

Fact: 95% Never Make A Dime And What You Can Do About It..

*If you're ready to **join the ranks of the 5%** who make money, day after day, while sitting around in their favorite comfy clothes **while their kids play in the background** or **traveling around the world** with nothing more than a laptop and a cell modem.. **in the fastest amount of time possible**.. this will be the most important guide you will ever read..*

Hello Future 5%er,

Where are my manners? Let me introduce myself my name is Christopher Dittmore and congratulations on finding this guide. I'm not sure how it stumbled in your hands, but I do know that I'm going to make absolutely sure that this marks a changing point in your life. Now, in order for me to do this I hope you understand I have to be flat out to the point honest with you. It might even hurt a little bit, but please know that it's in your best interest.

I'm going to rip through some of the lies, deceit, and scams that you have been fed. You're not going to like some of the stuff I'm going to share with you, but that's okay because my ultimate goal is to make you more effective and successful. I want you to join the ranks of the 5% next to me and I'm going to do everything in my power to make sure you do..

Now you may have noticed I called you Future 5%er, and might be wondering why I can boldly call you that and maybe even what it means.. I'll get to those questions in a minute, but first let's talk about what's been stopping you from having the success you want in Internet Marketing.

Quite frankly you're in a Battle Zone. On one side you have the “gurus” and on the other side you have the “wannabe gurus”(WBGs). A guru can easily be defined as a person who makes their living helping WBGs make it to the other side.

But how do guru's make their living truly?

Most guru's (I'd say conservatively 90% of them) make their money with the following strategy.. First, they create a product that appears to fill a need for WBGs.. then they call up their guru friends and offer them a piece of every sale they make.. the guru friends then mail their private lists of WBGs and make millions together.

Now, there isn't anything wrong with this business model.. if you're a guru. However, if you're a WBG this business model sucks. Seriously.. because you are lead to believe that the reason why the guru is making the big bucks with all his bling-bling.. is because of the products/information you are buying from him, but in reality it's his RELATIONSHIPS with other gurus that are selling his products..

So, when you buy the newest product, you are still left with the same problems that stop 95% from making a single dime. And more than likely you don't have your own product and even if you did, you probably don't have guru friends to call up to mail out for you.. it's a very tight knit circle.

Of course, some people will be able to get in the circle... they have the time, money, focus, determination, and persistence to be able to make a product from scratch.. study/hire copywriting.. create compelling graphics for their sales page.. go to all the live events.. and rub elbows with the gurus to make it in to the inner circle..

But is this probable for the average person? NO! And the statistics prove this.

I'm going to go into more detail about the truth of Internet Marketing and what I'm doing about it.. but first let me tell you more about me and why I'm qualified to lead you to the other side.

My name is Christopher Dittmore and I run a training program that teaches gurus and newbies alike how to make huge incomes online. I'm an extremely ethical person and a Christian.. I will not promote things I don't believe in.. this unfortunately, in the world of Internet Marketing makes things very difficult because getting you to buy products over and over is the “secret” to Internet Marketing.

The more products that you buy – the more money that we “gurus” make.

I created my training program after many people started asking me to teach them how to drive massive traffic to their websites and convert them to checks like I do..

I first started by just posting on paid forums (free ones are filled with time wasters and negative people). However, after answering the SAME questions over and over again.. which quickly drove me nuts.. I decided that I should put everything in to videos.. then I asked a small 30 per month or \$1 a day for access to these videos..

Now, what happened next shocked me.. I had many people including guru's tell me that the secrets that I was sharing were better than they had ever seen in their life. I had testimonial after testimonial shared with me.. (in a couple months I had over 50 testimonials.. you can [read some of them here](#).. but you know what? Very few people did anything with the information I was sharing for such a low price..

So being the Ethical Marketer that I am.. I didn't want you to keep paying me 30 dollars a month if it wasn't going to get you closer to your goals (in a real way!)... I decided there had to be another way. This guide is the beginning of that other way..

Internet Marketing Simplified

Let's get you on track.. shall we?

Internet Marketing can be boiled down into 2 main parts.

1. The first part is your traffic.. this is the people who see your offer/website.
2. The second part is your offer/website... this what people buy or do to get you paid.

Simple isn't it?

You have your traffic methods.. which are either free or paid..

Free traffic means you don't pay another company to get daily traffic, but free traffic itself is not really free because your time isn't. Free traffic is generally known as SEO (Search Engine Optimization) this

just means search engines like Google, Yahoo, and MSN send your website visitors. There are many many other ways to get free traffic, but that's not what's stopping you from joining the 5%.. so we won't go into that in this guide.

Paid traffic means you partner with a company to send you traffic. You either pay them per click, per view, per lead, or even per sale.. (affiliates).. I could easily write thousands of pages about paid traffic.. remember I run a training program with hours and hours of step-by-step videos.. but this isn't what's stopping you from joining the 5% either..

