

Attention Information Marketers...

FROM: Robert Skrob, President of the Information Marketing Association

And Author of the OFFICIAL GET RICH GUIDE TO INFORMATION MARKETING

**“Give Me 6 Weeks...
And I’ll Give You
A Power-House Info-Marketing Business.
I Guarantee You’ll Work Hard (*At First*)
You’ll Feel Terrific
About What You’re Doing For Your Customers...
And You Will LOVE
Watching The Money Pile Up
In Your Bank Account.”**

***Are you on your way to fast, long-lasting
wealth... or will you too just end up as “ROAD-
KILL” on the info-marketing super-highway?***

Robert Skrob - President, Information Marketing Association
Tallahassee, Florida
June 25, 2010

Dear Friend and Fellow Info-Marketer,

You may find this hard to believe, but the story below is fairly typical of what I hear from successful info-marketers:

“Robert, you know me well enough to know I’m not one of these people to brag, but I just had my first Five-Figure Sixty-Minute webinar...”

These kind of paydays don’t just happen automatically, but for smart info-marketers, they are not uncommon.

So let me ask you a question: What would your life be like if you could produce \$10,000.00 or more “at will” whenever you needed the cash?

That’s what dozens of information marketers who I know personally and have worked with closely have discovered how to do. *What’s their secret?* Do they have some special skill or knowledge that most of us simply don’t have access to? Are they part of a some kind of a secret society or network?

Well if you're wondering how you too can bank \$10,000.00 or more "On Demand", I have GREAT news for you!!!

In this letter I'm going to reveal to you for the first time ever the "secret sauce" that successful info-marketers have used to get rich quickly, reliably and sustainably in their information marketing businesses.

Listen, as President of the Information Marketing Association (IMA), I've worked with **hundreds of info-marketers** and seen what works and what isn't working in the industry. I've been fortunate enough to look into every nook and cranny of the businesses of hundreds of the IMA members I've coached. These members include multi-million dollar infopreneurs as well as many others who are just starting out as info-marketers.

I Have Unique Perspective On What Works And What Doesn't...

...And, I'm *passionate* about helping entrepreneurs, especially info-marketers, actually achieve their dreams and become extremely successful in their businesses. *I've devoted practically my entire professional life to it.* The last thing I want to do is disappoint anybody serious about building their info business with yet another false promise, as is all too often the case in this industry.

I'm telling you this because the rest of this message is about how to reap the rewards of the hottest business going today for anyone - whether they are just starting out or have years of experience, are young or old, male or female, highly educated or never made it through high school, rich or dead broke - as long as they are willing to work *smart*, and not just hard for the lifestyle of their dreams.

And let's just stop right here. If the idea of getting rich quickly, reliably and sustainably for the rest of your life offends you, please stop reading right now.

However, if you've ever dreamed of being able to generate a \$10,000.00 "Payday at Will", something that maybe 1-3 out of 100,000 people know how to do, in that case, this will be the most exciting message you've ever read...

So Let Me Ask You A Question: What Could You Do With An Extra \$10,000.00 Next Month?

Pay off bills, get out of debt? Buy a new home or remodel you present one? Get a new car or truck? Finally hire that extra person you need to expand, so you can stop doing it all yourself? Take your family on a REAL vacation? Disney... a cruise... lazy week at a beachfront resort? Secure your son's or daughter's college education? Invest for your retirement?

Here's why I ask. The truth is, *an information marketing business really can allow you to manifest your most passionately held desires in every area of your life and career, as a true "alchemist of desire,"* someone capable of turning desires into reality for yourself and for others.

In a minute, I'll give just a few of the amazing secrets I've discovered, but first let me ask you if any of the following could be important to you in your business...

Having the ability to replace your own manual labor by “multiplying yourself”?

Leveraging what you already know?

Selling to buyers who will buy an endless stream of your products and services?

Having a relatively low degree of required interaction with your buyers?

Needing few or no employees or staff?

Getting started with little investment?

Potential for large profit and unlimited growth?

If you answered yes to any of the above questions, AND you are really serious about quickly building a an extremely durable business with ALL these characteristics, then read on...

After years of hands-on, in-the-trenches experience with hundreds of info-marketers around the world, here are just a few of the discoveries I've made that I'm using every day, to not only give my coaching clients quantum leaps forward in their businesses, but these are big factors in the ongoing growth of the several businesses I'm directly involved with:

- **How to quickly, reliably and sustainably attain a lifetime of financial security and independence**
- Why you absolutely must become your own boss in the 21st century
- **The dangers of relying on a single mode of production, marketing medium or even a single market for your business.** (Screw this up and sooner or later you will end as ROAD KILL)
- How to consistently inspire others to greatness with your insights (and get paid extremely well for doing so)
- **The secret to building a business that runs auto-pilot – while providing you with an executive's income!**
- How to achieve your income goals by leveraging your time
- **Why you must get off the “trading hours for dollars” treadmill**
- How to exponentially boost your existing product or service business with information marketing
- **How top info marketers systematically help hundreds or even thousands of people achieve personal and business success**
- 3 ways to build credibility in the industry you are already in
- **5 proven formulas for creating continuity and multiple streams of income**
- How to build a great business while living life on your own terms

- **How to write, speak or joint-venture your way to staggering success with innovative, yet proven information marketing strategies**

Now at this point, you may be thinking, “Oh yeah, right. I’ve heard all this before.”

Maybe you’ve tried some things that didn’t work out so well, or watched somebody else stumble. And it’s true – a lot of people get tripped up along the way.

