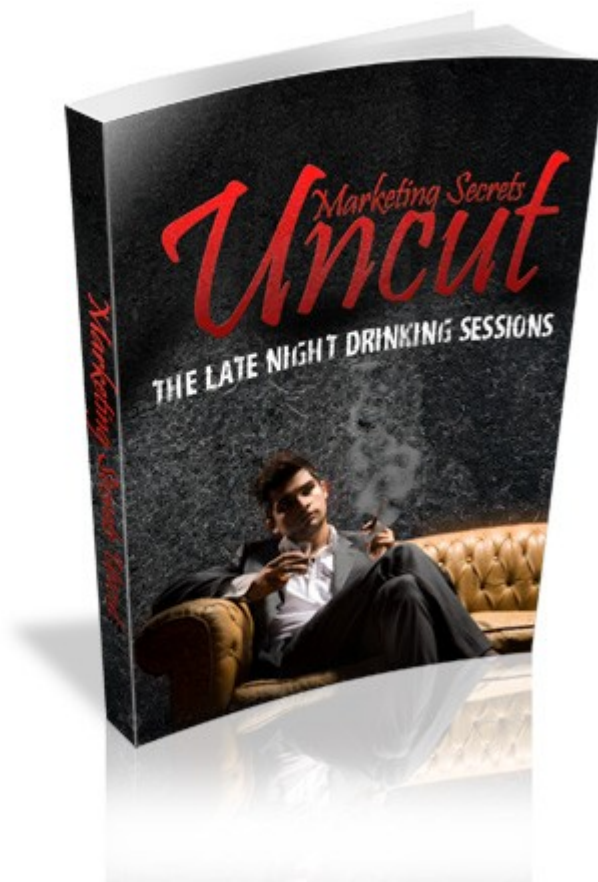


In the interests of confidentiality and as a general disclaimer I have to tell you that the earnings and techniques discussed in this report are for information purposes only and in no way does the author suggest that anyone reading this should use or consider using any of the mentioned information.

The characters and conversations in this document are wholly fictitious and bear no resemblance to anyone - internet marketer or otherwise - living or dead. Any such similarities are completely co-incidental.

Probably...



Vol I

Presented by

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The following conversation probably never took place.

Because if it DID then I'd be letting you into the secret of..

How a mid-level marketer 'stole' \$15,000 of mentoring from an extremely well-known guru.

There is some information that will never ever reach the public domain in internet marketing.

It's considered to be 'dangerous'

Which really means that it involves techniques that shift the odds towards the *customer* rather than the house.

It's rather like finding a 'system' that beats the casino.

Don't get me wrong - I'm in internet marketing for the money but sometimes it's nice to see the underdog get one up on the favourite.

Here's a story that was told to me after a particularly heavy night. I'd not heard it before but was told it's 100% true and still goes on today.

I don't know who it's about.

A mid level internet marketer was struggling....

As so often happens in IM the game had changed. Trends blow backwards and forwards, and while most serious marketers recognise that there is good money to be made by jumping on a particular bandwagon, real security lies in sticking with what you're good at, and building a solid rep and a solid business.

The mid leveller had leapt on a trend and, because he was one of the first to exploit it - an ebook first, followed by a membership site - he'd done pretty well.

In fact he was even considering starting a high ticket coaching program when the whole thing went belly up.

Too many other people started marketing in the same area.

This wouldn't have been a problem in itself but for two factors:

- The marketer had put everything else in his business on hold to concentrate on this one area.
- He'd failed to establish himself as an expert as soon as he entered the niche.

So he watched with seething resentment as an established marketer swooped down and proceeded to establish himself as THE expert in this particular niche.

Of course that's what happens in business and rightly so, but it really **bugged him**, to put it mildly, to watch this guru mopping up subscribers, targeting the same people, using the same techniques and providing the same products that the marketer had started to earn good money from.

The guru had obviously watched him, spotted the potential - perhaps even let him test the water first, and then when he realised the success our marketer was having, he rushed in, established himself as THE expert and took over.

It was down to experience of course.

The guru knew exactly how to brand himself as an expert and now, if you mention this particular IM in any forum, then the guru's name is always put forward as the premier expert in the field.

The marketer was left watching his Paypal account balance dwindle, and not much was coming from the other parts of his business either since he'd put everything on hold to develop his niche business.

He was pretty screwed.

Worse than that, the whole episode had knocked the stuffing out of him and he'd lost the best part of his motivation and drive.

But what REALLY annoyed him - was that he'd just had an email from the guru inviting him to take enrol in a \$15,000 mentoring program.

He'd joined the guru's list as soon as he realised what was happening, when 'his' niche was being taken over.

The truth was if he'd had the fifteen grand he would probably have taken the offer.

Painful though it was, the 'takeover' had been swift and effective and part of him admired the guru for his skills and insight. Even though it came at a cost to the marketer.

But he didn't have 15k to spare.

He'd even struggle to put \$1,500 together.

In fact there was a real possibility he'd be looking for a 9-5 in the next few months if he couldn't get his own business back on track.

He did what most marketers do when the bank account is empty or a tax bill is due - he

bundled up his back catalogue of products and sold them together as a 'package' along with master resell rights.

He couldn't bring himself to use the word 'firesale' as many marketers do when they need fast sales.

That didn't last long.

