

**Revealed Inside:** How You Can Profit From The Business Model That Took Me From Making \$700/Mo To **\$314,900.29/Mo In Less Than 1 Year**



**I.M.**

**REVOLUTION**

**MATT LLOYD**

# I.M. REVOLUTION

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## ATTENTION: READ THIS IMPORTANT MESSAGE NOW...

From: Matt Lloyd

Dear Friend,

By joining **IM Revolution**, you have taken an important step towards financial freedom - but I want to let you know how you can take a GIANT LEAP.

Contained in these pages, is the **blueprint** to “do-it-yourself” and copy my business model... but that would take years and tens of thousands of dollars in investment.

You can skip all of that pain, suffering, and financial burden by partnering with me in the MOBE License Rights Program. Here’s how it works:

**STEP 1:** I license my **Top 4 Info-Products** to you. These are the “cream of the crop” – the tested and proven cash-generating winners that result in the most profits.

**STEP 2:** I show you how to drive traffic to these offers quickly and easily.

**STEP 3:** You get 90% commission on ALL front-end sales. Just 1 sale of each of these 4 products would result in \$2,990.70 in commission paid to you.

**STEP 4:** You get paid \$1,250 for back-end sales (that’s \$1,250 for each additional high-end sale made to your front-end buyers!)

**STEP 5:** Sit back and watch the money roll in. That’s the reward for TAKING ACTION.

It’s not uncommon for a single customer to buy \$8,500 worth of products from me over a couple years. Most “gurus” would give you 50% of the front-end sale (instead of 90%) and you wouldn’t see **one thin dime** of the rest of the money that came from YOUR customer.

However, when you join MOBE, you can make thousands of dollars off the same customer.

That’s why this is so revolutionary. I’m flipping the normal affiliate model on its head and giving you direct access to partner with me in my million-dollar business.

Think of the **IM Revolution Handbook** as the door to success, and MOBE as the key to unlock that door.

When you join MOBE, I implement **IM Revolution** for you, so you don’t have to. All you do is send traffic to my cash-generating products and I’ll take care of everything else. ALL the selling is done for you. I will even show you several pain-free methods of driving traffic that anyone can do, regardless of their current financial situation or experience level.

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As I mentioned before, my motive is not to squeeze you dry as an affiliate for a bunch of meager \$97 sales and effectively end our relationship there. I am looking for long-term business partners that will generate consistent income for my company. In return, I'm willing to pay you very well as a PARTNER – not an affiliate. In the end, it's better for my business if I have a smaller group of successful partners rather than a bigger group of less successful affiliates.

## PLUS...

When you join MOBE, you will get my **Top 4 Info-Products** for your own personal use (\$18,988 value) thrown in absolutely FREE. (Note: These are the products you'll also be getting commissions on).

### **My Email Marketing Empire** (\$2,997 value)

This program reveals how to turn a mailing list into a non-stop ATM.

### **How To Build A Funded Proposal** (\$3,997 value)

This system shows network marketers how to profit while they build a list of prospects for their downline - instead of losing money up front. (Network marketers are a great source of buyers... I know because I was one myself).

### **Affiliate Bonus Domination** (\$5,997 value)

This program teaches a radical new way of using a mailing list to sell affiliate products. Hint: It involves a *ninja technique* for giving you the “extra edge” when promoting.

### **The O.P.T. Formula** (\$5,997 value)

Using strategies made popular by the 4 Hour Workweek by Tim Ferriss, this course will show anyone how to leverage “other people's time” and outsource their monotonous tasks for pennies on the dollar. This will make you “time rich” – so you can enjoy the time-freedom and lifestyle of the ultra-wealthy.

## **BONUS PRODUCTS:**

You will also get access to two additional bonus products.

### **Traffic Masters Academy** (A \$1,997 value)

The only traffic program on the market that shows you what REAL affiliates and licensees have done to earn millions in documented commissions. Learn six traffic methods you can use to get new customers now: PPC (Pay Per Click), Video Marketing, Banner Ads, Pay Per View (PPV), Solo Ads, Blogging and two bonus traffic generators, Warm Market and Direct Mail. Plus get access to daily live webinars where you can ask all your traffic questions.

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## MOBE Licensing Kit: (A \$1,997 value)

The MOBE Licensing Kit is an in-depth, but “easy to consume” training course that will leave you with the knowledge and expertise in licensing other people’s products so you can make money without creating anything yourself.

## “This all sounds great, but how much does it cost to partner with you?”

Well, the amount of money you can make with MOBE is essentially limitless. Even just 2 sales of my “10,000 Leads” program in your first 30 days will net you \$2,000 for the month. And every single customer you bring in could result in \$2,000 to \$3,000 (or more) over the next couple years.

Let’s do some simple math. Take a look at the chart below and you’ll quickly see the potential here. Remember, the numbers shown here are YOUR commissions.

Front End Sales	Income	Back End Sales	Income	Total
4	\$784	1	\$1,250	\$2,034
8	\$1,568	2	\$2,500	\$4,068
12	\$2,352	3	\$3,750	\$6,102
24	\$4,704	6	\$7,500	\$12,204

Now, this is just an estimate of *possible* earnings... but **you could potentially make \$12,204 every single month averaging LESS than 1 sale per day.** That’s more than some doctors and lawyers make! That’s the *raw power* of this business model at work.

What would your life be like with that kind of income? That works out to \$146,448 every year in extra income. What would that money do for you and your family? What would it do for your lifestyle and self-esteem to be able to afford nice things, buy a new car or bigger house, pay off your debt, and go on vacation when and where you want to?

I can tell you that my life has improved by *leaps and bounds* - from “scraping by” mowing lawns to where I am now. And I would be justified charging \$10,000 or more for licensing rights to my products... most companies DO charge over \$10,000 to license just a single product. But, like I said before, my motive is to bring on enough quality partners to grow my business to over \$150 million a year and beyond. And I can’t do that by charging \$10,000 up front.

On the other hand, I don’t want “tire kickers” applying who will waste my time and my staff’s time. So for that reason, I’m asking for a ‘good faith’ deposit of \$2,497.

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Think of it as a deposit, because you will **make back** your entire investment in commissions within your first couple sales. It's been proven over and over again by beginners who joined MOBE, with zero marketing experience or technical skills.

**I am very confident that if you are a serious individual that this will work for you too. Go to the link below to apply for MOBE now.**

[www.PartnerWithMattLloyd.com](http://www.PartnerWithMattLloyd.com)

(Click on the above link now - or type it into your browser - while spots are still available)

After you apply, one of my top consultants will give you a call to discuss your application (usually within 2 business days). In the meantime, I want you to go through the IM Revolution Handbook. Think of it as your homework before becoming a full partner in my business.

To Your Success,



Matt Lloyd

P.S. You'll also get EXTRA BONUSES if you act now.

## **Bonus #1 – Lifetime License Rights**

Most partnership licenses are temporary and can be revoked at any time. Even a franchisee operating a McDonald's has to repay every single year to have their license reinstated. I originally was only going to make this license available for one year, but I realized that if I want lifetime partners, I should offer a lifetime license.

If demand for MOBE keeps growing though, I may change my mind. So act NOW while the lifetime license is still available – you'll be grandfathered in for life if you join now.

## **Bonus #2 – Personal Coaching From Me**

You will get direct access to me through our Facebook Coaching Group. You can ask me anything – from my favorite places to advertise to how to get “backdoor deals” with major ad networks. I monitor this group **personally** and will answer most questions within 12 hours. I usually charge \$5,000 a day for my time, so this bonus is the most valuable and the most likely to be eliminated in future versions of the program.

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## **P.P.S.: This Opportunity Is Only Good For A Limited Number of Action-Takers**

Due to the extensive resources and time commitment we assign to each partner, we can only accept a limited number of licensees at any given time. There is also a natural limit to the number of partners the IM market can support. Think about it: if thousands of people were allowed to promote the same products we would cannibalize the market. That would hurt my personal sales and the long-term growth of my own business – which I won't allow to happen. So take advantage of this now... while you still can. Apply at the link below now.

[www.PartnerWithMattLloyd.com](http://www.PartnerWithMattLloyd.com)

(Click on the above link now - or type it into your browser - while spots are still available)

## What People Are Saying

*"My name is Andrea Goodsaid, I am a stay-at-home mom of three and I live in Gainesville, Florida. I recently became a licensee for Matt's program, and I wanted to share with you my results. In last 45 days or so I have made \$15,396.40 in commissions for myself, and probably one of the most surprising parts for me of this whole process was the upsell effectiveness.*

*Matt and his team are doing an excellent job of closing sales on the backend and the good news is that everybody is happy with their purchases and the content itself is helping people to move forward with their online marketing.*

*So I highly recommend it. This is going to be a breakthrough year for me because of this program. Basically, I am on track to make more than \$100,000.00 this year! I am pretty excited about it. - **Andrea Goodsaid, Gainesville, FL***

*"I saw Matt the first time on stage last year. He was giving a presentation for Jonathan Budd on Facebook strategies and I was really amazed by some of the information he shared because it was unlike anything I had heard before in this industry.*

*Anyway, a few months passed by and then he opened up his MOBE program to become a Licensee, which I did. I had my first consult with Matt just a little while ago and it was incredible. He really opened my eyes about what was missing in my business.*

*I made my first \$500 sale pretty quickly. I'm already starting to see great results. I'm really amazed. Matt has a great sales funnels. Joining MOBE is the best thing I've ever done." - **Raena Lynn, Nevada United States***

*"Matt Lloyd actually lives just up the road from me in Perth, probably just a 2 or 3 minute drive. I joined Matt Lloyd's MOBE program roughly 30 days ago and I've had some pretty impressive results without putting in that much effort.*

*I earned \$2,910 dollars so far. Now that's a pretty handsome reward for the first 30 days in the program! But it gets even better, because I've only really been doing free and low-cost marketing strategies in the first month. I did one solo ad that cost me \$55. And the rest of that is from Facebook events, which are free. I've also been placing advertisements on my blog.*

*So for a \$55 investment, a \$2,910 return is definitely impressive. And I haven't even put that much work into it. I've been involved in other projects so I haven't really focused 100% on this. If I had, the commissions might have been double or even more. The main reason why I've been able to earn*

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*these commissions is because Matt's sales funnels convert like crazy. They're proven funnels that just convert brilliantly and that's half the battle... to find the sales funnels that actually convert and then send as much traffic as possible. So big thumbs up for Matt Lloyd and his MOBE program. I've had awesome results with it so far and I'm really looking forward to working with Matt in future. If you join up as well there is no reason why you can't get similar results to what I've achieved in first 30 days." - **Scott Dudley, Australia***

*"My name is David Gilks, I live in Western Australia. I am a family man and have a corporate job. I am pretty busy and I don't have a lot of time for developing my own products and sales force. So when I got chatting with Matt online and he mentioned that I could license his products and successful sales funnels, I was quite interested. I will admit I was also a bit hesitant because I really didn't know if I was going to make any sales, but I thought I'd try it anyway.*

*But I'm glad I did. Last Sunday I woke up, made myself a cup of coffee, and was sitting on the couch watching TV with my son. I checked my Facebook account and I had a message from Matt saying, 'Hey... you just made \$1,200 bucks in commission.' As you can imagine, I was pretty happy. A bit later on in the day I had another message saying, 'Hey... you just made another \$950 in commissions.' And yeah, I was pretty happy, it was awesome.*

*The funny thing is the day before I just booked a holiday to Singapore with my wife and kid and that was pretty expensive, so to make two grand the next day in commissions was pretty excellent. I highly recommend this program." - **David Gilks, WA Australia***

*"I became a MOBE partner and the first week I made \$3,000 dollars from sales through Facebook advertising and solo ads. Matt's funnel really converts. The opt-in pages have high opt-in rates, you're getting high EPC's, and estimated visitor value is higher than if you just do an affiliate offer.*

*Matt Lloyd's MOBE program is something that every new internet marketer needs if they're struggling to create high converting sales pages and solid processes. I would like to say thanks to Matt for giving me this opportunity to partner with you. I'm looking at results, and every day I'm just astounded. Thank you Matt. If you have a chance to work with Matt I highly, highly, recommend it." - **Tony Opee, California USA***

*"My name is Peter Oliver and I am a professional photographer from Sydney Australia. I am now a licensee for MOBE products and in the first two weeks I've made over \$1,200 in sales, and that's pretty spectacular. I have been in internet marketing for a while, doing a variety of things with limited results, including PPC (pay-per-click) for my photography business. So I am familiar with PPC but I had not used it on Facebook before. Matt actually showed me the best way of*

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*approaching that. I have to say that's been a great lesson, because the click-through-rates on Facebook are actually a lot better than you'll find in other kinds of PPC advertising.*

*Matt's products have very high conversions compared with a lot of other things I've seen. So the attraction here is that MOBE products have a high conversion rate and 90% commissions."- Peter Oliver, Australia*

**Will you be my next MOBE Success Story?  
Apply at the link below now.**

**[www.PartnerWithMattLloyd.com](http://www.PartnerWithMattLloyd.com)**

(Click on the above link now - or type it into your browser - while spots are still available)

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## Introduction

**Why taking the time to read this Handbook from start to finish may be the most important investment you make this year**

- ★ I'm going to reveal to you the biggest misconception of the Internet marketing industry that only 3% (the top earners) know about.
- ★ I'm going to give you the **4 Main Leverage Points** that transformed my business into a multiple six-figure income source, in less than 3 months.
- ★ You'll discover the single reason why you're not making as much money as you'd like in your business. And, I'll reveal the exact business model I'm using which is generating millions of dollars in cash each month...and how YOU can cash in on it too!

But before we begin, I want you take a look at this Facebook update I posted January 22<sup>nd</sup>, 2012, which went viral...

If it's too small to read the details, let me give you the gist of it.

I'd just crossed the \$50,000 / month barrier in my online business. Little did I know, over the next 9 days of that month, I'd actually reach \$81,500 in revenue. Over the next 10 months or so, my business would scale up to doing \$314,900.29 in October 2012. It completely blew my mind, because I'd been struggling to make money online for years.

I remember leaving these not-so-wise words at the end of the post:

***"Whether you like it or not, in getting from Point A [making no money online] to Point B [making more money than you can spend], you're going to make a certain number of mistakes."***

My advice was "Start making them..."

I thought it was pretty good advice at the time. Now, I KNOW it's not true.



**Matt Lloyd**

January 22, 2012 near Perth, Australia

Today, January 22<sup>nd</sup>, 2012, I have officially crossed the \$50,000 / month barrier in my online business (6 days before my 25<sup>th</sup> Birthday):

<http://screencast.com/t/MQtlmDDP>

It has not been easy... in fact, it's taken me 3 years, working non-stop. Not a single day has gone by where I didn't have a challenge. But, it has all been worth it.

