

The IMXFiles

The idea here is simple: deliver cutting edge information to Internet marketer's hungry for new ideas - revolutionary Internet marketing ideas.

Unlike some physical newsletters you might have subscribed to in the past, our mission is to expose the truth and show you what we're REALLY doing - or expose what others are doing, by picking apart what works.

No vague ideas watered down then powdered with "now get to work".

Originally I was going to do this project solo - but, here's reality - at some point it would be too easy to slop something together, lose passion for the project and continue to collect monthly subscription fees.

That's simply not good enough for X. And it's definitely short of what you deserve as A VALUED CUSTOMER.

So I recruited a group of guys I respect for their smart and innovative ideas - not household names, some of them, but creative marketers.

Since we each have a contribution to make each month, the setup is designed so everyone pushes everyone else to give you the best.

Now, I just stressed the word "marketer" for a reason; this isn't about tricks, gimmicks, spinning sites, or otherwise creating crap - it's about the set of processes that create, communicate and deliver the value I talk about in Money Map X (<http://moneymapx.com>).

More than a one way communication, we want to know what you want - what you need. We'll even give our subscribers the chance to step up on stage and contribute (but you gotta be good).

I'm extremely excited about the IMXFiles and the potential it has to do for you.

In this sample, I'm giving you my first blueprint from issue number one - this is a taste of what you can expect every issue (and a lot more). You will get a blueprint like this, not just from me - but from four other marketer's too.

To be clear - this is my blueprint ONLY - IMXFiles issue one includes this, plus four more and additional material.

Right now, you have the opportunity to get the complete first issue of the IMXFiles for HALF PRICE. Try it - if you don't like it, you can request a full refund and cancel your subscription at any time.

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If you have comments or feedback, visit the IMXFiles blog at <http://imxfiles.com/access>

To you, all the best - X

PS - The first issue of the IMXFiles is focused on the topic of "The Fastest Way to Start Making Money . . . NOW." - you'll receive five info-packed blueprints written from five completely different perspectives.

On the next page, you will begin reading my blueprint.

The Fastest Way to Start Making Money . . . NOW.

I could give you a dozen ways I make money online - but we want to get from point A to point B as FAST as possible -

That means leverage is required.

Before we dive into marketing, I'm taking you in another direction. This is vital to your success and this simple exercise may be worth more to you - IF YOU DO IT - than anything else you'll learn all year.

It's from a program I developed years ago called "The Amazing Momentum Generator" - the idea of the program was to kick some serious ass over a short, but intense period of time. Initially the program was designed for 100 days but most people starting burning out at 35 - like I said, it was intense.

Be honest with yourself right now - most of what you do is a COMPLETE waste of time.

Then, be honest with yourself further and admit that you spend your time doing things that could be eliminated, automated or delegated. We ALL engage in busy work that is nothing more than work for the sake of work. If it's not obvious to you now, it will be.

The first thing I want you to do is identify something in your life that is more fun, and more exciting than marketing.

Gasp - it was hard for me too.

Seriously, if you don't have something more compelling than work - you need to get a life. Why are you doing this? Come up with one thing that excites the hell out of you - one thing that if you had THAT you wouldn't want to work.

It could be taking your kids to the park, sitting your butt in the sun on a Mexican beach, touring the countryside on a Harley, taking cooking classes, acting in a play, working out three hours per day and strutting the hottest bod you've seen lately - it could even be traveling the world attending every single Internet marketing conference on the planet.

Get excited about something other than making money - this is what you're making money for.

Next step, use the time tracking sheet you've been provided. And start getting hardcore nasty with yourself about how you're "spending" or "investing" your time.

Every moment of every day you're either moving yourself towards what you want (investing) or piddling away moment after moment (spending) and moving yourself FURTHER away from what you *really* want.

Now evaluate your time in this way:

"A" activities. These are activities THAT MAKE MONEY. It's not pretending to make money, or hoping to make money. It's MAKING MONEY. Until you spend most of your time doing "A" activities, money is hard to make. If you don't know what an "A" activity is, you need to find someone who does.