He'd injected a few grand into his business for sure. But his entire product range was now rapidly devaluing all over the internet as more and more people sold it for less and less money.

So \$15,000 for high level mentoring was out of the question.

Until a little light bulb flashed on in the darkest corner of his mind.....

He spent two hours going through every single email the guru had sent him.

It took some time because this guy sometimes emailed twice a day.

But eventually he found what he was looking for - an email from the guru asking for non paid *interns* to work for him, for free.

If you've not heard of this before, it's where a guru invites marketers - mostly unsuccessful ones - to work for him, as unpaid interns.

The idea is that they learn the business while the guru gets his articles, FTPing, blog posts, emails, website editing and a whole host of other tasks done for free.

They're *supposed* to learn the business but the reality is somewhat different or so I'm told.

All most interns actually see is that tiny part of the business they're actually working on.

And just how valuable *is* learning how to post a comment on a blog pretending to be a guru?

But sometimes you just need a way in.....

So our marketer went to the site in question to see if the intern program was still open and it was.

No huge surprise really because free help is always welcome in anyone's business.

...and he signed up.

He had to enrol under a different name and email address because, after all, he was a known marketer in his own right. And although business wasn't great at the moment he felt sure that the guru would certainly remember him from the 'niche' disaster.

The first task that came in was to write 5 articles to promote the guru's new membership site.

He was given a list of keywords, a title and log in and password details to submit them to various article directories.

He was also given a sig box at the bottom with a link back to the site in question.

And a name to write them under.

In fact he was given everything. All he had to do was insert the key words and phrases into the body of the text and write a 400 word article around it.

Pretty mind-numbing stuff.

5 articles took him all day.

He did it well though and it got noticed by the staff who were running the intern program (it wasn't the guru himself of course)

They emailed our bloke and asked for a bit more information.

He spun them quite a yarn about being an ex-company director whose business had gone under and was trying to develop his online skills.

So basically he gave the impression of being an ex-offline businessman who'd hit hard times, but with the associated skills - PR, copy writing, marketing, project management etc.

And they took the bait....

Because he wasn't an online marketer and the name he'd given hadn't shown up any Google search results they presumed that they'd landed an experienced, intelligent businessman who hadn't a clue about internet marketing.

And who'd work for free.

And that's exactly what he did.

But he asked questions about why things were done in a certain way.

He asked why things *weren't* done in a certain way.

And started piecing it together.

He kept producing good work and the guru's staff who were running the intern program

got royally *played* by our marketer.

They started giving him more important tasks.

Tasks that required some decision making and responsibility.

In return our marketer massaged their egos by expressing amazement and admiration at the techniques they used and about how clever the whole thing was - much more so than anything he'd ever seen in 'his' offline business.

He asked about continuity payments, one time offers, how to use JV brokers, blackhat systems, leaked chapters, squeeze page techniques, how mentoring programs really worked, who produced the content, what the guru himself actually did...

And all the while producing quality work.

He struck up a rapport with the guys who assigned his intern tasks and basically milked them for every piece of information about the guru's business he could possibly think of.

He found out that *they* did the actual mentoring and not the main man.

He told me he got enough information to do two things:

1. Bury the guru on the forums
2. Rebuild his own business using the techniques he'd learned

Respect where it's due because there are marketers out there who would still have held tightly to the grudge and put all their energy into trying to ruin the guru's reputation.

But our guy didn't.

He used the information he'd gleaned over the months he'd acted as an intern. And he'd gathered more information - basically for free - than most of the mentoring clients who'd paid \$15,000.....

Final note....

I've just Googled a few phrases - I'm not telling you which but it's thrown up a couple of major guru's intern programs.

Now some of these are automated tasks where you'll be assigned a task via a video instruction set or a pdf manual.

But ALL of them will have some sort of help desk or contact number.

And this is where you'll be communicating with a 'live' human being.

It won't be the guru but that's good because gurus are smart and would instantly spot someone who's trying to get an inside take on their business.

BUT the staff or outsourcers that the gurus use to assign tasks and to help interns won't

be that smart (or they would be running their own businesses) and will also be under strict instructions to do two things:

1. Lose the deadheads who can't follow instructions
2. Encourage and help the interns who show promise and obviously have some talent for the job.

The whole point of running an intern program is to get unpaid help and *possibly* upsell them to a full blown mentoring course.

So if you show promise - and if you're reading this you probably have a better knowledge of IM than most, then you can start asking questions, striking up friendships and rapport with the support guys and getting the low down on how a guru-business actually works.

Now I don't know if signing up for an internship under a different name is illegal or not, and the decision to do it is up to you of course.

But all I can say is that the next time you receive a 'time sensitive, subscriber only invitation to become a personal coaching student' you should look at what you can do with the \$15,000 you've saved and drop the ticket desk an email asking if they're looking for talented and dedicated interns.

You might think you wouldn't get the same one on one help that you'd get for your money and that is probably true.

But getting it in return for a little work ain't a bad deal.

And best of all - if you tell them that your expertise and experience lie in a certain area then you'll get tasks and be able to ask question about that certain area.

And if that *just happens* to be the area that you're setting up a new product in, or want to establish yourself as an expert in, then you could certainly ask some interesting questions.....

Now I'm not saying that I do this myself, but I haven't paid for mentoring, coaching or professional training since I found out about the story I've just told you, and business is certainly booming :-)