

DIY!

Marketing Success

Paul Evans & Carrie Wilkerson



Lessons from a \$83,000 Sellinar!

DIY!
Marketing Success
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Persuasion Does Not Take Place In...





Profit Formula

Step 1: The E _____

- E _____
- Mention _____
- R _____ them of why _____
- Re _____ the p _____



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60/60 Business Academy

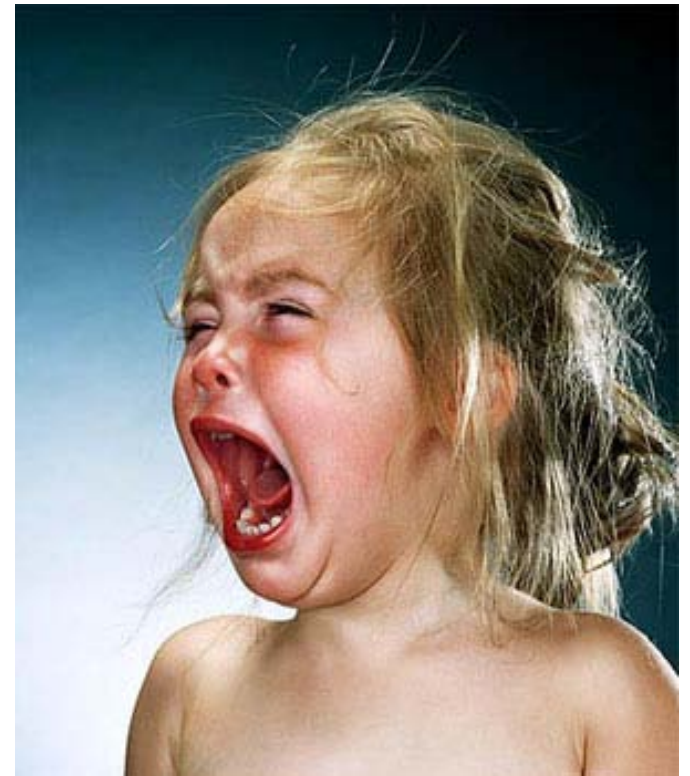
Carrie & Paul



Profit Formula

Step 2: The D _____

A _____ market
P _____



Struck a Nerve







Profit Formula

Step 3: The A _____

The audience _____
and you are all on
C _____
G _____



How Long?





Profit Formula

Step 4: The P _____

A _____ the
problem by verifying the issue(s)

*This is Your “Sneaky” Weapon That
Virtually Guarantees Attendees
Giving You Their ATM Secret Code!*

Hold Back?





Profit Formula

Step 5: The O _____

B _____ and F _____ P _____



WHY?

Why do so many
get stuck and not
make it to the
finish?

WHY?





Guru Launches



\$2K



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 | **EXPERTS** | 
A C A D E M Y

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PERPETUALTM
TRAFFIC FORMULA

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Jeff Walker's
PRODUCT LAUNCH FORMULA[®] 3.0

Watch these Videos

Product Launch Millionaires

- Coming Soon
- Coming Soon
- Coming Soon

SHARE THIS ON
twitter

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Mike Filisime & Chris Farrell's

AFFILIATE DOT COM.com

ONLINE BUSINESS REPAIR SYSTEM

SHARE →  



\$2K



Guru Launches

Marketing Millions

\$25K



Profit Formula

Step 6: The C _____

The _____ of
the matter and why they
CANNOT possibly
a _____ their g _____!





