

*How would you like to have me, Monica Main, personally mentor you in creating a multi-million-dollar online money funnel business? I can show you exactly how to set up a highly profitable KTB (kitchen table business) that can put you in the middle of receiving **HUGE MONTHLY CASH FLOWS** within just a few months!*

# How Much Would It Be Worth to You to Have Me Take You **PERSONALLY** By the Hand in Building a Massive Online Cash Flow Empire with My **Complete Tested-and-Proven Online Money Funnel Ready-to-Go Clones** That Can **EASILY** Make You a **MINIMUM** of **\$50,000** Each and Every Month?

**RARE ONE-TIME-ONLY APPRENTICESHIP GROUP for ONLY 12 STUDENTS in 2020 to Join Me in a One Year Money Funnel Apprenticeship Group Where You'll Build An ENTIRE Multi-Million-Dollar Money Funnel Business in Less Than a Year Using My TESTED AND PROVEN Money Funnel Clones OR Building Your Own from Scratch (With My Personal Help) – This Apprenticeship Group Will Likely NEVER AGAIN BE REPEATED So...IT'S NOW OR NEVER!**

Dear Future Millionaire,

How many times have you thought to yourself, *Wouldn't it be nice to finally put together a simple home-based online business that I can work part-time to make \$20,000 or more in net profits per month? I'm a pretty bright person. Yet, why haven't I been able to figure out a business to do that can make me this kind of money?*

And have you considered just how much your life would change **IF** you can finally put together a simple business like this that can profit you a **bare minimum of \$20,000 per month** by working only part-time...allowing you to do whatever you want to do during your newfound abundance of free time?

I know...*I know*. This is a dream you've probably had for quite some time. *Right?* And I'll also bet that you've tried a few things here and there – probably with not much success – and then finding yourself frustrated because your dream business didn't take off the way you wanted it to.

But what if I told you that...

**\* All the Times You've Failed in Business is NOT YOUR FAULT!**

There are so many “gurus” out there who sell snake oil “systems” and “secrets” day in and day out to unsuspecting suckers. And opportunities in the world of internet marketing is at least 100 times worse! After all, there's always a new shiny penny – a brand new “secret system” at every turn – *almost daily*, in fact.

And after a while, you just stop believing. You stop trying. And, if you're not careful, you may just resign completely from taking another stab at making your profitable dream business a reality. *But...there's another way!*

**TURN THE PAGE AND KEEP READING!**

Many of you know that I've been making an untold fortune with a "side" business that started from nothing and quickly turned into a **multi-million-dollar enterprise** a little more than a year later. And even more unique, I have the ability to keep duplicating this success over and over again like clockwork because I now have it down to a science! And it's the fastest company I've ever built starting from only a few grand so you don't need to come in with a ton of money anymore.

Now, you're probably thinking... *"Easy for you, Monica. You've only been in the world of direct response marketing for over 20 years! But what about somebody like me who can barely figure out how to get on the internet?"*

I want you to check out some of the testimonials from other students who – maybe like you – doesn't have much technical skill to start a full-fledged and highly-profitable online business. Some of my students have made an absolute killing using these secrets including these success stories:

*\* Geri Tomley, a woman in her 60s who started off barely being able to attach a file to an email, learned how to build her own profit-generating website through my Money Funnel training and enjoys an average \$3,500 a week less than 90 days after starting.*

*\* Leila McNellis started off completely broke and used credit cards to set up her business; she was able to utilize my eBay and Amazon strategies to sell a specific type of products to help her generate \$22,000 a month within only a few months after fully setting up her business.*

*\* Lars Rodrigues had doubts about being able to use my internet techniques to start a profitable online business but he found a niche in personal credit building strategies based on his own extensive experience; this allowed him to set up several stand-alone websites offering a \$97 download course that quickly started making him \$2,700 a week. He's since been able to nearly double that figure by brokering out a personal credit repair service by getting commissions from a company he sends his download customers to.*

And let's not forget one of my most successful money funnel students: Bev Thiessen. She is making OVER \$80,000 per month in NET PROFITS from two very powerful types of products: stock trading information and skincare products (including skincare oral supplements for anti-aging). She will be part of this Money Funnel Apprenticeship Group, health permitting.

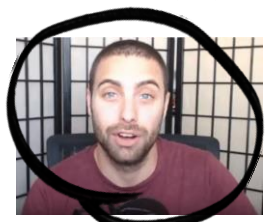
In Bev's own words: "Even though my personal health has been a challenge in recent years, this business that Monica help set me up in has given me the financial freedom to be able to take the time I need to care for myself. My only regret is that I didn't know about this ten or twenty years ago."

Or what about my very own video guy. If you've been to ANY Monica Main event since March 2010, you would have seen the guy who shoots the videos for my events. His name is Jesse Josefsson. Over the years, taping my events, he started taking a deep interest in the strategies I started covering when it came to internet marketing. I remember doing an event years ago where I saw him taking notes! Yes, I was paying him to film my events and he was taking notes as if he was a student who paid big money to be there. So, I essentially PAID HIM to start his own business!

Nowadays, Jesse is doing about \$30,000 to \$40,000 per month with his website: [www.SyncMyMusic.com](http://www.SyncMyMusic.com). Because he is "busy" with his business and taking frequent vacations, it's getting harder and harder for me to get him to do the video work for my events anymore!



Beverly-Anne Thiessen  
Successful Money Funnel Student  
She Makes Over \$80,000/Month



Jesse Josefsson  
He Makes \$30,000 to \$40,000/Month  
with His Website: SyncMyMusic.com

**But...As Many Students As I Have Who Are Super Successful...There Are Some Who Haven't Been Able to Get Their Businesses Off the Ground Because This Money Funnel Stuff **GETS REALLY COMPLICATED!****

I'm quite impressed with the students like Bev and Jesse who have been able to watch all my videos, go through all of my materials, and to put their entire businesses together on their own...even using additional online tutorials from YouTube just to figure it all out. Why? Because this stuff is NOT EASY TO DO. Yes, each step itself is pretty easy. But when you combine everything together with all the moving parts involved, it starts to get confusing and difficult if you don't stay focused and on point with a daily schedule and personal accountability.

**KEEP READING...**

This is why part of what I want to offer – to initially help you set up your first profitable money funnel – is to give my tested-and-proven high-level clones. These are the clones that were NEVER offered to any of my other students before because they are directly attached to MY OWN business activities. And I’ve never had the interest in sharing my personal clones with anyone.

UNTIL NOW!

This is because I believe that those who have this much of a die-hard interest in joining such a high-level group as the one I’ll be conducting in 2020 *deserve* to get these top-notch clones that I’ve been using myself to make a TON of money!

Furthermore, I want to make a clone JUST FOR YOU that NOBODY ELSE HAS or will ever have! Yes, this will be a “done-for-you” clone.

*What does it mean by me saying that I have “done-for-you clones”?*

It means EXACTLY what it implies.

Here’s how this group will work in a nutshell: you’ll show up, choose a done-for-you clone out of my personal “funnel success library” and you’ll then download this clone into your money funnel system. Once you do this, I’ll help you tailor this cloned website using your own business information as per my step-by-step hands-on instructions provided.

Depending on how fast my group gets all this is will determine if you’ll have several clones set up by the time the 2020 Money Funnel Apprenticeship Group ends. My goal is to see that each of you have 2 to 3 HIGHLY PROFITABLE Money Funnel businesses in place, cash flowing in a huge way, by the end of the group.