Just 6 months ago, I told my mum I was going to get 50k / month... and, she told me I'd been 'brainwashed by all this get rich quick stuff' (she meant well).

Now, if you are curious as to how I did it... I'm hosting a webinar very soon, with **Jonathan Budd**. Probably in the next 2 weeks... and I'll be revealing the leverage points that were responsible.

If you'd like to get the invite to the webinar, join my list below:

<https://www.myonlinebusinessempire.com/>

Lastly... if you're at that stage in your business, where nothing seems to be working, and you're not yet making money... hang in there.

Persistence is key. I'm not talking about a stubborn kind of persistence where you keep doing the same thing over and over expecting a different result.

But what I am talking about, is going much further than the average person is willing to do.

If you want what 99% of the population will never have... you've gotta be willing to do what 99% of the population never will.

Whether you like it or not, in getting from Point A to Point B, you're going to make a certain number of mistakes.

My advice? Start making them...

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The truth is, when you find someone successful, you can emulate him or her and gain success much faster than if you go it alone. That's the purpose of this Handbook - to save you from making the same costly mistakes that I did. Everything I'm about to share with you has been discovered through years of painful (and expensive) trial and error.

If you want things to change your life for the better, make more money, and spend more time with your friends and family ... then you need to read this Handbook closely from start to finish.

So, switch off all distractions and go somewhere quiet for the next half hour so we can get started.

## Who AM I And Why The Heck Should You Listen To Me?

Let's take it step by step

My name is Matt Lloyd. You may not believe it, but the little online business I started out of my bedroom back in November 2008 has generated millions of dollars PER MONTH.

Just like everyone who desired a better lifestyle, I started marketing online in 2008, with a dream of making money quickly. I saw an ad online that read something like this:

*'Make \$5,000 a week working  
just 2 hours per day'  
[www.getmoneyhere.com](http://www.getmoneyhere.com)*

During this time, I'd set myself a target of having \$100,000 by the end of the year. I was obsessed with this goal.

I printed off several pieces of paper that had lines from top to bottom with the same sentence written repeatedly:

**“I will have a net worth of \$100,000 by the end of 2008.”**

In most motivational books, the authors recommend you record your goals and tape them somewhere visible. I took that advice and stuck those pages on the walls of my apartment, on the bathroom mirror, next to my computer, on the ceiling above my bed, etc.

At the time I was a university student, making my living mowing lawns and clearing weeds. I was renting in one of the wealthiest parts of the city, so I was lucky to clear \$600/week. At the rate I was going, there was no way I would reach my \$100,000 target. It just wasn't realistic.

So when I read that ad, I decided to check it out.

The next day, I got a call from the site owner, who invited me to a company presentation for what he called a “business opportunity.” I went and listened to their persuasive pitch selling me an idea on how to make a lot of money... Guess what? I took the plunge and left there \$2,000 poorer.

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Soon after, I attended a company event in Sydney. The founder of this company was a persuasive speaker. He explained how I could make more money. (Now, mind you, I'd made NO money yet, but he hooked me.)

Three products were presented to me. Of the three products (of which I only had the first), I needed to have the second (priced at \$9,000) in order to make \$5,000 commissions and the third (priced at \$15,000) to make the \$9,000 commissions. In other words, if I didn't have the remaining products to sell, I would miss out on the big bucks.

At the end of the pitch, everyone in that entire room scrambled to the stage to get in on this new opportunity. Only two people stayed in their seats.

One of them was me. Yes me, Matt!

Imagine me dropping a whopping \$24,000 all at once. That was a huge deal to me at the time... that was a lot of lawn mowing! But one week later, after really thinking it through, I decided I was either all in or not in at all. So with some apprehension, I wired this guy \$24,000 of my hard-earned cash. I was petrified!

I almost went broke because of this decision. The exchange rate was not in my favor considering where I live, so I ended up paying close to \$40,000 through wire transfer.

Fast-forward nine months later and I hadn't made a single measly dollar. As a result of my investment, I quit my final year of college to devote my time and brain to getting rich online... but had nothing to show for it but a bankbook with a big \$40,000 debit.

The stress was too much for me and I became clinically depressed. I started taking the anti-depressant Zoloft to help me cope. My loved ones were concerned. They thought my dreams about getting rich online were a joke. And, as much as I hated to admit they were right, I was starting to believe them.

But then a miracle happened...

Late 2009, I got my first sale... a young lady in South Australia bought through me, and I made a \$1,000 commission!

I still remember waking up and seeing that commission notification on my phone... I was ecstatic!

Now, I didn't get to keep all that \$1,000, since I'd built up a debt from advertising on Google, and they'd been coming after me with threatening legal letters for months... so I used the money to pay them off.

But still, I'd now proven to myself it could work.

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About three weeks after that, I got another sale from a different buyer. And, then, my next sale – sales began to trickle in and my quest to build an online business was starting to materialize. I was getting smarter and analyzing what people wanted. This is key to your success when you join MOBE.

For example, if someone wanted a website, I could build them a basic WordPress site and have it up and running in a few hours. Or if someone needed email sequences, I could do that too. I had enough Internet Marketing knowledge that I created my first info-products quickly. Within a year, I had 14 of them, including:

## **My Email Marketing Empire**

You may have heard the saying, “The money is in the list,” but do you know what it means? Does it mean that once you collect people’s email addresses and start sending a series of follow up emails that you start making money?

No, that’s not the way it works. When you download “My Email Marketing Empire,” you’ll not only discover how to build a list at lightning speed, but also how to communicate with your list members to create loyalty. Then, when you send an email, a lot of them open it, visit your site and purchase the product.

## **How To Build A Funded Proposal**

Have you ever thought about creating an information product that creates positive cash flow fast, and delivers utmost value to your customers? What about educating your prospects/customers into joining your business opportunity?

Downloading “How To Build A Funded Proposal” gives you access to an 8-module course where you will master how to create a simple info product, the simple processes involved in setting up a lead capture page, a sales letter, a payment processor (yes, you can use PayPal), how to get leads and convert them into customers AND finally how to recruit your customers into your business opportunity.

## **Affiliate Bonus Domination**

Do you really want to learn the “A to Z” of making huge commissions through affiliate marketing? Then you need to download the “Affiliate Bonus Domination.”

It doesn’t matter how long you’ve been trapped in the sea of “no-sale,” the knowledge you’ll gain from this blueprint will allow you to dominate the competition and make MONEY.

## **The O.P.T. Formula**

If you want to make a six-figure income online, then you’ve got to learn how to leverage the efforts of others. Using other people’s time can get you started on a profitable business model and make a killing.

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This step-by-step guide will show you how to DO the most important things in your business, and outsource the rest at a very cheap rate, while getting the maximum benefit.

Today, they sell like hotcakes, but back then I'd be lucky if I made a sale a day, making a few hundred bucks apiece. Every so often, I'd have days where I'd make \$500, and got excited thinking that if I did this every day, I could be earning \$3,000 a week!

And I actually did. Then it got to \$5,000, and then \$10,000. And so on. The feeling is inexpressible.

By March 2012, I'd made over \$120,000 in a single month. The day I added it all up and saw that six figure sum staring me in the face was one of the best days of my life. All those sleepless nights clunking away on my keyboard in the hope of making money had finally paid off. I was now making money faster than I could possibly spend it.

My loyal list members were very curious to know how I'd made my money and begged me to do a live speaking gig. I was terrified of public speaking, so I resisted doing a live event for a long time. But in May 2012, I finally gave them what they asked for.

**Lesson:** Always give your list members exactly what they ask for. No more, no less.

I held my first live event in San Diego and called it "Online Income Revolution." I wanted to limit the number of attendees. (Remember, I was terrified of speaking in public!) I set the admission price at a hefty \$1,000 per person and put 56 folks in the seats.

See the few photos below:



As I began to see results from my live events and the partners who were joining me, I wanted more for me and for them. I saw a huge challenge with commissions being too small in our industry. Rising costs of traffic made it hard to scale up to the level I wanted. Very few products had ever gone above \$1,000 in commissions. Why not?

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I started to think about what high value product I could offer that would be worth a much higher price point, \$5,000, \$10,000, or even \$15,000 that would pay out huge commissions in the thousands.

The seed of an idea began to germinate. (Hint: In your quest to make money online, don't toss away any idea. Any idea no matter how small is a good start. Percolate on it and you'll be amazed where it might lead you.)

This got me thinking about events, and how they were useful... but what if we host series of events in exotic locations and made them holidays too? Like Fiji, Cabo San Lucas, or Costa Rica? What if we flew in the **best and brightest minds in marketing** to speak at these getaways?

The idea excited me, and became my three-day Titanium Mastermind program. It's been updated a few times since I first launched and now it delivers a powerful punch for your business.

## Here's the Updated Titanium Mastermind:

- ★ Earn \$3,300 from each sale closed by my expert sales team
- ★ Enjoy a 4-Day and 3-Night Marketing Retreat in an all inclusive exotic resort at locations like The Bahamas, The Dominican Republic or Cabo San Lucas for you and your guest
- ★ Complimentary access for you and a guest to 3 new events, called Titanium Traffic Summit, Titanium Conversion Summit and Titanium Leverage Summit
- ★ Close the deal yourself and earn an additional \$1,500 commission (Total: \$4,800 per sale!)
- ★ Make six figures off only 25 sales per year



**Platinum Mastermind** (one of my top level programs that pays \$5,500 commission per sale) came about because people were making so much with Titanium and my other programs that they now needed to learn how to **manage and protect their newfound wealth**.

This 5-day retreat in locales like Costa Rica, Curacao and Fiji covers every facet of becoming a millionaire from top to bottom, offering a truly life-changing opportunity for attendees.

Do you know that because of these products and my expertise in this field, my company—MOBE— is on track to make **\$150 million** this year?

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## Take a look at the updated Platinum Mastermind:

- ★ Earn \$5,500 from each sale closed by my expert sales team
- ★ Enjoy a 6-Day and 5-Night Wealth Building Retreat in an all inclusive exotic resort at locations like Costa Rica and Curacao for you and a guest
- ★ Complimentary access for you and a guest to 5 new events, called Platinum Stock Investing Summit, Platinum Real Estate Investing Summit, Platinum Precious Metals Investing Summit, Platinum Asset Protection Summit and Platinum Money Mindset Summit
- ★ Close the deal yourself and earn an additional \$2,500 commission (Total: \$8,000 per sale!)
- ★ Make six figures with only 17 sales per year!



Below are some photos from our recent masterminds. As you can see a LOT of people made the substantial investment for these high-ticket programs.



I know you're probably thinking,

**“Matt, that’s great for you, but how can I start getting those numbers for myself?”**

We'll get to that in a moment, but I want you to understand that everything I'm about to share with you here is based on experience, not theory. And that I've been where you are right now.

I know what it's like to be making absolutely NOTHING in your online business... to have your friends and family think it's a joke... and to have those thoughts yourself.

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But more importantly, I know *the exact steps you need to take right now* to turn it all around. I can't promise you massive riches, but I can promise you'll learn some very exciting and profitable strategies for making a good living online.

## “Why is selling high-ticket items the quickest way to wealth?”

I know what you're thinking, but there's no shortcut to becoming wealthy. You still have to climb your way up the ladder, but high-ticket items CAN actually deposit a lot of money into your bank account very quickly.

Do you have any idea why \$2,000 + programs I've created like “10,000 Leads in 100 Days” and “MOBE License Rights” has made the bulk of our sales? (About 75%)

It all comes down to simple math: **Big Prices = Big Profits.**

And with Platinum and Titanium, you are promoting (*but not selling*) a valuable and high-priced program to put thousands of dollars into your pocket with each single sale.

Make no mistake; any business model that requires you to sell a particular product isn't worth it. Selling is not your job. You're just a middleman. Your job is to educate potential buyers on what the product entails and why they should embrace it.

This is a program we've waited to put together for a very long time because I had to be absolutely sure I would get it right.

You see I started off in something very similar back in my college days.

Remember when I told you that I invested nearly \$40,000 to join a high-end direct sales program? I explained that **I completely wiped out my life savings and spent the next six months fighting tooth and nail to get it back.**

I finally made my money back and started earning the cash I expected by using their system. Nowadays, I'm doing very well for myself and my own company is projected for **\$150 million** over the next year.

That's because of high-ticket products.

However, I kept asking myself this very question, “Why was it so hard to succeed the first time?”

I had thought about it and realized that most high-end direct sales programs put the entire burden on you and that is not how I do business with anyone. In fact, I don't think business should be done like that.

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When I created programs like Platinum and Titanium Mastermind, I put **certain unbreakable rules in place**:

- ★ You never have to get on the phone or sell in person. Huge commission checks would come your way when my in-house sales team closes deals for you.
- ★ You get paid quickly (in less than two weeks).
- ★ You receive unlimited support and training to make absolutely certain you succeed.

When I first discovered this type of business — before I created my own programs and products —you had to complete the entire sales process yourself... including finding the leads, emailing the leads, getting them on the phone several times, and collecting payment information. *Finally*, you would get paid if nothing went wrong.

That is way too much pressure for *anyone* to handle. Can you see why joining MOBE is so paramount to your online business success?

## The Reality Of Doing Business Online

The first thing you should know is that just about every internet marketing guru only gives you about half the story.

For instance, if you go to Clickbank.com, and look in the E-commerce section, you'll see what I call “the dark side” of Internet marketing. A whole bunch of people talking about how easy it is to make money online... how they've discovered some “push button software” that makes \$15,434 a week... and how you can do it too, if you'll just pay them \$37.00.

We've been deceived by those “dark side” marketers for a long time.

You don't need an acclaimed guru to make six figures. You need a **proven system**, where you can predict your success even before stepping out. Video sales copy can be deceptive. That's why when you watch some mediocre product videos you may be tempted to buy. I've been tempted, too.

But here's the thing... you and I know that most of these guys don't make money doing the things they teach. They make money by selling “how to make money online” stuff.

That's it.

The reason they're able to make so much money with it is because they're all trading/sharing their lists with each other.

It's a fact that these so-called gurus tend to have lists in the hundreds of thousands of names, and all they do when they release a product is promote each other's stuff to their list. You may not believe it, but the majority of these gurus often know little about lead generation and communicating value to their target audience. They just share the same customers over and over again, and because they're all promoting one course at the same time there is massive social proof. I just let you in on the greatest secrets they cherish— now you know better.

The truth is, building an online business is very hard work, and it's rarely as easy as the gurus make it out to be. Now don't get me wrong, of course there are shortcuts and easier ways to make money online than being stuck to your computer forty hour a week. Joining MOBE as a licensee partner is one of them. Go to [www.PartnerWithMattLloyd.com](http://www.PartnerWithMattLloyd.com) to apply now if you haven't done so already.

