

How to Make a Whole Lot More Than \$1,000,000: Writing, Commissioning, Publishing And Selling "How-To" Information.

The jacket blurb reads, "This is what you want when you're serious about making big money from books, booklets, audio cassettes and Special Reports." Over 500 pages of exhaustingly detailed rantings and ravings from a serious info-preneur. But, it's not cheap.

The headline of your ad should promise an Ultimate Benefit as well as your competitive advantage. The copy of your ad should describe as many other benefits as you have space to describe. Of secondary importance in your ad are the features of your product. What is the difference between benefits and features? Features describe your product. Benefits are what your customer gets when they use your product. When you talk about your product, you are doing "feature" selling. When you talk about results, you are "benefits" selling.

For example, when airlines want to sell you airline tickets to Hawaii, do they describe the kind of aircraft you'll be flying in? Do they brag about the airline meals? Do they describe the amount of legroom? Or do they show you pictures of palm trees, sand and sun? Palm trees are benefits. Legroom is a feature. You'll get more people to Hawaii with palm trees. Features are for the head. Benefits are for the heart. Features are about logic. Benefits are about emotion. Emotion will outsell logic ten to one. Logic may be an important part of the sale....but only after you have engaged their emotion. Write your classified ad.

Your bait should be reduced to one single classified ad of 25 words or less. It should start with a bold headline followed by a few lines of text. It's best to offer free information from a short form classified ad. You're just trying to gauge interest. You will generate more responses if you include a 24 hour recorded message for people to listen to. If you would like to listen to the type of 3 minute message which can compel someone to ask for more information go to my website and search for the words: Samples of 24 Hour recorded messages. Here is an example of a typical classified ad that works:

Earn \$1,000 a day! Famous author reveals simple way to make unlimited income working from home. 24 hr. msg. Toll free 1-800-97MONEY

Run your classified ad.

Using the SRDS, select a magazine, electronic newsletter, newspaper or publication, which would be read by the kind of people that you are trying to reach. Place your ad and wait for the responses. The people who respond are your marketing "guinea pigs." Offer to send them more free information if they will answer your marketing test questions. With these responses, you refine your ad and your offer.

Test other classifieds until you find one that out pulls any other ad by a factor of 3 to 1. This may be your "code cracking" ad. You're looking for an ad that costs the least to run and pulls the most number of responses. All of this testing is done BEFORE you create your information product. What you learn from testing may change the focus of what you were planning on creating. Doesn't do any good to offer them peanut butter if they're really hungry for honey. Find out what they want and give it to them.

Step Six: Roll Out Your Marketing Campaign in a Major Way Once you have found bait that works, you can roll it out to hundreds of other publications and thousands of newspapers in the world. Each publication will vary in its results. You can then test larger versions of your ads....space ads all the way up to full-page ads. But first, you start small. If the small format doesn't work, the large format probably won't work either.

For example, my first ads were classifieds. They cost me about \$25 a day. Then, I graduated to a small display ad about 3 inches by 5 inches with my photo. It cost about \$300 in my local newspaper. I remember still how worried I was about spending so much money on a single ad. But the results far outstripped the less expensive classifieds. Then, I grew to quarter page ads. And then, to half page ads. And finally, to full-page ads costing thousands of dollars per insertion. These ads attracted hundreds of people to our seminars....and into our funnel. Soon, there were hundreds of people

attending my weekend seminars \$395 and \$495 apiece. But it all started with a simple, inexpensive classified ad.

Simultaneous with your testing classifieds should be a direct mail letter campaign. Direct mail is more expensive but far more effective than almost any other media because it is so targeted....you can narrow your audience down to street and zip code: This will lead to other forms of advertising: the 30 minute TV infomercial (I have created 9 infomercials in the past 20 years including the very first infomercial in the early 1980's,) the 30 minute long-form radio-mercial used so successfully by Wade Cook for his stock market seminars, Card Decks, and of course, the Internet.

Step Seven: Add Other Versions of Your Winning Info-Product Once you have a winning ad for a winning product and you have rolled out your marketing campaign, it is time to start strategizing the next versions of your information. If you'll look back to the 5 Rings of Riches list, you will see that there are 20 ways to sell your information in Ring 2. Ironically, each different version of your product will have a different price range and will reach totally different audiences. Just like hard cover book buyers are totally different from paperback book buyers, so are CD-ROM buyers different from audio cassette buyers. And happily, some of your regular customers may want to have your information in several different formats.... one for the car, one for their CD player, one for their computer, one for their night stand, one for library, one for their telephone, etc. If they love you and your information, they're going to want all of you.

