

*Now you too can discover the Secret Science to Achieving Your Financial Goals with...*

***The "Million-Dollar  
Implementation Blueprint  
Course"***

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**A 6-Module Turn-Key  
Solution To Doubling or  
Tripling Your Income!**



***GET YOUR  
FREE  
MARKETING  
AUDIT***

***(No matter what you  
decide!)***

***Win the game of life and get the fast results you want with the  
Bulletproof Million-Dollar Implementation Blueprint***

# “How To *Simply & Easily* Discover The Hidden Wealth Buried In Your Business!”

Dear Marketer,

I don't claim to know exactly what your “perfect” business looks like. But I bet I know one thing:

Worrying about money is not part of the package.

I'll even go so far as to say I can reduce ALMOST every goal, dream, hope and aspiration you have for your business to one word: Freedom. The **Freedom to do what you want, when you want, how you want.**

## Unfortunately, You Can't Be Truly Free—No Matter How Much Money You Make—If You're A Slave To Your Marketing

If you can't wake up tomorrow morning and decide to take the day off, guilt-free—you're not free.

If you can't take a 2-month vacation and suffer no loss of income or productivity—you're not free.

If your marketing isn't on autopilot bringing you new sales and converting prospects by the dozens, without you lifting a finger—you're not free. And **you're not alone** either.

The question is...have you had enough?

Are you one of the **23 million U.S. business owners** tired of slogging it out, day after day?

Are you tired of reporting for duty just like any other employee?

Are you tired of working like a dog when **you should be living like a king?**

*“I can be playing golf or fishing with my son and daughter and be getting fresh new hot leads all day long.”*

**John O'Neill**  
Lake Oconee, Real Estate

*“It has helped my life by giving me more time off the phones to do the things I have always wanted to. I can now spend time with my family...”*

**Leo Holczar**  
MJC Realty

**Good News! You're About To Discover A Quick-Paced, Implementation Solution That Will Finally Put 90% Or More Of Your Marketing On Auto-Pilot...Just Like Dan Kennedy, Bill Glazer, Craig Proctor, Ed O'Keefe, Jeff Paul, Rory Fatt And Dozens Of Others.**

In the next few pages, I'm going to show you **exactly how I can help you IMPLEMENT your own automated marketing strategy that works**, including giving you every tool you need to **create your own fool-proof, profit-producing system in just 12 weeks.**

But before we begin, let's get clear on one thing. I'm not talking about another boring, broad-stroke, how-to course that requires you to take all the initiative.

## **I'm NOT Talking About A Self-Paced, Do-It-When-You-Get-To-It Program That Depends Entirely On You Doing Things You're Probably NOT Going To Do.**

I mean let's be honest...

- ✓ Are you ever going to start implementing all the marketing stuff, in your business, that you've spent thousands of dollars on
- ✓ Are you *really* going to devote hours and hours of your spare time to putting a Direct Response Marketing System together from scratch?
- ✓ Are you *really* going to put your other business concerns on hold while you read page after page of a long-winded, boring tutorial trying to figure out how it relates to your business?
- ✓ Are you *really* going to spend your weekends dissecting and implementing the technical aspects of an automated marketing system?

*"A client called in for the report, after he got the report he called me to come over and list his house before I could even do the follow-up call."*

**Roy Thomas**  
**Sutton Group Professional**  
**Realty**

### **OF COURSE NOT!**

And you shouldn't have to. Those are all impractical and unrealistic expectations for *anyone* to meet. But they're the sort of stuff a lot of these programs require you to do if you want them to work. And that's why they're destined to fail.

The great news is, **NONE OF THAT IS NECESSARY!!**

You don't have to struggle, stress out, sacrifice or deprive yourself in order to have the kind of well-oiled business machine you want. Not when you discover...

