



Internet Marketing Money-Generator



The Newsletter for Online Entrepreneurs

How to Become a Business Phenom

Last Saturday I finished my 4-Hour Workday Seminar - and what a great event it was. For the first time I felt I delivered "the entire package" - to my satisfaction.

Many attendees told me it was the BEST business seminar they have ever attended, hands down. And these are people who go to almost everything.

Because of this, I'm going to give you some of the philosophical as well as strategic ideas I covered at the event, in sound-byte form. Enjoy



From the 4-Hour Workday Seminar

- How I Went From Rags to Riches on the Internet - I bought my first course on how to make money writing and self-publishing books in the summer of 1995, from Ted Nicholas. I'm probably one of the few people who listened to all the cassettes, read the book and took notes on what I read. Most people buy products on how to make money and never read or listen to them. I did not just highlight what I read. And I began to implement what I read immediately.
- One thing that Ted recommended that I decided I did not need to do was write my ad before I wrote my first book. I figured I was somehow above doing this. Amazing how we hear a voice of experience yet think we know better. My decision to not write the ad first cost me a lot of pain. I got over it quickly. Next time around I wrote the ad first and it helped me focus in on what I needed to say, what buttons I needed to push to get a "YES" response from my market.
- If you're not good at writing copy, but you want to write a book or create a DVD or CD program, then make an outline of hot buttons. This is the bare minimum of what is needed to make money in info publishing today. If

you have an outline of "hot buttons" then you are much further ahead than having no copy at all.

- Another trick is to write an introduction or afterword for the book that resale's the reader on why he made a great decision in purchasing your book. If the introduction flows well and reassures the reader - then this can be pulled and used as the start of a salesletter. My current HOT seller, **101 Ways to Magnetize Money**, uses this quick start approach. I pulled the copy from the concluding thoughts section, added a couple paragraphs and a brief close. In the future I can add more testimonials and bullet points - but the copy I have used so far has created another best-seller.
- Once again, with this book as well as with my other winners, I did not publish thousands of copies until I knew the book would sell. I sent out an email on July 29 of this year driving my list to a pre-publication offer for the book and CDs. I told them the book and CDs would ship no later than August 28. The first day we received over 500 orders for the book. I then gave the order to print another 5,000 copies. If no one bought the book when I did this offer, I would NOT have ordered more copies. I would have been upset for about five minutes, then I would say "NEXT" and move on to the next project.
- The CDs for the book were recorded in front of my **MasterMind** group. The total time to edit these CDs was nearly the same as the time in which they were recorded. And so, if you figure that the CDs were approximately three hours long - combined with three hours of layout and edited - you have a total of six hours to create this product. And my involvement was over after the first three hours. I don't sit around doing the editing anymore.
- The wonderful thing about this book is that people are buying multiple copies for friends and business associates. Last week one of the speakers at my seminar bought 40 copies to give to his own Mastermind group. Another attendee bought 100 and yet another purchased 300. There are many reasons for this. One is that people appreciate books, especially today, that are written in sound byte fashion. The other is the book is a combination of story and how to. Not just one or the other.
- Once Difficult - Now Easy - this is an affirmation that is taught in the **Psycho-Cybernetics® Zero Resistance Living** program. It is used as a reminder that everything in your life that you are currently able to do, you once did poorly. The same is true about learning any and all skills required to be successful as an info-publisher, email copywriter, Internet marketer, and so on. Recall how learning was once difficult for you - but NOW it is easy. The same thing will take place for you as you develop your new skills.
- The Law of Practice - although the Law of Attraction is popular today, the truth is that it is subject to what I call The Law of Practice. No one is so

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good at visualizing what he wants that he instantly attracts it every time.