Any Of The Following Stories Sound Familiar?

- You meet a guy with an internet business, maybe not as smart as you, but making great money. Meanwhile, you’re still muddling along. Or...
- *You want financial freedom but can’t see how your present business will ever get you there - and you can’t afford to leave. Or...*
- You have great job with a big company where you’ve given your blood, sweat and tears, been published, even delivered seminars, but feel trapped, doomed to spend the rest of your life in a cubicle. Or...
- *You spent countless hours writing and publishing a book in your spare time while keeping up with your day job, but now that it’s done, trying to promote it successfully seems impossible because it would take more time and energy than you have left over at the end of the day. Or...*
- You’ve had some success, made good money, but you hit a plateau (or worse yet, a wall). Or...
- *You successfully promoted other people’s products, built a good-sized list and things were going great. Then one day you woke up and realized you’ve got NO relationship with your list and no real business. Or...*
- You feel like an outsider. You’ve been looking into business opportunities for years, bought into a few, but never really hit pay dirt. This isn’t working, you realize – you wonder, what’s missing? Or...
- *You’ve got a great info-marketing business but no money to market it. You are FRUSTRATED. How do you invest in marketing with no capital? Or...*
- You feel overwhelmed with too many choices, baffled about which way to go, what to do next, what to focus on. Or...
- *You bounce from one “shiny object” to the next and never get any traction. Or...*
- You just feel incredibly alone. Friends, family, co-workers are no help. You don’t want to make the wrong decisions, but who can you turn to for guidance? Or...
- *You know what needs to happen, but your to-do list... Yikes! There’s a huge gap between what needs to get done and your available time. You know you need to delegate, but how in the heck do you find and keep good people?*

I know. I've been there. And for me it took years of painful trial and error before I got things figured out. **But now, my businesses are taking off like crazy.** And now that I see how it works, how simple it really is (even though I didn't see it for years!) I just feel like shouting it from the rooftops – I want to let people know about it!

So how did I finally figure it out? I'll tell you that in a minute, but first let me tell you give you a little background...

I started my first business when I was 23 years old and from there have become a serial entrepreneur in several industries. And although I've earned a masters degree in accounting, I haven't practiced public accounting since 2003. I maintain my CPA license and fulfill its continuing education requirements for my mother, who wants me to keep my license so I have something to fall back on in case this information marketing thing doesn't work out...

“Robert Skrob has a profound understanding of how the information marketing business works and can quickly apply that understanding to producing strong long term businesses. As his background is in the association industry he's been creating products, subscription programs and putting on events his entire adult life... Plus, well, he's kind of fun to hang out with!”

Bill Glazer – President, Glazer-Kennedy Insider's Circle and author of the Best-Selling Book, Outrageous Advertising That's Outrageously Successful

My first book, co-authored with Dan Kennedy and Bill Glazer, titled The Official Get Rich Guide to Information Marketing; Build a Million Dollar Business Within 12 Months, was first published in November 2007 and **topped the Barnes & Noble best-seller list as the Number 1 Business Book**. It's second edition, published May 2011 is also selling briskly as are each of the other two books I have co-authored to date.

The Information Marketing Association, which I co-founded with Bill and Dan, boasts well over 1000 members selling information on everything from creating scrapbook pages, coaching for parents of children with ADHD and marketing advice for auto repair shop owners to hundreds of other hobbies and business niches. IMA members are professional speakers, book authors, magazine publishers and internet marketers creating some of today's most advanced social networking platforms for their members.

Since 1994 when I started working with info-marketing clients, I've been collecting case histories, and observing what works and what doesn't in information marketing. I've created hundreds of products, recorded thousands of hours of interviews, conducted countless calls and coached thousands of people in more than 34 different business niches.

So Why Am I Telling You All This?

Rewind Back To 2009...

At the IMA gathering that year, a member stood up and asked, “Why don't you provide a step-by-step guide to creating an info-marketing business?” Dan Kennedy answered that it's impossible because everyone starts in a different place. Some start with knowledge, others have money to invest while many have neither. *With all the different starting places it's impossible to give everyone one roadmap.”*

Not good for someone trying to get a toehold. But it got me thinking, is there a way I could create that roadmap... a step-by-step info-marketing formula, that would work for anyone, no matter where they were starting from?

You see, what drove me crazy was watching too many good people go broke, buying product after product, but never getting a real, profitable business started. I mean, DANG! Really great folks, too. Just getting sucked down the tubes on bad products and advice - ARGGHHH! It was really bugging me.

I'd see info-marketers who have success in one aspect of an their particular business, go out and launch a marketing campaign of teaching others their "business in a box."

“Excuse me... Don’t You Mean “B.S In A Box”?”

A business??? C'mon! I mean, it's a marketing ploy! No more a real business than buying a computer puts you in business, no more than sitting in a hen house makes you hen, no more than... Well you get the idea.

Anyway, at best they're teaching a promotion, a tactic, or a tool. And unfortunately, too many good people get sucked in with these big promises.

No joke. Unfortunately, there are some very real situations I've witnessed over the past several years like these...

Real Life Examples

One info-marketer I know, who shall not be named, never got his business off the ground. He spent 2-months getting ready to launch, only to put it on hold for a month until the next seminar. Then, he set off in an entirely new direction for 2-months. By then, it was time for another seminar and another new direction. *Not a good way to launch a business...*

Another guy, friend of mine, built a huge business, generating more than \$2 million a year. It was great... *Until he got to watch the whole thing evaporate within a few weeks.*

Then there's this info-marketer you would probably know. Within a year this person had built a business making more than \$300,000 in profit. Unfortunately, the next year that business generated only \$8,190 in profit. Still profitable, yes. *Problem was, the \$300K lifestyle didn't go away when his income disappeared.* Not pretty...

