



SHOCKING News!

“After Ten Years of Madness
has The Internet Marketing
Bubble Finally Burst?”



Why it's Happened And More Importantly How to
Survive and THRIVE in 2010 and Beyond”

Inside this shocking report you will discover...

- What Is the Product Launch Slope of Death and How It Could KILL Your Business
- Seven Reasons For Recent Internet Marketing Meltdown
- Recent Tests Showing You The Latest Money Making Trends For You To Copy
- How I generated 500% more commissions NOT promoting on Launch Day
- The Fatal Mistakes That Will Make a JV Partner NEVER do business with you again

Dear Internet Marketer,

I'll let you in on a little secret...

The Internet Marketing industry is undergoing a MAJOR life changing shake up with dark times looming on the horizon.

Just so you know...

- There's no product pitch in this report.
- There's no sneaky affiliate promotion.
- **But there is information contained inside that can save you from a FATAL catastrophe...**

“How Everyone Got It All Wrong...”

I remember in September 2009 many of the “top” marketers were tipping October and November to be the prime record breaking selling months.

“Launch your product in these months - you’ll make a killing!”

“I always CRUSH it in October – I’ll relaunch some product then”

But everything was not as it seemed and an icy chill fell upon a once blossoming Internet Marketing landscape.

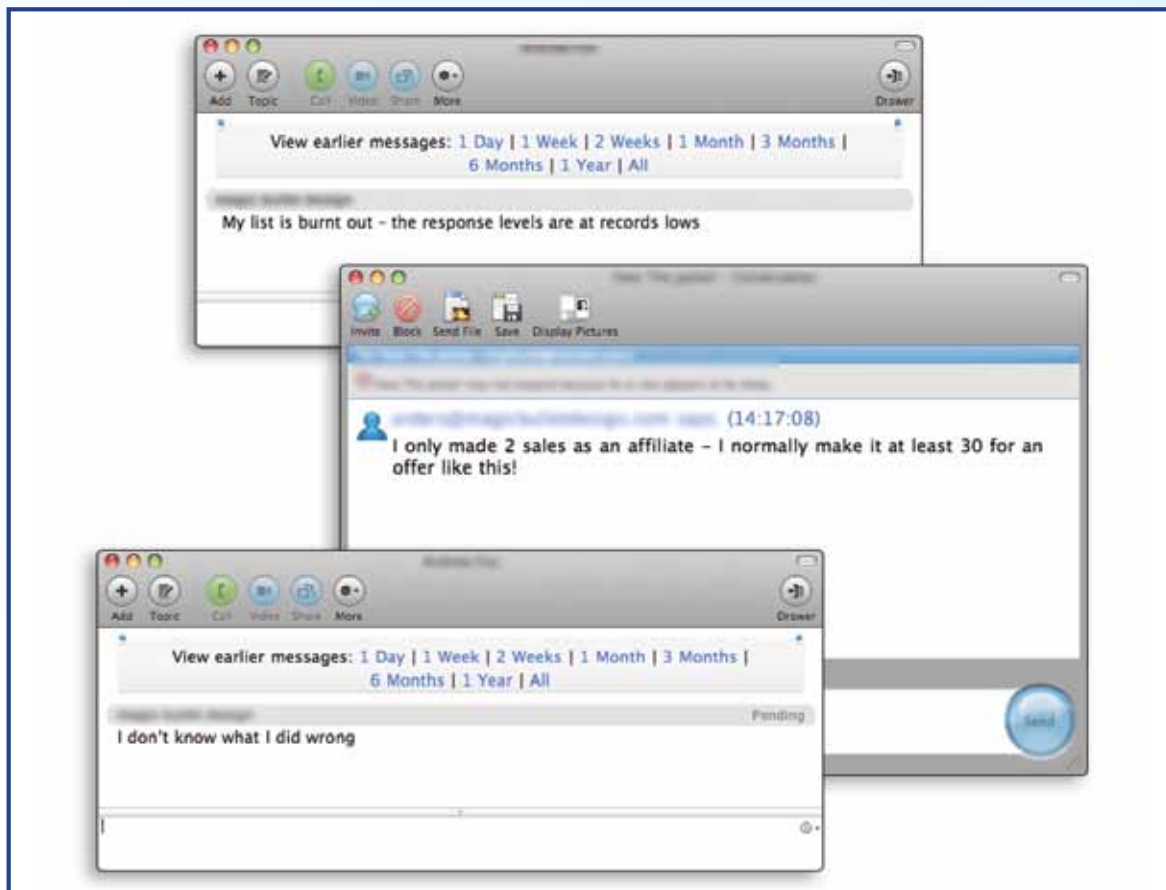
“Judgement Day Was Forced Upon Us And Product Launches “Flopped” Like Nothing I’ve Ever Seen Before In Ten Years Of Working Full Time Online”