But, if you're going to go down the traditional route of making money online (like I did, and which I don't recommend) there will be times when you find this really hard.

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## The Elephant In The Room

The internet marketing industry is littered with failures... yet you'll rarely hear the gurus talk about it. In fact, **97% of people who get started online fail**. Shocking I know, but industry figures show that the chances of success are less than 3%. Can you imagine that? Anyone who tells you that Internet Marketing is easy is lying to you. It's hard work. And if you don't know what's really involved, take a tour with a typical Internet Marketer...

*Let's meet John. One day, John is surfing the Internet. Out of the corner of his eye... he sees a little ad that says:*

*"I Make \$5,000 / Day From Home. Click Here To See How"*

*John ends up buying whatever product is being sold, and he's very excited, convinced he is soon going to get rich. So he starts spending an hour a day in front of his computer, working on his business. He sets up his first blog... he starts writing some articles to try and get some traffic... he learns what an email auto responder is.*

*Then he starts playing around with some affiliate marketing. At this stage, John's wife and friends think he's bought into some 'get rich quick' scheme, and don't really think he'll ever make money with it, but let him go. A few jokes are told... but John is determined that this is going to work. So, he keeps plugging away. But soon, John starts to get a little overwhelmed. There's just so much to learn and do.*

*He has to figure out how to set up a WordPress blog... how to do FTP... how to set up an email auto responder. Then, he has to figure out how to drive traffic – PPC, CPA, PPV, newsletter marketing, joint ventures, article marketing, SEO, reciprocal links...*

*There's just so much to do that John starts to feel out of his element. He spends hours glued to his computer trying to figure it out, while his family and friends are concerned he's been conned and his new business will never work. A few months in and he still hasn't made any money, and is now starting to think his family is right. The worst thing is that if John had known what was involved in the first place, he would never have signed up.*

*6 months later, John has yet to make a dime online and is angry, frustrated and feels like a failure. He's lost time and money and is ready to call it quits.*

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## The Typical Journey Of An Internet Marketer...

Perhaps you can relate to John? If you can, I've got some bad news for you - **If you keep doing what you're doing and don't make any changes, you'll continue to stay stuck.**

Like I said, 97% of people in Internet marketing don't make money, and that's because they're focusing on all the wrong things.

The **Internet Marketing Myth** that everyone can get rich quick is what I call "the elephant in the room." It's a reality that no one really seems to want to address and no one has been able to find a solution to... until now.

The truth is that if you've been struggling to make it online - and you're not yet making the kind of money you'd like - it's not your fault, because you've been misled.

You've been told that this business is all about getting more traffic. In fact, it's about something entirely different.

## The Major Hurdles No One Tells You About

When you're new, you don't know how to create an offer. You don't know how to write copy. You don't know how to create your own info-products. And like most newbies online, it gets pretty overwhelming when you have to learn all of this. Unless you're willing to put in a solid 10 hours a day for at least a year, you don't stand a chance- there's way too much to learn.

It's a tough path to go down, and one that very few people succeed in. In one way, I was lucky when I started out - I was just 21 years old with no commitments, so I had a lot of time on my hands, which is something that most people don't.

When you have any products you sell online, you have to go through a series of steps **FIRST** before you can turn cold traffic into warm leads and then hot buyers...

- ★ Drive traffic to a squeeze page, which collects the names and email addresses of every person who opts into your list.
- ★ Send a series of emails to pre-sell traffic and make them receptive to your products.
- ★ Create webinars and trainings to sell them on your product.
- ★ Create email sequences to promote those webinars and trainings.
- ★ Send your pre-sold leads to a sales page to convert leads to buyers.

This process is known as a sales funnel. A sales funnel needs squeeze pages, email auto-responders and sales pages.

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Here's the catch... you need to be a superb copywriter to write them (which can take years of practice and study) or you need to hire a copywriter. A good copywriter can charge thousands of dollars for just ONE component in this sales funnel.

Once the copy is in place, you then need to know how to setup and integrate systems so it's all automated.

This process is such a hurdle for newcomers to overcome that many people opt to find someone who already has a proven product and drive traffic to their website for a percentage of the sale (usually a 30% to 50% commission). This model is known as "affiliate marketing."

## What Is Affiliate Marketing?

Affiliate marketing is a business model whereby you (the affiliate) promote other people's products to potential buyers. When a sale is made, you earn a commission. The commission is usually 30% to 50% especially on sites like Clickbank.com and Clicksure.com.

Affiliate marketing can take several forms. In fact, a lot of us started our online businesses promoting other people's product for a cut. It can be profitable for newbie marketers and comes with a lot of benefits.

### The Benefits of Affiliate Marketing

1. It does not require a sizable investment on your part (the affiliate). This means you can get started today and start making money. The affiliate marketing program provides an easy way to create additional sources of income for website publishers and owners. Marketing banners of merchants' products generate instant sales wherein you get a commission.
2. The affiliate (you) does not have to bother about customer service, bookkeeping and accounting, and refunds since in affiliate marketing, the merchant (product owner) takes care of everything. All you are required to do is pre-sell the buyer and lead them to the sales page.
3. As an affiliate marketer, you're your own boss and can work at your pace. No matter where you currently live or the situation of your country, you can work part time, full time and make ENOUGH money to live a worthwhile life.
4. An affiliate doesn't need to quit his/her job as yet. You can combine your present job and use affiliate marketing income to supplement your income. Even while on holiday or vacation, with your laptop connected to the Internet, you can earn enough income to live the Dot Com Lifestyle.

*...And so much more*

What about disadvantages? Ten years ago, affiliate marketing was a valid option for Internet marketing beginners. It was easy to make some real money. You would sign up for Google AdWords, start sending traffic to your affiliate links, and get paid consistent commissions. It was interesting and still is, but you've got to do it the right way.

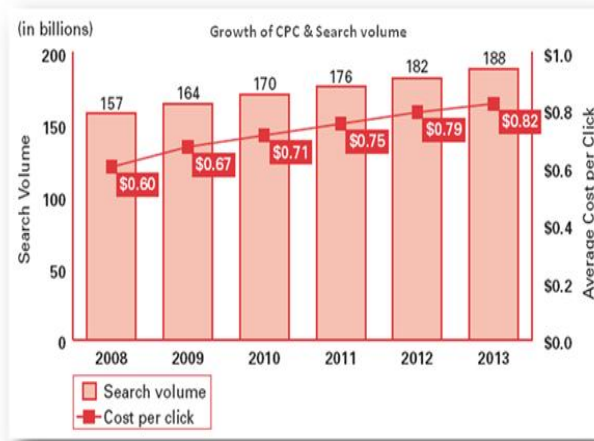
At the time, clicks that were worth dollars cost only pennies. Then Google shut down the entire affiliate marketing industry with their famous "slaps." In addition to Google changing their rules, steadily rising traffic prices make the whole process a lot more expensive.

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Without cheap traffic, the affiliate marketing model breaks down. It's just not profitable to pay high prices for traffic for the volume of sales it creates.

Example: You might have to spend \$200 on traffic to make a \$300 sale, but what happens if the price of traffic rises, which it already has.

Increased competition pushes up traffic prices and the Average Cost Per Click (CPCs) rises...



You are unlikely to make a decent profit, eliminating any benefit from the time and money you have invested.

The only way to benefit is when you have a high converting sales funnel that takes the traffic, engages the prospects and converts them to customers. If not, your success online is driving on a shaky bridge.

The best way to make a six- or seven-figure income online is to create your own info products and your own sales funnels. Though this is highly profitable, it's also the hardest, most expensive and most time-consuming way to make money online.

## Why The Odds Are Stacked Against You When You Start Out...

Many people will not succeed online because of the challenges, the roadblocks and the new things to learn:

### Write Good Copy

You might need to learn how to write persuasive sales copy. Your target audience has money to spend on your products, but if you don't know how to ignite the fire in them – no purchase can

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be made. That's why copywriting is of utmost importance. If you can master this single skill, you're guaranteed success online.

But do you have all the time in the world to learn copywriting?

## **Create Product**

You know that creating your own product will generate more income for you, right? Yes, affiliate marketing works but you may have to work harder to keep your commissions alive. That's why you need to learn how to create your own information product.

## **Create A Sales Funnel (squeeze page, sales page, email follow up, etc.)**

The sales funnel is so essential to your online business success. Beginners usually find it difficult to create squeeze pages to start building their email list. While "the money is in the list," you need to create a lead capture page first, not to mention email follow up letters.

Having a list of potential buyers is one thing, persuading them to buy your product is another thing. It's a skill you must learn — but how would you do that if you were still new to the industry?

## **Setup A Merchant Account**

To sell your digital products online, you need to learn how to apply for and set up merchant account to process credit card payments, initiate refunds and process chargebacks. You'll also need to recruit an army of affiliates. There are lots of resources online to guide you in this respect when you're ready. Just Google it and you'll have access to thousands of training.

## **Integrate Shopping Carts With Your Email Auto Responder And Payment Gateway**

You need to be a technical nerd before you can easily integrate your email auto responder and the payment gateway. Of course you can learn how to do it, but be prepared to invest a lot of time in trial and error before you nail it.

## **Handle Customer Support**

Customer Relationship Management is an aspect of your online business, in which you should invest quality time. That's because if your customers are not satisfied, you're truly not in business. Do you have a phobia for speaking with people on phone? What about engaging with customers in order to find out what their challenges are?

The truth is customer support is really simple and fun if you know what to say and how to say it. But don't worry because we have a lot of training and resources to guide you in this area.

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## Deal With Refunds And Chargebacks

What if a buyer asks for a refund, do you know you can rectify the ugly situation amicably and still retain the customer? That's a skill you've to learn. But how can you master it when you're new to the game?

## Constantly Split Test Your Offers

How do you determine the best offers that potential buyers want? Split testing is what makes the difference between information marketers who make millions in sales and those who struggle to pay their bills.

When you're starting out, you don't know how to split test or the tools needed to make it work. You have to learn all of that and it's a big challenge that can discourage you from continuing. But you don't have to... we have the solution for you.

## Set Up Automated Webinars

One powerful way to position yourself as an authority, drive targeted traffic to your offers, build a loyal list of subscribers and make more money than you can spend is to host webinars.

Better yet, automate the webinars so that its operations run smoothly, while giving you the results without your direct effort. How do you automate your webinars? The funny thing is that most experts don't even know how to do it. What they usually do is to "outsource" the work to professionals.

When you join MOBE as a licensee, you'll join our mastermind group to learn outsourcing and how to profit BIG using other people's time (OPT).

## ... and the list goes on.

These things can take years (and a lot of money) to master — and in the quest to master these things, 97% of people will fail.

## “But What If I Focus On Getting Free Traffic?”

FREE traffic is a myth.

Free traffic requires a lot of time, and time is money. Let's say you want to do SEO and spend 2 hours a day writing articles for the next 3 months, trying to get ranked in the search engines. You will have spent 180 hours of your life on this task.

The amount your time is worth is proportional to how much you want to earn. If you want to earn 1 million dollars a year (which is \$84,000 / month), then you need to value your time at about \$350 / hour, minimum.

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So in reality, those few hours a day spent writing articles for 'free' are NOT really free- they actually cost you thousands of dollars. And if you target the wrong keywords, it's all worthless anyways.

The point is there is NO SUCH THING as free traffic. ALL traffic has a cost, which means you CANNOT buy traffic profitably. In reality, if you want to make a REAL living online, it's not about buying cheap traffic. It's actually about...

## Buying Traffic Profitably!

Making money online really boils down to this:

### TRAFFIC + CONVERSION = SALES

Most people (especially newbies) think it's: Traffic = Sales

This could NOT be further from the truth.

Here's a real life example. In 2000, Pets.com went on a traffic rampage... they spent millions on Superbowl ads... and went bankrupt within 12 months. Why? They were paying roughly \$270 per customer to get traffic, but only monetising that traffic to the tune of about \$75. There was more being spent than coming in. More traffic wouldn't have helped unless it was paying out \$270 per customer. Unfortunately most entrepreneurs make this deadly mistake and don't even know it.

Traffic is NOT the most important factor. Your focus should be on building websites that convert that traffic into sales.

*"You have to be able to take the traffic your marketing machine pulls in and send it through a sales process that makes it more valuable to you than the value the market placed on it. And if you don't have that capability yet, then you need to make some changes." - Rich Schefren*

**Note:** As part of the MOBE program, you will receive my bonus training program "**Traffic Masters Academy**" which will show you how to easily get qualified traffic from sources like Blogging, YouTube, Facebook, Pay Per View, Google and more. You will also get access to daily live webinars with traffic coaches who are there to answer all your traffic questions and point you in the right direction!

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## Calculating Your Average Visitor Value

$$\text{Average Visitor Value} = \text{Gross Sales} / \text{Unique Visitors}$$

Also known as: *Earnings Per Click* (EPC)

Your **average visitor value (AVV)** is *the maximum you can pay for a visitor to your site and still break even*. Unless you know these values, you cannot make informed traffic buying decisions. Any traffic you buy will be based on intuition or hope.

And, before you can build a six figure online business, you must eliminate every trace of assumption or guesswork from your marketing activities. Having met with successful entrepreneurs at our Home Business Summit and other Business Events around the world, it's clear that they were CERTAIN about their future and how they got to where they are right now. It's a conviction beyond doubts and self-imposed policies.

Here's a good example of Average Visitor Value: Let's say you send 100 unique visitors to your site. And from those 100 visitors, you get just one sale for \$100 (a conversion rate of 1%).

To work out the average visitor value of your site, simply take your gross sales and divide it by your unique visitors for the same time period.

So take \$100 and divide it by 100 unique visitors and you are left with an average visitor value of \$1.

That means that on average, every visitor you got that day was worth \$1 to your business. If you are spending less than your AVV to acquire leads, you have the beginnings of a profitable business. If you are spending more, you do NOT have a sustainable online business.

## How Traffic Really Works

Wanting to make millions online requires that you set your heart on travelling the path to achieve that goal. It's easy to get carried away by the icing on the cake and forget the cake itself. Whatever your goal is this year, and where you SEE your online business getting to in the next few years, you need to understand that...

The two formulas for making money online are:

**1. Targeted Traffic + Conversions = Sales**

**2. Sales > Ad Expenditure**

So what happens when you send traffic to your offer and get no sale? You need to check for a couple of inhibiting factors.

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The first and most obvious factor is that your traffic isn't "targeted." By that, I mean the people you sent to the offer aren't interested.

Second, the offer you're promoting lacks the persuasion. In other words, the product/service didn't touch the hearts of the prospects when they came across it. Prospects refused to place an order even though they needed the product. In that case, you've got to revamp your copy or get a new product. Period!