And I absolutely know I can help you make this happen because I’ve helped so many of my students who DIDN’T participate in a group like this but participated in shorter groups and events. Imagine how powerful it will be before you having ME PERSONALLY help you set everything up for you. (And the parts you get stuck on, I will do FOR you as if I’m working on my own highly profitable company.)

**Between Regular One-on-One Meetings, Apprentice Training Webinars, and Monthly One-on-One Phone Calls, You’ll Be Completely Set Up with Your Own Multi-Million-Dollar Online Enterprise in LESS Than A Year...Starting With the VERY FIRST TRAINING!**

**All incoming Money Funnel Apprenticeship Group Students will be REQUIRED to attend my upcoming *Success & Wealth Retreat* on the Big Island of Hawaii on March 7<sup>th</sup> through the 10<sup>th</sup>. It will be 4 power-packed days of both Inner Success Transformation and Breakthrough work (in the mornings) and wealth-building training in the afternoons.**

Why am I requiring that you attend this event as a new Money Funnel Apprentice for 2020?

Because MOST people *never end up successful* because of the internal blocks and obstacles due to *malfunctioning personal belief systems* that disallow them from ever becoming successful in their life. So, despite all the work they put into their start-up business, it seems that they continue spinning their wheels until they give up, mostly because *they don’t believe they deserve success*. (This happens a lot if raised in a household where there is a lot of lack and poverty.)

By going after the prize (a profitable business) without doing the internal work first will set you back for years – even decades – and sometimes will take you out of the game of being successful FOREVER because many times people will not get back on the horse after they’ve fallen off too many times. Yet, for some strange reason, many of my newer students want to jump past all the inner success work, right into the money-making stuff, not realizing that this is a one-way ticket to INSTANT FAILURE in whatever business venture they’re pursuing.

Why continue doing this to yourself? Why not just GET THE INNER SUCCESS WORK DONE and OUT OF THE WAY FIRST before immersing yourself into your next money-making endeavor?

Because I’m no longer willing to make this argument with you – and knowing that this is going to be life-changing for you (even though you probably don’t “get it” yet) – I’m FORCING YOU to do the inner success breakthrough and transformation work while beginning to get your feet wet with the basics of business and wealth building AT THE SAME TIME in the SAME EVENT.

Here’s what will unfold for you in the mornings of each day of this powerful four-day event...

**TURN THE PAGE AND KEEP READING!**

- \* **Day 1:** Getting to the "root" of what's holding you back from what you truly want in life. This could even be first identifying what you really want and getting to the real reason as to why you haven't been able to get it.
- \* **Day 2:** Revealing and healing from all of the ties that have been binding you all of these years. Things that hurt are holding you back including a broken heart or spirit. On this day we work to reveal these pains so that we can begin the healing process.
- \* **Day 3:** Reprogramming your body and mind to achieve the successes you're looking to attain in the brand new life you're striving to have (or the brand new person you're striving to become). Yes, you can help reprogram your body and mind!
- \* **Day 4:** Creating your new self from scratch. Devise ANY PLAN YOU WANT for the new person you want to become with a 30-day ACTION PLAN. Writing it down, directing it to the Universe, and WATCH IT HAPPEN in this very intensive "intuitive-provoked" session to guarantee that you'll get what you want (or something better)!

*On top of all of that, you'll learn "The Technique" which is a secret strategy to allow you to access your true power on every level imaginable. Not only will you discover how to get EXACTLY what you want each and every time, you'll also learn how to instantly tap into the Source whenever you need guidance and answers on what to do next in your life.*



The "Meeting in the Lagoon" Where I Will Reveal a **Manifestation Secret**  
That My Agent and Publisher **MADE ME REMOVE** From My Book *The Lost Secret*

This is the first time I'm admitting to this and it bothers me to no end. But there was a part my book – *The Lost Secret* – that my agent and publisher MADE ME REMOVE before it went to press just recently. The reason I HATE that they made me do this is because Napoleon Hill had to deal with this VERY DILEMMA more than 80 years ago when his publisher (The Ralston Society) made him strip out the last two chapters of the original 1937 *Think and Grow Rich*. This is why I was able to write *The Lost Secret*...to finally UNCOVER those two lost chapters...

Just to have been told that I had to SURPRESS MY OWN SECRET when it came down to the final publication of *The Lost Secret*. (This was also a secret I believe Napoleon Hill was trying to reveal in a certain chapter but felt he had to "tip-toe" around what he really meant because of how prude people were back then.)

The good news is that none of the two lost chapters of *Think and Grow Rich* were altered in any way.

The bad news is that my own secret – **which is a VERY POWERFUL MANIFESTATION SECRET** – was **DELETED** in the third draft pass of the book by my agent and editor of the publishing company.

But...there's something very unconventional about this secret which I *do not want to run the risk of anybody recording* during the upcoming event.

So...

This secret will be revealed **IN THE LAGOON** so that nobody can record it, nobody can wear a wire, and nobody can video it in any way, shape or form.

*Yes, it's THAT much of a secret!*

This secret is SO POWERFUL, if it lands in the wrong hands, it can cause A LOT OF DAMAGE to the world at large because it MANIFESTS EVERYTHING YOU WANT within the QUICKEST AMOUNT OF TIME...



*The Lagoon Where I Will Be Conducting a Powerful "Mini-Seminar" For About 15 Minutes to Reveal the Secret That Was Edited Out of My Book: **The Lost Secret***

**CONTINUED...**

And sadly, I wasn't able to include this powerful secret in my book.

So, yes, you'll be required to get into your bathing suit or shorts and a t-shirt and wade out into the water with me where I will conduct a short "mini seminar" out in the middle of the lagoon, revealing this secret once and for all. That is, of course, after you sign a confidentiality agreement.

### **Each Afternoon of the Event, I Will Train You on Setting Up Your Business From Scratch**

Each day we'll be doing an afternoon session for business and wealth building that will COMPLETELY TRANSFORM YOUR FINANCES! You'll walk into this event with nothing and walk out with a multi-million-dollar business READY TO GO!

Take a look at what is planned for the afternoon of each day:

- **Day 1: Using the Power of OPM (Other People's Money) for Minimum Risk and Maximum Leverage.** On this first afternoon, you'll discover how to use personal and corporate credit to have instant access to funds to start a business, to invest...or to do both! You'll also be introduced to our highly coveted and exclusive handful of lenders and money sources that are ready to give you unsecured loans NOW to start your wealth-building enterprise!
- **Day 2: How to Set Up a Highly Profitable Online Home-Based Business...and YES! You'll Be Setting Up Your Business in This One Afternoon Using Our Tested-and-Proven CLONES.** For the fastest possible track to financial freedom, why reinvent the wheel? Use our tested-and-proven business blueprint to quickly put together a complete home-based business in one afternoon...a business that can make you \$20,000 or more in net profits per month!
- **Day 3: ADVANCED Online Marketing Strategies** will be introduced on this third day. You'll discover EXACTLY how to get endless amounts of cost-effective traffic to your website. This will include taking some of our tested-and-proven already-done "plug-and-play" ads and marketing materials. You can start getting traffic to your website within only a few hours after completing this day's training! This is POWERFUL STUFF. By the time this day ends, you'll have an up and running million-dollar website up and running, and getting traffic! You may even have your first order in before the evening is over!!
- **Day 4: The Business of Real Estate for Huge Profits.** In this final afternoon, you'll be introduced to the most profitable real estate flipping strategies including how to become a professional property finder for referral fees. You'll also discover how to buy, rehab, and flip properties for big profits using our simple flipping plan that can turn a novice real estate investor into a seasoned pro overnight! And finally, you'll be shown a streamlined passive income real estate blueprint that can bring you from zero in assets to a multi-million-dollar real estate empire in just a couple of years. You'll discover how to buy multifamily, residential-commercial (apartment building), and commercial properties for ultimate monthly cash flow streams of income using the easiest strategies imaginable!