Guru Launches

\$41K + Upsells

BUSINESS





Profit Formula

Step 7: The F _____

MUST be specific
to the “ _____ ”



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60 People / 60 Days



YOUR BUSINESS

60/60

60 People / 60 Days

YOUR BUSINESS



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YOUR BUSINESS



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Traffic last month	12 Visits
View All Traffic	
Statistics	
Main Domain	7anchors.com
Addon Domains	22 / UNLIMITED
Subdomains	22 / UNLIMITED
Parked Domains	0 / UNLIMITED
Last login from	24.96.66.232
Processes Running	2 / 25
View All Processes	
CPU Usage	0.1% Refresh
Memory Usage	0% Refresh
Disk Space Usage	582.73MB
Monthly Transfer	2192.47MB
Email Accounts	3 / UNLIMITED
FTP Accounts	25 / UNLIMITED
SQL Databases	17 / UNLIMITED
Inodes	32101 / 250,000
View Inode Distribution	
Account Information	

Logs						
Latest Visitors	Bandwidth	Webalizer	Webalizer FTP	Raw Access Logs	Error log	Choose Log Programs
Awstats						
Security						
Password Protect Directories	IP Deny Manager	HotLink Protection	GnuPG Keys			
Domains						
Subdomains	Addon Domains	Parked Domains	Redirects	Simple DNS Zone Editor		
Databases						
MySQL@ Databases	MySQL@ Database Wizard	phpMyAdmin	Remote MySQL			
Software / Services						
QuickInstall	CGI Center	Site Software	Perl Modules	PHP PEAR Packages	PHP Configuration	RubyGems
Ruby on Rails	Optimize Website	php.ini QuickConfig	Fantastico De Luxe			

YOUR BUSINESS



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Your product with squeeze page, sales page, download page. Including graphics!

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Step .2) Choose your design...

You can scroll through our collection of themes,
click to activate theme you want to use...



Video Squeeze Templates



Squeeze Page Templates



bannerSimple



longSqueeze



noticeBlock



YOUR BUSINESS



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Secrets to Dog Training *Updated

Secrets to Dog Training (aka SitStayFetch) has been the No. 1 dog training and behavior site for 4 years. *Update* You Now Earn Commissions on All our products with one hoplink. See www.kingdomofpets.com/affiliates/ or email marketing@kingdomofpets.com

Avg \$/sale

\$30.85

Promote

[Vendor Spotlight](#)

Stats: Initial \$/sale: **\$30.85** | Avg %/sale: **68.0%** | Grav: **71.60**
Cat: **Home & Garden : Animal Care & Pets**



 Like **82**

YOUR BUSINESS



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Order Now And Get All This For One Low Price

Yes, I want to get started immediately building my own sales army. ***I have read and agree to the legal disclaimers below.***



Order Online By Safe, Secure Server

The order links below have temporarily been coded with the \$30.00 off discounted price. Pay only \$67.00 when you order through the links below...

[Click Here to Order Now!](#)

**YOU WILL RECEIVE INSTANT ACCESS
TO THE MAIN MANUAL AND ALL BONUSES
(Even if it's 2:00 AM)**

[CLICK HERE](#) to Order

* Every effort has been made to accurately represent that each individual's success depends on his or her own effort. With any business endeavor, there is no certain guarantee of success.

Legal In

[Disclaimer](#) | [Terms Of Service](#) | [E](#)

Your Order	
ITEM	PRICE (USD)
Simple Six Figures	\$47.00
<small>Immediate access to this product or service is available once payment is approved.</small>	
TAX:	\$0.00
PAYMENT:	\$47.00
<small>One payment (US Dollar)</small>	
Choose currency: (USD) US Dollar	

Your Payment	
Pay now with Credit or Debit Card	
Your Location:	UNITED STATES
Zip or Postal Code:	
Name on Card:	
Your Email:	
Card Number:	
Expiration Date:	01 2010
Validation Code:	What is this?

or Pay with PayPal

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✉ join *paul b. evans*
make more | give more | live more

Name:

Email:

[Add Me](#)

YOUR BUSINESS



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A sample email opt-in form for Paul B. Evans. The form has a light blue header with a mail icon, the word "join", and the name "paul b. evans" in a script font. Below the name is the tagline "make more | give more | live more". The form contains two input fields: "Name:" and "Email:". At the bottom right is a blue button labeled "Add Me".

join paul b. evans
make more | give more | live more

Name:

Email:

Add Me

List Building
Converting follow-up
Sexy opt-in designs

YOUR BUSINESS



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home about

Barefoot ExecutiveTV

search... SEARCH



What are you willing to do?
Are you willing to do what it takes? Chalk up your hands and get back on the beam! You can do it! (but only if you want to!) This 8 minute video explains Carrie's work ethic, some of her story you've ...