"B" activities. These are activities that LEAD TO MAKING MONEY. This can be creating product, writing sales letters, setting up ad campaigns, etc. If you're not engaged in "A" activities, then you should be engaged in "B" activities. "B" activities are asset producing activities.

A word of caution: It's very easy to lie to yourself about "B" activities. Putzing around with the newest software or buying the latest eBooks probably ARE NOT "B" activities. Again, you have to be painfully - brutally honest. Don't CHEAT YOURSELF.

"C" activities. These are routine activities - they should be automated, delegated or eliminated. Pay someone else to do them and if it's not worth paying someone else to do, then you shouldn't be doing it either! You'll find that at least 80% of your time, right now, is very likely tied up right here.

"D" activities. These are just flat-out TIME WASTERS. This is watching TV, surfing the forums, gossiping on the phone - it's dink off time that serves no real fulfilling purpose - it's time spent avoiding doing what you know you SHOULD BE DOING.

It means you have resistance towards doing what you say you want to do - "D" activities must be recognized and eliminated - zero tolerance here.

I'm serious - do the above. Don't skip over it or think about doing it "some other time". Accountability to yourself is critical, otherwise the rest of this is just mind-candy.

The Money Map

We don't have time to develop free search engine traffic. We don't have time create a product of our own, or engage in a lot of testing.

These are the two ways I prefer to get immediate, highly targeted traffic:

1. Joint Ventures
2. Pay Per Click

We'll get back to this.

Since we don't have time to create our own product, we have these choices -

1. Promote other people's product as an affiliate
2. Buy resale rights to an existing product
3. Partner with an expert to develop something new, fast.

Option two gives us leverage, but still requires work on our end before we can start making money.

Here's my plan following a JV route / promoting OPP (and partnering to develop something new):

The richest men in the world are middlemen of sorts. It used to be Adnan Koshegi - he brokered BIG deals between companies and governments. Bill Gates too is a middleman of sorts - it's his operating system that allows most of us to use someone else's computer.

Without this middleman, no deal.

Step One: Find a product or service that pays a commission of at least \$100 per sale - *or could.*

Here's a big money idea: YOU are a marketer. YOU think like a marketer. Just because someone else has a product, it does not mean they see the potential you see.

How could you take that product and make it something bigger for the product owner?

Step Two: Approach the product owner and make them an offer - you can work two separate tracks here (or both).

A. Sell the product directly:

"Hey product owner, my specialty is arranging webinars to promote your product. I'll do the work of arranging the webinar - all you have to do is show up for an hour and talk about your product. I'll take care of getting people there, etc."

B. Develop a backend for the product owner:

"Hey product owner, I see that you have a new product out. A lot of people will buy this and never use it - why not offer a series of follow-up webinars - a step-by-step system that actually gets your customers using, and loving, your product?"

I'll put together Powerpoint presentations that break down your product - all you need to do is show up and answer questions. We split the profits and you have very little work to do."

You could take a \$97 software product and sell a backend training series for \$197 or more (all recorded for later packaging). Nobody does this!

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Step Three: A JV broker-style arrangement with a twist.

The bigger IM players are BUSY. We don't have time to do everything we'd like to do.

So you approach marketer and suggest that you host a webinar with so-and-so who's about to launch a new product.

"Hi Marketer - so and so is launching a new product I think your list will really go for. I know you're busy and you don't have time to evaluate everything that hits your inbox.

Here's what I suggest (ie, here's my solution to your problem) - we get together on a webinar and invite your subscribers. We'll demonstrate the software and answer all your questions - and your subscriber's too.

It'll take an hour of your time and you get x-percent of all sales that result. I'll do all of the work for you - you just need to show up for the call.

And the best part of this is - you're not committing an endorsement to the product, you're just showing up to "evaluate it".

Who's gonna refuse an offer like that?