***This is POWERFUL STUFF...and an event that you DO NOT want to miss out on because it's one I've NEVER done before!***

Now, this is why – as a new Money Funnel Apprenticeship Student – you'll be REQUIRED to show up to this event. If you've been accepted into the group and you don't show up to this Success & Wealth Retreat, you'll be immediately DISMISSED from the group BEFORE our first group meeting (which will take place in April). *Think I'm kidding? Try me!*

**Success Transformation PLUS a Fully Functioning Business BEFORE YOU LEAVE!**

In addition to making that inner success breakthrough and transformation, you'll start the process of setting up the basic "bare bones" of your new successful business enterprise so that we can hit the ground running for the rest of the Apprenticeship training.

**TURN THE PAGE AND KEEP READING!**

Also, I should mention, to ensure that you have everything you need for this wealth-building portion of the retreat, I'll give you a short list of things to have ready BEFORE this event starts so we can make sure that we can have an up-and-running fully-functioning business by the end of the event.

To be CRYSTAL CLEAR, I will NOT tolerate those who refuse to line-up do the homework BEFORE the retreat. If you show up without your basic homework done, you'll be sent out of the room with your laptop to complete the list in your hotel room.

Oh, and yes...you'll be REQUIRED to bring your laptop to this event (for the afternoon session ONLY). If you have no computer, you'll be asked to make a hard choice: (1) go to a local Best Buy and buy yourself a new computer, or (2) you will go to your room and take a long nap for the afternoon sessions because you'll be unable to participate.

Why do you need a laptop?

Because you'll be downloading my never-before-shared highly successful tested-and-proven clones. You'll then get them all set up for business. By the end, we'll be setting up your first marketing campaign! And you cannot do ANY of that without a computer.

**This IS – BY FAR – THE Most Powerful and Profitable Apprenticeship Group I've Ever Done Before!**

I always have a *distinct disadvantage* when doing workshops and seminars. I try to cram in 20+ years' worth of experience into a few days and then wonder why my student's brains are melting by the end of it as they crawl out of the event, dazed and confused.

I realized in recent years that people who are fairly new to business in general (and even those with *some* experience under their belt) need to take this information slowly so they understand what's going on. So...how does one pull this off when there are only a few days to get everything together?

**Then...Eureka!** I FINALLY thought about a solution to all this which came in the form of a simple question: ***What if I took a small group up people under my wing to PERSONALLY show them everything I know about making money with my Aggressive Income Strategies over the course of an entire year? And even better, what if I already had the businesses DONE and my students would come into the group, pick one tested-and-proven clone to start with, and then immediately start working on their business? What if I had a set of professionally-done money funnel clones complete with video, testimonials, and sales copy ALL DONE and all my students would have to do the moment they sat down was PICK ONE, load it into their system, and start putting in their company information to tailor it to their specific business?***

How hard would THAT be for me to put together?

The truth is, it's pretty easy, actually. **This is because – as I mentioned before – I ALREADY HAVE quite a few tested-and-proven highly successful money funnel clones for my students to pick from.** Even better, I have NEW CLONES in development ALL THE TIME so by the time we hit the retreat, my students will have even more highly professional and highly effective money-making clones to pick from!

***“What's So Special About YOUR Money Funnel Clones, Monica?”***

First of all, most of you already know that I'm one of the top copywriters in the country. *But forget about that part.* What people don't seem to understand is that I create these powerful sales videos that include copywriting (or maybe this is where my screenwriting talent comes in) to do the script of the video first before the video is sent out to a couple of professionals to do voice over and video production.

This is just for the video part. (After all, ALL successful websites have a VSL or Video Sales Letter now.) As you can see, there are many “moving parts” just for one part: video...which includes scriptwriting, hiring the talent, production time, etc.

Then there are the OTHER parts including video *testimonials*, sales copy, functioning buttons for what we call “upsells” and “downsells,” and product virtual covers. There are specific COLORS that MUST be used for buttons, backgrounds, sales copy text, and headlines. All this is very scientific since using the WRONG colors, font types, and words can lead to prospects leaving your page without purchasing anything. Using the right stuff means sales for you.

**CONTINUED**

Most people don't have the ability or wherewithal to do all this testing...not to mention setting the website up to begin with! (Most of my students get "lost" in the money funnel building process and never get to the part of marketing their website at all! And without marketing your website, you can't possibly make any money! Right?)

### **To Have Me Create a Custom 'Untested' Money Funnel for You, It'll Cost You a MINIMUM of \$4,997**

Yes, I raised my prices. It used to be \$3,997...and I had people lined up around the block wanting me to create their own custom website for their product at this price. Now it's more. This is for what I call an "untested" money funnel since I have to create it from scratch as a custom site for you...it hasn't been tested or proven to make money yet. This is a higher risk than using tested-and-proven successful money funnels.

And for the students who wanted pieces of my old company – Brie Labs – where my sales funnels were tested and proven, they were paying between \$20,000 and \$30,000 for each single product piece and that didn't include me helping to facilitate the marketing or doing any kind of ongoing training! That's how EXPENSIVE these "business in a box" set-ups can be when they are tested and proven to work. They cost an arm and a leg. (Mine were sold at a pretty low price considering equivalent opportunities like this.)

But imagine having the same \$20,000-equivalent money funnel business set up...for a DISCOUNT because you'll be doing some of the elements WITH me as I guide you step-by-step in the very simple process of using your chosen clone! **This would be incredible and life-changing for you!** More on this in a minute...but, to reiterate my point:

### **This is Why It's BETTER to Have Tested-and-PROVEN SUCCESSFUL Funnels to Work With**

This is what you'll be doing when you walk into the retreat. Initially you'll be shown which funnels are available on the second afternoon of the event. You'll be shown how each funnel works. You'll get to select one completed funnel based, ideally, on which you like the most. (Passion goes a LONG WAY in business. Trust me on this one!)

Once you select a funnel, you'll immediately download the clone into your own money funnel system. (This system costs \$97 per month to maintain through a service provider.) Once you download the clone (which takes about 3 minutes), you'll then get to work on tailoring the clone to your business. This will include inserting your business name, address, and customer service phone number. You'll also be connecting your merchant account to your cloned site. (Many of these instructions on basic set up will be given to you before you get to the retreat to ensure that you're fully prepared by the time you get there.)

You'll also have to NAME YOUR PRODUCT. (We'll help you do that while you're in the retreat.) We can create a temporary "virtual" picture for your product that you will likely change at a later date when you get pictures of your real product up there. (We aim to make the virtual pictures as realistic as possible so that you can keep them intact on your website if you'd like without having to change them later on.) Finally, you'll be connecting what we call a "custom domain" to your website which will reflect the name of your product that you chose. Within that second afternoon, you'll have your first clone set up and fully functioning to start making money!

### **But...It's Simply NOT ENOUGH to Have a Completed Money Funnel Website**

No, having a website alone is worth exactly NOTHING without pushing LOTS of traffic to it! I have too many students who have completed websites yet they're doing next to nothing to market their website. So, let me make this clear in case you missed the point: **NO WEBSITE TRAFFIC = NO MONEY!**

This is why I wanted to start the business part of the retreat off with getting your website up and running RIGHT AWAY. This way, we can FOCUS on getting traffic to your website for the remaining Money Funnel Day of the retreat. This will include using these two (2) powerful online traffic-generating strategies:

- 1) *Yahoo!* ads. What's tricky about this platform is that your most effective Yahoo! Ads will be 4-color banners shown on Yahoo.com. We will also be working with "text only" ads (based on doing

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- online research for the ideal keywords based on what your competitors are doing) and, if applicable, we can create different size banner ads as well.
- 2) YouTube video ads through *Google Adwords*. This is, hands down, the MOST EFFECTIVE online marketing strategy you can use in today's ever-changing online PPC environment.

