The Truth Shall Set You Free!
And Make You A Bunch Of $$$

DEAR FRIEND AND ONLINE ENTREPRENEUR

I write this report to you today as someone who truthfully cares about your success. In life, in business and all of your personal relationships, I simply care. Even if we’ve never met and shook hands in person, I still want the absolute best for you in your lifetime.

What you are about to read may shock you a bit. Some of it may even piss you off.

The sad fact is more then 95% of online marketers will never make any substantial amount of money. I pray that you are one of the 5% that is proving them wrong, or actually has a shot, but if we are to be totally truthful, your chances are quite slim unless you heed the advice that follows in this report.

“Never apologize for showing feeling. When you do so, you apologize for the truth.”
Benjamin Disraeli

“When money speaks, the truth is silent”
Russian Proverb

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What I Learned As A Private Investigator

Towards the beginning of my online career I was employed as a Private Investigator in the state of Oregon.

While researching all the different marketers to learn from I consistently ran into a big problem...

MANY OF THEM WERE FULL OF SHIT AND EVEN BLATANT LIARS!

My intention here isn’t to name and shame these marketers, but rather to serve as a consumer advocate for those of you wanting to get a legitimate head start in the sometimes seedy world of internet marketing.

As a paid investigator it’s my job to do one and one thing only... “Report The Truth”. And when I got started online, I tried to take the same philosophy to my internet business that I did with my Private Investigation practice.

To be honest, I wasn’t doing this snooping and research to protect you or other marketers at the time. I was selfishly digging deep into the truth because I wanted to have success with lightning speed myself. I didn’t have time to screw around trying fifteen different marketing systems.

I had just come out of a recent bankruptcy, an unfortunate divorce and had been previously homeless. I needed the fast track to real income, and I needed it now. There was no other choice for me.

So when I started analyzing all the marketers I could potentially learn from, you can understand that I was overwhelmed, and very skeptical about who really had my best intentions at heart.

“A man is never more truthful than when he acknowledges himself a liar.”

~ Mark Twain
In my research files I kept a folder on just about every marketer I stumbled across. Gurus, mid level marketers, and even some newbies. Inside the folders lay files chock full of tips, websites, ebooks, videos and opinions on each individual marketer. I wish I could say that it’s all favorable stuff. It’s not. However, it’s 100% true to the best of my abilities.

Through all my intensive studies I found a solid group of men and women with tremendous honor, admirable character, and an extremely giving nature. You’ll know many of these folks by paying attention to the crowd whom I frequently hang out with or mention. My peer group is made up of some absolutely brilliant and loving friends. I’m beyond lucky for those relationships.

That said... “Nearly 50% of the marketing stuff I’ve witnessed on the internet is UTTER BULL$HIT!”

Now here’s where many people would think... “I knew it. Them damn pesky gurus are full of shit. I knew it”. Believe it or not, the overwhelmingly majority of the well known marketing gurus are actually on your side. Most of them are on the up and up. Great guys and gals. Legit as can be. (Keep in mind I said MOST.)

Sure, we could easily cite a few examples of successful guys that have done our community wrong in the recent past, but in my experience that is not the norm. Most wealthy people in our industry are successful for a really good reason. They bust their ass. And it becomes easy to nit-pick at the gurus on top of the game when things aren’t so hot at the bottom for a struggling marketer. I know what struggling and frustration feels like. So do most of the top earners in marketing as well.

I remember one particular evening at Frank Kern’s headquarters in La Jolla CA. About 7 or 8 of the top guns of marketing flew in from around the world for a strategic mastermind session. I’m talking about all the usual suspects you’d recognize in Frank’s crew. You know the guys if you’re in the marketing scene.

What shocked me that evening was the focus of the chat wasn’t about how they could make more money. It wasn’t how they could attain better subscriber rates. And it wasn’t about acquiring more leads or more money. They were simply brainstorming how they could “HELP” their customers to achieve more success. And they were insanely passionate about it. I shit you not. (Of course anyone with half a brain realizes that your customers having more success inevitably leads to more prospects, more fans, and more money)

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What I’m trying to say is, there isn’t a big bad guru club out there trying to yoke every last penny out of your pocket.

But if you’ve read any of the popular marketing forums, you might be led to believe that there is an Internet Marketing Illuminati group that controls all the cash flow on the internet. And if you’re a newbie, there’s no chance for you to play with the big dogs.