## **The Foolproof, Paint-By-Numbers Plan That Will Help You IMPLEMENT Every Single Piece As Quickly And Effortlessly As Possible.**

I'm talking about a step-by-step course you are **100% guaranteed to FINISH and PROFIT from in just 12 weeks.** When you sign up for this Blueprint to Success, you can rest easy knowing that by the time you finish you're going to have:

1. Identified and implemented our fool-proof plan for getting the "Now Money" in your business
2. Identified and articulated your unique selling propositions
3. Created your own Direct Response Ads, Scripts and Special Reports
4. Set-up a Squeeze page Website with Auto-responders to deliver your Special report
5. **Set up and sent out a Voice/e-mail Broadcast** to your customer base
6. Created more packages and up-sells in your business

7. **Set up a 12 month follow-up sequence** for both existing clients and prospects with letters, voice/e-mail broadcasts and more...all on auto-pilot

Yes, you read right. When you finish this course, **I guarantee you will have ALL of these things in place or your money back.**

THAT is the difference between this Implementation System and you knowing that you should be doing something. We don't just teach you how to fish. We chart the perfect location, put the bait on your line then help you reel 'em in. So there's never any need to worry about procrastinating, becoming overwhelmed, losing your motivation, getting distracted or any other excuse that comes along.

**We are your Accountability Team and we are Guaranteeing your Implementation Success.**

When you partner with us, you get a finished, functional, profit-producing system that won't just collect dust in your office corner.

**SIGN ME UP To Double Or Triple My Income With The Hassle-Free, Guaranteed Implementation Blueprint!**

## **An Easy-To-Follow System That Illustrates, Demonstrates And Creates Your Automated Marketing Solution For You.**

In this **6-module Million Dollar Implementation Success Course**, I won't be wasting your time with useless theory. Instead, I'm going to show you *exactly* how to **get your very own system up and running within 12 weeks. And then I'm going to help you do it, one step at a time.**

I'm talking about a system of sale-closing techniques so powerful your competition will be struck dumb from the sucker-punch we're going to help you deliver.

And while they're bumbling around trying to figure out what the heck just happened, **you'll be cashing in on a client base more loyal than you ever dreamed and prospects begging to do business with you on your terms and at your price!**

How is this possible? Give me just 5 minutes and I'll show you an-depth preview of the *Million Dollar Success* course that will **turn your competition green with envy...**

### **Module #1: Tapping Into The "Now" Money**

The first module in this series focuses on where the "Now Money" is in your Business. **\*\*Hint:** about 50% of it is in your existing client base. The rest comes from prospects already in your funnel plus all the new ones we're going to help you collect.

What we're going to show you in this module, is how to **implement the marketing secrets most businesses don't know about...**to help you **close 2 to 3 times the number of sales you're getting now.**

How do we do that? By showing you:

- ✓ **How to build a relationship of trust and confidence** with your clients immediately and with zero or little cost
- ✓ How to position yourself with your clients as the knowledgeable expert in your field

*"And now for the RESULTS. Since six months ago we are up 60% in collections and our new patients have over doubled from 22 average to almost 50!!..Our staff just hit bonus for the second consecutive month."*

**Dr. Tim Driscoll DDM**

- ✓ The incredible power (and profit) of staying-in-touch with your clients all year long, year-after-year
- ✓ Database management techniques that will **make your life as easy and simple as possible**, even if you know nothing about computers!
- ✓ Why and How to segment your database to **close more sales**
- ✓ How to get your existing clients to contact YOU to update ALL their contact information, so you don't waste precious hours tracking them down yourself
- ✓ When and how often to contact them with proven examples of your product or service's success, to **improve client retention**
- ✓ How to run an effective marketing campaign guaranteed to close sales
- ✓ How to get the names and addresses of your prospects with virtually no work on your part
- ✓ How to create the proper follow-up sequence for **converting as many prospects into clients as possible**
- ✓ How to create templated systems for follow-up that will give you more free time – **The “Work Less, Earn More” Freedom System**
- ✓ How to release your mindset from your industry norms that are stopping you from doubling or tripling your income
- ✓ How to use Technology to automate the stay-in-touch process, even if you're a techno-phobe! (*Translation: One who runs screaming from new technologies.*)

*“..my leads have grown from 35 to over 400 per month using hotlines. It always knows what to say, it's always on, it's not tired, and it gives the exact same information.”*

**Lisa Ward**  
Tracy, California

## **Module #2: How To Create Your Own Unique Positioning In The Market & Drive 3 to 10 Times More Leads Than You're Getting Right Now**

The sad truth is most businesses have not put pen to paper and articulated their Unique Selling Proposition/Advantage. They haven't written their Direct Response Ads. And they haven't even touched on the topic of Special Reports, much less created a **Systematized, Proven, Dependable Marketing Strategy**.