What...? No Facebook?

*No Facebook.*

Facebook changes its policies by the hour and, unfortunately, most marketers cannot run ads on their platform without having their ads disapproved or their accounts terminated. So, I won't bother with Facebook anymore. It's a complete and total waste of time.

### **The Business Set-Up and Training Doesn't End at the Retreat; It BEGINS At the Retreat**

After we get you set up with the business basics, we'll then go into more IN-DEPTH TRAINING as we move through the Apprenticeship Group training. This will include REQUIRED meetings (starting in April) and training webinars in between.

Yes, this will be very in-depth training because I'll be showing you all of the things I've learned and mastered over 20 years...and you'll be benefiting from this knowledge by allowing me to help you build your own multi-million-dollar empire inside of ONE YEAR!

I want to share with you one of my most successful business-building strategies that you'll be discovering in this Money Funnel Apprenticeship Group...

### **How a Secret Called "Baiting" Works to Make Millions with Your Online Business**

Any nitwit can whip up a website and make it look like it's a large reputable company when it's some fly-by-night operation. This has created cynicism and distrust online.

This is why two-step OFFLINE marketing must be implemented with your online marketing. People actually want to touch and feel stuff, even if it's just a postcard or sales letter. They want to be "sold" something through a system rather than dealing with a shyster-type individual who is equivalent to standing on a dark street corner wearing a trench coat, demand a sale NOW.

Yes, people are much more cynical now. Now, they don't trust just anyone. Nobody believes anything anymore. People's bullshit meters are set on HIGH. So, this is why multi-step marketing is REQUIRED now!

Here's another example: I order pens and all kinds of promotional items for my students from a company called National Pen ([www.Pens.com](http://www.Pens.com)). I absolutely NEVER buy anything from an email promotion that they send to me. I ONLY buy when they send me a sample of some new item they have AND have an "offer I can't refuse" (on pricing) for me getting that item. Most recently I ordered these super cute "doodle" note pads (which include "flags") with my company name, phone number, and website address at the top. They sent me a sample in the mail which was already custom with my company information on it. I called and ordered 150 of them. They then offered me another "deal" to get an extra 60 for about half off the price they sold me the initial 150 units at. I took that deal too.

I was chatting with the guy on the phone and was telling him that a lot of marketers think "mail order is dead" and he laughed at that idea. He said, "*Just to give you an idea that mail order is definitely NOT dead, we have an entire mail order department dedicated solely to sending out mail order marketing pieces. And I'm part of that department.*" I told them that they're doing a great job because, I reminded him, I stopped responding to online email offers years ago (because I get too much SPAM now) and that I ONLY respond to stuff sent to me in the mail because I can see it, feel it, touch it, and it gives the item REALISM that email marketing can NEVER give a product.

So, let's analyze what happened...

National Pen sent me a package in the mail with a sample of their product. Even though my assistant throws everything else away, she ALWAYS keeps all the pens, notepads, and other samples sent to me. They are put on my desk for viewing. (This is essential data to know if you're ever going to work in the business-to-

**KEEP READING**



business marketing world: get PAST the gatekeeper by sending “important” mail no matter how you must pull this off!)

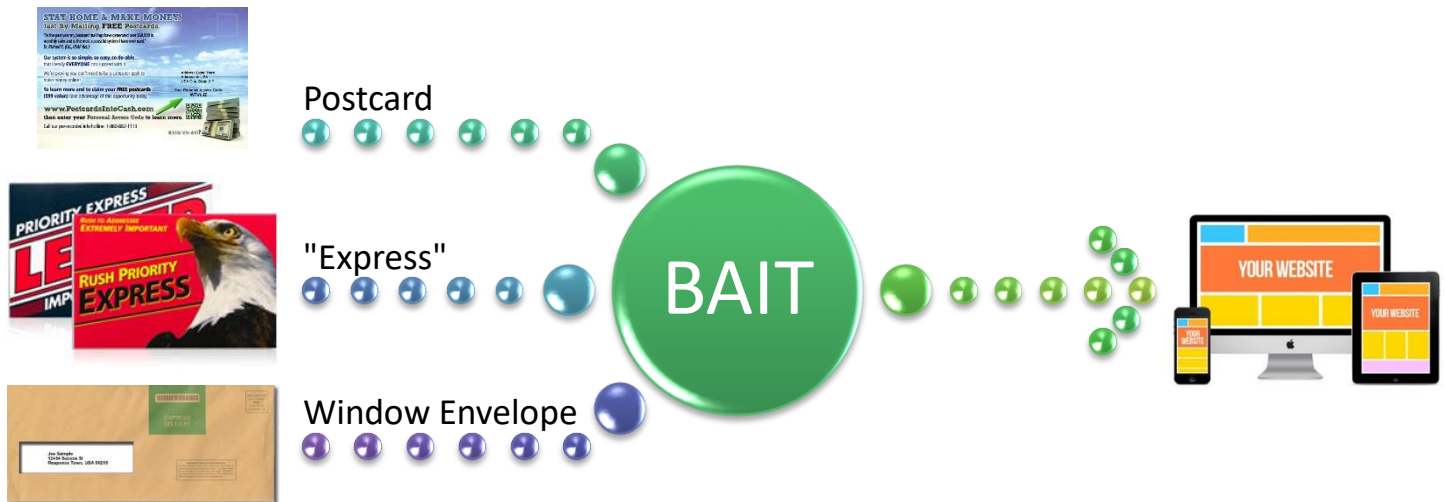
I looked at the item, liked it, and ordered it (as I have MANY TIMES in the past with this same company that sent me a sample of something I liked). I got to SEE and FEEL the item which – without ANY OTHER SALES PITCH (except for a killer pricing offer) – I was “sold” on the item. If they sent me an email about the offer, it would have went unopened and not responded to.

However, if National Pen did nothing other than send me an email about their pen offer, I would have deleted it or sent it to my SPAM folder to ensure I’d never receive another email from them again.

And THAT is what happens with the prospects who have the money to buy what you have: they respond to offline marketing; they no longer respond as well to online marketing (except in the ways I’ll show you).

To be ridiculously successful in business now and in the future, you’ll have to implement some type of strategy that uses BOTH offline AND online marketing otherwise you won’t make it.

