



Internet Marketing Money-Generator



The Newsletter for Online Entrepreneurs

Fureyous Keys to Internet Success

Note: The following represents my notes from a talk I gave on Internet marketing on May 7, 2004, at a Dan Kennedy Info-Marketing seminar held in Phoenix, Arizona. The talk got cut short by nearly 20 minutes as it was a tightly scheduled day - so I thought I'd give you "the rest of the story." Almost all of what I presented at the event has not changed - but in the instances in which it has, or in which I wish to comment further, you can read my updated comments between the bracket symbols []. Also, keep in mind that part of what you are reading are just my notes. Part of what I presented was in typical Fureyque "stream of consciousness" mode. And so, if you have the audio from that event, what you are reading here will differ a great deal from what I said. Enjoy!

Although I'm here today to teach you how to make a fortune on the Internet as an info-publisher, and how I have done so myself - I want to begin by stating, emphatically, that as much as I love and enjoy and get excited about the making of more and more money - when it comes to what I value, money actually comes third.

What I value most is my own health. My physical health as well as my emotional and spiritual well-being. I believe it is important to take care of your body, because it's the ONE house you take with you everywhere you go. And if I'm not comfortable in my own house - where else am I going to live?

In a nutshell, the way I see it, when you're in poor health, there is no amount of money in the world that is going to make you happy.

Additionally, because money is energy and is attracted to human beings who have a lot of energy, the more physical and mental energy I

have, the more vibrantly alive I am, the better off I am. For every 15 minutes I invest in exercise I get 2 hours of increased productivity. Where I come from, that's a nice trade on my time.

Next in line after health are the personal relationships I have with my family - and those rare individuals who are like "family" to me.

Speaking of family, I should probably tell you that two days ago, on May the 5th, my wife, Zhannie, gave birth to a beautiful 8-pound girl, whom we have named, Faith.

Funny thing is that Faith and I now share the same birthday. 39 years ago Wednesday, Matt Furey was born. Well, actually it was 41 years ago, but I stopped counting after 39. That's as far as I'm willing to go. At any rate, it's going to be interesting raising this little girl and I'm really excited about it.

In addition to Faith, I have a little boy named Frank. Actually Frank doesn't think he's a LITTLE boy. He always says to me in Chinese, when he wants to do something that I won't let him do - "Wo shi da ren" - which means "I'm an adult. I'm a big guy." Even when I stand over him to show him the proof that he's not so big after all, his perception remains unbudged.

The guy is a little tank and already has the attitude it takes to win in life.

One day when I was taking him to pre-school, I told him, "Now Frank, no wrestling the other kids in class. They're not used to it and don't understand, okay?"

Frank then says in reply, "Okay, no wrestling at this school. You take me to the wrestling school at night in Brandon. And I pound the other kids. I beat them and pound them and beat them and pound them."

I looked him and said, "Dhatta boy. Now you're talking like a Furey."

Now, you might be wondering why I named my son Frank. Well, the reason is simple. I believe in candid, straightforward writing and speaking. I believe in a FRANK way of expressing myself. And I believe

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this is one of the key elements to success in the info-publishing business that most people miss.

You've got to be frank. You've got to be straightforward. When you know a subject and know it well, and can prove it - people will follow you to the ends of the earth if you stop the bullshitting and speak to them and write to them with FRANK, candid, straightforward words.

The reason why I have so many followers is for precisely this reason. People KNOW they can count on me, time after time, to deliver to them the real keys to making a difference in the world.

This does not mean that I am without detractors or critics. I have a number of those people around, too. But I see that as a good thing. Anyone in the world who is having impact is going to be criticized. That's just the way it is. At the same time, so that you know, as you step forward and start making a claim for the good life, you will encounter criticism. The key thing is that you don't internalize it. Be like a horse with blinders on. Block it out and keep moving forward.

Now, at this point you may be wondering, "Well, if that's why you named your son, Frank - then why'd you name your daughter, Faith?"