This type of thinking will never serve you much good. In fact, it’s just plain silly and detrimental to your business.

Sure, there are elite groups of marketers who bond together but this is mostly to protect their industry and customers, not to rape and pillage their wallets.

I’ll tell you right now, if you want to break into the marketing world and do joint ventures with the top names in the business, there is one thing you usually have to do. It’s simple, yet it can be a lot of work. Here’s what you have to do...

You have to PROVE yourself. Simple as that.

However, too many just want a short cut. Short cuts do exists, but they are few and far in between. (I will show you the ultimate shortcut in my upcoming project “The It Factor”)

In the hundreds and hundreds of JV requests I’ve received over the years, less than a dozen ever spent the time to provide any sort of proof that their system was actually viable and worked. I either had to take their word, or deny their request. Guess which happened about 99% of the time?

Listen, there are a lot of really great people out here willing to help you out. But it sure helps if you take the time to help yourself by dedicating time and effort to whatever process you are studying.

Magic pills rarely exist.

What does exist in massive abundance is honorable marketers who are more than willing to share their success with you. We really want you to succeed, not just take another $2000 from you.

But just as honorable marketers exist, so do shady snake oil salesmen who care only about one thing... YOUR MONEY. I mean, THEIR MONEY.

How do I know this?

Simple. I’ve caught them drinking the Truth Serum and spilling their guts and true intentions to me.

What follows is the real Truth Serum that opened my eyes big time.
Let’s get on the topic of the juice. The sauce. The bottle. The booze. The good ole... “Cold Squeezer”.

Alcohol is the freaking almighty power drug and ultimate truth serum that could potentially make or break your career in just a few short hours. When networking at a marketing event the opportunities for true bonding are dramatically increased by hanging in the bar as opposed to the seminar room.

People let their guard down. They are in a better mood. They are relaxed, happy and typically much more liberal with sharing their feelings and emotions with a drink in hand. Not always, but most of the time.

Before we go any further, please let me say that I’m not a advocate of alcohol abuse. Addiction is a nasty beast and I’ve seen it ruin many people and even my own family. If you can’t drink like a mature, responsible adult, then don’t drink at all. That’s all I’m going to say on that issue. And oh yeah, take a cab!

So where were we? Oh yeah, getting sauced with gurus in the bar.

Here’s why booze is so awesome...

“Beer is proof that God loves us and wants us to be happy.”

*Benjamin Franklin*
People Tell The Truth When They Are Really F***ed Up!

Remember when Mel Gibson lost his marbles and screamed all kinds of anti-semitic slurs to Malibu Police officers a few years ago?

Do you think for some odd reason that it was the Miller High Life’s fault Mel hated Jews that evening? I mean I’ve said some pretty dumb stuff when drinking Tequila, but I’m pretty sure no amount of alcohol would allow me to go on bigoted tirades about an entire race of people.

It sucked. I mean, here we are talking about Mad Max. William Freaking Wallace. We all loved this guy.

Then... a few drops of the old Truth Serum and baam, he turns into a mini Hitler. Way to go Mel. That really sucked. But I’m glad I know the truth. And hey, I’m a forgiving guy, so hopefully Mel gets some help and chills out.

The point I’m trying to make is alcohol will get people to say the things they’ve been secretly holding back inside.

And sometimes, this information is incredibly important or valuable.

I remember Russell Brunson created a product of some sorts all about being the sober guy at the bar while all the genius drunks like myself were spilling their guts with money making ideas.

Smart guy that Russell is.

But to get a little deeper about why the bar connection is so important, we should look at the unique experience it can offer.

Huge Tip For Hiring Employees:

Take the applicants out and get them hammered. See how they respond when they are 5 drinks deep. Their actions will tell you a lot about who you can and can’t trust in trenches.

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Most marketers I know are always trying to land the joint ventures via email and phone, but they are neglecting the “unique experience”.

The truth is the bar is great, but even tossing back brewski’s at the bar isn’t always enough to get the deal done. Sometimes you need even more. Here’s what I mean...

Let’s say you go to a seminar and get a invite to the VIP speakers dinner. (There’s almost always a private VIP dinner). You have a good time, toss back a few drinks and you share your ideas about a new product you have coming up with the other gurus at the table. Everything is good so far right?

WRONG!

If you get invited to a speakers dinner and you start talking about your products and services there’s a good chance you’ve just shot yourself in the face.

Here’s what you should do... “Share a unique experience”.