And up until now, who could blame them? Before our solution, it wasn't easy to get your hands on a **monkey-see, monkey-do formula guaranteed to work...**and it was even harder to create one from scratch. But the problem isn't that you don't know what to do, it's that no one has ever helped you through the implementation stage.

No one has ever given you the tested and proven templates that allow you to simply “plug and play.” No one has ever said, “Here's the solution and all you have to do is fill in the blanks.”

And because you've never had this kind of **hands-on, personal assistance**, you've probably slipped into loosey-goosey marketing that keeps you in the dark about **why customers are really doing business with you**, what you could do to get more of

*“..my life is fun, easy and profitable. Best of all the freedom you've given me through your technology has allowed me complete control of my life, my business, and most importantly my income.”*

**Rick Brash**  
Calgary, Alberta  
**\$243,555.65 in Income in 3 months**

them and, once you have them, what you could do to ensure their repeat business. It's a dangerous tightrope to walk, and one that can easily be avoided with proper positioning...something you'll learn all you need to know about in this session.

(\*\*Hint: Effective positioning isn't accomplished by simply advertising your products or services and saying you're the best, biggest, lowest priced option on the market.)

So what exactly are the **secrets to successful positioning**? You'll find out when I show you:

- ✓ An explosive advertising strategy that will change your marketing forever
- ✓ How to create your own Unique Selling Proposition (USP) (sometimes called Unique Selling Advantage), that answers the question "Why Should I Do Business With You Above All Other Options, Including Doing Nothing At All or Whatever I'm Doing Now?"
- ✓ How your USP should tie into the emotional Needs, Wants and Desires of your ideal customer to create **a stronger reason for doing business with you** than price or product type
- ✓ Why you should have multiple USPs and how they can **increase your selling power**
- ✓ The difference between Image Style advertising versus Emotional Direct Response advertising and how to use both types with your USP to **increase response**
- ✓ The **4 secret components** for your Image Ad **guaranteed to double your response rates**
- ✓ How to change your advertising from boring to COMPELLING!
- ✓ How to target market, so your perfect customers call you. This is often called *The Message to Market Match* – **Right Message to the Right Market at the Right Time**
- ✓ How to **get 3-10 times the number of leads you're currently getting** by offering Free Special Reports
- ✓ How to unlock the Special Report in your business you didn't know you had
- ✓ Why and How providing information positions you as the knowledgeable expert in your field...and the only logical choice when the buying decision hits
- ✓ How Special Reports can lock out your competition
- ✓ Why you should use multiple step follow-up marketing to close prospects faster and with less effort
- ✓ 100 of the most emotional impacting "Power Words" that will **instantly improve your Headlines and copy** and increase your target market's interest

*"I have sold hundreds of homes as a direct result of receiving 3-10 times more calls keeping my buyer's agents very busy."*

**Todd Walters**  
**Todd Walters and Associates**

*"I can track how many calls I'm getting from each ad so I know which ones to continue running and which ones not to run anymore."*

**Tammy Holden**  
**Long Beach, California**

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## **Module #3: How To Triple Your Sales With The Same Marketing Dollars While Simultaneously Tracking and Monitoring Your Ads**

Here, you will tap into the **secret tactics Elite Marketers use daily to consistently earn millions of dollars year in and year out.**

These bullet-proof methods for testing and tracking all your ads are **astonishingly simple to use.** And implementing them will save you thousands of dollars because you'll finally know which ads work best when, where, why and how.

Of course the best part about using this **Insider Strategy** is the massive increase you'll see in prospects raising their hands, practically begging you to take down their contact information.

In this module you'll learn:

- ✓ The different types of technology used for tracking and monitoring your marketing. These include specialized Internet Marketing Systems; Toll Free recorded Messages;
- ✓ How to incorporate these technologies into your current marketing to **make more money** on Yellow Page ads, inserts, postcards, regular ads, advertorials, radio, Valpak, flyers, websites, etc
- ✓ How to identify the *Now Buyers* from the tire-kickers
- ✓ How to **Double your closing rate** with the same number of Prospects
- ✓ What to send Prospects as a follow-up when they respond to your ad
- ✓ The number of times you must follow-up with your Prospects to close the sale
- ✓ Which is the right medium to follow-up with: e-mail, regular mail, voice mail broadcast or live phone call and when is the right time to do it
- ✓ What to say in every medium so it positions you as the knowledgeable expert in your field and gives the customer "Reason Why" benefits that they should be doing business only with you
- ✓ Exactly how much you can afford to spend to get a customer by **getting your exact cost-per-lead, and cost-per-sale numbers by using this Scientific Approach to Marketing**
- ✓ What statistics you need to know about your ads that are critical to your success
- ✓ **How to put successful Marketing Campaigns on auto-pilot**