The Internet Marketing “stock market” came crashing down so to speak.

Products that used to generate million dollar launches did less than 10% in some cases of what would have been expected of a “typical” launch!

Panic and uncertainty set in...

Instant messaging program’s were filled with gurus, once looked upon as “giants” not knowing which way to turn...





THE SLIPPERY PRODUCT LAUNCH SLOPE OF DEATH...

Here's a 'step by step' break down of exactly what was happening as various products were launched.

1) Emails were been sent, but many were not even getting opened and read... (Especially on big launch days as everyone was sending the same message)

2) Click Thru Rates in emails were dramatically down..

3) Conversion rates were down on websites.

4) Customers were taking "payment plan" options and only paying the first payment and cancelling.

5) Affiliates were not making good initial sales and therefore were not likely to promote again. Momentum was killed very quickly.

6) PPC Affiliates were facing aggressive competition meaning much higher advertising costs making it hard to turn a profit.

7) Bonus War's were occurring – customers were looking for the best bonus package which was in fact diluting from the main product offering

8) Refund rates were up.

To touch on refunds I recently read something very disturbing on a "pirate" forum. Somebody has posted a thread saying they wanted to get a new product coming out from one of my good marketing buddies (who I will not name).

The person who had written the post, said they really loved the products my friend had put out in the past. He just wanted them for free! And this was a \$1000 product. I'll be giving you some advice about counteracting digital theft later in this report!

“Seven Reasons Why I Feel The Internet Marketing Product Launch Bubble Has Burst and More Importantly How To Tackle The Problem And THRIVE In 2010”

To give you a bit of background on how I've come to these conclusions I want to tell you a little about myself.

I've worked online since 1999 exclusively online.

I left school at 18 with hardly any qualifications, washed cars for about \$5 per hour and started my Internet Marketing path by learning to design web pages .

I'm not going to tell you about my whole life story but in the last 3 ½ years I've

- Bought a million dollar house as my FIRST home
- Owned Four Ferraris, one Porsche and quite a few other cars in between

I've bought the one thing I wanted more than anything - a multi-million dollar yacht and sailed around Spain, France and other crazy European places with crazy sounding names..

Internet Marketing Meltdown

7 Reasons Why...

One thing that I have learnt from ten years of working online is ONLY follow the people that PRACTICE what they preach.

So from the information above you can make up your own mind if I'm qualified in my opinions below or I'm just a rambling nutcase - Maybe a bit of both!

Reason #1 - Relentless Product Launches

Currently every day a brand new product is being slammed in people faces. Are these products any good?

Yes, some are excellent while others are awful . The problem is people are getting offered new products every single day and deciding which ones are the good ones is a hard to do.

One day its a CPA course, the next its article marketing, traffic generation, listing building and the list goes on.

In the end people get confused and just don't buy.

Reason #2 – "Copy Cat" marketing at lightning speed.

How many products come out with EXACTLY the same marketing methods?

For example, a screen cam video where the author goes "Hi my name is Disco Bubba Boo , I am going to login to my Clickbank account and show you how I earn \$300 a day -some days it's more, some days its less"

Now I gotta make a few things clear...