Good question. And the answer is... I named my daughter Faith because "faith" and the willingness to prove that faith through decisive forward MOVEMENT, is one of the key ingredients to my success in life.

It was FAITH combined with action that helped me win a national collegiate wrestling title.

It was FAITH combined with action that made me a world champion in kung fu.

And it has been FAITH and action that has helped me become a multi-millionaire as an info-publisher.

More importantly, perhaps, is this: I believe that there is a Master Creator, who gave man (and woman) a piece of this creative power. So whatever you want in life, think about it, picture it and bring it into existence with the same Creative Power that all of us have been given.

As the saying goes, "It's impossible to stop the person who has a strong and abiding faith." But you know what? As wonderful as faith is, there's something that we count on in life that can bolster the faith we have. And that something is called RESULTS.

Blind faith is tough. But a faith based upon "living proof" - my, that is a wonderful thing, isn't it?

Naturally, everyone in this audience doesn't just believe, automatically, that I'm the **Zen Master of the Internet®**.

So I'd like to start off by showing you some of my results:

Result #1 - The first result I have to show you comes from my **Faith is Born Sale**. I just completed it a day ago and it brought in over \$80,000.00.

Here is the proof from my shopping cart system. And here is the copy that I put on my website that drove them to pull out there credit cards and BUY.

Result #2 - This second result is a Spread Sheet from April '04 - in which I brought in over \$360,000.00. I was able to accomplish this level of selling by employing the tactics I'm going to be covering this afternoon.

Alright, now let me present to you...

10 Keys to Making a Fortune On the Web that You Won't Learn at Internet Guru School:

#1. Find out What People Want and Have Shown a Willingness to Buy and Create More of the Same for Them

My first book, **The Martial Art of Wrestling**, was a product that I believed was incredible. And I was arrogant enough to believe that every wrestler in America would buy it because ... and what I'm about to say is a very dangerous statement I've heard many aspiring info-marketers make ... BECAUSE "when I was young and green and clueless if a product like this existed, then I would have bought it."

Dumb thinking.

As a young high school kid I was NOT the norm. I bought everything I could find on wrestling. Every book. Every special report. But most wrestlers did not. Most would only spend money on wrestling shoes, posters and summer camps. That's it.

I went into the book publishing arena thinking that I was the same as everyone else. I wasn't. Most wrestlers don't read wrestling books. And so I created a book for high school wrestlers that most didn't want

to buy. A terrible, terrible thing.

Luckily, the book attracted people in martial arts and ultimate fighting, so I found a market for it eventually. But it was very hard in the early going because I didn't look for what was already selling.

Another big mistake I made, which almost all people make, and continue to make despite my urging, is this: I wrote the book first. This is wrong.

First you write the ad that is going to SELL the book.

If I had done this and realized early on that I wasn't going to get many orders, I would have moved onto the writing of something else that would sell with far less struggle and effort.

Earlier today I read a quote sent out by Nightingale.com. It read, "He who takes the path of least resistance is a loser."

This is NOT a quote to write out and memorize. It is a quote to ridicule. Everything in nature takes the path of least resistance. It is only bull-headed man who thinks that doing the hardest thing on earth is more noble than getting in harmony with the flow of the Universe. One of the biggest keys to my success is finding how to make everything easier than it is. Break things down to the ridiculous and tackle them one at a time. Focus on one thing at a time. Not 25 things. One thing.

Begin by doing the easiest thing. This gets you into a state of flow and makes it easier to do the next easiest thing. If you do the most difficult thing first, you feel tired and want to go to sleep. Big mistake.

Writing an ad is a lot easier than writing a book. You can test a product with a 1,000 word ad. Not many books of lasting value are only 1,000 words. My first one was 30,000 words. And although I'm glad I wrote it and got the ball started - I am also glad it taught me a lesson that I beg of you to learn - **WRITE THE AD FOR THE PRODUCT BEFORE YOU CREATE THE PRODUCT.**

If no one wants to buy the product then what is the point in creating it? Unless you enjoy taking the path of MOST resistance.