- You get good at attracting what you want with daily visualization practice. Not "once in a while" practice.
- The two skills you must practice and excel in to succeed in today's online world are the written and spoken word. You've got to become an excellent communicator with emails and with online video. Previously video didn't matter. But it does now. The future will belong to those who master the art of selling with these two forms of communication.
- Selling is NOT teaching. Most wannabe Internet entrepreneurs think they are selling when they write emails or create online videos that are instructional. This is Dumb with a capital 'D.' You must make a choice. You either teach or you sell. Trying to do both at the same time is like trying to hit the bulls eye with two darts thrown at the same time. Just as I revolutionized the way emails are written today - stand back and observe what I will be doing in the very, very near future with online video.
- By mastering online video I am not referring to YouTube.com. I believe YouTube.com is populated by idiots who want to prove how they're just as good, if not better, than those who are leading the field. So they go online and place videos in which they teach - then hope and pray people will come to your site and buy after watching the video. Some will. The grand majority will not. Once their initial thirst is satiated, they are on to the next video. They are not onto your website.
- Public speaking is no different than speaking to a group of friends out in the hallway. If you can speak to two or three people in the hallway, and do so with confidence, then bring that person into the room or onto the video screen and have him address the audience the same way.
- "Three workouts a day - year round" - These six words changed my career as a high school wrestler. They epitomize the Law of Practice. There is nothing you cannot greatly improve in - if not excel at - if you train it three times per day, year round.
- Most people, even those working a so-called "secure job" waste at least four hours a day. If you count television time, idle telephone time, dumb Internet surfing, chit-chatting with others who moan and groan about the economy, there is probably more than four extra hours to get a new career started. So you can begin right NOW spending four hours a day and never deviate from this.
- In the Tibetan teachings on Dream Yoga - you learn to observe everything that is going on in your waking state and while looking at it, say, "This is a dream." Now think of this: What if everywhere you looked you were able to say, "This is money. This is money. This is money." Everything you have in your possession is potential money. All you need to do is sell it to prove that what I'm saying is true. Those who succeed in business are the ones who are the quickest to see and say, "Hey, this is money. That is money. You've got a moneymaker." The other week I overheard my son saying, "Time is money." Not sure where he learned that one - but he's right. Everything is money - including time.

- Warren Buffett donated \$44 Billion dollars to The Bill Gates Foundation. Bill then reinvested this \$44 Billion dollars in stock. Being this money is in his foundation, even if he makes huge money on his investment, it is NOT subject to Capital Gains Tax. Now, care to guess what stock Gates put the donation into? Can you say 'Berkshire Hathaway?' That's right. Gates reinvested the money into Buffet's company. My friends, study what the wealthiest people in the world do - and learn from them.
- With a private family foundation you are allowed to move 30% of your net income into it per year, tax free. Only 60,000 U.S. citizens know this and take advantage of it.
- Before you write your emails, take time to breathe deeply. Eliminate the dark, cloudy and negative energy from your system and replace with powerful, positive energy. If you breathe deeply before writing, then you will find it easy to write "stream-of-consciousness."
- Understand that very, very few people will be a "phenom" right out of the gate when it comes to info publishing, Internet marketing - or any other endeavor. I am hard pressed to think of people who made a million dollars or more their first year in the business. And if he made that much, then he's got the potential to be making billions, not just measly millions.
- Most people will hit their stride in the third year - then start making serious money in their fourth, fifth, sixth and seventh years. Almost everyone I know who made it applied himself over a period of five to seven years. Then, all of a sudden, he's a phenom. He's an overnight success. The good news is for those who stick around for the long haul, you'll find yourself in good company. Phenoms will be all around you. They're legion.
- The hallmarks of great business writing are simplicity, clarity and sincerity. When you write you want to give others the feeling that they've known you for a long time. You want people to feel that you're the "guy next door" or the "girl next door."
- Mark Twain, the greatest American writer of all times, once said, "If everyone tried to speak they way they write, everyone would stutter." When you speak you do so in a stream-of-consciousness manner. Do likewise when you write, then edit. The secret of all great writing is great editing. But the first key to great writing is finding your voice. This is done by listening to yourself talk, then recording what you said.
- Hemingway is the most over-rated writer America ever produced. He wrote one good novelette **The Old Man and the Sea** and a number of good short stories. But the rest of his books were awful. The **Sun Also Rises, For Whom the Bell Tolls** and so on are so bad they wouldn't have even gotten published without his self-promotion. His books are almost as good as "See Spot Run." - or they're so incomprehensible you need to be as drunk as he was when he wrote them to make sense of them.
- One of the best political speeches from the conventions this past month was given by Rudy Guiliani. If you want to spend some useful time on YouTube.com - go check out his speech. It was brilliant. One part religious revivalism. One third grand humor. And another third politics. It reminded me of the

famous Wall Street Journal ad - wherein two men went to the same high school, college and took the same job at the same company after graduating. Yet, 25 years later one owns the company and the other is a schmuck. What made the difference? The president read the WSJ. The main difference was that Guiliani compared the two candidates based upon their record and experience. He had you imagine you were the owner of a business and you had two candidates applying for a job. In looking at their application you were not allowed to see their names or their political affiliation. Once again, technically brilliant.