In a nut shell, if you have no conversions, then:

**Traffic + ZERO Conversions = ZERO Sales**

Any number you get for traffic multiplied by ZERO is STILL ZERO.

If you have no conversions, traffic is worthless. BUT, if you have conversions — you'll have all the traffic you want, because affiliates will always send their traffic to whoever pays the highest price for it...

In our industry, those best at converting traffic have made the most money. Present company excepted, these superstars include, Jonathan Budd, Mike Dillard and Anne Sieg.

Since everyone wants to monetize traffic, where do you think top affiliates send traffic?

To people like me, Mike Dillard, and Jonathan Budd.

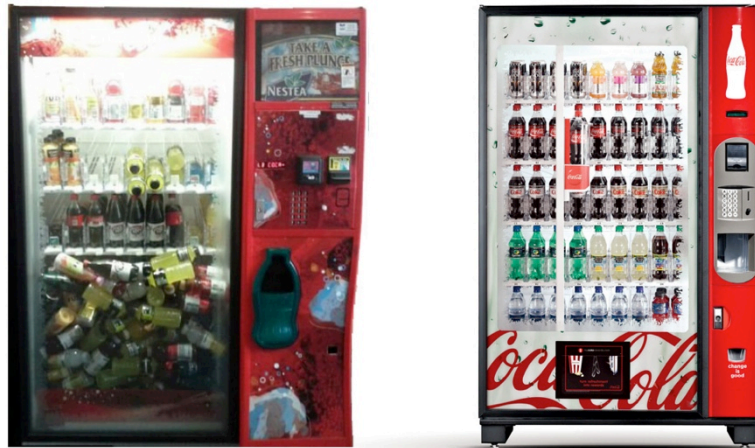
## **Case Study: Over 2,000 Leads a Week From Affiliates Alone**

I spent 3 years and \$150,000 fine-tuning my sales funnel to maximize converting traffic into sales. Everything changed when I realized it's not about cheap traffic, but about monetizing the traffic you're already getting. The money coming in can be reinvested back into the traffic while making a profit in the process.

You have to be earning MORE than what the traffic COSTS - (known as a "**funded proposal.**")

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## Another Way To Look At It: Imagine Your Website Is Like A Vending Machine...



Imagine you find a vending machine. You put in \$2... but instead of getting a Coke, you get \$1.80 in change. Curious, you repeat it and get \$1.60.

And then \$1.55... and each time you put money in you're losing 10%...

Would you keep putting money in all day? Of course not!

Now let's pretend you went to another vending machine and this time when you put in \$2, it gave you \$2.20 back. Feeling happy about your good fortune, you put the \$2.20 back in and it gives you \$2.40. You do it again and this time it's \$2.65.

In essence, you're getting 10% more than you put in each and every time. For every \$1 you feed it, it gives you back \$1.10. In this case, you would stand there all day putting money back in and getting more money back out.

### Now Let's Go Back To Your Website:

The money you spend on getting traffic to your website is like putting change into a vending machine.

Example: You put in \$2, which buys 4 clicks. The sales you make from that traffic (your average visitor value) is like the change the vending machine gives back.

Your job is to turn your business into a vending machine that gives you back more money than you put in.

In other words... **Maximise Average Visitor Value And Never Stop Improving It.**

The "Holy Grail of Internet Marketing" is when the average visitor value is MORE than the average cost per click. The formula looks like this:

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**Average Visitor Value > Average Cost Per Click**

Once you reach this point, you can scale your business as fast as you can spend money on buying traffic.

## The 4 Leverage Points That Moved My Business Up To Multiple 6 Figures

The chart below shows the 4 months between September 2011, and January 2012, when my online income skyrocketed from \$7,777.00 to \$79,999.41.

Date	Referral partner id	Num payments	Num credits	Income	Credit	Monthly total
January 2012	538	391	11	\$81,654.41	-\$1,655.00	\$79,999.41
December 2011	538	189	9	\$47,281.50	-\$1,261.00	\$46,020.50
November 2011	0	121	9	\$17,008.04	-\$3,465.00	\$13,543.04
October 2011	0	107	9	\$25,376.86	-\$1,473.01	\$23,903.85
September 2011	0	50	0	\$7,777.00	\$0.00	\$7,777.00

This major jump in income was due to the 4 Leverage Points below – 4 things that I did differently than most people with online businesses:

### 1. LEVERAGE Phone Follow-Up

Can you call a prospect and educate them on the product before asking for a sale? If you have this communicative skill, you can make a lot of money online. Unfortunately, not very many online entrepreneurs have it. Honestly, I hated selling myself. The idea of picking up the phone to call people back, asking for money is something I never liked.

But I had to do it, because I knew that some people on my list needed to trust me more and hear my voice in order to determine that I'm not just concerned about their money, but also their success. So, I actually had to speak to them live — I forced myself to do it.

I started calling my leads. I'd ask them several questions to find out where they were at. If I had a program that would help them get to the next level, I'd ask if they'd be open to hearing about it. If so, I'd explain it, then (and this is key) I'd ASK for the order.

It wasn't an easy adventure. The 14-hour days I worked weren't my idea of a "lifestyle" business. But I had an idea. With the permission of the person I was speaking to, I started recording my

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phone calls. After a while, I built up a library of recordings that I could use to train other people on my team.

Despite my hatred of cold calling, I got pretty good at closing sales over the phone, so when I hired a team to call for me, they simply listened to the recordings and modelled their pitch after me. Call volume tripled and I worked a lot less.

Note: Your ability to set a standard for your team is very important. If people must produce the quality of work you need to grow a sustainable online business, you must lead by example. That's how we've succeeded in building a multi-six-figure online business in less than one year. Building wealth requires you to leverage the efforts of others — no one ever gets rich based on their own efforts.

## The IDEA of My Top Tier Business Was Born

When I began to appreciate the impact of phone calls, an idea dropped in my head like the eggs in the nest. If I could integrate phone calling into my online business model, that would be the defining factor because NO information marketer was doing it at the time. My Top Tier Business (MTTB) program came about because, again, I saw a challenge in the industry — phone sales. Even though we now had high-ticket programs like Titanium and Platinum Mastermind that paid gigantic commissions, they were not easy for a newbie to sell.



So I hired one of the best phone sales reps I knew in the top tier direct sales business. Within a week, this guy sold more than all our other partners combined sold.

As we began to grow, I hired more sales superstars. Now, we have over 60 phone reps (coaches) all around the world. If an affiliate generates a lead in Canada, a Canadian coach calls them. In the UK, a British coach calls. The same goes for Australia, the United States and so on.

MTTB has now become a system anyone can leverage and build a profitable business. If you are not making use of a phone follow-up system in your business, get started now, because it's so essential. You'll be able to build much stronger relationships and sell at much higher price points.

When you leverage the MTTB marketing system, you'll never have to worry about calling your leads. Our specially trained sales team that possesses core business experience will take charge of the entire sales process and close the deal — while you earn commissions ranging from \$1,250, \$3,300, \$5,500 all the way to \$13,500 per sale.

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Today, as I type these words, we've paid out over \$30 million in commissions to partners all around the world as a result of the MTTB program and its success at using phone follow-ups.

## 2. LEVERAGE Multiple Products

As you run your online business, you'll discover new grounds to explore. Multiple streams of income are an integral aspect of becoming exceptionally rich and living a life of your dreams. After I created my first product, I thought I had it made, believing I should relax and enjoy the fruits of my labour.

But, I soon realised that one product wasn't enough. The market was insatiable — they wanted to keep buying and buying. (Hint: This is paramount because it shows how powerful relationship building can impact your online business.)

For people to start and continue buying your products you need to first establish that connection in a friendly manner. Then, they'll be LOYAL to you for a very long time. I have people on my list today who have spent well over \$20,000 with me. And of those people — I know for a fact — many have spent a LOT more than that on other people's products, too. One of your jobs as a marketer is to capture as much of their spending dollars as you can.

Let me say that again, "One of your jobs as a marketer is to capture as much of their spending dollars as you can."

So what are you going to do to gain greater market share? You must sell more than one product. The problem with creating more products is that it requires more work... unless you promote someone else's product, either as an affiliate or a licensee-partner. As an affiliate, you can earn commissions of between 50% and 70% of the sales price. However, a licensee partner who owns part of another person's business CAN earn 90% to 100% at some point.

## 3. LEVERAGE High-Ticket Programs

The typical products you find on Clickbank, Commission Junction, Clicksure, JVzoo and the rest seldom cost more than \$97. In fact, it's more common to find e-books and software that sell for \$27, \$37 or \$47. (As you can see, the number "7" is a popular choice in pricing!)

Based on these low price point items, some people have trouble believing customers will buy high-ticket programs.

In January 2012, I sold my first \$10,000 program. Selling a \$10,000 program opened my eyes as to what was possible in this business. That was when I realised the great potential of my business model — because it's still very rare to find products selling for \$10,000 and more.

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## What EXACTLY did I sell for \$10,000?

I had a vast knowledge and experience in setting up a business from scratch. I had tried (and failed) several times before discovering the secret to establishing a business. I thought, “What if I help people who need this service?” That \$10,000 product was basically a program for setting up a business from scratch. I created their product for them and implemented an automated selling webinar to continuously make sales. In the end, I had under-priced the product for all the work I had to put in. I knew the system was capable of producing a reliable source of income for my customers — I should have priced it higher.

What do you think is easier... making \$100,000 a month by selling 1,000 products at \$100 each, OR, selling 50 products at \$2,000 each?

Here’s what I figured out. It’s much easier to find 50 customers than it is to find 1,000 — even if you are charging 20 times more money. Whether you spend time or money getting traffic, it’s never FREE. It’s still work and your ability to convert a few targeted website visitors into sales is better.

As you launch your online business and aim for six figures, realize that people will spend \$10,000 (and more) if they see the value in what you’re offering. If it saves them time, money or stress, they’re more than happy to pay for it. My Platinum and Titanium level programs offer so many benefits that many people have jumped at the chance to participate, despite the high cost.

VALUE is the great ingredient for pricing your product. Most of those \$27 e-books out there are some piece of regurgitated content, which you can access for free with a simple Google search. You deserve to know the truth because it will guide you in the right direction.

## 4. LEVERAGE Partner Program

We’ve discussed affiliate marketing before, which basically means that you promote another person’s product and earn a commission when a referral purchases. A special cookie is stored on your browser to track your sales at all times.

In late 2011, I decided to create my own affiliate program— where others could promote some of my products, and earn a 50% commission.

It was one of the smartest things I ever did. As I said before, if you want to get wealthy, you have to leverage the efforts of other people. With an affiliate program, others were now sending me their traffic and their leads. If one of their leads bought a product of mine, the affiliate got their 50% commission. I ONLY paid when they drove sales. No results meant no cost to my business.

My information products were converting like hot cakes and making my affiliates richer. As time went by, a ton of people started asking me about licensing my products— so they could keep a

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bigger percentage of the profits. They had the confidence to ask for an opportunity to earn more than 50% because of their hard work and loyalty in the past years.

My plan was to license my information products at a very high price. Because I knew the time, knowledge and effort I poured into research, product creation, and promotion. Despite my initial desire to charge top dollar, over time I got more comfortable with the idea and opened the floodgates to My Online Sales Machine at an affordable price. Now, only a select group of partners can apply and get approved as MOBE Licensees through [www.PartnerWithMattLloyd.com](http://www.PartnerWithMattLloyd.com)

## The REAL Truth About Internet Marketing

### What The Gurus Won't Tell You

- ★ You need several products to pay for your lead generation costs. And YES... you do need your own products (or licensed ones). The chances of you making millions through affiliate marketing are virtually zero.
- ★ It's highly unlikely your first product will be a winner because you're still learning what the market wants.
- ★ Affiliate marketing is hard to make work because of the very small profit margins involved and the rising cost of traffic.
- ★ Launches are NOT a sustainable business model. Sure, you can make a ton of money in the short term, IF you have the right launch partners... but you'll burn out quickly. I've done over \$100,000 in sales in under a week with launches- but for some of those weeks, I was lucky to get 3 hours of sleep a night. They are intense, and cause a great deal of stress on your body.
- ★ It's hard to break into Internet Marketing if you're new, with no results (and therefore no credibility).
- ★ Beware of buying leads! Back in 2009, I get a call out of the blue from some guy who said he had 76,000 leads of former network marketers. Immediately, my ears perked up. I was paying at least \$8 per phone lead on Google Adwords. He wanted about \$4,000 for the list. I knew that if I got one sale, I would make \$1000 plus backend upsells... so I bit the bullet and bought the list. It was the dumbest thing I have ever done - 99% of the leads were fake!
- ★ The best leads will be right on the fence and just need a gentle push to buy. The worst ones (that most people get) will tell you "where to shove it." The only leads you should have are ones you've nurtured yourself – don't buy them from others!
- ★ Running a business requires a whole different set of skills than a regular job does. "The good news is, you're the boss. The bad news is, you're the boss."
- ★ **You can't do this alone... you need a staff.** You need a team, a customer support desk, assistants, etc.

This is a far cry from the usual promise to "get rich while sitting on the beach, cocktail in hand, laptop on the side checking commissions." The truth is, if you go down the traditional route of starting an Internet marketing business, you'll most likely end up like the 97% who fail.

But there is an easier way, one which doesn't involve all the hard work, a way in which all the heavy lifting and learning curve is removed for you – my MOBE License Rights Program – which I introduced in the opening of this handbook and will discuss in greater detail in the coming pages.

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Before that, I'm going to show you all the different ways you can make money online, so you can decide for yourself which path is right for you.

## Creating Your Own Products

I'm something of a master at product creation, and if you go to MOBEOffice.com (which is where I have all my products) you'll see about 20 products I created.

The screenshot shows the MOBE website interface. At the top left is the MOBE logo with a crown over the 'O'. To the right, it says 'Welcome Monday Aug 4, 2014' and a 'Log Out' link. Below this is a dark navigation bar with links: Home, Start Here, My Account, My Products (highlighted), Opportunities, Core Products, Daily Calls, Partners, and Support. The main content area is titled 'My Products' and is divided into two columns: 'Courses I Own:' and 'Special Offers To Me:'. Each column lists several products with a small image, a title, and a brief description with a 'Click Here to Start Your Training' link.