I Must Tell You, It Was Really Beginning To Wear On Me...

So what To Do? I went to work on the problem.

Now in the IMA, we've had "Jump Start" Coaching Calls every month. These are calls where members of the Information Marketing Association call with questions for me about growing their businesses. Some questions are advanced, about making multi-million dollar businesses more profitable while others are beginner, just getting started in business. Fortunately I've kept all the recordings of these coaching calls for members to listen to. *I went back and listened to every IMA Jump Start Call from over the past four years – 53 in all.*

I scrutinized the transcripts, laid out every question on a chart. I noted the answers I gave during each call, the sticking points and stuff that kept people from succeeding. Then I added in examples and solutions I had in my files or remembered later that I couldn't pull up during the call at that particular moment.

I searched and combed through all the details, looking for a pattern in that chart. I studied it, and stared at it from different angles, and mulled it over and thought about it for weeks...

Then finally it hit me. *Like a freight train...* The formula was so simple! And it made perfect sense. But I knew I had to test it. I had to see if it really made the difference between success and failure in info-marketing...

Eureka!

Here's what I did: First, I compared this formula to all the successful case studies I had and knew about from all the top info-marketers I'd become friends with over the years. Bingo! *It was exactly what they were all doing! And these were long-lasting, durable businesses, flexible to adapt to whatever economic conditions came along – They were truly "Built To Last".*

Next, I looked back at case histories of struggling info-marketers and it became clear to me, my newly discovered secret was missing from their businesses. And, when I reflected on it, without being aware of what I was doing (other than modeling successful info-marketers) *I could see this formula at work in all my most lucrative businesses!*

With that, I was able to create a single, PROVEN SYSTEM for *quickly starting and running a durable, lucrative information marketing business*, no matter what starting point you're coming from. One that will keep YOU, dear reader, from becoming "Road-Kill" on the info-marketing superhighway.

Here's how it works. To illustrate, let's go back in time to Egypt, the city of Giza, 2550...



**Talk About “Built-To-Last”...
*The Pharaohs Who Built These Had Eternity In Mind!***

That’s when construction of the mysterious great pyramids, the only remaining of the magnificent “7 Wonders of the World” began.

Now, imagine you are standing there, watching them being built...

Then, let’s shift gears on our time machine and start racing through the decades as you watch the pyramids being constructed.

As you are watching, notice how they are built in a series of layers, each one smaller and higher than the one below. **It’s the most durable, stable method of construction known to man.** Obviously...

What Other Structure On Earth Has Lasted Even Nearly As Long???

As you can see, the key to stability is this pyramid type structure, with its multiple stacked layers, that get narrower **(and more profitable!)** as you go up. A truly successful information marketing business works just the same way... *Look at ANY of the richest info-marketers out there and you will see, this pyramid structure is what makes their businesses so powerful!*

Following this blueprint allows you to build the type of business that will produce the next tidal wave of multi-millionaires not only in the U.S., but around the world, a business that you really can design around the way you want to live, that will produce the income and lifestyle of your dreams, quickly, reliably and best of all, on a solid foundation, giving it the stability to surpass a lifetime, no matter what economic conditions prevail.

Now, At This Point I Imagine You’ve Got Some Questions...

Having coached info-marketers for going on five years now, I've probably heard them all before. Fire away, let's see if I can answer them for you.

Question #1: "Can I really create a business of my own that sells information to solve problems in people's lives?"

Answer: No matter who you are, or what you are starting with, if you begin with good market research, you can find a product or service to offer a "hungry crowd". Take Ed O'Keefe for example...

A recent college graduate, Ed was sick and tired of trying to eke out a living speaking to schools, businesses and athletic groups. When his first info-product on mental toughness for volleyball coaches and players didn't score, he dug in and went to work, investing hours and hours at the business section of his library looking for a more lucrative niche. **And find it, he did.**

Turns out, dentists are more than happy to pay Ed handsomely to take care of all the marketing to bring in scores of new clients. His business, Dentist Profits Systems, is a perfect example of what can happen when dynamic individuals think outside of the box and turn their ideas into profitable info-marketing businesses—they get rich! Just how rich? Let it suffice to say that in three-and-a-half years, *Ed has increased the price of his continuity program from \$19.99 a month in dues to \$450.00 a month. He now has more than 1,000 members. Do the math...*

***Skip Ahead To The End Of This Letter
If You're Ready To Launch
(Or Re-Launch)
Your Own
Super-Successful Info-Marketing Business
Without Further Delay!***

Question #2: "Could I really create this kind of business from scratch?"

Answer: Creating an information marketing business is possible by anyone willing to put in the effort and follow directions, by people like you and me. It's as doable as flying from New York to Paris. Even though you may have never done it, the fact is, people are doing it every day – and you can too if you set your mind to it.

***** Ready To Get Started? Look For A Very Special Offer Below *****

Question #3: "Is it really possible to put words on a page, record a video, hold a conference call or set up a website and make money even if you have no publishing background and no special knowledge?"

Answer: *Absolutely!* Just consider Ali Brown, who launched her business as the "The E-Zine Queen"...

Not long ago, Ali had a so-so job at a New York City advertising agency. She left to form her own marketing business and did everything by the book, studied marketing, went to the networking meetings, did it all, but nothing was working.