How unique is it for the guru to have dinner with you at the table? Not very. He does it all the time. It may be exciting for you, but he may forget about it in 30 minutes when he’s back at the bar tossing back Jack & Cokes. And how unique is it for him to hear a JV pitch from you? Sorry, the truth sucks.

Now lets take this example...

Let’s say you go to a seminar, get the invite to dinner and you listen intently on what everyone is doing later on that night. They are going to a strip bar. Since you’ve been cool, listening, and not jockeying for position all night they invite you along. And lets say you guys have a wild night out until 7 am in the morning. When leaving the club, you are blinded by rays of daylight and don’t even get me started about the stench of that foreign cab driver. All in all, pretty wild night.

Now which experience do you think is going to get you closer to the prize? Of course that is somewhat of a outrageous example.

But don’t worry, your unique experience doesn’t have to be XXX rated or involve intoxicating substances. Maybe your daughter has Autism and so does the marketer you are trying to connect with. That is a unique experience.

Maybe your wife runs a charity for homeless kids, and the marketer you are connecting with has experience with 501 c3’s that contribute to homeless youths. That’s something unique.
There are lots of ways you can find the common characteristic so you can achieve this unique experience.

The easiest way is just by listening and paying attention. Soon enough you will find a common characteristic that you can leverage in your favor. However, you’ll likely only find it if you are in your detective mode. You must be aware. You must be interested. And you must contribute in some sort of way.

Anymow, I’ve partied with the best of best in the marketing industry, and I’ve had the misfortune of partying with the worst of them as well.

Taking into consideration all my time listening to the conversations of drunk marketers I can easily give you this advice... “Don’t trust a marketer unless they have given you reason to do so”.

Be smart. Recognize that most marketers have ulterior motives. Use your thinking cap and ask your self... “Why” this may be happening. Or, “Who” will benefit? You know, simple obvious stuff.

Because of all the social networks and communication sites like Twitter, Facebook, Friendfeed, etc, etc, etc it’s easier than ever to know people’s likes and dislikes.

If I was trying to land a deal with Joe Schmoe, here’s what I’d do.

I’d peruse all his social networking profiles and start learning about his likes and dislikes. I’m looking for a common bond. Something that I enjoy or is important to me in my life and his.

I’d Google their name and see what kind of things come up. Maybe some clues exist in the results. Anyhow, I would just want to genuinely learn as much as possible about that person. Once I had done that, I’d examine the results and see if there was any unique connection that I shared that most other marketers didn’t.

Let’s say I noticed Joe liked RC Race Cars. Perfect. I used to race RC cars as a kid. I know a thing or two about em. So, I’d probably go buy Joe a cool new RC Car, but I’d paint the cover all custom to match the marketer. Maybe get some silly stickers of the guy for the decor. Maybe use his product as the “Sponser” on the race car. (That would be pretty cool).

Now how stoked would Joe Schmoe be when he gets a new RC car and it has his company logo on it? Pretty damn stoked. That deal is going to be pretty easy to close.

You have to think about this stuff in a smart and calculated fashion, and that’s what I’m about to show you.
Investigating Success

I want to help you think like a investigator. So what we need to do is really focus on the truth, the whole truth, and nothing but the truth.

In order to do this, you must first recognize that everyone has their own truths. What may be true to you is not necessarily the truth for someone else.

Truth is often a very ambiguous thing. It sounds like something that should be solid, factual, and non flexible but that is just not the case. Everyone holds their own unique truths and trying to change those truths is a very difficult thing.

Even your own truths can get in the way of accurately assessing a situation if you are not careful to set aside subconscious biases you have developed. This is way harder then you may think.

Anyhow, when I’m trying to make a decision I use a 4 step process that goes a little something like this.

1. Observe - Collect facts without bias. Grab all info that exists regardless of any personal beliefs.
2. Analyze - classify the facts, find similar patterns.
3. Deduct - Remove any items that clearly do not fit the mold or are obvious duds.
4. Test - Put into action whatever variables you have not deducted to come to a conclusion.

The problem with doing this is that we are emotional creatures. We make most decisions on emotions, not logic.

I’m sure you’ve heard sales trainers talk about customers that make purchases on emotions and back it up with logic.

“The advantage of the emotions is that they lead us astray.”

~ Oscar Wilde
As a sales guy, I’m probably shouldn’t tell you that I’m targeting your emotions and not your intellect. But hey, this is the Truth Serum and I’m not holding back. Listen, the big reason you see people crushing it online is because they are exploiting the hell out of emotions. People don’t buy products and services, they buy solutions to problems and quick injections of enjoyment.