**MOBE** Welcome Monday Aug 4, 2014 [Log Out](#)

Home Start Here My Account **My Products** Opportunities Core Products Daily Calls Partners Support

### My Products

#### Courses I Own:

- **My Email Marketing Empire**  
Learn Email Marketing (The No 1 Income source of any internet marketer) by Matt Lloyd. This course shows you EXACTLY how I did it in my business- and how you can too. [Click Here to Start Your Training.](#)
- **How To Build A Funded Proposal**  
Learn the Secrets Of 6 & 7 Figure Network Marketers: How To Recruit New Reps On Autopilot, Using Just The Internet, Without Rejection... [Click Here to Start your Training](#)
- **The O.P.T. Formula**  
You are less than 2 minutes away from getting instant access to the outsourcing secrets of 6 and 7 figures earners. The O.P.T. Formula is Everything You Need To Know About Effective Outsourcing. [Click Here to Start Your Training.](#)
- **Top Tier Income**  
TTI is the big brother of MTTB. The commissions are \$1,200, \$5,000 and \$9,000. TTI is only for MOBE partners who want to do the phone sales for their own leads (and also earn the phone commissions). Only promote the TTI funnel if you're ok with making calls – otherwise, use the MTTB funnel and let the MOBE phone team make your sales for you.

#### Special Offers To Me:

- **Titanium Mastermind Program**  
If you are ready to move your MOBE License Rights business to the next level, and start earning \$3,000 commissions as a Titanium member, this is the place you need to be. You'll also be invited to our annual 3 day 'all expenses paid' Titanium Mastermind conference. [Click Here to access Member's Area](#)
- **Platinum Mastermind Program**  
The Platinum Mastermind is Matt Lloyd's highest level training program. Members are accepted by application only. Once a member, you'll be able to make \$5,000 commissions without ever having to pick up the phone. And, you'll be invited to the annual 'all expenses paid' 5 day Platinum Mastermind event, where you'll learn from the top minds in marketing, wealth creation, and personal development. [Click Here to access Member's Area.](#)
- **10,000 Leads in 100 Days**  
LEARN to be one of the few individuals out of 30,000,000 in our industry positioned at the absolute "Leading Edge" of where to get the most traffic, leads, & results for your business today. I'd say it's time get EXCITED! [Click Here to Start Your Training](#)

I can say it's a lot easier now for me to create a valuable product, but it hasn't always been. I decided to create my first e-book around mid-2009. However, after one year, I still hadn't written more than five pages.

I knew that in order to make real money, I was going to have to challenge myself and not procrastinate. When I eventually did create my first product, I put myself into a situation where I

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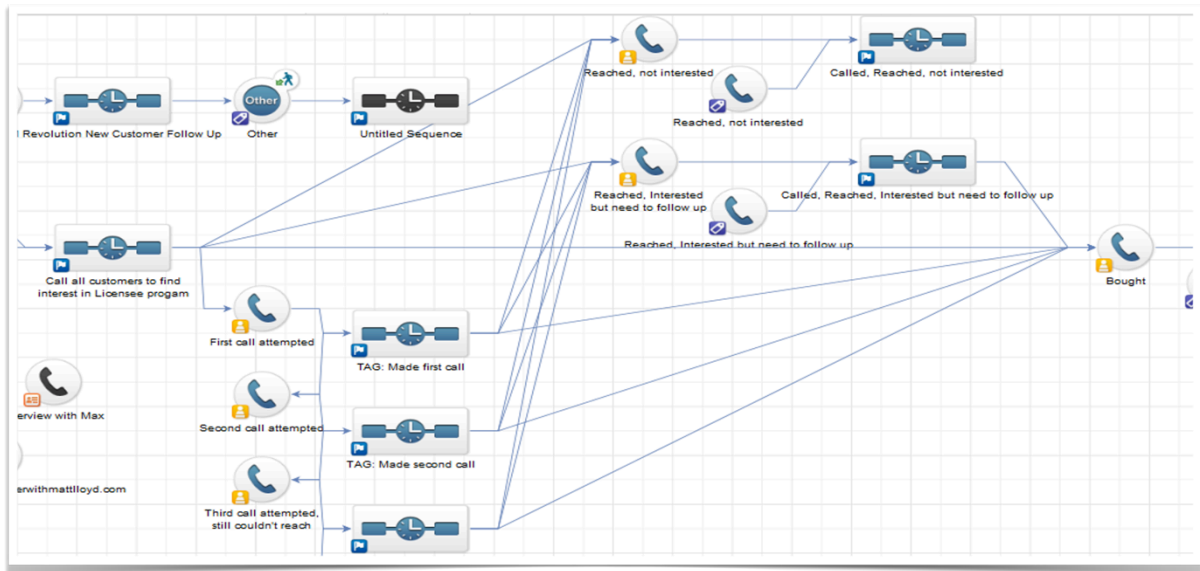
had to deliver 7 webinars over the course of 9 days. I knew if I put that amount of pressure on myself, I'd be able to deliver.

I did months of planning, but unfortunately I didn't solidify my research or put my thoughts down on paper. With less than 36 hours to go before the first webinar, panic set in because I wasn't ready. I had done very little - I was still finishing off my PowerPoint slides 10 minutes before the webinar was due to start!

Somehow, I delivered the webinar, then the second and third, and I felt proud of the fact that I had created my first product. However, when I launched it, no one bought and I was very disappointed. It was then that I realized that product creation is just the beginning. The marketing is where the real work begins.

The truth is, to get sales, you must create a **sales process** to prepare your leads and plant real desire in them to WANT your product.

Here's an example of a sales process I have, using an automated webinar:



As you can see, there's a ton of work that goes into creating a sales funnel like this:

- ★ Creating a webinar registration page.
- ★ Recording a video to play each night to simulate a live webinar.
- ★ Using an email auto-responder and shopping cart like infusionsoft (\$2,000)

And that's just the beginning...

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## How Does A Million Dollar Sales Funnel Work?

Funnel is just a metaphor used to describe the path prospects and customers take on their way to making a buying decision. Whatever you sell or promote online as an affiliate or partner, using a sales funnel is the KEY to making real money online.

Below is an example of one of my sales funnels:

### Initiation: Email Capture

My objective of setting up a squeeze/landing page is to collect email leads — a simple email address. I initially ask for a very small commitment, because at this point, the prospect doesn't know who I am. I want to offer them a compelling benefit for joining my email subscriber list.

You should use a compelling benefit to motivate the right people to join your email list. In my own case, I'm going to teach them marketing. I'm going to share with them how I've been getting a ton of leads and making money online. Of course, for me to teach them marketing, I have to segment the training over 45 days or more. This is ideal because it allows me to communicate more often with my list members. My list members can't get all the benefits promised unless they stay subscribed to my newsletter. I reveal everything over time.

The lead opts in and starts receiving a 45-day automated email follow up sequence.

### Week 1: Webinar

Once I get a potential customer on my list, I start teaching them. Remember I created a webinar which was actually my first product. Now, I make use of it to initiate the contact.

Around week 1, I invite them to attend a live webinar. It's actually an automated webinar, designed to simulate a live one. It's actually "live" in the sense it plays only once per day.

First, the prospect hits a "webinar registration" capture page.

The image shows two screenshots. The top one is a screenshot of an email sequence management interface titled "MOBE QSS Follow Up". It displays a list of 26 email steps with columns for Name, Type, Status, Schedule, Content, Ready, and Details. The bottom screenshot is a "Webinar Registration" page. It features a red header with the text "Revealed: The Business Model That Took A 27 Year Old From Making \$700/Month to \$314,900 / Month In Less Than 18 Months". Below this is a "Webinar Presentation" section with a photo of Matt Lloyd and a "Webinar Registration" section with a "Reserve your Spot!" button and a "REGISTER NOW" button.

Then they register for a time that works best for them. This doesn't inconvenience the prospect in any way. (Hint: Always structure your offers to suit your buyer — not you.)

They get an automated follow up sequence that's been tested for maximum effectiveness, driving them to the webinar.

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The prospect attends a simulated webinar experience and presentation as IF it's occurring live. If you employ this strategy, then by all means watch the words and sentences you use when recording a webinar. Many people mention the particular date, month or year during the intro.

If you do that, you shoot yourself in the foot. Your prospect will likely not have any idea that you've recorded it before. In their minds, this is LIVE and your responsibility is to make it seem LIVE. Professional bloggers also use this tactic to boost their trust level and engagement in the eyes of their readers. By simply removing the publication dates on your posts, you automatically make your content fresh, evergreen and rich.

Sales from the webinar come in on autopilot, around the same time each day (ALL AUTOMATED).

Additional automated follow up sequences are triggered, depending on what links the lead clicks on in the main follow up sequence.

## Week 2: Webinar (same as before) takes place to sell "My Email Marketing Empire"

Earlier in this book, I explained what you get by having this product. And because you're excited about laying your hands on it, subscribers would also love to have it.



**Register Now! Special Online Event With Matt Lloyd**

**RESERVE YOUR SPOT! WEBINAR REGISTRATION**

**"How You Can Achieve Complete Financial Freedom With Your Own Email Marketing Business, And Literally Create 'Income-On-Demand' Every Time You Hit The Send Button..."**

  
Matt Lloyd

**Webinar Presentation**

**Topic:** "How You Can Achieve Complete Financial Freedom With Your Own Email Marketing Business, And Literally Create 'Income-On-Demand' Every Time You Hit The Send Button..."  
**Presenter:** Matt Lloyd  
**Date and Time:** Select from menu

Matt Lloyd is a 25 year old resident of Perth, Australia. In 2011, he created a new and previously unseen online business model, and in less than one year had built an \$1,584,411 month income stream. Over 27,000 entrepreneurs from 29 countries have since subscribed to his online newsletter, and benefited from his training.

**1. Which Day Do You Want to Attend?**  
Select desired date [v]

**2. Which Time Works Best For You?**  
Your Local Time: 12:32:10 PM  
Select your date first [v]

**3. Where To Send The Invitation?**  
Enter Your Name Here...  
Enter Your Email Here...

**REGISTER NOW**

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## Week 3: Another Webinar for the next product in the sequence “How to Build a Funded Proposal”



Then the upsell sequences start to sell back-end programs, including:

- ★ 10,000 Leads In 100 Days
- ★ MOBE License Program
- ★ Online Income Revolution
- ★ Titanium Mastermind and Platinum Mastermind

## Wait: READ THIS QUICKLY...

Right from Week 1, I start introducing premium products to my list members. This is so important because if you decide to wait after 30 days (the usual mumbo jumbo rule) to ask people to buy your product, you'll be nurturing them for nothing.

This doesn't in any way suggest you hard sell your subscribers. On the other hand, you're communicating, sharing and showing that you're in business to offer valuable products. This is the mistake most Internet marketers make. They wait too long before selling, all in the name of relationship building. It's the wrong approach, because when you eventually do that, most of them unsubscribe. And, whose fault is that? Yours! You nurtured them to expect everything for FREE.

## What Does a Sales Funnel Like This Allow Me to Do?

1.) I can afford to pay more than what 99.9% of my competitors can for the same traffic – and easily make profits (that I reinvest into buying even more traffic).

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**2.)** My average customer value is about 20 times higher than most people in our niche. Why? Because apart from having many products to offer, I also have an upsell process in place with phone follow-ups. With this process, customers are also offered coaching programs. Since they love our products, they are much more likely to invest in additional programs.

Over the years of building successful multiple six-figure businesses, I can tell you that this system converts traffic into sales. I've tested and tweaked this funnel repeatedly over the last few years and it's highly optimized, meaning that you get much more from your leads than you otherwise would.

Think of it like this — instead of squeezing a lemon by hand, you stick it in an electric juicer instead.

## **This Entire Business Boils Down To: How Much Money Can You Extract Out Of Your Leads?**

It's blunt, but it's the truth.

Let's say you're putting in \$100 a week to generate leads online... and, only getting \$70 back a week in revenue from those leads. Common sense tells you that you won't have a business for long.

I'm going to return to my analogy about squeezing lemons. Imagine that you own a lemonade stand on the busiest street in New York City. There is a ton of foot traffic going by, thousands of people. It's a very hot day, and I'm the guy who sells lemons. I give you 3 lemons for free to start your business because I'm feeling generous.

You squeeze out a glass of lemon juice from each lemon... if you squeeze hard. If you give those lemons a gentle squeeze, you'll only get half a glass.

You can sell a glass of lemon juice for \$2. You can buy lemons from me for \$1.50 per lemon.

**Question:** With those 3 lemons, how much money can you make?

**Answer:** If you squeeze hard, it's 3 glasses of lemon juice - or \$6 in revenue. If you don't squeeze hard, it's 1.5 glasses of lemon juice - or \$3 in revenue.

Your ability to squeeze the juice out of those lemons will determine whether you struggle to get by, or whether you scale up and build the biggest lemonade empire in New York. And selling online is absolutely NO different.

The difference between someone like me - who is able to bring in up to \$150,000 a month in revenue from the leads I get - and someone who can't make \$500 a month... is simply the fact that I extract more money out of my leads.

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That's it.

I then have money to spend on getting more leads...

## The Ultimate Leverage: Having Your Own Affiliate Program...

Once you get really good at extracting the juice out of those lemons, others will pay you for it.

They'll send you traffic.

At the present time, I have thousands of partners who can send traffic to my sales funnels. Not all of them actually send traffic. In fact, most do absolutely nothing.

But, there are a few who do a LOT and send a ton of traffic to my sales funnels. Most of these "smart affiliates" figure out pretty quickly that they are better off joining my MOBE License Program so they can make 90% of commissions on the front end and \$1,250 for each back end sale made to their leads.

Remember: My standard (non-MOBE partner) affiliates only make 50% commissions on the front end and NO money on the back end.

If you want to go down the hard path of creating your own products and sales funnels - then, as soon as you have half-decent conversions, create your own affiliate program. Don't let the technical side of setting it up scare you.

All you need is a shopping cart service like 1shoppingcart.com or Infusionsoft.com. These come with their own "out of the box" affiliate programs. You decide the level of commissions you want and your shopping cart does the rest. All things being equal, the better you pay your affiliates, the more they will want to promote for you.

In addition to great pay, I also offer rewards to my best-performing partners and affiliates as incentives, like my MOBEMotors program, where partners have the opportunity to earn a free vehicle of their choice. It pays to reward those who work hard for your company. It keeps them devoted to their own success and yours. Visit [www.MOBEmotors.com](http://www.MOBEmotors.com) to see some of the most recent recipients of the MOBE Motors program.



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## What 97% Of People Are Not Seeing In This Business!

Do you realise that 97% of newbie Internet marketers are totally blind to the great opportunities around them? You don't have to feel bad to hear that. I've sat where you are right now and it's not a comfortable seat.

You can join the 3% of Internet marketers who make multiple six-figure incomes online, just by leveraging these opportunities. Is there any difference between someone who generated 100 clicks of quality-traffic to his website and made two sales paying \$25 each (\$50 total) and another person who sent the same 100 clicks of quality traffic to his site and got two sales and made \$2,500?