In desperation and just about dead broke, she started a newsletter to promote her services, even though she had no website or even any products to sell. One thing led to another, and in what she described as a “purr-of-the-moment” decision, started adding tidbits about her cat’s antics in the newsletter. To her amazement, response went through the roof.

She now makes money from her two books, five information products, three virtual coaching programs, and hosting her live ‘SHINE’ events teaching solo-entrepreneurs how to do what she did.

Could Your Pet Cat Or Dog Be The Next Info-Rockstar? (See Below For The “Purr-fect” Way To Jump Start Your Business!)

Question #4 : “It might work for other people... *but will it work for me?*”

Answer: Look, this isn’t rocket science – it’s being done every day by hundreds of ordinary and extraordinary people just like you! And I’m absolutely committed to helping you achieve success, every step of the way.

No matter what your problems, challenges or difficulties are, no matter where you’re starting from, be it dead broke or financially independent, whether you’re a Ph.D. or high school dropout, young or old, man, woman or teenager (no offense, teens) - and no matter what success or failure you’ve experienced before, I guarantee, someone with a similar difficulty has been able to do what you want to do. And so can you!

Even if your own life is full to the max – ESPECIALLY if you are filled to the max, in spite of everything you have to do: whether you’re busy at work, you’ve got a kid getting married, just starting an addition on your house, new baby on the way... whatever. Don’t let excuses get in your way. If you are already too busy, that is EXACTLY why you NEED to get your info-marketing business going without delay!

Having a great lifestyle business will free up your time and solve any problems or challenges you face that money can solve.

Note: Do not confuse the pyramid structure I have described for you with the illegal schemes that Bernie Madoff and others have used over the years to bilk people of their money. You MUST NOT confuse “*The Info-Marketing Pyramid*” with the “ponzi schemes” that Madoff and others have used for illicit activities. They are COMPLETELY DIFFERENT structures, and obviously NOT STABLE. (You may also rest assured, I am not trying to recruit you into a multi-level marketing business...)

Quite simply, what you will gain from The Info-Marketing Pyramid Quick-Start Intensive is clear instructions how to build a stable, long-term income for yourself and your family.

Question #5: Is this the right time to get into info-marketing? Should I wait for the economy to pick up?

Answer: *There has never been a better time to build an info-marketing business! The volume of information we have all have to absorb just to keep up is exploding!* And there's no letup in sight. People are begging for someone to organize and provide the RIGHT information and provide it on DEMAND. The proliferation of FREE information has INCREASED the demand for the right information, provided solutions to everyday problems, organized and easy to follow. *It's as if you are the one person with a flashlight in a dark cave filled with frightened people desperate for someone to lead them out.*

Question #6: "Is it too late to jump in? Is the game over?"

Answer: More info-marketers generate more sales for everyone? What, you mean competitors actually make it easier to make sales? Yes. With more info-marketers offering products and helping customers become educated about the value you provide. More info-marketers helps everyone sell more. So, don't think that it's too late when the reality is that it's always getting better and better. From what I can see, the game is just beginning. And as cliché as it may sound, you are truly on the ground floor of a colossal opportunity.

Question #7: "Aren't all the good businesses taken?"

Answer: *It's actually better if someone already has a business in the space you're thinking about!* I will show you a model that actually takes advantage of that scenario with minimal investment and helps you generate customers more quickly!

With so many people unemployed right now, you truly have an opportunity to serve a "starving crowd", hungry for the solutions that you can provide. And with corporations being forced to lay people off, they are forced to invest in more and more training to strengthen the work force that remains.

No, my friend... There has NEVER been a better time in history to *develop and own your own information marketing business.*

"Even though I've been an info-marketer for 10 years I was able to call into a Jump-Start coaching call to ask a question about pirates selling my products on eBay. I implemented Robert's advice and it went away within a week."

Larry Conn, www.InstantYellowPageProfits.com

Question #8: "Robert, this sounds GREAT! Where do I begin?"

Answer: Thought you'd never ask... I'd love to share with you how to get your info-marketing business off the ground because *I'm all about helping info-marketers build a real business.*

I've put a lot of thought into how I could best do this for as many info-marketers as possible without stretching beyond my ability to provide real, lasting value. And finally, I believe I've come up with a great solution for you...

"The Info Marketing Pyramid Quick-Start Intensive"

But please understand, I can only offer it to the first 47 serious info-marketers who sign up. There's only so much of me to go around, and *I will not cheapen the product with mass distribution and overfilling the class.*

WARNING: This letter is being sent out to – well, I can't tell reveal the precise number for you - but what I will say is the total number of endorsed emails could be well into the millions. So, yes I expect it will close very quickly. ***You'll need to be decisive to get in on this offer.***

And when you do, you'll join me for a special hands-on, roll-up-your-sleeves, income-exploding intensive workshop from the comfort of your own home or office. I'll take you behind the scenes and reveal all the hidden strategies being used by the top info-marketers I know, **as a whole raking in quite literally over a Billion Dollars a Year!**

Here's how it works: We'll have six tightly focused Live Online Video Training Sessions with limited time exclusive access to recordings of the training so if you can't make the live event, you can attend later (Though I highly recommend you keep up with the group).