*"Finally I'm seeing what form of ad is paying off. I love the tracking ability."*

**Marcia Reese**  
Re/Max Classic

*"25 sales with the Information Line for over 1 year and the USP Property Tree line for 9 months. Hundreds of people leave very detailed messages that lead to immediate buyers contracts and sales."*

**Kevin P. Meyer**

*"This should be called Automated Money Making Solutions. Thanks. On a daily basis I have READY, willing and able buyers and sellers (that you track) who call and search me out. ..my marketing is organized, simple to use, inexpensive, trackable/measurable and AUTOMATED."*

**Frank Bell**

## **Module #4: How To Use The Technology of Toll Free Recorded Messages, Voice and Fax Broadcasting To Grow Your Business**

Did you know...

- ✓ Toll Free Recorded Messages have more accurate, detailed information than websites that we'll show you how to use that info to your advantage,
- ✓ Hotlines deliver better quality leads and have a higher conversion rate than website leads, and
- ✓ Virtually 100% of your prospects and clients have a phone whereas only 75% have Internet access?

Now that doesn't mean a website isn't a terrific tool or produce more leads...just that it shouldn't be your **ONLY** tool.

Here you'll learn how to use the best, most cost effective client relationship building device ever created. **In less than 3 hours, this system can be up running and making money for you.**

This module covers:

- ✓ Why a 1-800 Hotline is **3 to 10 times more effective than a local number**
- ✓ How to test multiple ads with the same Hotline to determine which makes the most money
- ✓ A comprehensive list of follow-up strategies to **ensure your Hotline success**
- ✓ What your Headline should say to compel your prospect to call and leave a message
- ✓ Who should record your message on your Hotline
- ✓ How long your message should be and what information you should ask the caller for
- ✓ Strategies for using Hotlines effectively with Yellow Page and business card ads
- ✓ The exact reports you need to have your Hotline Provider give you, and why they're worth their weight in gold
- ✓ Different types of Hotlines, when to use them, and how to **maximize the number of Prospects who will call**
- ✓ How many Hotlines you should use
- ✓ A detailed explanation of voice broadcasting and how it works
- ✓ Why you should use voice broadcasting for your client base exclusively to **maximize productivity**
- ✓ How to cut costs in multiple areas of your business, using automated calls to notify clients about overdue payments and other non-marketing notices
- ✓ What to say on your first voice broadcast when your clients are NOT used to hearing from you. We'll give you **tested and proven scripts** that work in all business-to-consumer categories.
- ✓ How to have fun with voice broadcasting in a way that will entertain your clients and having them sharing your message with their friends
- ✓ The Do-Not-Call List, what you can and can't do

*"My staff is so motivated...My average production through September 06 was nearly \$70K but as of October 31<sup>st</sup>, 2006 we produced over \$100K."*

**Dr. Watson**

- ✓ How to get your customers to say OK ahead of time to receive your voice or Fax Broadcast
- ✓ Why segmenting your database for voice broadcasting is more profitable than not
- ✓ How Fax Broadcasting for Business is a useful tool that will help you **Save and Make Money**

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**Module #5: The 10 Critical Things Your Website Must Have If You Want To Make Money On The Internet.**

During this session you'll learn **exactly what the Top Internet Marketers are doing to make tons of money on the web.** You'll get insider access to the proven system every single one of them uses and discover how to duplicate it for yourself.