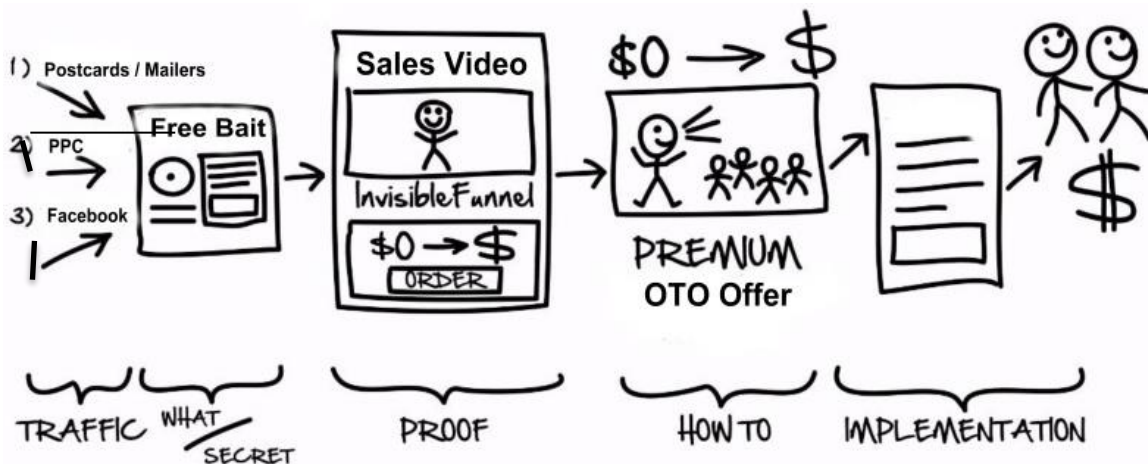
Here’s how YOUR strategy might look using offline-to-online marketing:



### What Happens When They Get to the Website?

Here’s where SOPHISTICATED yet highly profitable marketing comes in. They are “baited” in by some promise of high value that’s free they’ll be getting – this can be a free sample you’ll mail to them or something else (ideally that you’ll MAIL to them) but, in the meantime, they’re drawn through your funnel anyway.

This doesn’t mean that you just send out the sample in the mail with another bigger sales letter (even though you will). You’ll be trying to get them to buy once they input their data in for the free sample. But here’s a little trick for you that REALLY works like gumbusters. Here it is:



**KEEP READING BECAUSE THIS IS THE PART YOU’VE BEEN WAITING FOR!**

And here's a *secret* for you...

When driving your traffic in, you let your prospects know that they can have some kick-ass free item if they only cover shipping/handling. This changes the psychological "playing field" because, once they input their credit card information, they feel this level of "commitment" into the process. So, when they move through the funnel, they are MUCH MORE susceptible of upgrading their order to your product offerings because they're already "in" the game.

**Add a SECOND Sales Process In With Your FIRST Process for DOUBLE the Money!**

Once you get your first sales process up and running, you can ADD a second sales process in by sending out what we call "one-step" mailers to essentially double – possibly TRIPLE – your business. Let me give you an idea of how powerful this aspect can be for you:

Up until a few years ago, I mailed a 4-page sales piece to specific male enhancement mailing lists. This product made me a fortune and would continue to do so for as long as I wanted to mail on this offer. It's a true "evergreen" offer, a word we use in marketing to signify a marketing piece that can go for years – *decades* even – without making a single change to the piece and it would continue to profit for as long as you decide to mail on it.

How awesome would it be for you to be able to have this kind of direct mail marketing operation where you have one or two sales pieces that keep pulling in millions of dollars each year *without you changing a thing* to it? All you have to do is keep mailing, keep shipping product (both can be outsourced) and all YOU do is collect the money at the end of each day.

**What Would It Be WORTH to You to Be Shown the EXACT Ropes to This HIGHLY SUCCESSFUL Multi-Million-Dollar Tested-and-Proven Business Model?**

Let me be clear about something: ***This entire business model is NOT for some deadbeat tire-kicker who wants to take my highly coveted business strategies just to do nothing with them.*** If you don't have the basic resources to do some mailings just to get this baby off the ground then this is NOT the opportunity for you. You'll need between \$5,000 and \$10,000 to get this business off the ground in fully functioning order before the windfall of cash starts flowing in. Yes, you can start small. Perhaps starting with one of my money-making guaranteed-to-perform clones then feed the proceeds that you get in orders back into the company but...I'd rather just teach these strategies to someone who can afford to work the business from the get-go.

But if this IS something you can pull off and you really want a complete business in a box, I'm not sure you understand just how rare this opportunity is. I'll be giving you my exact past highly profitable clones and sales piece templates that you can use to "emulate" to success with full instructions on how to mail each one and TO WHICH LISTS to mail it to (which is, perhaps, the *most important part* in all of this).

Just to give you an idea of how much money a business like this is worth WHEN you set it up correctly, if you want to take a look at the numbers, here's what they've been like for me since I've been working on my latest direct mail marketing project:

Amount of pieces	Sales %	Front-end sale amount	Total gross	Net	Upsell 25%
		<b>Total Sale Price Less Product Cost</b>			0.25
10000		\$175			\$105
10					
	2%	200	\$35,000	\$27,950	\$5,250
	1.50%	150	\$26,250	\$19,200.00	\$3,937.50
	1.25%	125	\$21,875.00	\$14,825.00	\$3,281.25
	1%	100	\$17,500	\$10,450.00	\$2,625.00
	0.75%	75	\$13,125	\$6,075.00	\$1,968.75
	0.50%	50	\$8,750	\$1,700.00	\$1,312.50

**KEEP READING...**

These are what your numbers could look like based on your first 10,000-piece mailing selling a product at around \$197. Take a look at the light green and yellow horizontal lines where the black arrows are. Depending on your mailing list, this is what you're looking at for numbers. Your best mailing lists (which will be about 3 really solid ones) will give you the 1.25% in orders on mailed pieces. This is a pretty good number for direct mail these days. Long gone are the days of getting 2%+ and that was way before my time, from what I hear. (I have a feeling that 2%+ was a fallacy told by old-school direct-mail marketers but...what do I know?) My "bad" lists will get me at the 0.5% ratio. The average is at the yellow line or 0.75%. **If I were you, I'd do your numbers with the 0.75% and if you get anything higher, that's great.**

So, take a look... If you know what you're looking at, you'd be pissing on yourself right now. Yes, these are REAL NUMBERS, folks. Not something I just pulled out of my ass for kicks. Running your eyes down the yellow line to the right, you'll see that your total gross is just over \$13,000. Your net is "only" \$6,075. BUT, on average you'll get between 20% and 25% in upsells selling whatever back-end product you want to sell with nothing more than a simple flyer that is inserted in EVERY order that goes out. And yes, these back-end products (when selected properly) sell like HOT CAKES. The price point for your customer is \$147. This will get you about 20% in back-end sales. If you drop the price to \$127, you'll increase your sales to 25%. Again, this is all based on testing over the years. This adds another two grand to your profits, increasing your net to over \$8,000.

**Imagine Mailing on 10,000 Pieces a Week (Recommended)...You'd Make \$8,000 a Week in Profits!  
But That's Just the TIP of the Iceberg!**

If you mailed on 10,000 pieces per week, you'd basically be stuffing your pockets with \$8,000 per week. Yes, that's \$32,000 a month.

But we're not done yet!

I have a continuity program where I still have hundreds of customers paying us \$87 a month plus \$10 shipping/handling for the auto-shipment of this product. Some of these customers have been on this auto-shipment program faithfully *for years*. Yes, crazy, isn't it? However, that's not likely for most products. About 50% will drop out within 12 months. This is actually considered outstanding rescission for this type of business. Most customers will lose about 15% to 20% of their auto-shipment customers per month while we lose maybe 3% to 5% per month! This is actually UNHEARD OF in this business. But those are our numbers, tested-and-proven since I started the direct mail business...back 20+ years ago!