There is a lot more about information marketing than I can cover here. It is, in fact, a lifelong study. There are shortcuts, however. Tricks that we pros have learned. Words that can double sales. Phrases that can cause your phone to ring off the hook. Strategies that can cause people to beg to do business with you....as impossible as that might sound to you now. And a snake pit of mistakes to avoid. As we get to know each other better, I hope I have a chance to share this information with you personally.

One last word of advice. On my office wall I have a sign. It says, I make money by writing words. The more I write, the more I make. Therefore, Write 1000 words today!

I have calculated that whenever I write a word on a page.... like this one....and get it in front of a reader, I eventually make \$20 per word. One. Two. Three. Four. Five. There, that was \$100. If I want to make \$1,000, I just write 50 words. 500 words equal \$10,000 and so on. Why do I make so much money for every word I write? Because every time I write a best-selling book, it is placed into thousands of bookstores. Every time a book sells, I not only make a nice royalty (usually about \$4 per book) but many of these book

buyers become part of my info-preneuring funnel. They are so impressed with the results, they tell many others who also buy books and become part of the funnel. And so on. Therefore, every word I write eventually results in somebody gladly sending me more money.....at least \$20 for every, single word.

So, you see, I don't get writers block EVER! Whenever I have to make a decision about whether to watch some worthless TV show or to sit down at my computer and write my 1000 words today.....my computer always wins the battle.

If you knew that you could make \$20 a word, wouldn't you be more motivated to write your 1,000 words right now. Why are you still reading? Get writing.

(P. S. My computer just did a word count of this special report. There are over 12,000 words. Let's see, twelve thousand words multiplied by twenty. Hmmmmm. This is good. Very good.)

Results of Survey for Multiple Streams of Income Infomercial “How to Make \$24,000 In 24 Hours”

Offer 1 Banner Add on Site

Banner YES	1,041	53%
Banner NO	915	47%
Total	1,956	
Banner 995	61	5%
Banner 495	105	9%
Banner 249	256	23%
Banner 99	701	62%
Total	1,123	

Offer 2 Streams of Cash E-Letter

Endorsement YES	1,059	56%
Endorsement NO	839	44%
Total	1,898	
Endorsement 995	78	7%
Endorsement 495	145	13%
Endorsement 249	250	23%
Endorsement 99	603	56%
Total	1,076	

Offer 3 3 Day Seminar Millionaire Retreat

Millionaire Retreat YES	1,500	79%
Millionaire Retreat NO	408	21%
Total	1,908	
Millionaire Retreat 1495	118	8%
Millionaire Retreat 995	167	12%
Millionaire Retreat 795	134	9%
Millionaire Retreat 495	333	23%
Millionaire Retreat 249	695	48%
Total	1,447	

Offer 4 One on One Coach with Bob

Coaching YES	1,046	57%
Coaching NO	797	43%
Total	1,843	
Coaching 5000	94	9%
Coaching 2500	130	13%
Coaching 1495	121	12%
Coaching 995	169	17%
Coaching 495	487	49%
Total	1,001	

Offer 5 8 Week Conference Call

Teleconference YES	1,191	64%
Teleconference NO	662	36%
Total	1,853	
Teleconference 995	46	4%
Teleconference 495	102	9%
Teleconference 249	133	11%
Teleconference 195	202	17%
Teleconference 95	678	58%
Total	1,161	

Offer 6 Robert to Speak to your Group

Group Speaking YES	309	17%
Group Speaking NO	1,477	83%
Total	1,786	
Group Speaking 5000	53	16%
Group Speaking 2500	47	14%
Group Speaking 1500	46	14%
Group Speaking 1000	183	56%
Total	329	

Offer 7 Bundle of Books and Audios

Bundle YES	1,394	75%
Bundle NO	457	25%
Total	1,851	
Bundle 150	120	9%
Bundle 100	239	18%
Bundle 75	263	19%
Bundle 50	740	54%
Total	1,362	

Offer 8 Real Estate Home Study Real

Estate YES	1,122	61%
Real Estate NO	712	39%
Total	1,834	
Real Estate 500	84	8%
Real Estate 295	137	13%
Real Estate 195	177	16%
Real Estate 149	680	63%
Total	1,078	

Offer 9 InfoPreneur Tapes & Consult

Information YES	1,254	68%
Information NO	577	32%
Total	1,831	
Information 1000	56	4%
Information 495	135	11%
Information 295	176	14%
Information 149	250	20%
Information 99	635	51%
Total	1,252	

Summary

Banner YES	1,041	10.5%
Endorsement YES	1,059	10.7%
Millionaire Retreat YES	1,500	15.1%
Coaching YES	1,046	10.5%
Teleconference YES	1,191	12.0%
Group Speaking YES	309	3.1%
Bundle YES	1,394	14.1%
Real Estate YES	1,122	11.3%
Information YES	1,254	12.6%
Total	9,916	

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