The difference is the payout. The second person made \$1,250 per sale and just 2 sales made him a boatload of money. Funny as it might seem, the first person who earned \$50 may have worked harder than the second person? Are you beginning to see the mistake newbie marketers are making online?

What should you do in order to earn MORE from very few prospects who visit your website? The answer is in high-ticket products.

## Where Should Your Focus Be? What Actually Pays In This Business?

Let me throw this question at you. Should you create more content for your prospects or focus on getting real buyers to a high-ticket offer?

Your answer to that question will make a whole lot of difference in your life. It's the difference between someone who earns \$50,000 this month and another person drilling away with \$2,000 per month.

The simple answer is:

### **Focus on getting real buyers to your high-ticket offers.**

Once you have a high-converting sales funnel that can consistently convert leads into paying customers, there's only one thing left for you to do:

### **GET LEADS!**

The FUTURE of your business solely depends on how many leads you get to your website and convert into sales. If you have a sales funnel that can convert one out of 50 leads into a paying customer that earns you \$200 each time, and it only costs you \$150 to generate those leads, are you going to keep spending money on traffic?

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In other words, are you going to put \$150 on the table to get back \$200?

I know I sure would.

## “But, Matt... where and how do I get all these leads?”

There are thousands of ways to get leads to your website. If I had to write about them, this whole handbook will not be enough to share all the case studies. But here are a few of my **favorite** lead generation strategies.

Note: You will learn about many of these lead sources in my program “Traffic Masters Academy” (which you get for FREE as a MOBE licensee).

### Solo Ads

Using solo ads is a powerful way to drive traffic to your website and build a sustainable business. But you definitely need to do it correctly.

This is how it works:

You approach an email list owner and pay them to send out an email to their list.

Be really careful when using solo ads, because most gurus who claim they can send you 1,000+ leads from their list and charge you \$27 are deceiving and wasting your time. Common sense should tell you that there is no profit. But, more importantly...

The size of the list does NOT matter as much as how responsive it is. An email list of 100,000 is not very valuable if fewer than 1,000 people open the email. Do you get the point now?

By the way, if you’re reading this, you’re probably on my email list. If you’re not on my list, then this is most likely a pirated copy — let me know who sent it to you for cash reward!

To actually get the best out of your solo ads campaign, you definitely want to send the traffic to a well-designed landing page. Get this traffic onto your email list and from there, start building your own relationship. You still have to nurture your list and make them loyal to you. In all, Solo Ads can be a great step in building your online business.

### Banner Ads

Banner ads are a great way to draw attention to your product if placed on the right sites and forums. Before placing your Banner Ads, make sure you understand the requirements of the site, so you don’t violate them.

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You can use a service like <http://www.adbrite.com/> which will place banners on public forums for you. You simply upload your banner and set your budget and keywords. Adbrite takes care of the rest. No matter which traffic generation strategy you use, always create a separate landing page for it. This way, you can easily track your clicks, traffic and leads.

You can also place ads on high traffic sites like the Sitepoint Forum, Warrior Forum and several popular discussion boards.

## Pay-Per-Click

At one time, Google AdWords was a great way to build up a nice portfolio for your online business. You can do PPC using several platforms out there, but Google AdWords is by far the best platform. But right now, Google isn't too keen on the Internet marketing industry. A few bad apples tainted our entire industry. The last time I got leads from AdWords was in 2009.

I haven't tried it since then. But it still works especially when you make your intention clear — to solve prospects' problems with your content— and not to lure them to your website for some of their hard-earned money.

LinkedIn and Facebook PPC are also options. Facebook traffic is a different beast. It's harder to convert because the traffic lacks "intent." You usually don't go to Facebook because you're searching for something. You go there because you want to see what your friends are doing. You go there to socialize, communicate and get updated on new trends — not necessarily to spend or make money.

When you see an ad on Facebook, it's a disruption. It's very different from going to a search engine and typing in a keyword. When you're searching for something, the ads (as long as they're relevant) aren't interrupting you at all.

## Direct Mail

If you have a high converting sales funnel, direct mail is what you should learn and implement in your lead generation. If you're going to do direct mail, be ready to put some real money on the table. It's very expensive.

In any given month, I'll send out 50,000 pieces in the mail to get new clients. If you are reading this now, there's a good chance you heard about me from a postcard or a package I sent you.

You can get details of available mailing lists from a site called SRDS.com. It's about \$700 a year.

Or if you want to save money, go to your local library and they'll have a physical copy you can read for free.

With direct mail, you will need to pay postage, list rental, and printing costs. On average, you will pay around \$0.80 for every single piece mailed.

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The key is to match your offer to the right audience. The audience is everything. **I'd rather have a mediocre offer in front of a great audience, than a great offer in front of the wrong audience.**

So it matters who is receiving and reading your mail. If the people are the right audience, you're definitely going to convert them to customers.

Here's a live case study on my journey using Direct Mail:

*When I was a rookie just starting out, and had no clue what I was doing, I decided to make my own little postcards. I printed off about 200 sheets of paper, which had two post cards printed on each half, and split them down the middle. Now I had 400 postcards!*

*Next, I simply went outside and put one in every mailbox around the neighbourhood. I tried to be a bit sneaky about it so no one saw me, since people can get annoyed when you give them junk mail. After three hours, I went and collapsed in a chair, proud of my efforts. Soon, I'd be getting a ton of leads. I just needed to play the waiting game.*

*But nothing happened! Several days later, I hadn't gotten even one single lousy lead. I didn't realize it at the time, but the problem had to do with my audience. My only criterion for audience selection was they lived within walking distance of my house. These days, my direct mail efforts are on a much bigger scale and I'm a lot more careful about the person I send mail to. You should target buyers of similar products to what you're offering. If they're recent buyers, that's even better.*

As Dan Kennedy says, "A buyer is a buyer is buyer... and a non-buyer is a non-buyer is a non-buyer." This shows you that those who buy will continue to buy. Those who don't probably aren't going to change their non-buying habits because of your offer. Accept that fact and move on.

## Marketing Co-Ops

I currently only manage co-ops for those in my MOBE License Rights Program. But, in any given month, I manage over \$50,000 of funds and spend it on traffic.

### Why do people pay me to send them leads?

Well, if you're a starter and want to get the traffic rolling in, I'm good at it. I've spent a lot of money on different media and know where the gold is. I know the best traffic sources that convert.

Secondly, many traffic vendors just won't want to deal with you if your budget is only a few hundred bucks. Some of these sites have minimum buys of \$10,000 or more. As part of the co-op, you get access to these traffic sources that would normally be "off-limits." You get access to a much wider universe of prospects.

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Not having a traffic generation skill can be detrimental to your online business, except when you have someone who CAN walk you through the process. I help drive quality leads to my licensees because a lot of people who start with me are newbies. They've never had leads or traffic before, so they prefer to pay me to do it all for them and just sit back and watch the leads come in. I also offer several programs that teach you how to gain leads and traffic, like the aforementioned "Traffic Masters Academy" or the 30-Day "Traffic Made Easy" Plan that comes with the MTTB program.

## A Key Understanding For Buying Traffic

### Fixed Cost Vs. Performance Based Media

In the world of online advertising, knowing certain things can help you avoid the trap of spending more money on your ad campaign and getting less traffic/sales in return. Before you spend a cent on traffic, you need to know the difference between these two types of media. If you don't, you're doomed to spend more than you bring in.

**Fixed Cost Media:** You take any leads you get. It does not matter what you get, you've already put your money in. Whether you get 50 leads or 500 leads, the investment you made in those banner ads stays fixed.

**Performance Based Media:** In this case, you're more concerned about the leads you get. Since you're paying for every action your lead takes to get to your website, you want the most qualified traffic you can get.

Example: Assume you're paying a LOT of money for leads. One thing you want to avoid is traffic that wants "free stuff." These people are not qualified because they have shown you their intentions. You can gauge the potential of your leads. When people trust you enough to leave their phone numbers during opt-in, then you're getting close to engaging them. So, asking for phone numbers during opt-in is one way of qualifying your leads.

### The Alternative (And Virtually FOOLPROOF) Way Of Making REAL Money Online

If you've read this handbook from the beginning, you've seen the top ways to make money online. The truth is, with thousands of ways people build successful online businesses, what you need to understand is that THEY all are doing similar things.

Whether you sell someone else's product or your own, you have one objective – **To Meet a Need and Get Paid.**

The problem with the different ways of making money above is that your chances of success are closer to ZERO.

But the most RELIABLE, PROVEN, and MOST PROFITABLE of THEM ALL is:

One word – **"LICENSING"**

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## What Is The Licensing Business Model?

First, a licensing business model is the only proven business that affords you the opportunity to LEVERAGE what another person has created and earn a whopping 90% commission. In other words, you literally own part of a business you NEVER created. In its simplest form, licensing is just like franchising — except you're not franchising a "brick and mortar" business, you're franchising a proven business model. You get to use all the scripts, templates, sales funnels and products as part of the license agreement. And bank a huge PORTION of the profit.

One powerful company that's does this kind of business is McDonald's. Over the years, they've built a solid business by giving franchisees a license to profit from their brand. Everything stays the same for the customers from the taste and quality of the food to the speed and efficiency of the service. The joy of being a licensee with the company is that you keep a very healthy percentage of the profits, while the rest goes to the owners of McDonald's for allowing you to leverage them. I think it's fair.

In short, it's a WIN-WIN scenario for both McDonald's and the licensee.

Licensees leverage an existing brand that is proven to make money and profit wildly while simply "delivering" the existing business. The licensees don't waste years building a business of their own (which will most likely fail anyway).

In the case of an online business, licensees do NOT have to worry about...

- ★ Conceptualizing and creating a winning product
- ★ Creating websites that convert sales
- ★ Learning how to write sales copy that persuades prospects
- ★ Building a sales funnel that works on autopilot
- ★ Testing the funnel using various channels
- ★ Setting up a merchant account
- ★ Integrating auto-responders with a payment gateway and shopping cart
- ★ Handling refunds and customer service
- ★ Acquiring the skills and investing the money for an expensive product launch
- ★ Forming joint ventures and recruiting affiliates to promote your product
- ★ Hosting and creating webinars which convert
- ★ And so on...

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When you get involved with the MOBE Licensing Business Model, EVERYTHING is **done for you**. All you do is drive qualified traffic to a proven sales funnel and watch your commission checks come in. It's simple, but not easy. You have to dedicate time to make it work for you. This is far from being a get-rich-quick scheme. It requires work on your part and thinking outside the box. If you're worried about generating traffic, I can understand. But with MOBE I will also show you several methods for generating traffic quickly and easily without acting like an imposter.

As a newbie or someone looking to make a REAL living from Internet marketing, costly mistakes can be the "kiss of death." Licensing an existing business removes ALL the risk of the unknown.

In fact, it's RISK REVERSAL at its finest because you never have to worry if the business is going to work — it's been already proven to work!

To show you how licensing works, I want to tell you a story about Troy.

Troy was just starting out (this was in 2011) and had yet to make any money online. He didn't have a product or the time to create one. But being the smart guy he was, he asked me if he could license one of mine. I was new to licensing back then and didn't really know how to make it work.

I said "no" pretty quickly.

But Troy was persistent.

So, I gave it some more thought. First, I needed to decide how much to charge. Remember, these are the same sales funnels that have collectively made me hundreds of thousands of dollars over the last year... and which took me almost three years and **\$150,000** in investment to create.

Also, for someone starting out, finding a high converting offer is not easy. The value is almost priceless.

One of the greatest information marketers of all time- Ted Nicholas, who has sold over 200 million dollars of his own info products – had this to say about crafting new offers:

**"Only 5% of what I do works."**

If one of the greatest marketers alive, who has been doing this for decades, can only be right 5% of the time... what chance does a "newbie" have?

Troy ended up offering me \$4,000 to license my system and I decided to test out the idea.

I sold him license rights to 4 of my products:

- ★ My Email Marketing Empire
- ★ How To Build A Funded Proposal

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★ The O.P.T. Formula

★ Affiliate Bonus Domination

Now here's where it gets interesting...

Troy didn't have his own email auto-responder, merchant account, customer service center, or any of the other systems in place necessary to make an online business work. So I handled all the technology, customer service, and merchant accounts... and agreed to pay him 90% commissions on sales, with the other 10% going towards my overhead.

For Troy, this was a no-brainer. We dealt with EVERYTHING, while Troy just concentrated on getting leads and getting paid his 90%.

Troy started bringing in leads... then some sales.

At an average sale of \$200, Troy was keeping 90% of the money. And just 10% of it (\$20) was going towards my overheads.

When Troy got 10 sales, I hit on an idea which would literally change EVERYTHING for me.

At that point in time, I had recently added phone follow-up into my business to generate more revenue from my customers.

For every 3 leads we followed up with on the phone, we **effortlessly** got one lead to invest in one of our higher-end programs. And we did this WITHOUT any kind of sneaky sales tactics or high-pressure selling.

If my team could get on the phone with Troy's leads, I was confident we could convert 1 in 3 into a higher-end program. Troy was interested, but hated the idea of getting on the phone with customers... so we agreed to a 50/50 split in commissions provided one of MY phone guys followed up with his leads.

Here's what happened when we followed up with Troy's 10 customers:

***Through follow-up calls, we made six \$2,000 sales in just four days, totalling \$12,000 in additional revenue. So do you think phone calls close sales?***

It was brilliant!

Troy got \$6,000 of that (more than covering the cost of his licensing fee).

It was such a great idea that when I promoted it on Facebook, several people jumped on board immediately. They recognized the value in licensing proven products and systems and being able to profit from the get-go. It was really exciting for me and for my licensees - who no longer saw themselves as affiliates, but as partners with me.

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As I took on more licensees, I developed it into the current MOBE (My Online Business Education) License Rights Program.

More and more success stories kept pouring in.

One of my partners, David Gilks, made \$2,150 in just ONE afternoon using my system – awesome results which enabled him to have a stress-free holiday with his family in Singapore!

And this story from Andrea Goodsaid – a stay-at-home mom with three kids – who made \$15,369.47 in commissions in just 45 days:

*"Hey, my name is Andrea Goodsaid, I am a stay-at-home mom of three and I live in Gainesville, Florida. I recently became a licensee for Matt's program, and I wanted to share with you my results, in last 45 days or so I have made \$15,396.40 in commissions for myself and probably one of the most surprising parts for me of this whole process was the upsell effectiveness..."*

*Matt and his team are doing an excellent job of closing sales on the backend and the good news is that everybody is happy with their purchases and the content itself is helping people to move forward with their online marketing.*

*So I highly recommend it, and this is going to be a breakthrough year for me because of this program. Basically, I am on track to make more than \$100,000.00 this year! I am pretty excited about it and highly recommend it..." - Andrea Goodsaid, Gainesville, FL*

Do you think anyone can do this business and succeed?