Here's the exciting part. I want you to take a look at these auto-shipment numbers as they build up from your first month through your sixth month in working a business like this:

Future value auto ship		Total on mailing	Less refunds	Final Total
Per month	3/mo total			
\$87	\$261		0.1	
75%	50%			
\$13,050	\$26,100	\$57,300	\$5,730	\$51,570
\$9,788	\$19,575.00	\$42,175.00	\$4,217.50	\$37,957.50
\$6,525	\$13,050	\$27,050.00	\$2,705.00	\$24,345.00
\$4,893.75	\$9,787.50	\$19,487.50	\$1,948.75	\$17,538.75
\$3,263	\$6,525.00	\$11,925.00	\$1,192.50	\$10,732.50

If you're not used to looking at these numbers like I am, you can see that this single 10,000-piece mailing is worth over \$24,000 in a 6-month time frame. The whole plan with this (and why you need the appropriate resources to be able to do this) is that you MUST keep pushing out those 10,000 pieces a week no matter what. By about the 8<sup>th</sup> week, the system finally "catches" because it's at the 60-day time frame that the auto-shipment kicks in. Since in many cases your customers get a 60-day supply, you have to wait to start the auto-shipment after 2 months (which will automatically happen provided that you set up your entire business

**CONTINUED ON THE NEXT PAGE...**

correctly as we instruct you to) or you can start them at the 30-day mark. Once the system catches at 30 days or 8 weeks, you'll be raking in *ungodly sums of money*. You just have to stick it out for that first "cycle."

This means that all of the money that comes in will go back out in mailings for this first cycle period. Yes, you have to be disciplined with this. You have to mail every Monday like clockwork. And you have to mail first class (with a LIVE first-class stamp for best results) which will cost you 49-cents per piece. (Do not mail standard or "bulk" for this type of mailing.)

**Between 75% and 80% of Your Customers Take Auto-shipment With Their Initial Order**

We have a little "trap" in our sales piece. We let our customers know that they can get the "discounted" monthly rate of \$84 per month if they sign up for auto-shipment now (with the understanding that they can cancel at any time). Otherwise, if they wait until later to get on auto-shipment (and we let them know that they WILL want this auto-shipment so that they can keep on their regimen), it will be \$99 a month if they sign up later on.

It's insane what these customers will buy because the sales piece we mailed on really targets their self-esteem and taps on those psychological trigger points, depending on WHAT you are offering, but assuming that you'll be selling some type of consumable product from weight loss supplements to skincare products to male enhancement "systems." It's absolutely insane. Many of these customers are older (in their late 50s and older, upwards of 90-years-old!). This means that you can't just allow for people to solely purchase the product online. In fact, most of your orders will be via phone so you better be willing to commit to having a live 24/7 order taking service because this will be ESSENTIAL to your success!

**But Here's the Clincher for You: Your Numbers Will Be BIGGER Than What I'm Showing You**

Since I've done all the testing up until recently, I discovered some tricks in getting my numbers EVEN HIGHER than what I've shown you above. How? First of all, we slightly increased the price on our initial product from \$184 to \$197. This made a difference without affecting our order percentages. We also increased our auto-shipment from \$84 to \$89 a month. Still, not a huge difference but still significant.

But that's not the best part of all this. We actually were able to INCREASE our average sales ratio FROM 0.75% to 1% across the board (good lists and bad lists combined together) by changing ONE SINGLE THING about our sales piece. (I'll be showing you what this is in the business portion of the retreat.)

But what's a "paltry" quarter of a percent in change coupled with the few bucks that I added to the front-end and auto-shipment price? Let me show you those numbers, baby! Be ready to be *blown back*...

**This ONE SMALL CHANGE Increases Each Weekly 10,000-Piece Mailing by a Whopping \$7,000 a Week!**

Like I mentioned, we made a small mailing shift in HOW we mailed our pieces (which will ONLY be revealed to the person taking this business over. Yes, it cost a little more on the front end to execute it this way but it pretty much guaranteed that we ended up at that 1% mark each and every time!

Take a look at this:

Future value auto ship		Total on mailing	Less refunds	Final Total
Per month	3/mo total			
\$87	\$261		0.1	
75%	50%			
\$13,050	\$26,100	\$73,550	\$7,355	\$66,195
\$9,788	\$19,575.00	\$58,075.00	\$5,807.50	\$52,267.50
\$6,525	\$13,050	\$42,600.00	\$4,260.00	\$38,340.00
\$4,893.75	\$9,787.50	\$34,862.50	\$3,486.25	\$31,376.25
\$3,263	\$6,525.00	\$27,125.00	\$2,712.50	\$24,412.50
\$1,631.25	\$1,631.25	\$3,993.75	\$399.38	\$3,594.38



**KEEP READING...**

Can you imagine making profits of over \$31,000 a week from doing this? **That's \$124,000 a month!** That's insanity!! Do you want it? How much is this worth to you??

### **One More Powerful SECRET: The Sample Option for Those Who Don't Want to Buy**

What if people don't want to buy yet? There is a more ADVANCED strategy to use with this where you can still drive traffic with your "full" direct mail marketing piece to your freebie "bait" website for them to order a sample or free bait item from you if they're not quite ready to buy yet. This way you don't completely lose the sale.

So, here's how it would look: about ½% to 1% of your previously "lost" sales (out of the more than 99% that planned on throwing your piece in the trash) will be driven to your online money funnel to get a free sample if they're not quite ready to buy from your sales piece. This means that, on average, 1 person per 150 pieces of mail (of otherwise "lost" sales) will be driven to the website to order the sample. About 20% of these will convert to ordering through the money funnel. The other 80% will have to receive the sample in the mail with A LARGER sales piece, explaining how awesome your product is with a KICK-ASS OFFER. Out of these 80%, about 20% will buy. Again, these were previously "lost" sales that are now drastically increasing your bottom line!

Again, this is a BRAND NEW STRATEGY that I've only recently been testing for HUGE RESULTS. Now I'm passing this incredible secret to you!

### **So, Say I'm Completely Full of Sh\*\* and You "Only" Get 25% of the Estimated Profits I'm Talking About Here by Doing Your Own Kick-Ass Direct Mail Project?**

That's still \$31,000 a month! And that ain't bad. *Not at all.* I'm sure it's much more than anything you're doing right now. And this business has already been fully tested out. I've worked all the "kinks" out. I can tell you how to streamline your success *without any of the pitfalls* I had to deal with for the first year I was doing this.

### ***"But What Kind of Products Would I Be Marketing and Selling to People Because I Don't Have a Clue?"***

Your VERY BEST products for running a money funnel marketing campaign are consumable products (including health supplement and skincare products) and financial-based information products. Financial educational courses – especially those for stock traders – really command top dollar when it comes to direct mail marketing. You can pretty much DOUBLE the figures I've shown you for those types of mailings because people interested in stock trading will pay A LOT for the latest "secret strategy" on getting a leg-up on the market.

If you walk in with no product idea, that's fine. But you WILL have to have done some of the basic business-building groundwork BEFORE you get to this upcoming retreat which is a pretty simple list of stuff to do. After all, you DO want to start making money right away with this business, right?

### **What You Will Be REQUIRED to Have Set Up BEFORE the Apprenticeship Group Starts:**

- You'll need an S corporation. Some name ideas: X Laboratories Inc. or X Labs. The "X" stands for ANY name really. It could be Viper Labs Inc. or Xavier Laboratories Inc. This is if you want to sell some kind of supplement. If you want to sell a financial information product, you should name your business something like Market Pros Enterprises or Trader Haven International. (And if you're not sure what kind of product you'll settle on, choose a very nondescript generic business name like Zoentral Inc. or something that doesn't indicate any specific type of product.)
- You'll need a customer service phone number. This needs to be a phone number that live people will answer. It can be the same live answering service that will also take orders as well. It's up to

**TURN THE PAGE AND KEEP READING!**

you if you want to spring for the toll-free number or not. I've found that this makes little difference but saves you money by NOT doing this.