Here's the work you do to make all arrangements for the webinar (BTW, right now webinars convert out of the park - especially for software programs) -

You

- **Write the promo materials**

Basically, this is just a something the marketer with the list can send out to his list to promote the Webinar - nothing fancy required - following message took me 2 minutes 37 seconds to write.

"Hey guys,

I'm extending a special invitation to you to take a sneak peak with me at some software that looks like it has some exciting potential.

On this webinar, you'll have a chance to look under

the hood, see how it works - and if it's a fit for your business - and ask any questions you want.

I'll be grilling the guy too - this should be cool.

Space is limited, so register ASAP to ensure your spot.

<http://gohere.com/register>

Marketer X"

- **Setup the webinar**

You'll need a webinar system - learning how to run it effectively is a pretty low learning curve (hey, it was developed for corporate America types, so how hard can it be?)

It takes about 5 minutes to setup a webinar.

Visit <http://GoToWebinar.com> - about \$100 per month, but if you use it then it's a cheap tool given the upside potential of it.

- **Moderate the webinar**

You need a short introduction to begin; you relay the questions the attendees ask - ie, they type them in and you read them out - good to do this in the role of moderator. Then you need a short wrap up to the call - thanks, here's where you buy, here's the special offer, etc.

- **Run the webinar software**

Basically, this involves pushing a "start" button and not much else - it's pretty easy to use (a practice session or two is recommend before you go live).

- And **produce a recording** of the whole deal - in exchange for a percentage of sales produced and resale rights / a share of copyright on the recording.

To do this you'll need the following:

- o Camtasia, records screen and audio - produces avi video file which it can then convert into a Flash file for online viewing.
- o RadioShack 17-855 Wireless Phone Recording Controller. This hooks up to your phone and computer so you can easily record audio from a phone conversation - also has a jack port for plugging in a headset - essential.

How much work is *really* involved here? 2-4 hours and you have a profit potential in the thousands per call.

I've experienced a closing rate between 20-50% in webinars I've done to date and if you've heard me speak, I'm no Alex Mandossian.

Note: Smart marketer's collect assets - not just checks. These assets can be sold outright, used as bonuses, be given away to build lists, etc. Always try to get something more than a check out of any deal you do.

So, here's what you've done:

1. You helped a product owner sell more of his product by arranging JV's for him with other marketers - and you earned a percentage of sales.
2. You helped the same product owner to develop and sell a backend product that you potentially own a share in - and could possibly be a source of recurring income.
3. You helped an overly busy Internet marketer (the JV partner) sell a worthwhile product to his list and you collected a percentage of sales for doing all of the work.

PSST - Notice you're collecting a percentage of the profits from BOTH parties. This is something you can do RIGHT NOW - new products or old, doesn't matter. Just do it.

You could easily do a six-figure business running just a webinar or two per week. You'll get the best results with products that haven't quite launched yet, but don't discount products that have been sitting on a shelf either.

Remember, you're offering something of value to all parties involved that's more much compelling than a static sales page (and don't forget - smart marketers collect assets).

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I know that you enjoyed this sample of issue number one of the IMXFiles - if this particular blueprint doesn't seem like an exact match for you, no problem - the first issue will have four more blueprints to choose from.

Look, with the blueprint I just gave you, I could easily add a bunch of screenshots and anecdotes and fluff it up to 70 pages. Then, put a \$67 price tag on it and sell a ton of them.

In fact, that same could be done with all of the blueprints that will be in the first issue - OK, I know you see the value - both in the quality of information that will be delivered and the fact we haven't wasted your time by adding in all the fluff is a nice "unadvertised bonus" worth far more than the crap bonuses that will only clutter your head, and your hard drive.

I know you got some great ideas here that you can apply in anything you do as a marketer.

Remember, you can try the first issue NOW for only half price - if you're not completely satisfied with what we send to your mailbox, just cancel your subscription and request a refund.

If you have comments or feedback, visit the IMXFiles blog at <http://imxfiles.com/access>

To you, all the best - X

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