Here are just some of the topics we'll dive into:

- ***How to save years of agonizing, time-wasting trial-and-error struggle***
- Discover the secret to putting countless thousands of dollars in your pocket, not only from costly mistakes avoided, but opportunities grasped that you would have otherwise missed
- **Get a clear understanding of exactly how to make money in info-marketing, as easy as completing a “paint-by-numbers” picture**
- How to relax, and move forward confidently as you follow a proven system for building a rock-solid reliable business with multiple streams of both active and passive income
- ***How thumb your nose at the naysayers in your life as you quickly reach and exceed all your financial and lifestyle goals at an astonishing rate of speed***
- A checklist of the essentials you need for dependable success
- **Discover where to start and what to do next**
- The cheap and easy way to launch your info-marketing business
- ***How to let others launch your info-marketing business for you***
- Launch your info-business with a provocative diagnostic survey
- ***How to make a big splash in your industry with a new event***
- *Generate new customers for your existing service business with your info-marketing*
- **Transitioning from launch mode into growing a successful, sustainable business**

- How to inspire other people to greatness and success in their lives and make a great income doing it
- ***Building an business that runs on auto-pilot***
- Live as if you were retired – but with an executive income!
- **Create a second income while keeping your job or running your current business**
- Make money while you sleep!
- ***Share what you have figured out with people who have the same problems***
- How to leverage your time for high income and a great lifestyle
- Capitalize on your knowledge, skills and abilities that have the potential to help others
- **Get paid extra to add a profitable info-marketing business to your existing business!**
- Pre-qualify leads for your network marketing business
- *Create a real business that continues to run and grow whether you are there or not*
- **Leverage your one-to-one client time**
- Leverage what's already working in your present business
- ***Create residual continuity income and quit trading hours for dollars!***
- Help your clients generate more leads
- **Create a business that allows you to enjoy financial freedom - with few or no employees**
- Make additional money while building credibility in your profession
- *Achieve a better work/life balance and create a business you feel passionate about*
- Attain financial freedom by serving others
- ***If you love traveling or writing – make money doing it!***
- Expand your customer base from local to national or even global!
- ***Replace your J-O-B with a REAL business where you call the shots***
- Start a great business with very little money
- *Get paid to share the wealth of knowledge you have accumulated*
- Create an extremely high-margin, low-overhead business for yourself

- *Set your own hours and work from home – or anywhere you have a laptop and cell phone!*
- **Do the work once – get paid many times!**

...And much, much more!



Now, here's how it all fits together...

Info-Marketing Pyramid

Building a BUSINESS that Sells Info-Marketing Products

The product will be six sessions. Each session will last approximately an hour and be spaced out one session a week. Session #3 however, provides the 5 launch models. During Session #3 I'll provide one session a day for the 5 days that week. You only need to attend the session that's appropriate to you, but you receive the recordings for all 5 to refer back to later. This way, you only need to invest an hour now, but collect every launch model to refer to later.

Session #1 – August 10, 1:00 pm Eastern
(Session recorded in case you cannot attend live.)

How to Establish the Stable Foundation of the World's Most Successful Info-Marketing Businesses

- Adopting the full info-marketing business structure
- Most important factors of success in the info-marketing business
- Briefing on the tools you'll be learning to use over the next few weeks, what you need to get now to populate your toolbox.
- Gathering your essential info-marketing business ingredients
- The profit sources for your info-marketing business

Session #2 – August 17, 1:00 pm Eastern

The Most Important Step in Running Your Info-Marketing Business

- What your customer must believe before doing business with you.
- Locating customers who will eagerly support your business and your lifestyle
- Properly pricing your products for successful joint ventures and fast business growth
- The single-most important aspect of any info-marketing business
- Essential elements of your products to make your customers to eagerly desire more

Session #3 – August 22, 23, 24, 25, 26, 1:00 pm Eastern
(Each launch model has its own session, attend the one you want, but you receive all 5.)

The 5 Most Effective Launch Models to Propel Your Info-Marketing Business Success

- An Easy Way to Get Paid to Create Your First Information Product
- Allowing Others to Launch Your Info-Marketing Business for You
- Launch Your Info-Business With a Provocative Diagnostic Survey
- Making a Big Splash in Your Industry With a New Event
- Create an Info-Marketing Business to Generate New Customers for Your Service Business

Session #4 – August 31, 1:00 pm Eastern

Easy product creation techniques and samples to get product produced quickly

- Using online videos, PDF downloads, or even online audio is a great way to deliver a product to a customer, especially for YOU.
- Digital download versus hard-copy product, what you must know that drives the prices you can charge and determine how much more customers will.
- Quick product creation template to produce high-quality products that make your customers want more from you.
- Essential elements of “instructional design,” what the professional adult educators know that you should to ensure your customers jump into your products and get results.
- Easy product packaging guidelines, tools and tricks of the trade to get nice looking products produced with a minimum of hassle including a quick reference checklist.

Session #5 – September 7, 1:00 pm Eastern

Automating Your Business to Give You a Great Business Owner Lifestyle

- Design guides to make it easy for you to create and delegate your website building needs.
- Sample sales funnels with easy to follow checklists that take the guesswork and make every hour you have 10-times more productive
- Project management tools to get work done right, the first time.
- Easy delegating on-going tasks to quickly free yourself for more important things and allow you to get more marketing work done.
- The truth about using virtual assistants, independent contractors, vendors and employees to run your business more effectively.

Session #6 – September 14, 1:00 pm Eastern

Essential Info-Marketing Finance Insights You Must Have to Thrive (and avoid running out of cash.)

- What few info-marketers understand about the business until they are up to their necks in a cash flow emergency.
- Money math, yuk! Math sucks. And yet, math is the difference between making a profit at the end of the year and working like a dog for slave wages.
- Why too many info-marketers end up with an email list of raving fans who love them but don't buy.
- How cash-flow works during a start-up and how to determine how much cash you'll need when you launch your info-marketing business.