Key points to remember when deciding on a product to create are as follows:

- Don't assume you KNOW what the market wants to buy, that's what

I did with my first book and it was a mistake I don't care to repeat

- Look for problems people are having and create products that solve those problems
- If you create a product your market doesn't want - then find another niche who may be interested in learning a skill that is foreign to them
- Write the ad for the product first
- Take the path of least resistance

#2. Create a Simple, Easy-to Navigate Direct Response Site That Has Powerful, Passionate Copy Selling the Living Daylights out of Your Product - and Begin Driving Traffic to The Site

How do you drive traffic to your website? That's the six-million dollar question. The real question ought to be, "How do I drive BUYERS to my website?"

Well, I have some answers to this question - but the puritanical Internet marketers don't want to hear what they are. They'd rather engage in dilly-dally willy-nilly tactics like going to newsgroups and giving of your time and energy. Or horsing around on She-bay. Or chit-chatting with instant messages.

I don't do any of that bull crap - yet I outsell all the bozos who espouse this stuff. Here are four of my top 21 recommendations for driving traffic:

1. Joint Ventures with people who have a good list of BUYERS. When it comes to selling on the Internet, joint ventures are KING. I have made tens of thousands of dollars with a single email from a business ally who helps drive his list to a product that he recommends.
2. Banner ads on high traffic websites. This is one of my secrets for driving a ton of buyers to my sites. People still haven't caught on to this strategy because they're still listening to the gurus who say that banners don't work. Oh yes they do.
3. Articles for other email newsletters or for related websites. When I first came out with Combat Conditioning in the year 2000, I wrote a number of articles that are still online and still driving BUYERS to my website. It costs you nothing but your time to write and article and once it is published you have begun to establish

yourself as an expert in your field. Experts write articles.

4. Articles for magazines. These articles can be written by you or about you or for you. At the end of the article the website is plugged, driving lots of highly qualified leads, many of them with credit card in hand, ready to buy.

#3. Never Get Excited About Your Product Before You've Produced It and Turned it into a Winner

This may sound a bit rough but it's the truth. The only thing you get excited about is hearing the cash register ring - to get excited before that can be tough, but it's Zen Master Training that you want to have.

I visualize having a WINNER. I get internally excited about the possibility of creating a winner. But I keep that excitement to myself. I do NOT slobber all over everyone I meet, telling them that I have a winner. They will know I have a winner when I absolutely can prove I have one. Not before. Do your best to maintain a neutral emotional state. Being overly excited can be very dangerous. You need to think with a clear head.

#4. Set Daily Minimum Financial Goals - Then... Each and Every Day - Count Your Money... and Your Blessings

I believe in having a Daily and Monthly and Yearly Goal for Online Sales. In the beginning your daily goal can be as simple as ONE SALE PER DAY - then when you hit that target - double it - then double it again - and so on.

Before I started counting my sales each day I floundered. I really struggled. Then I read the story of a multi-millionaire who counted his sales at the end of each day to see if they matched his written goal. His first daily goal was \$400.00. When he hit that he doubled it - and so on - until he was making boatloads of money per day.

I decided to follow his lead. It wasn't all that long ago that I was thrilled to make \$400.00 per day. Then \$800.00. Then \$1,600.00 - and so on. Continually count. And continually upgrade.

At the End of the Day, Count Your Money (and Blessings). Take the Daily Total and then figure out what the Monthly and Yearly Total would be if you continued at that pace.

For example, today is May 7. Suppose you count your money at the end of the day and you've made \$400.00 today. You would then total today

with the other six days of the month. Suppose the grand total for sales from May 1 to May 7 is \$5,000.00. You would then divide \$5,000.00 by 7. What I get when I do this is \$714.285.

If I take \$714.285 and multiple it by 31 - which is the number of days for May - I get \$22,142.86. That would be the projected sales for May if I continue at the same pace.