I'm NOT knocking using video to sell stuff.

I'm NOT criticizing logging into your Clickbank account to prove earnings

And I'm certainly not knocking \$300 a day in your Clickbank account – I know that would make a major

impact in many of my readers lives.

The point I'm making is when TONS of marketers start doing exactly the same thing, it dramatically begins to lose its effectiveness.

Reason #3 – HUGE Advertising Price Increase = Harder To Profit

I've been online since 1998 /1999. Over the years I've watched the birth of email "Pay Per Click" Advertising.

When PPC started it's hard to believe you could buy advertising on keywords like "Car Insurance" for 5 cents. Now keywords like this are \$5 - \$10. A 10,000% Increase!

Just take a look



Keywords	Search Volume	Estimated Avg. CPC	Estimated Cost / Day
car insurance	<input type="checkbox"/>	\$9.27 - \$13.90	\$87,740 - \$144,800
credit cards	<input type="checkbox"/>	\$8.02 - \$11.34	\$17,340 - \$30,700
flights	<input type="checkbox"/>	\$1.57 - \$2.05	\$126,400 - \$203,310
holidays	<input type="checkbox"/>	\$2.10 - \$3.13	\$27,980 - \$47,740
house insurance	<input type="checkbox"/>	\$9.29 - \$13.94	\$1,090 - \$2,080
loans	<input type="checkbox"/>	\$7.83 - \$11.05	\$174,410 - \$246,910
mortgages	<input type="checkbox"/>	\$8.07 - \$12.10	\$8,610 - \$16,220
Search Network Total		\$3.76 - \$5.31	\$443,540 - \$691,730

As PPC has grown, more marketers are having to work a lot harder at finding winning campaigns. The worst thing is once you've found a winning campaign there is so much software out there that can steal it from you.

Pay per Click is a FIERCE land at the moment. I have several friends who operate in the PPC market promoting affiliate products and even they find it tough!

Reason #4 – Refunds Accepted As Socially Acceptable Behaviour

Over the past year, 2009 has seen Refund rates have shoot through the roof.

And as a group as a whole as Internet Marketers I feel we are partly to blame for this. In my opinion a refund or guarantee is there if a product does not deliver on what it offers or there is a fault.

Not if you've had a bad day and feel like some money back..

Not if you're bored and want to go buy another product...

In 2009 I've had customers write in and say "Dude, I've really enjoyed your product AND made money from it. But I need the money to buy another product that's come out!".

People think that's "cool" to refund on that basis.

Trust me - it's not - And it's one thing that makes me purple!

But we as marketers have brought it upon ourselves encouraging people to refund for any reason. It's now reached a stage where people take advantage of it.

In future I'll have much stricter refund policies. I'm proud of the quality of materials I produce. They've helped a lot of people get good results who take action on what I say.

For refunds that do happen it will be policy that ebooks are disabled, memberships are cancelled. I

recommend you get some software that will do the same for your own products.

Reason #5 – “The BIG R – Has the Recession Hit Internet Marketing Space?”

Many marketers have asked this question...

Without a doubt I've seen more people take payment plan options and in the 2nd month they don't even have enough to pay for it.

So the answer is yes – there is less available cash and credit for sure.

People have to be more careful about which products they buy and also coming up to Christmas cash is tighter.

I've also noticed a sharp decline in offers that offer a front end subscription. Most people definitely prefer to pay a one-time fee as opposed to take out a membership.

I wouldn't say Internet Marketing is in recession. It's a combination of several factors causing a slow down.

Reason #6 – Too much growth of “In Bred” Internet Marketing

In 2009 I've seen a ton of newbies come online, make a small amount of money and then write an ebook or course about it.

This has always happened over the years and by no means is there anything wrong with having some success on the Internet, leveraging your results to create your own product and grow from there.