- You will need a business address. This can be a P.O. Box or a street address from a mail box place.
- You'll need 1 domain and a simple website (which you'll get through a specialized system I use at [www.MoneyFunnelFreeTrial.com](http://www.MoneyFunnelFreeTrial.com)).
- You'll need to have a merchant account to process orders. Stripe or Easy Pay Direct is recommended.
- And you need to listen to EVERYTHING I tell you to do in the training. *And do it!* No ass-dragging after we set everything up together. You're either coming in to do everything I tell you AND to actually implement it or *don't waste my time.*

### I've **Never** Offered This Intimate, In-Depth Type of One-Year Business Apprenticeship Before on **ADVANCED Money Funnel Strategies -- For ANYONE, Ever!**

This is the first time I've offered a full intimate inside glimpse of a full-scale highly profitable **ADVANCED** money funnel business AND, on top of that, offering to help you one-on-one in a rare hands-on setting – not only to show you EXACTLY what to do but to help you with your exact sales pieces and marketing campaigns to get you up and running.

However, this is ONLY for a maximum of 12 of you to participate in. That's all I can fit into the conference room I will be hosting this event in. And that's the maximum number of people I can realistically work with one-on-one in this type of hands-on in-depth training setting.

### What to Expect from the Money Funnel Apprenticeship Group Program

Here's how the 2020 Money Funnel *Apprentice Program* works:

- *Personal Coaching Calls*
- *“Ask the Expert” Access to Me Personally*
- *Monthly “Virtual” Online Video Training (Webinars) and Group Q & A*
- *Access to My Most CLOSELY GUARDED Direct Marketing Strategies and Resources*
- *Three (3) Annual Meetings Where We Spend 2 Days (Each Meeting) Working with Your Business -- In These Meetings, Each Student Will Have a “Hot Seat” to Work on Your Business, Goals, and Strategies*
- *Monthly Action Plan Checklist to Keep You on Track*

***But I'm Not Done Yet!***

***Once you join my Apprenticeship Program, you not only receive all the bonuses listed above, but you'll also receive complimentary attendance to ALL of my trainings including mentorship groups, workshops and seminars during the Apprenticeship months!***

***And There's One More Thing I'll Give You When You Act Now!***

I'll host a total of six (6) days (during 3 2-day get-togethers between April and October 2020) of *Masterminding* throughout the year where we'll go into each person's money funnel business as well as giving you cutting edge business strategies. You'll receive specialized mentoring in a very small group environment where you'll be making lifelong friends and colleague connections. Imagine getting away from your own business with other like-minded students and sharing as a group.

Yes, you MUST attend ALL THREE of these Masterminds throughout the year, receiving specialized training from me in a small boardroom style setting.

We will discuss new strategies and detail them A – Z so the guesswork is virtually eliminated on how, when and where to apply them. Mainly we'll be talking about our businesses and building out money funnels.

**CONTINUED...**

## *How This is Different from My Mentorship Groups*

Some of you have already been in my 8-week Mentorship Program and are probably wondering how this is different.

The Apprenticeship Program is not at all like the 8-week Mentorship Program!

This program is special because it's 8 months long (starting April 2020 and ending November 2020), you get one-on-one consulting with me regularly, you will be on conference (and web) calls with your other Apprenticeship Program members, and you will be getting first-hand assistance from me directly.

You won't be doing assignments regularly (daily) as you do in the 8-week Mentorship Program. You are going to be working with me directly on your money funnel business.

We will be working side-by-side on every aspect of your money funnel business building.

It means that you get to watch me work and then model my processes. You can pick up my successful work habits. If you live locally, you can see me in my office for personal meetings on a regular basis.

Every other month you'll receive a 30-minute phone call with me (totaling 4 calls). We will review your funnels, discuss your strategies, and address your trouble spots. *And...the best part yet...*

### **I'll Write an EXCLUSIVE 8-Page Sales Letter For You...A Bonus Worth \$19,000!**

I consider myself one of the best copywriters in the country...even topping some of the notable copywriting "experts" like Dan Kennedy and Robert W. Bly.

When I was doing copywriting assignments for other marketers, I'd charge a minimum of \$2,000 per page PLUS royalties on gross sales.

But I *won't* do that to you.

I'd like to write you a powerful sales letter of up to 8 pages that you can use in your two-step marketing or as your "bait" (free report) that can sell your product.

Don't take this lightly. I DO NOT offer my copywriting services to anybody except for my own company. *No exceptions...*

Except for those who are part of this Money Funnel Apprenticeship Group.

**I'll even include an oversized postcard OR an invitation card...your choice. That's ANOTHER \$3,000 value on top of the \$16,000...making it a \$19,000 value JUST IN COPYWRITING!**

Copywriting WILL make or break whether you make any sales at all. Yes, you'll have the copy from the Money Funnel Clones you'll be getting from me. But the heavy-lifting has to come from a "free report" (which is nothing more than a sales letter). And if this sucks, you won't sell anything at all.

This is one of the biggest "missing links" when it comes to making sales. This is why my students who think they can whip together a multi-million-dollar money funnel business inside of a weekend without doing much of the required groundwork ALWAYS FAIL. It's because there are a number of other requirements that are simply not done on their part. This is because...

**THEY DON'T HAVE THE SKILLSET TO PULL IT OFF.**

But I do! And this is one of those VERY RARE OPPORTUNITIES when you can use my skillset in copywriting to write you a kick-ass sales letter to sell the hell out of your product!

### **I'm Only Accepting 12 People into the Money Funnel Apprenticeship Program...AND THAT'S IT!**

Since you are already one of my top-level VIP students, YOU MAY QUALIFY for this program. You'll have the opportunity to become one of only a chosen few from across the country who will have the privilege of learning from, masterminding with, and being personally coached by yours truly.

You'll also be able to have ONE person participate with you that MUST be a spouse, employee, or actual business partner. (Students who have met at events prior will NOT qualify as a spouse, employee or business partner.)

All members that respond to this letter are going to go through an interview process so that I may decide one by one who qualifies and who doesn't. In short, the group will be hand-chosen. It has to be that way so that I can ensure that I can have the best group of students possible participating in this program.

**TURN THE PAGE AND KEEP READING!**

## Discover Why A Mastermind Apprenticeship Group Are the **TRUE** Secrets to Success...

My Apprentice Program incorporates the most powerful, state-of-the-art teaching and learning methods available anywhere in the world today. While allowing you to tap into the power of "The Mastermind," which is incredibly powerful.

Napoleon Hill, author of *Think and Grow Rich*, made this discovery after years of studying the world's wealthiest and most successful people: **"You need brains besides your own."**

Imagine you will never be alone. Never! You'll never have to worry about getting "stuck" or feeling scared or not knowing what to do next.

***Because I'll be by your side all the way. Your cohorts will also be with you to support you!***

Together, I'll help you define your true goals in life. (Maybe making more money isn't what will really make you happy; maybe it's having more free time, less stress, a 3-week vacation, tithing more to your church or other causes close to your heart, etc.) We will work as a team to help you define and design a "life plan" while we continuously "tweak" and improve every aspect of your personal and professional life, while working less than you have in years!

If the world's best and most successful athletes attributed much of their success to having a great coach, shouldn't you tap into this success "secret" and start working with your own coach to help you reach your business and personal goals as well?

### ***"So, What's This All Going to Cost Me?"***

I initially wanted to charge \$30,000 for this. After all, for a business that can make you \$124,000 a month in profits provided that you follow even the most BASIC of instructions. (In the very least, you can make \$20,000 per month in net profits.)