- A peak at a real info-marketer’s financial statements so you can read and learn to recognize opportunities to pull more profit out of your business without doing additional work.



Important Note: Besides working directly with me, you’ll be part of an “exclusive club”, an elite group of highly motivated entrepreneurs who are done with chasing the latest shiny object and are all about turning their dreams into a reality NOW with an easy to follow step-by-step process.

Plus...

Your Quick-Start Owner’s Manual will arrive by mail, or you can have it electronically delivered by instant download. It will include worksheets and illustrations from the video training sessions and all the materials you’ll need to quickly ramp up Your Info-Marketing Empire!

Here’s exactly what you can expect in the 7 months following your training from the moment you begin this program:

This program reveals 5 step-by-step launch models (covered in Module #3). Let’s say you complete the easy to follow flowchart and you select the “teleseminar launch model” as the best way for you to start. Your business will follow a simple, easy to follow path from one step to the next, like this:



“OK Robert, So What’s This All Going To Cost?”

Well let me ask you a question; What’s it worth to own a business that enables you to create a \$10K payday in a matter of weeks? What should you pay – for such an incredible opportunity?

If you were to invest in a Subway franchise, it would cost you tens of thousands of dollars or more. And you've got to sell one sandwich at a time. Initial franchise fee: \$15,000; Total startup costs range from \$94,300 - \$222,800. If that gives you any idea.

The *Info Marketing Pyramid Quick-Start Intensive* gives you all the skills, strategies and techniques you'll need to reliably build an extremely profitable, highly scalable info-marketing business that will last a lifetime!

And when you consider that on just a single successful teleseminar or product launch, it's not unusual for even beginning info-marketers to make upwards of \$10,000.00 or more, this kind of training could easily be worth that much to you – JUST IN THE FIRST 3 MONTHS!

But what you'll be learning is not just how to be a "one-trick wonder"... This is all about jumbo size paydays and continuity over and over and over again. That my friend, is priceless.

Now look, I'll admit I only charge \$1,200.00 for a two-hour consulting session, *but right now I'm completely maxed out*. My own businesses are generating profits at an ever expanding rate, so I don't need the consulting time, though I enjoy it and want to keep myself available. At least for now.

But...

You Don't Have To Pay \$15,000.00 (and your startup costs can start at zero)...

Or Even \$10,00.00...

Or Even \$3,600.00...

Since this will produce powerful info-marketers who will most likely see the value in a strong Information Marketing Association and because I really want to help you succeed, I've decided to practically give away the training for this extremely valuable system to the few who are dead serious about their future. And about avoiding being just on more case of "Info-Marketing RoadKill".

Your Investment
In This Six Week INTENSIVE Training
That Will Have You Laughing
At This Challenging Economy... (Or Any Economy)
Is Only 4 Payments of \$297.00!
(Or 1 Payment of Only \$997.00)

Believe it or not, that's all you pay! (My accountant thinks I'm crazy and should charge more, but as I've already mentioned, I am sincerely motivated to help you succeed!)

Not only that, but to reward decisiveness (a key success factor for any entrepreneur!) **"Early Birds" who register by July 26, Midnight (Pacific) and before all slots are taken will receive can get in for ONLY 3 PAYMENTS OF \$297!** After that, four payments will be required and the registration ends on July 29. (NOTE: If all slots are taken when we receive your Enrollment Form, you will be notified promptly.)

In addition, to reward SPEED (another success clue), the first ELEVEN to register will ALSO get:

1. A FREE copy of the Entrepreneur Press OFFICIAL GET RICH GUIDE TO INFORMATION MARKETING, 2ND EDITION (if you already have a copy of the book you can give this one to a friend.)

2. Two months FREE Membership in the Information Marketing Association*

3. A certificate worth \$100.00 off your 2011 Info-Summit registration

*In lieu of the two month trial, current IMA members may request a certificate for a free 45 minute one-on-one consultation call with me, normally valued at \$1,000.00, good through 12/31/2011.

At your option, a credit card of your choice will be charged \$297.00 upon enrollment and \$297.00 each of the following three weeks (Each of the following TWO weeks for Early Birds) for your tax-deductible investment in this one-of-a-kind training. PLUS... Check this out:

100% Tuition Reimbursement CONTEST!

Want to Get in FREE? Someone will, and it might be you! Read on for details...

One lucky student is going to win a full 100% Tuition Reimbursement Scholarship to attend the INFO-MARKETING PYRAMID QUICK-START INTENSIVE by simply implementing - taking action on what she or he learns in the course.

To enter the contest, just follow-through and put the system to work in your info-marketing business. Then report your results back to me. The student with the best results wins FULL tuition reimbursement!

“Whoa! I’m In – Sign Me Up!”

Sign Up Now!

IMPORTANT NOTE: *It’s worth mentioning that the information marketing business offers the opportunity for very rapid recovery of your entire investment. After all, just signing up 15 members to a \$49.00 per month membership in your group coaching will pay you back in the second month.*

Of course, 15 members at \$49.00 a month is really no way for your investment to pay off. The paydays and profits from the insider strategies I’ll be sharing with you should put tens of thousands or even hundreds of thousands of dollars or more in your pocket.

“Works For Me! Sign Me Up Right Away!”

Sign Up Now!

Now... If You're At All Hesitant, Let's Look At Your Alternatives...