After you've done this you can figure out what your projected year will be if you continue at the same pace. That's when this gets fun. You're simply sitting around playing with numbers - but as you're playing your subconscious mind is getting used to the idea of making more and more money. You're visualizing making more and more money and you don't even realize it. Then you start making more and more money and you wake up one day and wonder why everything seems so easy. Aren't you supposed to be taking the path of MOST resistance? No, you're not. Get in your car and drive to the bank. Do not crawl. Put on nice clothes and drive up to the window and make your deposit. No one will ask you how hard you worked to make your money. The deposits will be accepted just as easily as if you put on your flannel shirt and corduroy jeans and crawled all the way there with sweat dripping from your brow.

#5. Don't Fall For the "Only One Product Per Website" Line

Single-Product Sites are Fine. I have many. But the sites I earn the most from are catalog websites. I realize that the gurus think that you'll confuse people if they have more than one option on a website. That's absolute bunk. Look at amazon.com. Ever go there? Ever go there to buy one book and you leave with a bundle? Yeah, I thought so. Me, too.

People like one-stop shopping. When I was a kid growing up in Iowa, my father pulled up to the gas station, rolled his window down and said, "Fill 'er up, regular." The gas station attendant then began washing his windows as the gas pumped into the tank. He then asked if he wanted the oil checked.

After the gas was pumped and the oil got checked and the windows got washed - that was IT. There was nothing else to buy.

Nowadays when you go to the gas station is there anything else to buy? Today gas stations are mini-stores with Subway sandwiches, Godfather's Pizza, Dominos pizza and hot wings, Krispy Crap donuts, burritos, candy, cokes, chips, condoms, medicines, vitamin pills and so on. People like one-stop shopping.

Contrary to popular advice, most customers are NOT confused when they go to a catalog site. Not everyone is as imbecile. Not everyone is as dumb as you've been told. Many people are more deeply impressed when they go to a site that has many, many products for sale than they are if you only have ONE. And when they buy, the chances for an immediate up-sell, without you even trying, are HUGE.

Again, there is nothing wrong with single-product websites. Yet there is also nothing wrong with a catalog site. Be very careful of anyone who tells you there is only one way - and that he's tested it. Both ways work.

[Note: My comments at this event were in direct contrast to what another legendary Internet marketer had said in his talk before mine. Some months later he changed his website to a catalog site and last time I checked, it is STILL a catalog site. So much for his so-called "test."]

#6. Get your Website Optimized by an expert who can get you into the Top 5 in your area of Interest - and do it naturally

Before my website was optimized I didn't even have the number one ranking for my own name - and my website is called mattfurey.com . I was also non-existent on many of the top search words for my niche - today I am number one with those same words - and not just on Google and Yahoo - but on every search engine there is.

Having my site optimized made this happen. I didn't do as others teach and preach, and use pay-per-click to get an "unnatural" ranking. I did it the smart way that yields long-term and more powerful results.

[Note: Although getting your website optimized is a good thing - I have words of caution. I have seen FAR too many people look at Search Engine Optimization as a magic pill. The person does not have a proven product yet, does not have proven copy, does not have an email campaign ready to go, does not have ads to run online and offline, does not have any articles written - and so on. As a result this person is NOT making any money online yet. Amazingly enough, this same person thinks he can leap frog to the big bucks by getting a top ranking in the search engines. He thinks he can ignore all the other factors I have just mentioned. He is dead wrong. I do not recommend search engine optimization for anyone who does not already have a proven product that is making a substantial amount of money. I did not have my website optimized until I was

making well over six figures PER MONTH. And I can assure you that the majority of my revenue, even AFTER having it optimized does NOT come from being ranked numero uno on the search engines. Make sure you take a look at #2 again to review the chief ways I have used to drive traffic. There are many more and I will be covering them in subsequent issues - but those have always worked the best for me - and still do.]

#7. When You Want A Job Done Fast - Call King Kong

I know Google Ad Words - [at one time were] called the 800-pound Gorilla of the Internet - But Who Would You Rather Have in Your Corner - King Kong or Koko, now showing at your San Diego Zoo?

Don't know about you, but I'll take King Kong every day of the week.