Combined with modules 1-4, **you'll have the Secret Formula to your own Automated Money Making Machine and Lead Generating Robot.**

You'll discover:

- ✓ The 3 different types of websites and how you can use each one to **get more leads**
- ✓ What types of headlines, Font and Font size, sub-Headlines, etc. work and which ones don't
- ✓ Compelling reasons you can use to persuade visitors to give you their contact information
- ✓ Multiple Opt-in capture devices and what should happen after someone opts-in for your offer
- ✓ The importance of Testimonial Pages and how easy it is to **get your clients to give you Outstanding Testimonials.**

*"The website has helped us provide clients with a non-threatening way to check us out, request information.. In addition, the web site offers free reports, free car care tips and the opportunity to set up appointments. Our website offers far more information than could be included in a newspaper or Valpak."*

**Keith Wolff  
Keiths Car Care**

- ✓ Auto-Responders – what they are, and how they should work automatically on your website to convert visitors to customers
- ✓ How Internet Savvy Marketers are using audio and video successfully
- ✓ What reports you should be tracking on a regular basis and why
- ✓ The secret to creating an effective website name and copy for your Title Page (you probably didn't even know you had one), what your tabs should say and where they should be
- ✓ The importance of page loading time and how getting it wrong can cost you \$1,000s
- ✓ Exit surveys: how, why and when they really work
- ✓ When, where, why and how to disclose and promote guarantees and ethical bribes

- ✓ The importance of follow-up, beyond e-mail, and how to get visitors to give you their name, address and phone number
- ✓ Additional **on-line and off-line marketing secrets**
- ✓ How to tell when “Buying Traffic” is worthwhile
- ✓ What you should say on your Privacy policy and un-subscribe pages to protect yourself, **maximize subscriptions and minimize un-subscriptions**

## **Module #6: Doubling or Tripling Your Sales By Managing Your Leads/Clients With A Fool-Proof, Effort-Free 12 Month Follow-up Sequence**

### **Drinking from the Holy Grail of Marketing.**

By the 6<sup>th</sup> and last module, you’ve done all the right things, taken all the right steps and now have a database poised to make you rich...IF...you take the last crucial step. Frequent, regular, sequential marketing to your leads and clients in an organized, professional manner.

*“I was looking for a web site to help my automotive business. People don’t have to chase me to get information, all they have to do is bring up my web site and they can get what they’re looking for 24 hours a day. And they can set up appointments online...freeing up my time, and the time of my staff. People can now set up their appointments at 2 a.m. or 6 p.m., and I don’t have to be there to make the appointment...my web site is one of the most important parts of my business.”*

**Oscar Jackson, Jackson Racing**

Now before you start to hyperventilate about what seems like more work, let me put your mind, and blood pressure, at ease by telling you the time investment is minimal. How minimal? Do-it-once-and-forget-about-it, minimal. Why? Because you’re going to **Discover the Secret to Automated Lead Management.**

Instead of dropping unconverted leads after a month or two, forgetting to follow-up with prospects or missing out on hot leads when you’re away from the office, like most businesses do, you’re going to **put nearly ALL of your Marketing Follow-up on autopilot.**

You’re going to benefit from a **fully integrated Marketing System that runs seamlessly and continuously, whether you’re there to direct it or not.** By the time you reach this step, you will have cracked the code to bringing a steady flow of new business in every month.

You’ll learn:

- ✓ What to look for in a lead management system
- ✓ How often to contact new leads versus old leads

*“They work for us 24 hours a day, they capture the names and telephone numbers and interests of prospective buyers and sellers...allows us to follow up at our leisure and allows us to not let people slip through the cracks.”*

**Mark Ottinger  
St. Charles, MO**

- ✓ How to get your leads automatically downloaded from your websites or Hotlines
- ✓ **The insider secrets of sequential marketing**
- ✓ What messages should be sent over what medium for maximum effectiveness
- ✓ What sequence a new marketing campaign consists of to ensure greater success
- ✓ How to Build Trust and Credibility By Building a Relationship of regular automated contact
- ✓ How to **obtain “Top-of-Mind Presence”** so you’re the first person your prospect thinks of when they finally decide to buy
- ✓ How to automate the whole thing once and for all
- ✓ How to turn “Prospects Into Profits” **GUARANTEED!**

So there you have it! A quick overview of all the **Money-Making, work-load reducing Secrets** that come with having the ultimate automated marketing system.

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**How’s That For A Sneak Peak? Of Course You Probably Still Have Some Questions Floating Around, So Let’s Get Right To Them:**

**1. “How is the course conducted?”**

Via teleseminar/webinar...so you’ll need computer and telephone access. This way we can show you how easy the process is, examples of Ads, Special Reports, Headlines, Sales Letters, Postcards and exactly what each element looks like and how it all fits together in real-time.

**2. “How many classes are there?”**

There are 6 modules, spaced 2 weeks apart for 12 weeks.