Option #1: You could keep on doing what you're doing now, and eventually hope to get it right, perhaps spending years and untold dollars banging your head on the hard walls of experience until you finally figure it out on your own.

Comment: Yes, you could do that; But at what cost?

Option #2: You could find a "guru" to tell you what to do.

Comment: Listen I'll bet my reputation, you won't find ANYONE out there with as much in-the-trenches, hands-on experience and perspective from working closely every day with info-marketers as I'll be sharing with you.

Option #3: You could rely on advice from friends, family members, neighbors...

Comment: Well, really most people have no idea even what an information marketing business is, much less how to build and run one successfully. Get real.

Option #4: Or you could give up your dreams, condemning yourself and your family to a life of struggle and mediocrity, when you could be living the extraordinary life of a successful info-marketer.

Comment: YOU can do this. Maybe you've had failure and frustration in the past, maybe you feel like you're too busy, or you've got some overwhelming challenge or obstacle that is stopping you dead in your tracks. **FACT:** People do the most amazing things. People like you. Trust me on this; your challenge is no greater than what someone has already dealt with and succeeded.



The real question is...

Can You See It For Yourself?

Maybe you think you know it all and this is just kid stuff. Or maybe you think, well I've got enough to figure this out on my own. Listen, if you don't have the imagination to see the vast opportunity and the benefit of learning from the best, with the best, then frankly, I can't help you.

Or maybe you feel like it's too much, maybe you're worried it's too advanced for where you are now. Relax. **We've all been there, but anyone who has succeeded and is now succeeding is ALWAYS stretching themselves beyond their "comfort zone".** It's just a part of growth. Gary Halbert, famed marketer and best copywriter of his time said "There's no growth without injury." *Are you willing to stretch a little?* Again, if not, then I'm sorry, this may not be for you.

There has never been a single program even remotely like this. No one has the perspective that I have, no one has put it all into one easy to follow, step-by-step system before and no one has the

proven ability to lead, train and motivate beginning info-marketers on the certain path to success that I do. I'm committed to your success and absolutely guarantee you'll be thrilled with the results or you pay nothing. However...

THIS TRAINING IS NOT FOR YOU IF...

...you need to have marketing gimmicks, the latest internet gadget or promises will that blow away with tomorrow's wind. In fact, there are two factors that must be in place and four conditions you must meet if you want to participate in the training.

I've coached and followed many an info-marketer and have observed their progress.

Invariably, those who rock their world in consistency and earning power are those who possess (1) superior knowledge of their not only what they teach, but how to build and run an info-marketing business that put a smile on their face and (2) superior dedication to succeed. Both are absolutely necessary.

I stand ready to give you the first—the superior knowledge about info-marketing. But the dedication can come only from you.



The Four Qualifications You Must Meet

1. You must be willing to invest in yourself. *The Info-Marketing Pyramid Quick Start Intensive training costs four payments of \$297.00 for a total of \$1,188.00 or \$997.00 if you pay up front.*

*And you will be doing the work, I won't kid you about that. **This is the real thing.** We're talking about building a real business that puts money in the bank and a smile on your face. Once you get launched, you can ease back on the throttle. But, like getting a plane off the ground or a speed boat to the point where it's skimming off the water – it takes a little oomph to get going.*

2. You must see yourself as an info-marketing star or future star. As Henry Ford said, "If you think you can or if you think you can't, you're probably right." It's been said so many ways by so many smart people, but I want people who can see themselves succeeding with this. I'm committed to your success, so I want you to be there with me 100%.

Please understand that this isn't one of those business opportunities and get-rich-quick schemes that are for the benefit of the sellers, not the hopeful buyers – *it should be abundantly clear by now - that's not what I'm about.*

What I'm offering here is something quite different and special ...

Available to just 47 ambitious info-marketers, this is the ultimate training if you see yourself as a star, superstar, or future star of info-marketing ... if you want to take your knowledge to a whole new level ... and if you want to learn the most powerful secrets I've ever discovered from my 14 years of working alongside hundreds of info-marketers to ...

- *Create cash surges into your business virtually on demand, for a variety of product or services*
- Systematically and consistently build great relationships with your clients by providing great information that they can use to reach their personal, financial or spiritual goals.
- *Launch awesome products that sell instantly and consistently when introduced to new clients*
- *Turn those products into rivers of revenue, year in and year out*
- ***Build substantial wealth for yourself, your clients, and your partners, with royalties and other revenue-sharing arrangements and strategies.***

In all these areas, the training will indeed be life-changing. If that's what you are looking for, I invite you to join our elite circle.

3. You must do the work. *Sure it will be tough, but isn't anything that's really worth anything?* And you won't be alone. You'll have the satisfaction of knowing you're working with an elite group of individuals dedicated to making a real difference in their business and their lives.

4. You must follow my instructions. *Don't worry, I'll give you what you need to succeed.* But it's like our whitewater raft guide told us before when we got on the river, "This isn't Disneyland." Time and again I've seen that the people who rise to the top are the ones who stick with the program. If you want to join us for a real life and business transformation...