More email secrets

One of the things I hammered home at the 4-Hour Workday Seminar was the power of a simple story for each and every email you write. I explained how the skill of writing a simple story or metaphor in an email is transferable to the writing of books, special reports, speeches, columns, articles, courses and so on.

In a forthcoming teleseminar with Dr. Harlan Kilstein, he's chosen the two emails for analysis. The first was written in August of 2006. Observe the opening story and how simple it is. Then notice the short sentences that keep the reader connected to the copy. Then note how I use numbers, facts and metaphors to keep things interesting so the reader cannot go elsewhere.

In the second email, written in May of 2006, note how I begin with an email from a customer who has a question. Observe how I answer him with a metaphor about cats - then deepen my answer by talking about antelopes, cage fighting, sports cars, and so on.

These are two of the best emails I have ever written, and I completely forgot about them. They are worthy of mucho study. I've been reading them myself to learn from what I wrote.

See you next month!

MJF



Time Wasting Cardio

Hi Harlan,

The other day I told a friend something that made him laugh. What I said is not always true - but it's true more often than you've previously thought. Here goes: 'Have you ever noticed how the fattest people spend more time talking than anyone else? Look around. Next time you see someone who has seemingly unlimited amounts of time to shoot the breeze - take a look at the size of his belly - or his behind, and take note.'

Harsh words, I know. But with over half the U.S. population being overweight, 20 million suffering from diabetes, another 41 million being PRE-diabetic, not to mention the amount of pills being popped for depression, anxiety, and so on -

there is cause for alarm.

Think of this: So many people claim they have no time for exercise, or to eat healthy foods - yet these same people have hours per day to sit around talking to whomever comes along. They have time for tee-vee, too - as well as Internet chats.

Yet - they're busy. They're too busy. Yes they are. They're busy wasting time - precious time that can never be retrieved. TIME is your most valuable asset. It's more valuable than gold. And it never stops ticking.

Each and every day you have time to make positive choices in your life. Choices to exercise, to breathe deeply, to imagine the life you want - choices to do whatever it takes to make your desires a reality.

Contrary to the way so many people have been taught to think about exercise - the truth is that you don't need hours of it per day. Although I applaud those who run marathons and accomplish endurance feats (these represent the fulfillment of goals that matter to them), you do NOT need a long cardio workout each day - or even several days a week. Long cardio workouts are, for the most part, a waste of time. Moreover, they're injurious to the body, internally and externally. You may think you're improving your cardio by running for an hour - but you're not. You're weakening lung power - and you're beating your joints to death - giving them a shorter lifespan than they would normally have.

Want to improve your cardiovascular system, then do Hindu squats. It's a far faster way to lower your resting heart rate than distance running. The muscles of your legs, in Chinese medicine, are considered your 'second heart.' When you do vigorous exercises like Hindu squats and hill sprints, you not only work your heart and lungs - but by strengthening your legs you give 'insurance' to your cardiovascular system.

If you want a powerful cardio system - you must BLOW out your system - just like you would with a sports car. You don't drive around at 25 miles per hour in a Ferrari and think that you're doing the car a favor. NO! You get out on the road and go as fast as you can - forcing your heart and lungs to adapt to major stress. This then causes your heart and lungs to get stronger - and fast.

This is what I teach. And each month, members of the **Matt Furey Inner Circle** - receive all the details that are not listed above. In the August issue of the monthly newsletter and CD, for example, I'm going to teach you how to get some incredible cardio training done in 12 minutes or less - and thereby blow-torch excess fat off your body.

You can get in at the special one-year membership fee if you move NOW. I'm only allowing 76 more people in at this special all-time low amount. Go to **http://www.mattfurey.com/furey_inner_circle.html** and enroll to-day. You get 7 gifts with your enrollment - so this is a virtual steal.

Or you can begin by taking one-step forward on your lifelong journey toward abundant health and fitness by enrolling as a 'test-drive' member. Go to **<http://www.mattfurey.com/fg324trfsr3ttai.html>** and check it out - as they're are bonuses for signing on there, too.