**3. “How long is each class?”**

Each module is approximately 60 to 90 minutes.

**4. “When does the next course start?”**

The *Million Dollar Success* course is only offered at certain times of the year and is limited to 100 participants each time. Once those slots fill up, all other applicants will be placed on a waiting list for other sessions scheduled later this year.

**5. “What if I have to miss a class?”**

When you sign up, you will receive a special access code you can use to log on to the *Million Dollar Success* website and you can listen and watch recordings of all the classes after each one has taken place. You can also return to this page over and over

*“I have less stress, so I can actually enjoy my free time. Before I didn’t want to get up in the morning because I didn’t feel I had anything to look forward to. With this system...I’m excited to see what I got on the burner.”*

**Melanie Villanueva  
Re/Max Achievers**

*“I have 30 or 40 messages to return to every single Monday morning, what a way to start the week! Absolutely the best tool you could have...70% of all listings are coming from the hotlines.”*

**Dennis Marks  
Boxford, MA**

again to review specific sections or entire modules a second and third time.

**6. “What if I don’t understand something or have questions?”**

As a selected participant, you will receive UNLIMITED, ongoing phone support via a 1-800 number that will be supplied to you. Our experts are extremely knowledgeable about the system and are eager to help.

**7. “How big should my client base be for this to be a good investment?”**

This course will help you whether you have 1 client or a thousand clients. If you want to increase your number of prospects and customers, skyrocket your closing ratio, and put your marketing and follow-up on auto-pilot then this is the place to start.

**8. “What if I’m not a great copywriter?”**

You don’t need to be. This really is a paint-by-numbers system that will include multiple samples at every turn detailing exactly how to put each piece together.

**9. “What if I’m too busy?”**

Well, if you had our system in place you wouldn’t be “too busy.” You’d be soaking up the sun in Maui or dashing down a snow-covered Swiss mountain!

Seriously though, if you run a tight schedule, that’s okay. Our exclusive members’ website will allow you to review any of the modules at any time, once they’ve been taught.


**10. “How much does it cost?”**

You’re probably thinking something like this has to cost at least \$5,000. After all, we’re giving you:

- ✓ Paint-by-numbers, easy instructions on every single step you must take to ensure your success,
- ✓ **UNLIMITED phone support** to answer all your questions,
- ✓ **Instant replays** of any and all sessions at the push of a button,
- ✓ **Scripts and templates** for all of your voice broadcasts, recorded messages, fax broadcasts, Headlines, Ads, Free Reports and more,
- ✓ The secret template to a profit-producing website, and
- ✓ Database management techniques designed to make your life easier and simpler...all wrapped up in one tidy, easy-to-follow package.

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**And Then There’s The Fact That You Also Get These Incredible Bonuses:**

**Bonus #1:**  **2-month FREE access to our entire Lead Management Software System** which allows you to:

**(Value \$394.00)**

- ✓ Pre-set a multi-sequence marketing campaign up to 12 months
- ✓ Send multi-sequence follow-up campaigns by snail mail, e-mail, voice/e-mail/fax broadcast or live call

- ✓ Automatically send special reports, newsletters, special notices, reminders and more without thinking about it
- ✓ Get out from under the ridiculous workload you've been suffering
- ✓ Do only those things that fulfill and energize you in your business, and more!

**Bonus #2:**  
**(Value \$176.90)**



**2-month FREE\* recorded message services with private 1-800 phone line and 200 Free minutes per month that allows you to:**

- ✓ Get self-selecting prospects to call You,
- ✓ Communicate the information you most want them to hear, exactly the way you want them to hear it every time,
- ✓ Weed out now-buyers from the tire-kickers,
- ✓ Allow prospects to automatically take the next step in the sales process any time, day or night, and
- ✓ Generate a constant stream of leads.