The product is nearly irrelevant 95% of the time. Let’s face it, it’s going to be sitting on the shelf collecting dust most of the time right? Give yourself a pat on the back if you even took the wrapper off. It’s a sad truth, but it doesn’t have to be your truth.

How a person comes to a conclusion about truth will have immense impact on the types of criteria they place upon deciphering the truth vs fiction.

If you are the one to help someone come to a conclusion of what that truth is, you are in a very very very powerful position. In fact, a dangerously powerful position. Or, a wonderfully powerful position. It all depends on how much you take responsibility when changing people’s beliefs.

So how do you convince someone of the truth?

There are a few ways. One of the simplest and most used method is as easy as repeating something over and over again.

Said enough times, it will become true (to some). Weapons Of Mass Destruction is a perfect example.

Millions of people still believe Saddam Hussein was involved with Al Queda which has been obviously debunked by countless credible sources.

Still, despite all evidence sitting right in front of peoples faces, they choose to believe lies because it fits into their belief system.

Beliefs are insanely powerful, and sometimes they are terribly limiting.

If you believe internet marketing is hard, then I have really bad news for you. It will be hard. Very hard.

If you believe internet marketing is easy (as I do), you’ll see more opportunities then you could possibly ever ask for.
I know that quote above is some pretty heavy stuff. I’ve contemplated taking it out numerous times, but I think it serves a really good point.

What I’d like you to do is drop the religious implications of the quote and focus on the meaning. Don’t ruin the meaning by injecting your emotions, beliefs, or religion.

The above saying is simply an encouragement to be an authentic witness. To observe without interference or personal beliefs and prejudices. To let the truth come to you.

This is something that is rarely done in life or business. It’s almost nonexistent in religion.

Unfortunately, unbiased witnessing is near impossible for most people as our belief system has been hard wired and coded into our subconscious for years.

Simply put, our beliefs get in the way of seeing things for how they really are.

And quite often our beliefs create emotions that distorts the facts.

So how does someone stop analyzing with emotions and drop beliefs when investigating?

This is something I’ve been practicing for about 14 years now and it’s changed my life in such a profound way. Please keep in mind that I’m not trying to manipulate or change your beliefs. I’m going to simply ask you to “Watch Them”.

About 14 years ago I had a teacher named Tom Gadbois. Tom was a classical music instructor and a spiritual teacher. What Tom taught me will live inside forever.

Every morning I would awake in Nampa Idaho atop of a hill that overlooked the mighty Snake River. And each morning that I awoke, I had a few exercises that I was required to participate in. If I didn’t participate, then I was cheating the entire group out of growth potential. We lived in a communal environment, so work on yourself was a mandatory if you were to participate in the growth of the entire group.

“Only the man who is neither a theist nor an atheist, neither a believer nor a non-believer can undertake the journey to truth.” ~ Osho
So here is how the exercises work. I encourage you to adopt this into your life as it will give you so much clarity about your internal dialogue and the circus of thoughts going on in your head.

These practices won’t violate any religious beliefs and they are totally safe. However, you may encounter some emotional issues within if you are brave enough to watch and admit your own personal truths and thoughts.

The point of meditation is to become thoughtless. A state of no mind. Unfortunately, most of us have a million things running through our heads at any given time. To slow them down is very tough.

One can attempt to meditate for years, even a lifetime and never really grasp the true meaning. I wrote this rhyme about a decade ago that kind of sums up meditation in my view...

“Meditating be frustrating when you try. Effort alone curbs the whole reason why. You’re searching for an emptiness but found a cluttered mess. Blissfulness occurs when there is a pause from the mind stir.”

Okay, here’s the exercises.

To start out the day we would do a half an hour of rhythmic breathing. (The breathing we did was similar to the example you can find by clicking here)

After each breath in and out, we’d count one, two, three and so on. The goal was to get to 1000 breaths without missing a single count. As you’ll quickly discover, it’s tough to get passed 70.

Thoughts will creep into your mind while you are trying to breathe and count. You’ll lose track of what number you are on. Is that 53 or 54? The second you are not 100% positive what number you are on, you have to go back to zero. Don’t cheat yourself.

Quickly you’ll realize that even something as simple as breathing in rhythm and remaining fully aware is a hard task.

