

WITH ANY BIG-MONEY OPPORTUNITY, THERE'S SOME LEARNING.
YOU EXPECT TO GO THROUGH.

BUT WHAT WOULD YOU GIVE TO

FAST-TRACK THROUGH THE
INTERNET MARKETING LEARNING PROCESS

AND

**Have the
know-how and
experience of
the 12 leading,
multi-million
dollar internet
marketing
experts, yourself,
NOW.**

Dear Friend,

As you have recently invested in 'The Cash Builder System', I know you will still be digesting its valuable information...and I really had not planned to write to you again so soon.

However, an exceptional opportunity has come up and I wanted to give you the chance to take advantage of this.

I understand that this may come a little early for you in your development as a high-earning internet marketer, but I really wanted to put this to you in case you felt ready to fast-track forward and acquire a huge amount of learning very quickly.

You will of course still be thinking over exactly what you need to do to set up your own internet business to benefit from what you've learned from 'The Cash Builder System' and start a 5-figure monthly income of your own rolling into your account.

BUT YOU KNOW NOW THAT THIS IS 100% ACHIEVABLE.

AND OF COURSE YOU WANT TO BE UP THERE WITH THE BIGGEST EARNERS.

Nothing about setting up the business which will transition you to a new high-monthly-income lifestyle is difficult for anyone who's prepared to put in a little work to get started.

Yet the more you read and understand the more you'll have realised just how many techniques and methods there are to know about if you're going to put yourself up there and enjoy the same benefits as the MOST SUCCESSFUL of the internet marketers.

Remember! I know EXACTLY how it feels.

My own internet marketing business, which after 3 decades of working hard to run a conventional family business now gives me the freedom and income I'd longed for, has been developed by doing exactly what you yourself are doing now.

Reading. Watching. Understanding. **And then putting into action.**

So IT REALLY IS POSSIBLE?

You'd better believe it!

None of the top internet earners...and by that I mean the people who have pushed the ideas and principles you're learning about now to the point where they are making MILLIONS OF POUNDS each year...started out as what you'd think of as a brilliant or experienced business person.

They've simply realised, as you have now also, that internet marketing really does put the chance to enjoy a MILLIONAIRE LIFESTYLE within their grasp...and they've got on with learning everything they could to make it happen.

AND NOW YOU CAN DO THE SAME.

There's a lot to know. You know that there must be, and I'm not going to treat you like a fool by pretending otherwise.

The ideas you need to create your 5-figure monthly income are easy to understand, but internet marketing businesses have been developing now for a decade or more and, as you'd expect, a lot of people have invested a lot of time into figuring what works best.

WELL THEY WOULD, WOULDN'T THEY???

With multi million pound incomes at stake and no-one wanting to lose money or waste valuable time along the way, it's no surprise that people have tried out every possible strategy, learned from their mistakes, and kept careful records of the things that work best.

Some of the most successful internet marketers have tinkered for years, adjusting their methods one bit at a time until the 'stars have lined up' and the jackpot has paid out!

It's no surprise then that once that's happened, they are able to pinpoint EXACTLY what it is that makes the money flow month after month.

But what I promised when I wrote to you about 'The Cash Builder System' remains true.

I am always on the lookout for things that you don't have to be genius to make happen.

And I figure if I can understand something, then you most definitely can, too.

You remember Randy Charach? From ‘The Cash Builder System’?

Of course you do.

Randy’s the multi-MILLIONAIRE internet marketer featured on the first ‘Cash Builder System’ DVD?

Just over a year ago, Randy produced what is still considered by many internet marketing experts to be **the best internet marketing resource ever produced**.

Comprising 2 huge, ring bound dossiers and 15, full-length CD recordings, ‘The Complete Guide to Internet Marketing’ is the definitive, comprehensive CURRENT guide to ALL the best techniques and business strategies being used by the most successful internet marketers to generate tens of thousands of pounds AND MORE month after month.

This isn’t an outsider’s view ‘looking in’.