I Invite You To Click Below Now



If you'd like to be among those attending this exclusive event, strictly limited to the first 47 who sign up... fully protected by a double-protection 100% money-back guarantee ... and you do meet the four qualifications above ... **just click on the link at the end of this letter.**

Please rest assured that I will never reveal this complete treasury of wealthbuilding, cash-generating secrets in any cheap mass-market manner, such as a book or online newsletter, or in any way that undercuts the value of the investment you'll be making in yourself. This vast treasury of info-marketing secrets—the harvest of more than 14 years of research and case studies of hundreds of info-marketers—will be reserved for the relative few who know the extraordinary value of such knowledge, *the knowledge of how to become a real player in what Dan Kennedy refers to as “the most profitable business ever devised”—information marketing.*

If you know the value of such knowledge, I invite you to seize the moment, click on the link below, and join your fellow info-marketing stars, superstars, and future stars who will stand out as the elite class of our industry because they possess the uniquely powerful secrets of *The Info-Marketing Pyramid Quick Start Intensive.*

To reserve your place in *The Info-Marketing Pyramid Quick Start Intensive*, please click the link below...

Hey, Robert – I'm in!!!

I want to be one of just 47 to get into your...

Info-Marketing Pyramid Quick-Start Intensive

Sign me up NOW for \$297.00 less than what others will pay... ***Hey, I get how crucial it is to build my info-marketing business on solid ground with a reliable proven system and it's obvious you can show me better than anyone else on the planet how to do that.*** When I enroll now, I get:

- Six Week Live Training, Strategy and Setup for My Info-Marketing Business with you, Robert Skrob
- All the Tools, Checklists, Guides and Templates for Creating My "Built-To-Last" Info-Marketing Empire
- Total Value: \$3,600.00 (VERY conservatively)

PLUS, IF I'M ONE OF THE FIRST SIX TO ENROLL I GET...

- A FREE Copy Of The Entrepreneur Press Official Get Rich Guide To Information Marketing, 2nd Edition (Retail Price: \$22.95)
- Two Months FREE Membership In The Information Marketing Association* (Valued at \$198.00)
- A Certificate Worth \$100.00 Off Your 2011 Info-Summit Registration (\$100.00)

**In lieu of the two month trial, current IMA members may request a certificate for a free 45 minute one-on-one consultation call with me, normally valued at \$1,000.00, good through 12/31/2011.*

Total Value: \$3,920.79

For Early Birds Only:

**And REMEMBER...
Here's How You Can Win
A 100% Tuition Refund!**

If you can implement quickly, this is for you. Just follow my instructions in the training, put them use in your info-marketing business and then send me a report describing your results. I'll personally mail a check for the FULL tuition amount to the info-marketer with the best results!

Your Double-Protection 100% Money-Back Guarantee...

I know that committing to a six week program, and more importantly following through on what you'll be learning, may not be easy for you. *I've been there.* I also realize that this is short notice, so it may involve some bill-juggling at the kitchen table. Been there too. And you know what? I really can't help you with that. **But I will absolutely guarantee that your time won't be wasted, and that you will rank attending and owning this course as one of the best decisions of your entire adult life!**

And that I will do. Two ways:

First, if at the end of the first session you haven't captured enough useful, practical to-do items to have made your enrollment and attendance completely worthwhile, and you are dissatisfied, ***you can bail out, ask for and receive a FULL 100% REFUND of your registration fee***, right out of my pocket for letting you down. Listen, it'd be brain-dead stupid of me to make such an offer if my experience with personally coaching dozens of info-marketers hadn't proved so effective for them already.

Second, if in the next 12 months, you have completed your assignments and have not earned back at least ten times your investment in this course, ***simply send me a one page letter describing what you did and why you think it didn't work, and I will cheerfully refund your entire fee, in which case you can keep all the materials and will have attended the entire course for free.***

What could possibly be more fair?

You see, I know that, via this workshop, **I can and will give you what could well turn into a million dollar business in the 12 months that follow.** But there's a lot more to this workshop than just going out afterwards and making money. My coaching clients get inspired and excited about their businesses after working with me. They feel a great sense of pride in what they're doing. Nagging problems get solved. Pressures, stress and frustration get relieved. Not only that, but you will form new friendships with other members in the training. In short, you not only get your own version of "the most profitable business in the world", you get a better lifestyle.

And the fact is, those with the best systems make the most money and enjoy the best lifestyle.

I wish you great success with your info-marketing business and look forward to seeing you in the workshop!

Sincerely,



Robert Skrob – President, Information Marketing Association

P.S. **Remember, only 47 spots available** – when they're gone, they're gone. And they will go fast. So join us now. You'll save \$297.00 off the investment for **THE INFO-MARKETING PYRAMID QUICK-START INTENSIVE** and your tax-deductible investment is completely protected by my double-protection 100% money-back guarantee.

P.P.S. You know me well enough to know I'm not going to B.S. you. The fact is, NO ONE ELSE in the information marketing industry has the experience, the contacts and the insider's point of view that I do when it comes to building a real, sustainable info-marketing empire. What I'm offering to show you here is not just ideas or fluff. It's not just what I think will work. **It's what dozens of successful info-marketers who I know and have worked with personally have PROVEN to work, predictably, without fail, every single day, like a precision Swiss clock.**

P.P.P.S. **Can you really afford to wait?** How many hours will be wasted, how many thousands of dollars frittered away needlessly, trying to figure this out without an experienced hand to guide you? You know you want quick, lasting success. I urge you to take action now, join us as we build our businesses together. I assure you, **THE INFO-MARKETING PYRAMID QUICK-START INTENSIVE** will be a life changing event for you. [CLICK HERE](#) to enroll now – **before someone else takes your place!**

"Robert...

First, a big thank you. You and your staff are providing an outstanding product and vital information that has a real impact on so many people. My wife and I are living the lifestyle we want and I'm doing it right from my own home. It really is the best of all possible worlds."

Steve Manning, www.WriteABookNow.com