Kick butt - take names,

Matt Furey

Burn Fat Faster Than Ever Before

Hi Harlan,

Had a good question from a reader yesterday and I'm going to cover it now.

Matt,

*I have a question regarding **Combat Conditioning** in regards to fat loss. We are always told that to burn fat you need cardio and more importantly, you need cardio that maintains a steady elevated heart rate for at least a half hour.*

Now, it seems to me that a rank beginner to the CC routine who Isn't in the best of shape would probably have a 15-20, maybe even 25 minute routine. My question is, could one forego a separate cardio routine and solely rely on CC for fat loss.

I ask because I don't own a bicycle, I don't have access to a pool, and its currently too cold to be swimming in the ocean where I live (NJ). My one option for cardio at the moment is either walking (which I find boring), or jogging (which I love but which aggravates my shin splints). So, I have a very vested interest in wondering whether or not CC is not only viable for creating lean muscle, but also for fat loss.

After all, it does no good to have lean muscles if you cant see them underneath the blubber.

Thank you in advance for any insights or advice that you can give.

Sincerely,

Sadiqa Dickens

MJF. Sadiqa, so glad you asked these questions. To answer, let me begin by talking about some of my relatives - those Fure-cats that come in various shapes and sizes and generally live outdoors. Yes, I'm talking about cheetahs, lions, tigers, panthers, leopards, and so on.

Last time I checked, all the cats listed above were in pretty fine shape. They are fast as lightning. They are the world's greatest killing machines. They are flexible, strong and powerful. And they don't do ANY LSD (long slow distance) cardio.

On the other hand, our friendly antelope, does mucho cardio. He's also strong and fast - and lean. Even so, I wouldn't bet on him surviving a cage match with any of the cats mentioned earlier.

Other than hard sprints, climbing and stretching - cats don't do much to maintain their lean, lithe physiques. In fact, they don't need to sprint very often to stay lean and powerful. One good burst a day is usually enough.

There's something to learn from this, me thinks.

Yes, you can burn fat by doing long-distance cardio. But you can burn fat faster with total body calisthenics, hill sprints, dynamic deep breathing, and so on.

Time and again members of the Furey Faithful report inches of blubber dropping off their bodies - and this was from a few minutes a day of **Combat Conditioning** and **Combat Abs**. Not the 20 to 25 minute routines you envisioned.

In the beginning, most beginners are unable to do more than 3 or 4 minutes of my program. Most people, even those who can squats several hundred pounds, cannot do more than 40 straight Hindu squats. The same goes for Hindu pushups.

Even seasoned exercise fanatics often stop at 25. As for the bridge, if you can hold for a minute in the beginning, you're an exception to the rule.

What I have just outlined will take you approximately 3-4 minutes when you begin.

Once you get into great shape, the workout may go 20-30 minutes, or longer, if you so desire. But make no mistake about this: It is NOT how LONG you train - it is WHAT you do WHEN you train.

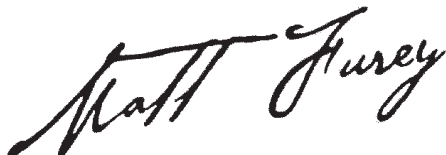
Give the Royal Court in **Combat Conditioning** and the **Magnificent Seven** in **Combat Abs** a whirl - and you'll soon have the understanding of these truths. On the other hand, if you sit on the couch or at the computer, considering, wondering and pondering, you'll gain nothing.

The rewards in life go to those who DO - not to those who speculate.

I suggest you get involved in the **Matt Furey Inner Circle** because all the books I've just mentioned come free - and because each month you'll receive a newsletter and CD that gives you a routine to follow as well as incredible hard-hitting advice that will change your life for the better.

Go to http://www.mattfurey.com/furey_inner_circle.html and enroll NOW.

Kick butt - take names,



Matt Furey

P.S. I should also mention that the **Matt Furey Inner Circle** also has an elite Member's Only discussion board, wherein you can ask me and my illustrious group of **Furey Faithful** as many questions as you want for an entire year. This offer should not be overlooked. It is the best package I can give you. Go to http://www.mattfurey.com/furey_inner_circle.html and get on the perfect program NOW.