The people who contributed to ‘The Complete Guide to Internet Marketing’ are the MAJOR NAMES of current internet marketing.

Randy Charach himself. Armand Morin. ‘Dr Mike’ Woo-Ming. Susan Gilbert. Mike Koenigs. Jeff Mulligan. Bill Highfill. Michel Fortin. Troy Lasso. Jack Humphrey. Linda Rothenberger. Joe McVoy.

Now you probably don’t know all of these names.

But EVERY SINGLE ONE OF THESE PEOPLE has built a personal fortune using internet marketing techniques that they’ve learned, developed and improved for themselves.

There is no hype.

These people are true internet multi-millionaires, who swapped very ordinary jobs and lifestyles for dream incomes and total freedom.

And at Randy Charach’s invitation, they came together specially (not literally together, of course...the interviews that make up ‘The Complete Guide to Internet Marketing’ were conducted by Randy Charach at different times and in different places, to enable him to catch up with these busy people) to record the most complete and valuable collection of

advice and guidance on internet marketing ever compiled.

A genuine ‘too-good-to-miss’ opportunity.

Having ordered ‘The Cash Builder System’ already, you’ll know that Randy Charach is someone whose knowledge and teaching skills I have the greatest belief in.

And the reason I am writing to you now is that Randy has approached me with an outstanding offer to put to people who have previously found his DVD contribution to ‘The Cash Builder System’ to be of value.

Randy is prepared to HEAVILY DISCOUNT the 2-binder, 15 CD ‘The Complete Guide to Internet Marketing’ on the express understanding that we make it available ONLY to people who, like you, have already purchased his DVD contribution to ‘The Cash Builder System.’

Before I tell you about the deal, however, I HAVE TO tell you more about the material.

What we all want most is to shortcircuit the learning process so we can get earnings from our web business flowing into our account as soon as possible.

And that’s PRECISELY what the 2 ring binders and 14 CD’s of ‘The Complete Guide to Internet Marketing’ will do for you.

By the way, you’ll see that when I describe what you get on these discs below, there are 12 discs listed. There are actually 14 CDs, but that’s because some of the individual sections give you so much help that they run onto 2 discs instead of one.

WHAT YOU GET.

‘**The Complete Guide to Internet Marketing**’ kicks off with 2 complete CDs on which Randy Charach and internet marketing hero Armand Morin give you an expert and hugely valuable overview of what the state of internet marketing is NOW.

The material in this overview is based on Charach and Morin’s famous ‘**WorldWide Seminar**’, and a lot of experienced internet marketers believe this is actually the very best ‘primer’ that anyone has ever recorded.

For me, that's exactly what it is. I have no hesitation in adding my own, personal recommendation.

I've heard this for the first time myself only since Randy contacted me with this offer, but I think that the first 2 CDs of this set, which contain this material, are worth the entire price at which Randy is offering to sell the whole program.

And from there, you get detailed, step by step guidance.

On the third CD you'll get a superb run through of the very best '**Cheap and Free**' web resources to use in constructing your online business. This has been put together by the very, very famous 'Dr Mike' Woo-Ming who is, again, one of internet marketing's most eagerly sought and expert speakers.

The resources Dr Mike pinpoints for you here are EXACTLY the same ones he uses himself to run the business that brings him in a substantial SEVEN FIGURE INCOME year after year.

On the fourth CD, specialist consultant Susan Gilbert gives you really brilliant advice about '**Focusing on Your Web Business**'. Susan Gilbert is a business consultant (as well as a highly successful internet business owner herself) who charges tens of thousands of dollars to guide businesses on building and developing online offers, so to gain her advice included in a deal already as good value as the one Randy is making available really is quite exceptional!

I'm guessing you've already worked out how valuable this is going to be to you?

The fifth CD contains an interview with internet marketing guru Mike Koenigs. It's called '**Creating Inexpensive Profit-Pulling Websites**'.

Randy Charach says that he believes this CD contains ideas and advice that even he wasn't aware of!!!

The next CD features Jeff Mulligan, another hugely successful marketer, explaining in explicit detail 'How to be a Super Affiliate'.