Traffic is good, but where's the money?

You make your profits with offers. Your offer is what people want.. (or should want!).. this is either your own product, someone else's product, an advertisement (you get paid to drive traffic through these).. etc.. now if you really stretch your brain you'll see that the traffic and offer.. are really two different sides of the same coin.. but that's not what's keeping you from joining me on the other side.. so we'll talk about that at another time..

Now.. Once you have your traffic and offer set up.. you increase one or even both of these things to make more money.. Pretty simple right?

Okay, so let's apply this to our previous example to clarify things..

The Infamous Guru Strategy

Okay so let's refresh our memory on what Internet Marketing is:

1. Create a product. (What people buy)
2. Get traffic. (People who buy it)

Now with this new understanding, let's use this to analyze the guru strategy we talked about earlier..

First, they create a product.. then they break it down into smaller products.. the guru then offers this first product to you at a small upfront price.. and then they give you more pieces of the product at higher price points later. It's called an upsell process.. remember how I said increase the offer if you want more money? That's what this upsell process does.

After they have their product created..

Now comes "Get traffic"

The gurus phone up their guru friends and tell them to "mail their lists" for a cut of the action.. so the guru friend writes a nice friendly compelling email to show you the "new product" with a special tracking link.. they get paid if you buy through that link.. so, you see a list of prospects and buyers is basically traffic (and cash) on demand..

So you have product and you have emails lists. This is the money part and the traffic part.

But will this work for you?

You've Been Completely Mislead.

Now, let's analyze this strategy for you.

Do you have a product?

Odds are that you don't. Most people are focused on making as much money with as little work as possible. This happens to be the fastest route to failure that I know of.. (short of doing nothing of course)

I don't blame you though because how do you know that spending all that time and money building your own product will actually get you paid? Factoring in the time to become an expert, the money for copywriting services, graphic design, hosting, domain registration, etc.. and even with all of this.. there is still a chance your product will FAIL.. So, yes I agree you have every right to be worried that your time and money will be spent in vain..

So, it makes perfect sense to become an affiliate and sell someone else's product.. but will the guru strategy work for you? NO! Because (even if you had guru friends) they won't mail their list for you if you can't pay them and you can't if you don't own the product!

Can you now see how it's impossible to follow the guru strategy by buying their products?

Okay I think we've effectively shown that 95% can not achieve their goals with the Infamous Guru Strategy. And the statistics show this also..

So, what strategies do you have left? What can you do that will break you free from your job and give you the life that you are chasing?

You're left with the strategies that guru's sell you.. see' how this plot thickens?

See how it all works?

Hang on tight though because it gets even more serious.. because just the act of continually buying product after product is holding you back from success..

So.. the more products you buy the further you are from success!

How Could More Products = Failure?

Will buying the latest products get you closer to your goals? No. It won't. And it can't.

You see your success is completely determined by the number of people you help. Not the number of products, strategies, and tricks you know. In fact, buying products keeps you from achieving your goals!! Yes, I know it sounds crazy, but it is also so true.

You see, the more often you are buying products.. the less time you are spending implementing and optimizing your business.. And if you're anything like my students..

You work long hours to keep food on the table, a roof over your head, kids in private school, and working vehicles that provide crucial transportation.. (not to mention the price of gas!)

You don't have the time to be going through all of these products that are being sold. And the more “secrets, tricks, and tactics” you find or discover.. the more you forget the most important part.. the person you're trying to show value with your offers!

You gotta do as the guru's do..

The gurus who are selling you products have you nailed. They know your hopes, they know your dreams, they know your fears, and they know what you truly want.. you want a magic button that will get you free from your job.. you want to see testimonials, proof of earnings, and you want to desperately believe it is possible.

Is it possible?

There's Way More To It Than Sales letters Show

Yes of course. Is it probable no it's not.. and here's why.. you just don't have the knowledge, time, the skills, and sometimes the ability to do every single thing necessary to be successful. Internet Marketing itself is very simple, but the implementation of it is not.

Are you ready for the nitty gritty 'bout traffic?

You need traffic and lots of it.. but how do you get traffic? Do you buy traffic with PPC? Well, most PPC keywords will never convert.. the “guru” advice of buying tons of keywords and seeing what converts.. while sounding great on paper just doesn't work in the real world for the average person.. I've learned from training my students that as soon as you see about a hundred bucks go down the drain.. you'll freak out.. stop the campaign.. and say PPC doesn't work.. well PPC does work.. it drives traffic.. but if you are not connecting with the person on the other side.. your traffic will not convert into pay checks.. and if your traffic doesn't convert you're right PPC won't make you any money.. in fact, it could lose you a bundle!