\*200 minutes per month included. (\$0.18 per minute thereafter)

**Bonus #3**  
**(Value \$140.00)**



**500 FREE\* voice broadcast calls per month and database management that allows you to:**

- ✓ Get started quickly with pre-written scripts guaranteed to produce results,
- ✓ Automatically remind clients about special offers, sales, overdue payments and just about anything you can think of,
- ✓ Practice voice-to-voice marketing, the next best thing to face-to-face marketing,
- ✓ Easily and effortlessly resolve overstock issues by making an immediate announcement instead of waiting days or weeks for an ad to run in the local paper or on the local radio station,
- ✓ Cuts your time spent making phone calls by 10 to 20 hours per week, and
- ✓ Reach thousands more prospects than you ever could with the one-on-one approach

\*500 calls included. (\$0.14 per call thereafter)

**Bonus #4**  
**(Value \$691.00)**



**FREE Direct-Response Website and set-up that allows you to:**

- ✓ Use proven templates for closing sales,
- ✓ Gain instant credibility on the web,

- ✓ Benefit from proven, direct response techniques with almost no effort,
- ✓ Hand off 100% of the maintenance involved in keeping a website running, and
- ✓ Make changes quickly and easily whenever it suits you!

**Bonus #5**  
**(Value \$97.00)**



**FREE Marketing  
Audit that:**

- ✓ Takes just 5 to 10 minutes to complete
- ✓ Identifies the next steps you need to take
- ✓ Reveals the **hidden profit areas** you should be taking advantage of in your business
- ✓ Explains where your strengths and weaknesses are
- ✓ Shows you how to start capitalizing on and fixing them
- ✓ Reveals how you can best put into action tools like: lead generation, opt-ins, special reports, and more
- ✓ Details the **top 3 things you can do to boost your bottom-line in 60 days or less**
- ✓ Provides a **unique, easy-to-follow action plan for doubling or tripling your profits**
- ✓ Explains which statistics are worth tracking in your particular business and which aren't
- ✓ Reveals how you can **IMMEDIATELY** begin marketing your product or service more effectively and easily
- ✓ Includes **objective third-party recommendations** to technological, organizational and creative resources necessary to implementing your personalized action plan

**That's \$1,498.90 in Bonuses!**

I mean that's **\$1,498.90 worth of Bonuses**, not including the value of the course itself, the scripts, templates and other insider, fool-proof information you simply cannot get anywhere else.

Heck, just the website alone from this package is worth \$1,500 to \$2,000, when you look at what you'd pay a typical developer to do the same thing.

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**Are You Ready To See a Risk-Free Double Digit Increase In  
Your Total Profit?**

**Or**

## Would You Rather Keep Getting What You've Always Gotten, Doing What You've Always Done?

The choice is yours and the time to choose is now.

And unless I miss my guess, you're not the type to sit on the fence afraid of change, you're not the kind who runs from opportunity and when you decide to take action instead of maintaining the status quo, **your instincts are always right on the money.**

Am I right?

I'm also betting you're the type who thrives on the highest productivity possible, for the least effort invested. And that's exactly what I'm offering you.

A **completely Automated Marketing System that runs 24-7**, delivers exactly what it's supposed to when it's supposed to with no down-time and no interruption for vacations, sick leave and all the other hassles you currently deal with. In other words, **the Perfect Salesperson.**

An easy, effortless system that will **Double or Triple your Profits** for a measly 3 payments of \$633 or save an additional \$300 and make 1 payment of \$1,597.00.

And yes, this special offer really is a **Special, limited-time offer.** If you have doubts, just visit our website at [www.ImplementationBlueprint.com](http://www.ImplementationBlueprint.com) and you'll see for yourself the regular price truly is \$1,897.00

When you say "yes" to this incredible offer, easily worth 5 times what you're investing, you'll also get our **100% Money-Back Guarantee** detailed below.

### **You Can See Everything RISK-FREE...With This 1-Year No-Risk 100% Money-Back Guarantee**

If for any reason, or no reason at all, you decide this material is NOT for you...simply call or send us an e-mail asking for your refund within the year. And you will receive a prompt, full refund of every penny.

No questions asked.

And no hard feelings, either.

**You DO Have to HURRY!**

Keep in mind though, my generous offer is **good only for the first 100 people who sign before April 22<sup>nd</sup>!**

Once we walk out of here, the price goes back up to \$1,897 and you lose out on your \$300.00 Discount forever.