You probably have a good idea by now what this is all about. If not, well...it's about the way that many high-earning internet marketers simply use membership of other people's

affiliate programs to generate lines of income that swell their own accounts on a daily basis.

What Mike Koenigs explains here is how to do this for maximum effect...which means by making sure that your affiliate memberships put thousands of pounds in your account each month.

That makes 6 CDs, so far. You want to know what the others will give you?

'Finding The Most Profitable Price for Your Product', the seventh disc, features Bill Highfill, and explains about testing, tracking and other techniques that help you to set the right price for your products?

Right price?

Sure. You need to optimise the balance between margin and volume of sales. You need to understand why the same product might sell MORE at a higher price than it does at a lower one, and so on.

What you learn on this disc WILL help you to make your business not just a success...but one of those that really does pull huge revenues each month.

The eighth CD is a one to one from Michel Fortin, **'Writing Powerful Copy for the Web'**.

Now if you don't know Michel Fortin's work, all I will need to explain is that many marketers consider him to be the most successful sales letter and landing page copywriter of all time!

As you know, being able to unlock the power of written persuasion to cox money from your site visitors is the key to online business success. Any CD or DVD of Michel's thinking and advice is worth snapping up and, again, to get this full-length tutorial included in a package that ALSO CONTAINS SO MANY OTHER experts, makes it too good an opportunity to miss.

The ninth CD has Randy and Troy Lasso talking about **'Driving Traffic to Your Website'**.

There's NOTHING more important than this! Getting millions of pairs of eyes to read

your landing pages is the way your fortune will be made, and Troy Lasso is a serious authority. As, of course, is Randy Charach!

Keep reading! We're not done yet!

One of the traffic driving techniques discussed on the ninth CD is a method called '**Power Linking**'. On the tenth CD, Jack Humphrey (who featured on the bonus CD I sent you when you purchased 'The Cash Builder System') goes into real depth in explaining how this works and how YOU can use it effectively.

The eleventh CD has Linda Rothenberger and Randy himself explaining to you about '**Converting Web Visitors to Life Long Customers**'.

This is about what's known as 'relationship marketing'. It's so crucial to your business that if you had to choose just one of these discs to listen to over and over maybe it would have to be this one.

Relationship marketing is how you make sure that once you've won the confidence of a customer you have them happy and coming back to spend money with you again, time after time. It's the crux of almost any business...but even more so of an internet marketing business.

After all...acquiring new customers is a whole lot more expensive than simply taking care of people who have already tried you out and put money into your bank account.

Finally...on the twelfth CD you have Joe McVoy talking about '**Testing and Tracking for Maximum Profit**'.

When you put this into use together with what you've learned from the other discs, you really do have the complete formula for web business success.

Testing and tracking let you refine and tune the messages you put out, the offers and deals you communicate, the tools you use and the pages you have on your sites until each and every one of them is delivering to the maximum!

It's like tuning your money engine so that your money machine can power on, day after day, churning cash into your account.

These CDs will save you months...even years...of learning.

I know that you want to get your internet business up and running at full power as quickly as possible.

It's only natural. You want to see your bank account beginning to register those THOUSANDS AND THOUSANDS OF POUNDS of income month after month.

The learning and sheer experience GIVEN to you on Randy Charach's 'The Complete Guide to Internet Marketing' will let you jump forward by MONTHS OR EVEN YEARS in your understanding.

You won't have to make the mistakes for yourself.

You won't have to risk money finding out what works.

You won't have to spend days researching things online, or trying to talk to people who don't want to give away secrets.

In short...you'll suddenly find yourself having the same knowledge and understanding as a dozen or so of the very best marketers in the world.

ORDER

**'THE COMPLETE GUIDE
TO INTERNET MARKETING'**
TODAY

TO TAKE ADVANTAGE OF
RANDY CHARACH'S

**OUTSTANDING PERSONAL
OFFER.**

I explained earlier that Randy Charach has offered me the chance to make 'The Complete Guide to Internet Marketing' available at a HEAVILY DISCOUNTED price to people who, like you, have already purchased 'The Cash Builder System' and so benefitted from

Randy's instruction.