The problem arises when this happens at such a rapid rate. There are people who are claiming to be experts after a very small amount of success which just isn't the case.

Reason #7 – Bonus Wars with product launches

Adding bonuses when you promote a product as an affiliate is a great thing to do.

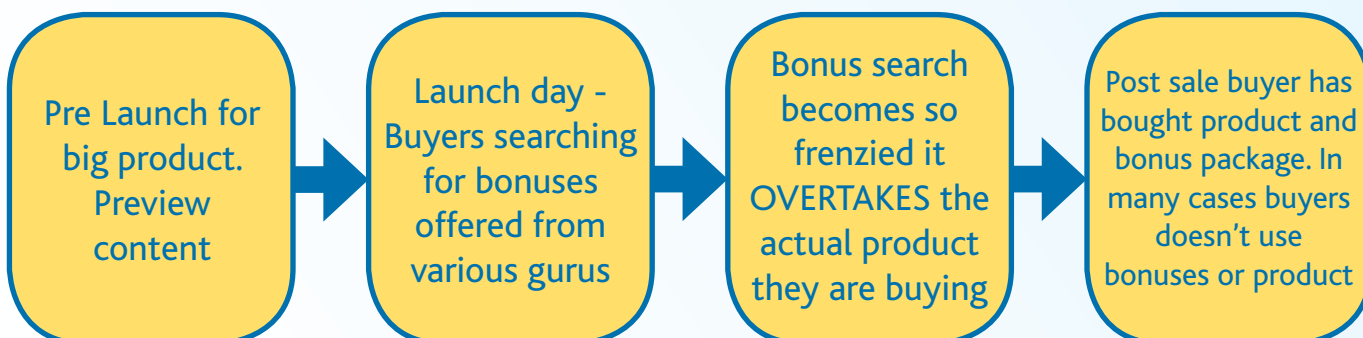
However in 2009 it's become totally crazy and here's some reasons why...

Because so many people now look for the biggest bonus on product launch days, I feel it actually takes away from the actual “product” that is being launched.

People are so focused on getting the “best bonus deal” that this becomes the main selling point instead of the ACTUAL content of the product.

Bonuses are meant to add VALUE to an offer and help convert a visitor into a buyer – not overtake it!

The worst thing is most people don't even bother to use their bonuses! They download them and never open them leaving them to collect cyber dust on their laptop



“OK Andrew – Enough On the Doom And Gloom - So What’s The Good News And Can You Tell Us What is Making Money Right Now?”

With every decline in a market comes huge opportunity.

I've been testing a lot of different marketing strategies and would love to share some killer results with you that you can take and apply to your own business

Make More Money Tactic #1 - Don't commit to promote every product on “launch day” – Here's what my testing proved...

I ran a test recently which threw up some interesting results...

My brother was releasing his Google Terminator product on Thursday 27th November 2009. He emailed his existing customer list a few weeks before the official launch to test how it would sell.

I then promoted it later in the week to a few of my lists. So there was no hype or fuss or even added bonuses.

Here's the exact email I sent...

BEGIN EMAIL

Hey NAMETAG,

Six months ago you previewed my CB Quantum product in conjunction with Chris DJK.

I hope you see the effort and quality of the products we produce and the fact we don't 'bombard' you with affiliate offers.

Today I want to PERSONALLY give you the chance to test run my brothers NEW 'Google Terminator' system...

<http://dominatingcb2.com/terminator1>

Please don't share this link with anyone...

I'm not saying that as some 'clever' marketing ploy. The fact is the product won't be hitting the market until next Friday 27th November... where you will see a big "launch" frenzy

Being one of my customers I asked my brother to GIVE YOU EARLY ACCESS...

So you can be one of the lucky few to get your hands on this PROVEN system FIRST...

When you follow the system within the "Google Terminator"...

(And it's totally ridiculous how easy it is to follow)

Your going to do some SERIOUS damage in the affiliate marketing world...

Chris SPOTTED what 99.99% of people out there have missed...