Do you do SEO? SEO itself, is a very complex process.. if you're a technical minded person it's way easier for sure, but technical minded people generally have another problem.. technical minded people are used to working very few hours for big payoffs.. it's coded in them somehow, but in SEO you need to constantly keep up with the trends.. and you need a daily routine of link baiting, back linking, and optimizing to keep the traffic coming.

So do you keep buying products and trying to learn to IMPLEMENT everything on your own?

In a perfect world and if this was a sales letter, I would tell you that I could teach you everything.. (I already have..) but I've learned that 95% of you still won't be successful and even more surprising is that it's really not your fault.

You've been set up to fail.

I've learned through years of building businesses and teaching students that success itself is very

simple.. you do A long enough to get B.. *it's the barriers to success that hold you back.*

There are a ton of barriers to creating your successful Six Figure Internet business.. and each one stops you from doing A long enough to get B..

It could be that you don't have enough time after work to be able to write articles, learn graphic design, study how to connect with your prospects, and a slew of other really time consuming things..

Or you may not have the money to be able to create professional products, graphics, and websites or enough money to throw into buying advertising or buying product after product trying to glean enough education to go it alone..

It's not about buying products, it's about creating systems..

And here's where it really gets interesting.. even with all the money to buy product after product and time to read them.. if you do nothing with it.. you still have nothing to show for it.. unfortunately, FEAR stops people from success even when they have all the tools.. this is probably one of the biggest barriers there is..

That's why I've decided to step up to the plate and remove all the fear and barriers stopping you from success..

First, I'm going to give you a highly converting system with a PRODUCT that is prove to put 250 dollars in your pocket over and over again like clockwork.. this system includes your own professional blog that will brand you so that prospects will be chasing you down to buy products from you.. this is one of the most important things in your Six Figure system.. you must have followers who know, trust, and like you.

Next, after your system is up and running.. I'm going to give you a ton of stuff to drive traffic to it.. it's really too much to mention here, but you're going to get thousands of dollars in traffic education.. because when your system is up and running all we gotta do is turn on the traffic!

So you're going to get a professional blog with all the traffic tools you need.. a product to sell... and thousands of dollars in crucial tactics that will make your head spin.. but the most important thing that I am giving away is my time.. here's how it's going to work if you decide to become my student and let me train you and take you to the next level.

I'm going to personally make sure that you make money.. you see for me it's easy.. once, you have your system up and running that I know will convert (since I'm going to be constantly optimizing it in the background).. I know you will make money when we drive traffic to it and not to toot my own horn, but I know more about traffic generation than 99 percent of the marketing world.. so while what I'm about to say will surprise you.. don't think I've lost my marbles.. I'm just that confident in you and in my techniques and systems..

I'm going to personally guarantee you make 2x your investment.. in fact I'm going to work with you until you make enough money to make my system free.. and that's just the beginning.. I've decided this is the direction I'm going to move forward with my life.. and if you're reading this right now you're at the very beginning.. I'm going to do this in phases..

Phase 1: I'm going for the gold in Phase 1 since this is the foundation.. I'm going to get tons of testimonials.. and I hope you're one of them.. You will get personal mentorship from me, weekly webinars teaching you how I drive traffic, and all you do is repeat what I do and ask me questions until everything is crystal clear.. I'm also going to personally call your prospects (unless you want to) to make sure we convert at the highest levels possible...

Phase 2: If you joined and are successful at the Phase 1 level.. you are going to have opportunities to teach Phase 2 people how they can duplicate your success... I'm going to set you up so you're going to make money training and teaching people.. this isn't for everyone, but if you enjoy teaching and helping people you're the type of person I'm looking for.. I can't do this alone :) Around this phase we start increasing the price more to the industry standard.. this way I can pay Phase 1 students for teaching and we make sure we get the best of the best.. we're also going to have phone teams to call your prospects (since by this time I won't be able to handle the demand) and I'll be removing personal mentorship since Phase 1 students will be taking over..

I'll also be launching a secret resource that will do all the traffic promoting for you.. but that's hush hush right now..

So there's a small glance at what I'm planning.. I've got 5 phases planned out in all.. because as I see our economy collapsing and the reasons behind it's demise.. I just don't think we're going to get any better.. I think we have to start doing something RADICAL or else we're going to be left in the dust.. And that's exactly what I'm doing.. I'm giving the 95 percent a chance at success.. I'm putting it all on the line and I'm starting with you as you read this report..

I'm personally creating opportunities for thousands and thousands of people to be able to work from home while the local economies crumble..

I've closed all my retail stores and I'm 100 percent focused on taking this to the next level.

If you're tired of struggling and you're ready to have prospects chasing you to join your business and you're eager to make a difference.. and finally walk tall with the 5 percent.. then click this link now because [I want to mentor you](#).

- Christopher