The real King Kong's and Godzilla's of the Internet are not Google Ad Words and other pay-per-click services.

No, the real King Kong's and Godzilla's are direct response banner ads and text ads, placed on websites [and blogs] that have a ton of traffic.

Do you know, I have five or six Google ad words I keep up, mostly as a red herring. I probably shouldn't be revealing this. But I guess I don't care anymore about this one secret. But I intentionally buy a few terms so that my competition thinks this is one of my strategies. It's not. **[Actually, I don't even do this anymore.]**

Why on earth would I buy Google or Overture ad words as a key strategy? It would be like stepping over thousand dollar bills to pick up pennies. I would much rather put an ad on a place where I AM the CENTER of ATTENTION. Just like King Kong when he's walking down the streets of Manhattan.

For example, I had a three-word ad running on a high traffic site. If you would have told me that this 20-character ad would bring me tens of thousands of dollars per month, I would have laughed in your face. Maybe even spit in your face. Yet, this 20-character ad, "Fat Burning Fitness" - pulled in so much money last month that I would never even consider pitting a Google ad word campaign against it. That would be ridiculous. When I want results, I call KING KONG.

With a good, well-placed text-link ad on a website, I will stand out much more than Google.

[Yes, you could argue that on Google - people are typing in

specific key words and therefore they are searching for the exact thing I am offering. Well, yes and no. I can argue both sides of this issue. It may be a mind-bender for you to entertain what I'm saying. Even so, you will not know the truth unless you're willing to play the game both ways and find out. I have done MANY things in an unconventional way. I was told that my ideas were foolish, even idiotic. An example of this would be "selling against the guarantee."

Believe me now and listen to me later, I have sold with guarantees and without them. And I have made millions WITHOUT a guarantee. Naturally, those who have yet to make their first million tell me that I'm wrong. Okay, thank you.]

#8. Increase the Frequency of E-mails You Send to Your List

[In 1997 I began putting up daily bulletins that were also sent to people on my list as an email. The equivalent of what we now call blogging and RSS Feeds.] By the year 2000, I was sending daily emails [without the bulletin board] and my list loved it. I then went to an Internet marketing seminar in Atlanta and was told by a number of bonafide gurus, not to email my list more than once a week because people will opt out and you don't want that.

I followed the guru's advice - and my sales suffered. I then went to two times a week and noted that sales were always better on the days I emailed. So I went back to three. Then to five. Then to everyday, including Saturday and Sunday. Sales were strong each and every day I emailed. Then I went to two emails a day and sales EXPLODED.]

Truth is, if people aren't opting out of your list on a regular basis, you're not selling hard enough and you're going to have skinny kids. Most of the time, those who are annoyed, those who opt-out because of "too many emails" are NOT buyers. Period. End of story. Do NOT base your marketing decisions upon the advice of non-buyers or upon gurus. Base it upon what you've done and know to be true. Continually test and retest until you find your magic numbers.

What I have discovered: A.) Buyers are KING - not the do-nothings. B.) The MORE often you contact your prospects and customers, the more responsive they become to your offers.

#9. Be a Real Person in Your Emails and Ads

Be a Charismatic, Unique, Interesting Person Who Opens Up and Intimately and Fearlessly Shares and Relates His/Her Ongoing Life Experiences and Beliefs - Do Not Be Concerned With Offending People - Someone Will Be Offended Just Because You Exist - So Forget That - People Will Care About You if You Give Them an Unusual Look at Your Life and Relate to them on a Human Level.

#10. In Every Email or Ad You Send - Ask For the Order!

This may take guts at first, but once it becomes a habit, you'll be glad you do it. Ask and you shall receive, right? Reminds me of what my friend, Mike Storms said about me some time ago. He used two words: "Friggin Relentless."

Pete "the Printer" Lillo uses two words to describe successful people, too. He says they practice the two R's: Relentless Repetition.

Remember this and you cannot go wrong.

A handwritten signature in black ink that reads "Matthew Furey". The signature is written in a cursive, flowing style.

Matthew Furey

Zen Master of the Internet®