Which has led him down the path to creating...

A SIMPLE FILL IN THE BLANK SYSTEM THAT HAS GENERATED OVER \$72,000

Even a TOTAL newbie can make a killing with this...

One of his beta tester's who had never even heard of a blog before just EARNED OVER \$3000 following this simple process...

<http://dominatingcb2.com/terminator1>

You see when you become a "Google Terminator"

Your going to WREAK HAVOC and pocket massive amounts of cash...

Just imagine..

STEP 1) Having a PROVEN system that literally requires you to point, click and fill in a few blanks...

STEP 2) Earning some big commissions checks...

STEP 3) Repeating that very same easy to follow system again and cashing in even more commission checks...

Every now and again something comes around that changes "THE GAME"...

This "Google TERMINATOR" will make a select few a ton of moolah...

I want YOU to be one of the select few..

Don't let this CHANCE slide by you...

<http://dominatingcb2.com/terminator1>

Like I said Andrew, The official launch isn't until Friday 27th November...

As your one of my subscribers you can be ONE OF THE FIRST to get access to the Google Terminator today...

Chris will be taking this page OFFLINE on Friday 20th November at midnight so don't miss out.

See you on the inside,

Andrew Fox

P.S. You can either keep doing what your doing right now and continue to get the same results...

OR

Follow the "Google Terminator" system and change your life completely...

I believe this system is the key to many people just like you hitting the BIG TIME...

<http://dominatingcb2.com/terminator1>

HERE'S THE RESULTS...

Below is a screen shot of my Aweber account for this particular list I mailed to.

Date	Time	Subject	Subscribers	Format	Spam Score	Sent	Delivered	Open Rate	Click Rate	Copy
11/20/09	11:16 AM	personal... (confidential)	All Subscribers	HTML	1.7	19,752	49 (0.2%)	0.02 %	1,657 (8.4%)	682 (3.5%)
11/17/09	12:50 PM	{!name}, \$100,000 with Chris i...	All Subscribers	HTML	1.7	19,808	39 (0.2%)	0.01 %	1,210 (6.1%)	271 (1.4%)
11/16/09	05:17 PM	{!name}, preview my \$2191 ex...	All Subscribers	HTML	1.7	19,843	41 (0.2%)	0.01 %	1,248 (6.3%)	270 (1.4%)

As you can see the email received an 8.4% open rate and 682 clicks. You can see compared to the previous two emails (which were for products that I was promoted on launch day) the open rate was about 30% more but the clicks were about 260% up!

This is because no one else was promoting my brothers product as it was a private test. On launch day promotions, products people just do not click anywhere near as much.

LET'S GET DOWN TO MONEY - THIS IS WHERE IT GETS REALLY INTERESTING..

Below is a screen shot of my Clickbank Account Analytics for the promotion of Google Terminator.

Vendor	Hop Count	Earnings Per Hop	Hops Per Order	Gross Sales Amount
gterminate	589	\$2.00	10	\$1,179.02

As you can see there was an earning of \$2 per hop (that's my commission per click) and 589 clicks.

(As a side note the reason Aweber shows slightly more clicks is that is total clicks. People can click twice and it's counted twice. Clickbank is unique clicks – if the same person clicks twice it only counts once)

So \$2 per hop is pretty good with no bonuses for a \$67 product.

I then mailed to another list which is smaller but very targeted. It generated \$6.51 per hop.

Vendor	Hop Count	Earnings Per Hop	Hops Per Order	Gross Sales Amount
gterminate	197	\$6.51	3	\$1,281.70

COME LAUNCH DAY HERES WHAT HAPPENED

I promoted Google Terminator again to my first list when several other JV partners were promoting. Here's a screen shot

11/30/09 02:06 PM	Let's talk REAL business...	All Subscribers	HTML	1.7	19,528	44 (0.2%)	0.03 %	1,460 (7.5%)	284 (1.5%)	Copy
11/27/09 12:49 PM	{!name}, personal email from last...	All Subscribers	HTML	1.7	19,588	41 (0.2%)	0.02 %	1,715 (8.8%)	288 (1.5%)	Copy
11/26/09 03:11 PM	{!name}, \$10,047 With ClickBank...	All Subscribers	HTML	1.7	19,629	43 (0.2%)	0.01 %	1,301 (6.9%)	257 (1.8%)	Copy

As you can see clicks and open rates and dramatically fallen.