Absolutely YES!

You don't need any "computer whiz" technical skills to start profiting with the Licensing Business Model. If you've never created a simple webpage before, don't worry because you don't even need to know how to do it. Everything is DONE for you.

All you've to do is SEND leads to a high converting landing page. From there, sit back and watch your commission role in.

You can ACTUALLY do this business part time if you love your day job. It's also perfect for stay-at-home parents who want to raise their kids, enjoy life with family AND make money at the same time. It doesn't matter if you're a total newbie or a college dropout like me. If you can follow simple instructions and set aside a minimum of 30 minutes a day to make the system work, you can profit.

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## Why Does the MOBE License Rights Program Work So Well?

I can't claim that my MOBE License Rights Program is the only one out there, far from it. In fact, you can find a lot of them with vague promises and honestly, I've seen the ones that have produced good results for its partners.

### But MOBE License Rights Program is POWERFUL

Here are my core reasons:

The sole duty of a licensee partner is to send leads to a high-converting landing page. I even share with you the step-by-step methods to drive traffic starting today. And for starters, my licensees don't have to create info products. They don't have to test conversions, call leads, develop phone scripts, or worry about customer support.

Instead, my team takes care of ALL of that so they can focus on getting leads.

Note: You are not "on your own" when it comes to getting leads. I also show MOBE licensees some very simple (and affordable) ways to get leads. Some of these traffic-generating strategies require no cash investment.

Both I and my partners have profited greatly from the success MOBE has generated. Look at these figures for early 2012:

Date	Referral partner id	Num payments	Num credits	Income	Credit	Monthly total
January 2012	538	391	11	\$81,654.41	-\$1,655.00	\$79,999.41
February 2012	538	379	11	\$64,110.80	-\$1,145.00	\$62,965.80
March 2012	2540	638	19	\$123,768.41	-\$3,014.00	\$120,754.41
April 2012	2540	746	24	\$98,644.45	-\$5,601.60	\$93,042.85
May 2012	0	606	27	\$151,771.04	-\$2,541.95	\$149,229.09
		<b>2,760</b>	<b>92</b>			<b>\$505,991.56</b>

Now the figures here represent overall revenue back then. Today, many of my top licensees earn \$50,000+ a month in commissions!

In fact, the system works so well that one of my partners, Scott Dudley, said this about his first month using my system:

*"I've earned \$2,910 so far, and that's a pretty good reward for the first 30 days... I actually did one solo ad that cost me \$55. And rest of that is from Facebook events which are free, and also*

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*marketing through my blog. So for a \$55 investment, a \$2910 return is definitely impressive. – Scott Dudley*

For me, having a licensed program is a great example of good karma – you give to others, helping them profit and you get a WHOLE lot more back. Even better is that none of my licensees are “gurus” of any kind – they are regular people trying to make a living online.

Peter Oliver, a professional photographer from Sydney managed to make a total of \$1,200 in commissions from his first TWO weeks online...

*"My name is Peter Oliver and I am a professional photographer from Sydney Australia. I am now a licensee for MOBE products and in the first two weeks I've made over \$1,200 in sales, and that's pretty spectacular. I have been in internet marketing for a while, doing a variety of things with limited results, including PPC (pay-per-click) for my photography business. So I am familiar with PPC but I had not used it on Facebook before. Matt actually showed me the best way of approaching that. I have to say that's been a great lesson, because the click-through-rates on Facebook are actually a lot better than you'll find in other kinds of PPC advertising.*

*Matt's products have very high conversions compared with a lot of other things I've seen. So the attraction here is that MOBE products have a high conversion rate and 90% commissions."*

— **Peter Oliver, Australia**

## Here's How The MOBE License Rights Program Works:

1. You apply to become a MOBE licensee. This simply means completing a form on our website, which redirects you to another secured page to finalize your registration.
2. You'll get a call from a member of my team. That's because we actually don't accommodate everybody. You'll have a friendly chat with one of my team to determine if the program is a good fit for us both.
3. Once accepted into the program, we create your licensing rights links and send them to you in around 12 hours.
4. You get FULL immediate access and lifetime licensing rights to the following products:
  - a. My Email Marketing Empire (\$2,997 value)
  - b. How To Build A Funded Proposal (\$3,997 value)
  - c. Affiliate Bonus Domination (\$5,997 value)
  - d. The O.P.T. Formula (\$5,997 value)
  - e. **BONUS:** Traffic Masters Academy (\$1,997 Value)
  - f. **BONUS:** MOBE Licensing Kit (\$1,997 Value)
5. Once you've become an approved MOBE licensee, you'll get access to the training programs so you can go through them yourself first and learn online marketing best practices and how to generate targeted traffic.

**Targeted traffic + BIG Ticket Products = \$ Big Profit**

6. After the in-depth training, you start driving traffic.
7. Traffic enters the done-for-you, high-converting sales funnel for each of your product links.
8. Traffic moves through the funnel in a completely 100% hands-off and automated process. You can be having a wonderful time with your family at the beach while this is happening.
9. The well-crafted funnel speaks VALUE and addresses the psychological aspect of your prospects, automatically turning leads into buyers for your licensed products. Each sale pays YOU 90% of the profits (while the remaining 10% covers my overhead).
10. The leads you generate are then followed up by MY phone team who will upsell them to our premium product range (from \$2,000 to \$30,000!), which currently includes these products:
  - a. 10,000 Leads In 100 Days

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- b. MOBE License Program
- c. Online Income Revolution
- d. A wide range of done for you services

11. For every single back end sale WE generate on your behalf, you receive 30-50% commission.
12. And, here's where it gets really exciting. You also get \$3,300 for each Titanium Mastermind sale and \$5,500 for each Platinum Mastermind sale.
13. You continue to profit from each and every single sale you make and from each lead we upsell on your behalf.



As you can see, MOBE uses a powerful funnel to extract the most juice (money) out of traffic!

Remember, you're promoting the exact same products I promote — using the EXACT same proven sales funnels.

I told you earlier that a handful of Licensing Business Models I've come across work. The main problem they face is promoting out-dated products that offer no current value to prospects. Their ultimate goal has shifted from satisfying customer needs to making a quick buck. In fact, these products are how I currently "earn my crust" and put food on the table. I care more about their quality and ability to convert than anyone else. I'm spending over \$30,000 to drive qualified traffic per month for these products —do you think I would be doing that if the products were out-dated and full of hype? Certainly not!

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## Is the MOBE License Rights Program for Everyone? Of Course Not! Here's Who I'm Looking For:

Even though anybody can make money online with the MOBE License Rights Program, I have a few requirements I seek from licensees before opening my DOOR wide open.

### This IS for you if:

- ★ You've been deceived by those Internet marketing "gurus" for so long, spent months or even years struggling online, and are ready to make a BIG breakthrough this time.
- ★ You want to build a solid six-figure online business by leveraging a high-converting sales funnel that works well.
- ★ You're willing to be consistent, while sending qualified traffic to your license custom links. You need to put in at least 30 minutes a day to make this work.
- ★ You don't have any of your own products or coaching programs. You will create your own product in the future, but for now you just want to make money.
- ★ You're not yet at the stage to set up your own merchant account, customer support desk, and phone rooms.
- ★ You're ready to take our dedicated traffic training seriously.
- ★ You want a "**business out of a box**" opportunity that you can simply "plug and play"— no guesswork needed.
- ★ You want to make as much money as possible spending as little time as possible.
- ★ You don't want the headache of doing everything yourself and would rather just partner with a company that does all the hard work for you while you pick up 90% of the profits.

### This is NOT for you if:

- ★ You have successfully created your own collection of information products and coaching programs (both low-ticket and high-ticket) and they sell well.
- ★ You have your own automated sales funnels that generate sales for you on autopilot.
- ★ You are a certified customer attendant with your own phone rooms for selling additional programs to your new customers.
- ★ You think this is one of those "push button" software programs that will make you a million dollars by next week with absolutely no work. (It's not and will never be. We both have different roles that require work. Yours is to send in qualified traffic, while we HANDLE the rest).

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- ★ You're ONLY looking to make a part-time income online of a couple hundred bucks a week. (You don't need sales funnels this advanced for that!)

## **My Ambition with MOBE is Simple and I Believe It's Achievable: To grow into a company with \$150 million in revenue a year and beyond...**

Will you be a key player in my vision?

The simplest way to make this vision a reality is to MAKE IT YOUR OWN VISION, not MINE or MOBE. That's the ideal way to pour your heart into the work and get the benefits.

***MOBE provides HUGE leverage by attracting the right partners. Are you one of them?***

Are you prepared to join the 3%?

It's a proven fact that only about 3% of Internet marketing entrepreneurs truly succeed. What do you think sets the big boys apart from those trying to catch up? It's the same opportunity I've just shared with you. You can take the frustration and regret of failure out of your life and business today by coming on board.

As a MOBE licensee, you get the benefit of offering ALL of the following PROVEN success systems

## **My Email Marketing Empire**

I know you've heard it countless times, but I'll say it again. "The money is in the list." More to the point, the money is in the list when you take time to educate, entertain and offer immense value to your list members. A well-structured email marketing campaign will help you extract the most money out of your list. In this program, I teach you my ultra-successful method for writing cash-generating emails.

Since I serve newbie marketers, I made this a step-by-step program. If you've tried before or have never done email marketing and don't know how to set up or use an email auto-responder, you don't have to worry. The entire process is covered in this 8-module video course.

**Sales price:** \$194

**Your share:** \$174.60 (90%)



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## How to Build a Funded Proposal

Creating a high-converting sales funnel is the master key for making more money on high-ticket products. So how do you create one when you're just starting out? That's why you need to grab, "How to Build a Funded Proposal" — because it shows you how to create your own sales funnel from start to finish.



If you had a choice between licensing someone else's proven products and sales processes and building it all by yourself, which would you choose? Most people would take licensing any day of the week. Certainly, it's easier for newbie and intermediate Internet entrepreneurs who want to dominate their niche with quality products without worrying about product creation. It's certainly much quicker and easier. But for those people who DO want to create their own sales funnels, this product teaches them how.

**Sales price:** \$194

**Your share:** \$174.60 (90%)

## Affiliate Bonus Domination

What do BONUS packages have to do with converting more sales? Bonuses inspire and create a VALUE PROPOSITION for your potential buyer and you absolutely need them. Yes, affiliate marketing is getting harder, but you can still make money IF you do it the right way. Less than 5% of affiliates make good money with affiliate marketing. Those who make money definitely make use of Bonus Packages. I successfully used this method to generate \$7,581.50 in affiliate commissions by promoting a course for my good friend Jonathan Budd.



After that, I fine-tuned my methods so my checks got even bigger. I documented the entire process in this course so you can profit as a **Super Affiliate** too.

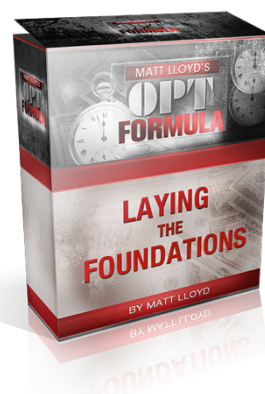
**Sales price:** \$291

**Your share:** \$261.90 (90%)

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## The O.P.T. Formula

If you want to make a six-figure income online, then you've got to learn how to leverage the efforts of others. When you use other people's time to get started on a profitable business model, you have the potential to make a killing. This step-by-step guide will show you how to DO the most important things in your business, and outsource the rest at a very cheap rate, while getting the most benefit for it. Every successful author in this My Online Sales Machine handbook has mastered "The O.P.T. Formula." That's the advantage we all have. Would you like to join us?



**Sales price:** \$194

**Your share:** \$174.60 (90%)

## BONUS: Traffic Masters Academy

The only traffic program on the market that shows you what REAL affiliates and licensees have done to earn millions in documented commissions. Learn six traffic methods to get new customers now: PPC (Pay Per Click), Video Marketing, Banner Ads, Pay Per View (PPV), Solo Ads, Blogging and two bonus traffic generators, Warm Market and Direct Mail.



**Sales price:** \$297

**Your share:** \$148.5 (50%)

## BONUS: MOBE Licensing Kit

The MOBE Licensing Kit is an in-depth, but "easy to consume" training course that will leave you with the knowledge and expertise in licensing other people's products so you can make money without creating anything yourself.



**Sales price:** \$297

**Your share:** \$148.5 (50%)

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Also available to MOBE licensees is the opportunity to upgrade to our highest-ticket programs that have the potential to net you *thousands of dollars* in commission for each sale.

## Titanium and Platinum Mastermind

As I mentioned earlier, the fastest way to make big money in marketing is *not* through selling lots of lower-price items; it's to sell a few high-ticket items. It all comes down to simple math:

**Big Prices = Big Profits.**

This is why I came up with my top level back-end programs, **Titanium Mastermind** and **Platinum Mastermind**.

Almost everyone I know who makes millions of dollars (not counting CEO's with thousands of employees) has gotten there by selling **high-ticket** items (minimum \$2,000) on the **back-end**.

You may have noticed that many affiliate programs pay 50%, 80%, or even 100% commissions for their intro products, and the reason is simple: they make ***thousands more*** on your referred customers by selling them very expensive products afterward and never let you in on *any* of the profits... even though those big back-end sales happened all because of YOU!

I want to give you that *back-end sales opportunity* and show you how you can get **regular \$3,300 to \$5,500 amounts deposited into your bank account like clockwork**.

### Titanium Mastermind

- ★ Make \$3,300 per sale
- ★ My sales team closes every deal for you
- ★ 3-Day and 4-Night Business and Marketing Retreat in an all-inclusive luxurious resort for you and a guest.
- ★ Free access to the Titanium 3 day Custom Training Summits: Traffic Summit, Conversion Summit and Leverage Summit
- ★ Additional \$1,500 commission if you close the deal yourself (Total: \$4,800 per sale!) Make Six Figures with only 21 sales per year!

### Platinum Mastermind

- ★ Make \$5,500 per sale
- ★ My sales team closes every deal for you

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- ★ 5-Day and 6-Night Wealth Building Retreat in an all-inclusive luxurious resort for you and a guest.
- ★ Free access to the Platinum 3 day Custom Training Summits: Platinum Money Mindset Summit, Platinum Real Estate Summit, Platinum Precious Metals Investing Summit, Platinum Asset Protection Summit and Platinum Stock Investing Summit
- ★ Additional \$2,500 commission if you close the deal yourself (Total: \$8,000 per sale!) Make Six Figures with only 13 sales per year!

Once you have upgraded to this level, all you have to do is send people to our large selection of opt-in pages. When they sign up, they will go through our funnels and receive a call from our sales team. From there, they'll be presented with the MOBE License Rights Program, then Titanium & Platinum.