If you're finally ready to **see your Profits Double or Triple**...then you're ready to uncover the **Single Biggest Secret to Easy, Effortless, Profit-Producing Marketing.**

I invite you now to fill out the order form enclosed for your **Risk-Free, Guaranteed Solution to 24-7 Automated Marketing.**

**SIGN ME UP To Double Or Triple My Income With The Hassle-Free, Guaranteed Implementation Blueprint!**

To your massive success,  
Ron Romano

**P.S.** Sign up now for the *Million Dollar Implementation Blueprint For Success* course, your **24-7 100% automated marketing solution**, and **save up to \$300 for the next 2 days only**. Plus you'll also get our **100% Money-Back Guarantee good for 1 full year!**

*"..my life was 24/7 mayhem. Now I've been using the Information Line for less than three months and the system already has helped me close a couple of deals. This is a great non-threatening way to get customers to leave info and it makes them more qualified."*

**Roman Pavlik**  
Re/Max Beach  
Properties

*"I increased my gross income over \$50,000 the 1<sup>st</sup> year (and growing) using Information Line and Tree Line and Voice Broadcasting."*

**Tossie Griner**  
Re/Max Savannah

*"The website has helped us provide prospects with a non-threatening way to check us out, request information, get directions to our office and learn our office hours without picking up the phone. In addition, the website offers prospects free reports, a printable coupon for a free visit and the opportunity to read patient testimonials. Our website offers far more than could be included in a newspaper."*

**Heather Tillett**

**P.P.S.** And don't forget, if you're one of the first 100 marketers to order within the next 2 days, you'll also **get over \$1,498.90 worth of FREE Bonuses** including:

**Bonus #1:** 2-Month FREE access to our entire Lead Management Software system.  
(Value \$394.00)

**Bonus #2:** 2-Month FREE\* recorded message services with private 1-800 phone line.  
(Value \$176.90)

**Bonus #3:** 500 FREE\* voice broadcast services and database management.  
(Value \$140.00)

**Bonus #4:** FREE direct-response website set-up.  
(Value \$691.00)

**Bonus #5:** FREE Marketing Audit that  
(Value \$97.00)

**P.P.P.S.** Even if you're not ready to start doubling or tripling your income in the next 6 to 12 months, you can still get your **FREE, no-obligation Marketing Audit** just by

filling out the contact information on your order form. No credit card information is necessary, just your name, mailing address and e-mail.

Your audit, worth \$97.00 that:

- ✓ Takes just 5 to 10 minutes to complete
- ✓ Identifies the next steps you need to take
- ✓ Reveals the **hidden profit areas** you should be taking advantage of in your business
- ✓ Explains where your strengths and weaknesses are
- ✓ Shows you how to start capitalizing on and fixing them
- ✓ Reveals how you can best put into action tools like: lead generation, opt-ins, special reports, and more
- ✓ Details the **top 3 things you can do to boost your bottom-line in 60 days or less**
- ✓ Provides a **unique, easy-to-follow action plan for doubling or tripling your profits**
- ✓ Explains which statistics are worth tracking in your particular business and which aren't
- ✓ Reveals how you can **IMMEDIATELY** begin marketing your product or service more effectively and easily
- ✓ Includes **objective third-party recommendations** to technological, organizational and creative resources necessary to implementing your personalized action plan

## **If You Need MORE Proof That We're The Real Deal, Just Read These Comments From Other Marketers Just Like You.**

"I finally feel I have a business and NOT a job!!!!

**Vicky L. DeBartolo**

"Before I was "Chained " to my cell phone and pager. You have saved me time and money!! Thanks!!

**Renee Woods**

"I've never got 42 calls off of an ad before...I use my Direct response Hotlines on absolutely everything I use including flyers, newspapers and even the Internet."

**David Higgins,**

**Oakland, CA.**

"People don't have that intimidation factor...they're excited to call in, their excited to listen...**It's an enormous part of what we do; it's in all of our advertising for our profits."**

**Dan Griffen Jr,**

**Hyannis, MA**

"Last year I sold 500 homes working less than 40 hours a week ..."

**Craig Proctor**

"The infoline has generated quality leads time and time again. It has given me my life back."

**Jay Kinder**

"The system is just incredible. I contribute the majority of my business through that...get numerous leads, calls every single day. It's simple to use, it's cost effective to use...highly recommend it to everyone else who wants to take the next step forward. Top notch technology."

**Frank Bell**  
**Springfield, MA**

**TURN IN THE ENCLOSED 1-YEAR 100% MONEY-BACK  
GUARANTEE APPLICATION FORM BEFORE APRIL 22<sup>ND</sup> AND  
GET up to \$300.00 OFF!**

**SIGN ME UP To Double Or Triple My Income With The Hassle-  
Free, Guaranteed Implementation Blueprint!**