Here's a screen shot of my Clickbank account for the same period.

Vendor	Hop Count	Earnings Per Hop	Hops Per Order	Gross Sales Amount
gterminate	299	\$0.65	21	\$254.42

As you can see the earning per hop has decreased dramatically. As much as 5 times! This is due to other affiliates promoting, bonuses being offered and also the fact my list had already been offered the product a week before.

IN SUMMARY...

This test was interesting for sure. It will be interesting to see how "launch day" promotions go in 2010 within the Internet Marketing arena.

I'm not saying not to promote for your JV partners products on launch day.

What I do recommend is pick the products you are going to offer carefully, speak to your JV partners and see what they can offer you back. Example a return mailing, offering one of your products in a good spot in the members area etc.

Remember we as JV partners are here to help each other, but business is business and support needs to be returned in some shape or form.

Make More Money Tactic #2 - Tighten Relationships with JV Partners and focus on cross promos...

A close network of Joint Venture Partners is a KEY element in any business. Exchange ideas, what promotions are working which ones are not.

"How to make a JV partner never do business with you again"

Here's three things that will AGGRAVATE a JV partner more than anything.

1) If you promote somebody's product and they have agreed to promote yours in return when your product is ready.

When the time comes, you ask for support and the Joint Venture Partner doesn't reply. Then the day before launch you get an email from them saying " Hey was busy man, sure I'll send something out for ya". They may promote but hardly make any sales because they have not put any effort it.

In a few cases this has happened to me where I've been a top affiliate for some product owners making \$10,000's in sales for them and the above has happened.

Do you think I am going to promote hard for them again... you decide.

2) Don't be afraid of Communication! In several cases I've been asked to promote a product but the timing doesn't suit. I've replied explaining I've read their email, appreciate them contacting me but it doesn't suit at the present time . Or I try to promote on a different date, add their offer into one of my member's areas. Try and work something out.

I really understood that concept from a guy called James Barke "Mr we-can-do-it " who owns Essex Boatyards. As the name would suggest they sell boats. I have to say they are one of the easiest companies to deal with. Whether it is after sales service, purchase, modifying a boat or a part exchange. James's philosophy is "We will make it happen!" And I'm confident I will buy several boats of them for years to come because of their brilliant attitude.

3) Respect. You notice I underlined the word "replied" above. When someone asks you to promote always reply even if your answer is a No. Trust me – people will be ten times more likely to work with you if you offer common courtesy and reply.

4) Paying Affiliates. Due to higher refunds this year many product owners have delayed paying affiliate commissions. Again – there is no problem with this but COMMUNICATE with your affiliates explaining the situation and what date they can expect to be paid. Then stick to it. Seems simple enough but in many cases product owners don't keep in touch with a simple update.

On a recent promotion I ran I said affiliates would get 50% of earnings after 7 days. Guess what? I paid them after 7 days just like I said. I even had to CHASE some affiliates to get their payment info. I guess some guys don't like money.

Make More Money Tactic #3 – Integrated Back End Selling still works — Use It!"...

Remember I said I've been testing out cool stuff?

Well's here's another gem.

While front end selling has been more difficult, once a customer had made the initial purchase they will always purchase additional products as long as you keep them HIGHLY targeted.

Here's a recent example.

One of my products was a service where people got their own product and content and standard website.

We then had an option to get a custom designed website explaining it would help their website stand out from the crowd.

Think of it when someone buys the latest Mercedes and the dealer offers them various options – people

LOVE to personalize something that they feel gives them the cutting edge.