This is a funnel that has been tested and refined countless times for its effectiveness to maximize your chances of making money with each lead you send.

According to conservative industry averages... for every 6 MOBE Licensee customers we get from you, 2 of them will sign up for Titanium and 1 of them will sign up for Platinum.

Let's see how this plays out depending on what level you are playing at with us.

	MOBE Licensee	Titanium Mastermind Consultant	Platinum Mastermind Consultant
6 Prospects Buy MOBE License (\$1,250 Commission Each)	\$7,500	\$7,500	\$7,500
2 Prospects Joint Titanium (\$3,300 Commission Each)	-	\$6,600	\$6,600
1 Prospect Joins Platinum (\$5,500 Each)	-	-	\$5,500
Total Commissions for those 6 Customers	7,500	\$14,100	\$19,600

Annual Income if this happens once a month	\$90,000	\$169,200	\$235,200
Annual Income if this happens twice a month	\$180,000	\$338,400	\$470,400

This means that if you are just a MOBE Licensee, you could be potentially leaving **hundreds of thousands of dollars** on the table that you could have just by upgrading to Titanium or Platinum status!

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So what do these Mastermind level products actually entail?

## Platinum & Titanium Mastermind Retreats: 3-5 Days of Marketing and Wealth-Building Paradise

When I decided to create high-ticket programs *designed to put cash in your pocket*, I called my team together to discuss how we would meet our objectives. It was essential that we put on events that would be *worth* the high-ticket price tag on their own *and* could allow you the opportunity to make those high commissions from promoting them.

I decided that I was going to give you and your customers a chance to rub shoulders with some of the richest, most successful people and learn the "backroom" strategies that wealthy people have been using for decades to build and grow profitable businesses and quickly amass huge amounts of money with minimal effort.

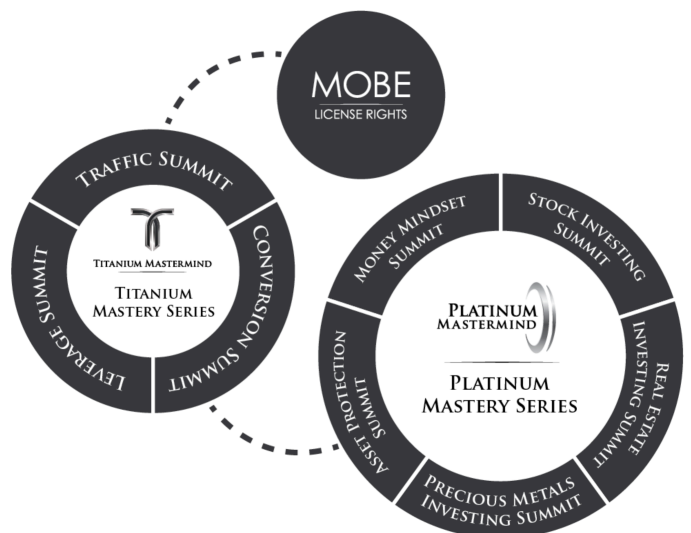
These are not your typical "make money" seminars but ones where key players in the industry share secrets that only the elite movers and shakers know about.

After calling in a ton of favors and using a mind-bending amount of persuasion, I put on our first Mastermind, which was a huge success!

To date we have hosted many masterminds with hundreds in attendance at each event. We have been to places like Fuji, Cabo San Lucas, Costa Rica, Bahamas, Curacao, Dominical Republic, Bali and more...

It soon became evident that 3-5 days of training were not enough to cover the valuable content and speakers we had lined up. To incorporate the added content and speakers we introduced additional targeted and more specific 3 day training events that are now included FREE of charge for Titanium and Platinum members.

- ★ Titanium Traffic Summit
- ★ Titanium Conversion Summit
- ★ Titanium Leverage Summit
- ★ Platinum Money Mindset Summit
- ★ Platinum Precious Metals Investing Summit
- ★ Platinum Real Estate Summit
- ★ Platinum Asset Protection Summit
- ★ Platinum Stock Investing Summit



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## How to upgrade

I've never sold anything I wouldn't buy myself and that goes for my closest students as well. This means that as a member of Titanium or Platinum Mastermind, you will be attending the same events and making the same initial investment.

Let me tell you something...

## You can't sell a high-ticket item if you have never bought a high-ticket item.

It's a different psychology. There's an abundance mindset that you adopt when you spend few days at these masterminds yourself.

Here's the process:

1. You upgrade to Titanium or Platinum Status and plan on attending your annual retreat.
2. You follow the straightforward step-by-step procedure I walk you through at the event and in our follow-up afterwards, getting targeted leads into our system.
3. My phone team follows up on the leads, makes the calls for you, and closes the sales.
4. You get \$3,300-5,500 wired directly into your bank account.

I strongly urge you to consider this upgrade, because once you have completed the initial steps, it doesn't take any more work from you, yet you have the opportunity to make **huge** profits that you will otherwise leave on the table.

High-ticket items like these are the best, quickest way to make the biggest profits. Take it from me, this upgrade is one of the smartest moves you can make for building your online wealth.

By far the most effective way to sell these high-ticket items is via 1-on-1 phone calls, but this is another challenge of the industry. It's not easy for the 'newbie' to sell this way. This is why I came up with my 21-step marketing system, My Top Tier Business.

## My Top Tier Business (MTTB)

Even though we now had these high ticket programs that pay gigantic commissions - \$4,800 and \$8,000 on Titanium Mastermind and Platinum Mastermind respectively, IF you sold them yourself on the phone (or \$3,300 and \$5,500 if sold via our phone sales team) – there was still a problem. It was very difficult for newcomers to successfully sell these products via phone.

To solve this problem, I hired one of the best phone sales reps I knew in the top-tier direct sales business, and within a week, this guy was selling more than all our partners combined! I hired him full time. As we began to grow, I hired another, and another, and now, we have over 60 phone sales and traffic coaches all around the world.

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## **This is why I developed my hugely successful 21-step MTTB system.**

By far the most effective way to sell high-priced programs is 1-on-1 over the phone. But most people NEVER figure out how to do it themselves. Either they don't like talking on the phone, they're scared of selling, or they just flat-out don't know what to say.

And that's OK! It takes a certain personality type and skill set to sell over the phone. If that's not you... that's fine. You have other skills that will allow you make money online. Focus on those skills and let the professionals (my team) make the calls for you.

My phone sales team will pick up the phone and sell your leads into higher ticket programs FOR YOU, and you still get the big commissions (ranging from \$1,250 to \$5,500 depending on the program sold.) You never need to pick up the phone and make a sale if you don't want to. (Of course, if you DO want to you can... and your commissions will be even bigger).

If you don't want to learn how to generate traffic... my team will get traffic **FOR YOU**.

MTTB includes a powerful 30-Day Traffic Plan that will show you how to easily get qualified traffic from sources like YouTube, Facebook, and Google. BUT... I will make it **even easier** for you.

I have a team of traffic-generation experts, as well as my own private traffic agency, which can get high-converting, qualified leads FOR YOU for a small fee per lead.

So with this 21-step system, everything that normally makes top-tier direct sales tough is literally DONE FOR YOU.

### **My MTTB system will:**

1. Show you how to easily get qualified traffic with a 30-Day Traffic Plan.
2. Automatically put your leads into tested and proven marketing funnels.
3. Filter out the best leads from those who are just curious (tire-kickers).
4. Follow up with your biggest potential money-makers.
5. Sell the best (and most profitable) programs I have ever created.
6. Net you amazing commissions with NO WORK on your part!

### **With MTTB, you will:**

- ★ **NEVER** have to create your own products
- ★ **NEVER** setup your own websites or hosting
- ★ **NEVER** have to labor over your own sales funnels
- ★ **NEVER** deal with customers, returns, or merchant accounts

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★ **NEVER** sell leads over the phone

Not only that, you will also get access to a personal coach and a state-of-the-art members area.

## **In the members area, you will get:**

★ Access to a 21-step training program that will show you how to make your first BIG commission online

★ Daily training lessons, videos, and webinars

★ Your personal coach's calendar and contact info

★ A **30-Day "Traffic Made Easy" Plan** that will show you how to easily get qualified traffic from sources like YouTube, Facebook, and Google

Note: Each of the 21 steps in the member's area can be done in about **30 minutes** a day (sometimes less).

The best part is you can promote the very same MTTB training product to your leads so they can go through our training systems and sales process with no effort on your part. We do all the sales and heavy lifting for you.

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## So What Happens Next?

The amount of money you can make with MOBE is essentially limitless. Even just 2 sales of my “10,000 Leads” program in your first 30 days will net you \$2,000 for the month. And every single customer you bring in could result in \$3,300 to \$5,500 (or more) over the next couple years if you are a Titanium and Platinum member.

Remember this chart from the opening letter to this Handbook?

Front End Sales	Income	Back End Sales	Income	Total
4	\$784	1	\$1,250	\$2,034
8	\$1,568	2	\$2,500	\$4,068
12	\$2,352	3	\$3,750	\$6,102
24	\$4,704	6	\$7,500	\$12,204

Now, this is just an estimate of *possible* earnings... but **you could potentially make \$12,204 every single month averaging LESS than 1 sale per day.**

**So here’s what happens next. Go to the link below to apply for MOBE now.**

[www.PartnerWithMattLloyd.com](http://www.PartnerWithMattLloyd.com)

(Click on the above link now - or type it into your browser - while spots are still available)

After you apply, one of my top consultants will give you a call to discuss your application and let you know if you’ve been accepted.

Apply now, and you’ll also get these **EXTRA LIMITED-TIME BONUS OFFERS...**

### **Bonus #1 – Lifetime License Rights**

Most partnership licenses are temporary and can be revoked at any time. Even a franchisee operating a McDonald’s has to repay every single year to have their license reinstated. I originally was only going to make this license available for one year, but I realized that if I want lifetime partners, I should offer a lifetime license. If demand for MOBE keeps growing though, I may change my mind. So act now while the lifetime license is still available – you’ll be grandfathered in for life if you join now.

### **Bonus #2 – Personal Coaching From Me**

You will get direct access to me through our Facebook coaching group. You can ask anything – from my favorite places to advertise to how to get “backdoor deals” with major ad networks. I monitor this group **personally** and will answer most questions within 12 hours. I usually charge

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\$5,000 a day for my time, so this bonus is the most valuable and the most likely to be eliminated in future versions of the program.

## **WARNING: This Opportunity Is Only Good For A Limited Number Of “Action Takers”**

Due to the extensive resources and time commitment we assign to each partner, we can only accept a limited number of licensees at any given time. There is also a “natural” limit to the number of partners the IM market can support. Think about it... if thousands of people were allowed to promote the same products we would essentially “cannibalize” the market. That would hurt my personal sales and the long-term growth of my own business – which I won’t allow to happen. So take advantage of this now... while you still can.

**APPLY NOW** by going to:

[www.PartnerWithMattLloyd.com](http://www.PartnerWithMattLloyd.com)

(Click on the above link now - or type it into your browser - while spots are still available)

## **But Matt, how do I know the MOBE License Program is right for me? Can anyone REALLY do it?**

If you’re committed to making this program work, then I guarantee that you’ll profit from this it. As I explained earlier, I do well when YOU do well... and you can bet your bottom dollar I’m going to ENSURE you do well. After all, my reputation and my business are on the line.

You’ll get ALL the support you need to make sure this is a highly profitable venture for us BOTH. I’m not looking for affiliates, I’m looking for partners. Your success is my success.

Earlier on I shared with you what Andrea Goodsaid had to say about the program. Here’s what she had to say about how easy it was to get started...

### **Case Study: Andrea Goodsaid shares how she made \$16,000 in her first 90 days as a MOBE Licensee**

**Question:** When did you get started with the MOBE License Rights program, and why?

**Answer:** It was actually a really tough decision. It came into my lap (you were just starting to look for partners) the week between Christmas and New Year’s. We also have all 3 kids’ birthdays around the same time of year. In other words, at a time when my budget basically couldn’t handle much more. But it was also the New Year, and I knew I needed a change of

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business strategy - the 90% commissions on your core products gave me that. To be honest, I had no clue how the backend sales were going to work. THAT has been the real prize inside.

**Question:** What marketing method did you use to start getting your first few sales?

**Answer:** Well, I didn't really have any money or experience to do paid advertising... I did have a tiny list (very tiny by most people's standards), so I emailed them. I also used Facebook events to my advantage - like I showed everyone on the webinar I did after winning one of your affiliate contests. I think it's still in the Inner Circle archives. The key I think is to build your list with people who really, really want what you've got. And that's about getting up close and personal with people's challenges and helping them to solve them.

**Question:** How have you found Matt's team at following up with your leads, and making sales for you?

**Answer:** The follow-up and backend sales have been nothing short of awesome. You've opened up a business model where people can really make decent money for a change as an affiliate. The front-end commission makes it possible and the back-end is like this double dose of icing on a double chocolate cake. It's chunks of top tier commissions like I've received from this license program that have turned everything around for me this year.

**Question:** For someone just starting out - what advice would you give to them?

**Answer:** Don't let your fear get in the way of you taking action. It's very possible to do this - to make money online. Most people don't know, because they don't believe it can work for them... a lot of people have this ridiculous belief in their head, "if it sounds too good to be true, it probably is..." That can be true in some cases, but it also **prevents** people taking action when something good comes along.

**Applying to become a License Rights partner in your program was probably one of the best decisions I ever made.** While it hasn't made me a millionaire - yet- I am making consistent sales, and I have consistent money coming in... which is good... and if a stay-at-home mother of three can make this business work for her, so can you!

**So if you want to end your quest of trying to make it online and actually do something that will put REAL money into your back account, then I invite you to apply to become a MOBE license partner. Just go to [www.PartnerWithMattLloyd.com](http://www.PartnerWithMattLloyd.com) right now, let us know how to reach you, and one of my friendly staff will give you a quick call back. No strings attached - it's just a brief call to ensure the license rights program is the right fit for us both.**

**[www.PartnerWithMattLloyd.com](http://www.PartnerWithMattLloyd.com)**

(Click on the above link now - or type it into your browser - while spots are still available)

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Remember, there are a limited number of licensee positions available. Each licensee demands a certain commitment of time and resources... and the market itself can only support so many people promoting these products. Once we have enough partners on board for us to reach our financial targets, WE WILL STOP TAKING NEW LICENSEES. Depending on when you received this Handbook, many of those spots may have already been taken.

Opportunities like this don't come around very often.

Winners seize good opportunities when they see them.

Losers don't.

Which do you want to be?

**APPLY NOW BY VISITING:**

**[www.PartnerWithMattLloyd.com](http://www.PartnerWithMattLloyd.com)**

(Click on the above link now - or type it into your browser - while spots are still available)