ORDER USING THE ENCLOSED FORM
and receive this 14 CD set
which will fast-track you through
months of expert learning for only
£397.00 plus £4.95 p+p.

'The Complete Guide to Internet Marketing' is available elsewhere, but why pay £975, £845 or £799 for the 14 CDs and 2 ring-bound dossiers, when Randy Charach's PERSONAL offer means you can invest only £397 to fast-track your own business???

DON'T FORGET. IT'S BY HAVING ALREADY PURCHASED 'THE CASH BUILDER SYSTEM' THAT YOU HAVE QUALIFIED TO BE WRITTEN TO WITH THIS OPPORTUNITY.

EXTRA VALUE ADDITIONAL OFFER

As a final offer to you - this time from me rather than from Randy Charach - when you place your order I will GIVE YOU, FREE OF CHARGE, a copy of a superb DVD featuring legendary copywriter John Carlton.

John Carlton is one of the very best copywriters in the world.

If you search for him online you will see for yourself just how valued his input is in helping internet marketers make their profits rocket. On this DVD John takes you through a huge range of money making topics, including:

- using Hard Hitting Long Copy for Success
- Finding the Hook for Products
- Salesmanship
- The Function of Seduction
- Testimonials
- and others including Killer ads, Writing Great Headlines and Asking for the

Order.

This is a really great DVD in itself, and I'll send you a copy FREE with your order.

Don't delay a second longer. Grab the order form that I've included with this letter, fill it out and return it to me.

ONE MORE THING

When Randy Charach contacted me to make this offer, I knew that there would be many people who would be so knocked out by 'The Complete Guide to Internet Marketing' that they'd want to resell the product themselves as a product in their own internet marketing business.

Now Randy is perfectly happy to do this, and understands that when you're starting out it can be difficult to find really great product to sell.

If you would like to buy 'The Complete Guide to Internet Marketing' with full resale rights, entitling you to duplicate and resell the 14 CDs for yourself, you can do so for the Special Arrangement price of £1997 plus £4.95 p+p.

There's a place on the order card for you to choose this terrific opportunity to use Randy's product yourself to earn THOUSANDS and THOUSANDS of pounds of income.

I DO UNDERSTAND that you may not feel fully ready to cope with the pressure of large monthly incomes from your web business. But please do not let the timing cause you to miss out on this fantastic opportunity.

If you'd prefer to receive 'The Complete Guide to Internet Marketing' as quickly as possible, you can order online from my website:

www.cjsmarletingltd.co.uk/internetmarketingguide

If you'd like to order by phone, please call on 01246 207568, or fax through the completed order form to 01246 278212.

Sincere regards,

CONFIDENTIAL

Managing Director

PS. I am able to offer The Special Arrangement price of £1997 to include resale rights ONLY if you choose this option while ordering 'The Complete Guide to Internet Marketing'. I'm afraid I am unable to offer this later as an 'upgrade'. All I can say on this is that at this price you will need to sell a tiny number of copies of the set yourself in order to recoup your investment...and after that you'll earn HUNDREDS of pounds of PURE PROFIT from each extra copy you sell, without any further cost!

PPS. I don't know whether you will be interested in this or not, but Alexandria K Brown is a very successful internet marketer who is known as 'The E-zine Queen'. Alexandria has an excellent DVD out which includes award winning tutorials on creating more business online, doing things differently and generating better results, applying ideas and concepts to your business, growing your customer list, building lists and using e-zines and dozens of other brilliant, insightful and **ready to use** tips for developing your business and giving your sales real kick. I'm currently offering this DVD on its own at £39.95. However, as you are ordering 'The Complete Guide to Internet Marketing', if you'd like a copy of this, AS WELL AS YOUR FREE COPY of the John Carlton DVD, I'd be pleased to send one to you FREE with your order. All you need to do is tick the box on the order card where it asks if you'd like to receive this free.