So we’d do that for at least a half an hour every morning. I never made it to 1000 by the way.

Next came the 2nd part of the exercise... “Watching Your Thoughts”.

I know this is sounds like a weird concept but if you master this, your entire life will change and you’ll finally master your emotions.

For 30 minutes after the breathing exercise we would simply lay on our back, or in the lotus position (legs crossed) and watch our thoughts.
The idea of “Watching Your Thoughts” seems simple enough, but it can be very confusing.

The goal here is to simply observe. Be aware. To watch the ideas and thoughts that come into your head.

Watch where they came from, where they lead, what do they mean?

The purpose of watching these thoughts is so hopefully one day you can eliminate many of the unnecessary ones and much of the noise that lingers in your head.

It also prepares you to experience true meditation where thoughts, anxieties, and past issues evaporate.

But you can’t eliminate the noise and confusion if you don’t witness, understand and come to terms with it. And that is why we watch our thoughts.

For me personally, I realized that most of my thoughts weren’t even my own.

They were ideas, beliefs and conditioning that had been forced upon me by parents, teachers and fellow peers. It was a cluttered mess.

It took some time for me to realize this, but after openly examining my thoughts I was saddened. Not only did I not like the thoughts in my mind, but I started to dislike myself.

From that day forward I always force myself to watch, examine and grow from my thoughts? I’m very picky about the type of things I’ll let into my life. Witnessing my thoughts after watching a violent movie or listening to hard core rap music is not a pleasant experience. Being aware of all the subtleties can create some severe discomfort within.

More then a dozen years later I can say the watching my thoughts exercise is the most beneficial thing I’ve ever learned. It’s been beneficial for my personal life and my business life.

And because of this, I’m able to decipher problems and make decisions from a much more open, grounded and truthful place.

This has taken a ton of work. And I still work on this everyday. The more I learn, the more ignorant I feel. But growth from that ignorance and striving for more lets me experience my own truths in a very mature and exciting manner.

I love growth, truth and hard work!

And I love earning lots of money by doing things that I know make myself and others feel great. Which brings me to...
Marketing With Truth

In my opinion, the easiest way to make money on the internet is to become an Ambassador Of Truth.

So many people are looking for real answers to their problems on the internet and way too often marketers impede the browser from ever getting what they actually need.

When a prospect gets burned by a marketer online this hurts us all. Sadly, subpar products are so common online that it’s almost a accepted part of doing business on the internet. This is pure crap.

Don’t believe me? Just take a look at the products in the Clickbank Marketplace. It’s a freaking cesspool of pretend experts making outlandish claims about every problem under the sun.

Don’t get me wrong, I love Clickbank and many of the products. Heck, I’ve made hundreds of thousands of dollars from them. However, they still need to clean that place up a bit more to protect the consumers. More on that in a minute.

Most people in our marketing community know that I learned much of my online education from working with guys like Frank Kern, Ed Dale and John Carlton.

What many people don’t know is that before learning from those guys, I actually gobbled up most of my marketing info from 2 Work At Home Moms named Alice Seba and Lynn Terry.

Lynn was the very first person to help me online and she was so patient, so understanding, and so truthful.

Because I trusted her, I followed nearly everything she told me to do. And it worked!

And what I noticed in her community and in Alice’s community was that they had created a atmosphere of massive authority by doing something as simple as just telling the truth.

“Love all, trust a few”

William Shakespeare

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It was plain as day obvious that Lynn and Alice had a very loyal following. And because of that following, and their willingness to interact and spend time with them, I trusted them too.

Of course I wanted to learn the aggressive copywriting and sales tactics, but that was a separate mission.

The time I spent learning from Lynn and Alice was much more about “Community Building” and leveraging “Trust” and “Honest Communication”.

Here’s an example of using trust to sell. Have you ever seen Lynn Terry do product reviews? Big hint: If your product sucks, make sure she NEVER reads it. She’ll actually tell her subscribers it sucks. Of course, she’ll pad it with nicer language but she’s not afraid to tell you exactly what she thinks. And the subscribers go nuts over that.

They finally feel like someone is on their side and not just trying to make a commission off of them.

I’ve had similar experiences. I’ve told a few customers to not buy a particular product during a launch and you’d think that I’d given them a $1000 dollars in cash. They were so happy that I would actually say “don’t buy that”. They are now customers for life.

I’ve even turned down well over $15,000 in sales from one of my best friends products. (Frank Kern’s Mass Control) The truth was, they weren’t ready for Frank’s program and I honestly couldn’t sell it to them without feeling bad.