Anyway moving back to the custom design offer...

We explained due to the custom nature of the product only 30 people could be accepted and the price was \$147. 41% of Buyers took this option

We sold out almost immediately and raised the price to \$247 for the next 30 people.

Guess what!

The number of buyers increased from 41% to 55%! It was more expensive yet more people paid for it. And we explained it would take 30 days for their site to be ready.

We sold out again!

We then increased it to \$347 and the price conversion rate dropped to 19%. As we were totally full we didn't mind less orders coming in – my web designer was going to have a heart attack ;-). It took him a month to fulfil the orders

Lesson is...

Don't be ashamed to use up sells and backend selling. Just make sure it's highly relevant to the initial product offering.

(As a side note tons of customers wrote in saying the LOVED their website) I've picked one at random for you to go have a look at.



www.immasterminds.com

If the Customer's happy - I'm happy!

Make Your Life Easier Time – Here's Some Cool Free Tools

Clickbank Link Protector

Clickbank "hoplink" theft is one of the easiest ways to lose a commission.

There are a lot of "link cloakers" out there but Clickbank decided "Hey why not make one since everybody needs it and make it free.

So here it is

Cheers Clickbank!

[Click here to use the Clickbank HopShield](#)

Formatting Emails

I get a lot people asking why my emails are not full length and does it not takes ages to format them?

Well yeah... it would if you did it manually.

Here's the lazy free tool called Format It

[Click here to use Format It](#)

Converting Currencies.

If you are like me and deal with USA, UK "pounds" and Euros you need a good currency exchange tool.

Well I use one below called "Xe". It's live and if you need to convert currencies you can save a tidy sum instead of using the horrible bank rates.

[Click here to use XE.com](#)

"Andrew - Won't this report make waves in the Internet Marketing Community?"

Well I've always felt "digging your head in the sand" and pretending problems don't exist is totally foolish.

Yes there has been a slow down in the industry, products are harder to sell and certain business models are performing very badly.

Rather than talk crap, I'd rather be open and honest with my subscribers. Some of you have been with me for ten years!

Believe me there still is a TON of opportunity out there and the Internet is still one of the fastest ways to make money next to striking oil (I've already tried drilling my garden – no joy - dammit ;-))

So I guess I'm still stuck on the Internet

"Should You Buy Something From Me?"

As you read at the start of this report, I promised you no dreaded pitch.

This report was meant to help our community and give you an insider look at what really goes on.

Now if you have enjoyed it and fancy getting some more ongoing cool insider stuff, you may like to test out my "Affiliate Millionaire Monthly" Club.

It's where I send you out a DVD and written guide about some really cool stuff.

First edition goes out the second week of April and includes me talking about...

- **The \$2 million mistake.** How I've sold \$2,000,000.00 of products in the last 12 months that I've personally created or partnered on and messed up MAJORLY everytime. (This does not include my affiliate promotions)

If you want to learn how to do a product launch right then you'll want to hear about this.

- **Why pricing a product at \$497 can be MORE popular** than a \$197 product. (Your conversion rate goes up)

- How speed of customer service will ELEVATE you way above your competitors.

Basically it's all very 'insider' stuff that no one else can share.

Probably because most people haven't sold \$2million of their own products in 12 months :-)

It's \$97 a month to join and it worth TEN times that. The guarantee is simple - if you like what you read today and want to join the club then do it. There is no refund option - this is for serious folk and if you need to ask me a million questions, it's probably not for you.

Here's the direct order link



[Click Here to Order Via Your Private Invitation Link](#)

So there we have it – I hope you've enjoyed my honest opinions and got some good ideas. I felt full transparency was the correct way to write this rather than hide the truth.

Keep your head up, chin down and I'll see you on the other side. Opportunity it out there!

As always take care,

Andrew Fox

PS: I'd love to hear your feedback on this report on my blog. I will do my best to personally read ever comment and respond to as many as I can. [Click here to leave your comment.](#)