Watch Now

Select a Category

AS SEEN ON *Lifetime* **THE BALANCING ACT** **SUCCESS 2.0** **Forbes**

★★★★★ (No Ratings Yet)



Can't Afford That...
Some language is self sabotaging. What words ...
August 30, 2010

★★★★★ (8 votes, average: 4.38 out of 5)



Easy Button
Looking for the Easy Button? Want passive income? Looking for ...
July 10, 2010

★★★★★ (4 votes, average: 4.75 out of 5)



As Seen on LifeTime Television
June 12, 2010

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Primary Email:

I hate spam too & will never share your info with ANYONE for ANY reason!

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You Might Like...



★★★★★ (6 votes, average: 4.17 out of 5)

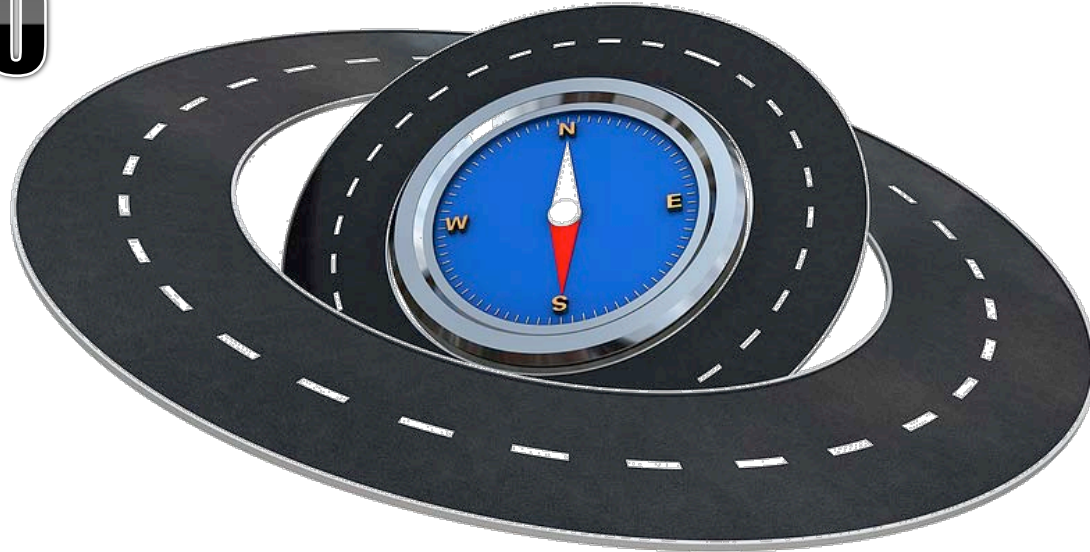
★★★★★ (3 votes, average: 5.00 out of 5)

★★★★★ (8 votes, average: 4.50 out of 5)

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Traffic Ring!

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**A Complete,
Integrated
Business!**



Profit Formula

Step 8: The S_____



Personal Email Coaching



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PLUS!!!!!!



Personal
Email
Coaching

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PLUS!!!!!!



Niche
Evaluation



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PLUS!!!!!!

**Online Profit Explosion
audio and interactive
guide & worksheets**



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PLUS!!!!!!



Carrie
Paul
David Frey
Craig Ballantyne
Perry Lawrence

Shipped to Your Door!



Profit Formula

Step 9: The C_____



~~\$41k~~



~~\$1997~~



\$1497



\$1297 
\$497 x 3 

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