People are shocked and appreciate honesty because it’s so freaking rare in the marketing world. If you structure your review pages and review sites more around the truth, the whole truth and nothing but the truth you’ll not only make more cash, you’ll sleep much better at night.

One thing many marketers don’t take into consideration is the “LIFETIME VALUE OF A CUSTOMER”.

They are just focusing on getting the sale at any cost but they blow any chance of a true long term relationship.

In the world of instant feedback, message boards, web2.0 and sites that encourage user feedback and participation you simply cannot afford to blow your relationships online. A site like Yelp.com can help make or break a small start up cafe by favorable or horrible reviews.

People want transparency and honesty in business and they are getting it more & more each day. The internet is evolving at a rapid pace offering consumers more protection and a larger voice.

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Transparency That Goes Above And Beyond

During the last year I've heard a lot of marketers talk about transparency on the web.

I’m not entirely convinced they really offer transparency in their business, but they sure do talk about it.

For the last year I’ve done something that is unprecedented in our industry. To this day I’m still the only marketer who I know of that has offered LIVE customer support where you can visibly see my support guy. You could call him, communicate via text, and get help with any questions you have.

Because of this level of transparency I don’t have a bunch of pissed off customers, complaints on the internet, and am obviously someone who doesn’t turn his back on his customers. People really appreciate this.

When you become a customer of mine, we take care of you and make sure you have the tools needed to be successful.

I know how frustrating it can be to submit support tickets that never get answered and evaporates into the ether. We do our very best to make sure every support query is taken care. And if you visited the support desk during work hours, you almost never have to wait for your answer. It’s almost like having your own assistant when you need help.

Truth is, I’m baffled why more marketers don’t offer this type of support in their business. It easily pays for itself if done right. In fact, it’s a big time money maker when you train your support staff in a smart way.

On camera customer support may have been the smartest thing I’ve ever done in my online business. Well, the smartest thing right behind learning to write really good copy.

“Quality in a service or product is not what you put into it. It is what the client or customer gets out of it.”

PETER DRUCKER

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I’ll admit, my grammar is not the greatest. It used to be atrocious. I do try to learn and get better each day. 2 years ago in an Australia hotel room John Carlton taught me the difference between their, there and they’re. To this day, I really don’t know how to punctuate all the well either. I receive emails from grammar Nazi’s all the time.

However, despite my lack of proper grammar, it never slowed down my ability to write a sales letter that put money into my pocket. Lots of money!

It is blatantly obvious to me that the people who spend time learning to write good copy make more money then those who don’t. Unfortunately, most never spend any time practicing it and view it as boring or hard.

Listen up. You really need to learn how to create irresistible offers and write compelling copy. Without that, your sites are pretty much dead in the water. This is nothing new to any of you that know the importance of good copy. But I’m just constantly shocked at how much people neglect the importance of learning salesmanship in print.

Want the truth?

Read the quote to the right by John. I swiped it from one of his salesletters.

Don’t murder your chance for success. Make sure you learn a bit of copy skills. Whether it’s from my Pencil Money course or from one of the old school masters like Victor Schwab, John Caples, Gary Bencivenga, Eugene Schwartz, Dan Kennedy, Joe Sugarman, Gary Halbert, etc etc etc. You can find most of these materials on Amazon.com for a very reasonable price.

Or you can learn from todays masters in my Pencil Money course. Just learn it somewhere.

“Most rookie marketers murder their chances of success before they even begin.

But the lucky ones -- and the smart ones -- figure out early that nothing good will ever happen...

Until You Learn How To Write Ads That SELL.”

John Carlton
I want to thank you for spending the time to read through this short report.

I know that I didn’t offer a bunch of marketing information or specific “how to” instructions on making your business better.

What I wanted to focus on was making “You” better.

Accomplish this, and the marketing side of things just kind of magically fall into place.

Run your business with truth, honor and compassion and you’ll develop relationships that will last a lifetime.

Run your business with a flexible and open mind and you’ll experience opportunities that once passed you by.

And run your business with people of the utmost character. Surround yourself by peers who mean something to you and the world.

Last but not least, love those around you and do all you can to listen to their beliefs and ideas.

I know of no greater skill then that of LISTENING and OBSERVING.

Until next time, stay observant and stay true.

Sincerely,

Jason “Profit” Moffatt

PS: To Be Continued.