But I don't want to charge \$30,000. I don't even want to charge \$20,000.

What's it going to cost your future if you DON'T do this? What will your life be like without a net worth or dependable cash flow? What will it "cost" you then?

And think about what people pay for a formal education...just to get next to nothing out of it as far as any kind of earning power. I paid over \$45,000 to get my master's degree (which is pretty cheap) and it was a waste of money for me. But hey, at least I have a sharp-looking piece of paper hanging on my wall. (*Expensive paper!*)

Imagine investing in your future in a way you've never done before. What would that be worth to you?

Listen, I have come up with the best price structuring that I can reasonably do while giving you 100% of my time, effort, and mentoring on a personal level!

I have wracked my brain to attempt to make this as affordable as possible for an ENTIRE YEAR of personal one-on-one mentoring with me! Eight weeks costs about \$797, which would be \$4,782 for a year and you get NO help from me with your business, NO one-on-one calls, NO copywriting, NO one-on-one help of ANY KIND...NONE OF IT!

Here's what you'll get as a MASTER Apprentice:

- \* ***3 Meetings Lasting 2 Days Each ONLY for the Apprenticeship Group (April, July & October)***
- \* ***1 Year of Platinum Viper Wealth Membership***
- \* ***Monthly Conference Calls with Other Apprenticeship Students***
- \* ***1 Half-Hour Call Every Other Month (Totaling 4 Calls) When Needed by Apprentice Student***
- \* ***Participation In and Access to Monthly Webinars for the Apprenticeship Group***
- \* ***Copy for Up to 8 Pages (in One Sales Piece) and an Oversized Postcard or Invitation Card***
- \* ***My TOP PERFORMING Money Funnel Clones***
- \* ***One-on-One Assistance in Setting Up Your Clones***
- \* ***One-on-One Assistance in Setting Up BOTH Your Online and Offline Marketing Campaigns***
- \* ***Access to ALL of My Highly-Coveted Resources from Mailing List Brokers, Printers, Etc.***
- \* ***Direct Cell Phone Access to Me***

**KEEP READING...**



All for a VERY Low Fee of Only ~~\$19,997~~ \$14,997 for the Year (Getting a Pre-Pay Discount or a Monthly Charge of Only \$2,000 for 8 Monthly Charges)

Remember, not just anyone can get into this group; I am very strict on who I will be letting into this Apprenticeship Program so if you think I'll take anyone who is willing to pay the money (above)...**TRY ME!**

**But That's Not All...In Addition to the Fee, You MUST Have AT LEAST \$5,000 in Working Capital to Start Your Business...\$10,000 If You Plan on Doing Offline Direct Marketing Strategies Right Away**

I'm looking for people who understand the concept of this: YOU NEED MONEY TO MAKE MONEY. Nothing comes for free. And if you understand that basic concept, we'll get along just fine.

You will need \$5,000 to \$10,000 in liquid cash or unsecured business credit to get this business rolling. You will also have to be willing to get the other stuff you need to run this business which will run you about \$300 per month (including the websites, answering service, merchant service, etc.)

So, if you don't have the money or willingness to roll up your sleeves and put in some work, this isn't for you. If you're on your last meal or scraping together coins from the couch to put gas in your car, this is DEFINITELY not for you. This is ONLY for those who like this business concept, want to make this kind of cash (as indicated in the tables I presented earlier), AND have to capital to pull it off. If you can't check YES next to each one of those criteria then...*forget about it, eh?*

**If You Want to Join This Exclusive Group, You MUST Fill Out An Application...And I WILL Be Scheduling a Phone Conference With You Thereafter to ENSURE You Are a Good Fit for This**

I have an application that you are REQUIRED to fill out and pay a non-refundable \$100 application fee for before I'll consider you. The fee WILL be applied into your first monthly payment (or against your full payment) if you are accepted into the program.

Once your application and \$100 is received, I will then have my assistant schedule a one-on-one phone call with you where we'll chat for about 20 minutes so I can get a feel for whether you'll be a good fit for this program. I'll let you know what I think on the phone call.

You'll then either receive a rejection or acceptance letter by mail thereafter. If accepted, you'll be given instructions on how to officially enroll into the Money Funnel Apprenticeship Group.

If you think this is up your alley, fill out the application at the end of this letter and either fax, mail, or email it back to me as soon as possible since I'll be making the final cut in February so that I can officially get you in for that *Success & Wealth Retreat* on the Big Island of Hawaii (which starts on March 7<sup>th</sup>...remember, attendance to this meeting will be REQUIRED). If you have any questions, feel free to email me personally at [mm@monicamain.com](mailto:mm@monicamain.com) or call my office at (661) 295-5050.

**Some Powerful Food for Thought For You:**

**Imagine Building Up to Doing 100,000 Pieces a Month...Now THAT Would Be Some BIG TIME CASH!**

Yes, I have built my businesses up to mail – not 100,000 pieces a month but – **100,000 piece of mail PER WEEK!** And all the numbers I present to you are CONSERVATIVE in comparison to the numbers I've seen rolling into my bank account. (Many of you who know me know that I like to present *only conservative numbers* and never “pie-in-the-sky” proformas.)

Let's take a look at what these numbers would look like:

**KEEP READING BECAUSE THIS WILL BLOW YOUR MIND!**



Amount of pieces	Sales %	Front-end sale an Total gross		Net	Upsell 25%
		Total Sale Price Less Product Cost			0.25
100000		\$172			\$105
100					
	2%	2000	\$344,000	\$259,500	\$52,500
	1.50%	1500	\$258,000	\$173,500.00	\$39,375.00
	1%	1000	\$172,000	\$87,500.00	\$26,250.00
	0.75%	750	\$129,000	\$44,500.00	\$19,687.50
	0.50%	500	\$86,000	\$1,500.00	\$13,125.00

## \$87,500 A MONTH BEFORE AUTO-SHIPMENTS!!!

*And the final total?*

Future value auto ship		Total on mailing	Less refunds	Final Total
Per month	3/mo total		0.1	
\$87	\$261			
75%	50%			
\$130,500	\$261,000	\$573,000	\$57,300	\$515,700
\$97,875	\$195,750.00	\$421,750.00	\$42,175.00	\$379,575.00
\$65,250	\$130,500	\$270,500.00	\$27,050.00	\$243,450.00
\$48,937.50	\$97,875.00	\$194,875.00	\$19,487.50	\$175,387.50
\$32,625	\$65,250.00	\$119,250.00	\$11,925.00	\$107,325.00

Once the auto-shipments/continuity start kicking in, when you start mailing on 100,000 pieces per month, you're looking at just under a quarter of a million in profits, after all expenses paid. Yes, and that's a quarter-mil PER MONTH, Bucko!

Again, even if I'm completely wrong and you're "ONLY" going to pull down a modest 25% of the numbers I've mentioned, you're still looking at over \$60,000 a month in PROFITS when mailing 100,000 pieces per month. And that's if I'm completely feeding you a line about what you'll make which, I'm not, because I've made the money we're talking about above over and over again and I know this is doable for ANYONE who is a workaholic like myself who's willing to put the time and effort into this. So, no, we're not talking about no 4-hour work week here, baby. This is a *full time job* for this type of dough.

### So, Who Wants to Be a Money Funnel Marketing Millionaire?

Again, this opportunity is NOT supposed to be just for anyone. Many want the quick and easy "internet-type business" that, unfortunately, don't work anymore since run-of-the-mill internet marketing is so saturated. It's difficult to make money doing that anymore and, perhaps the worst part about it is that the internet changes almost daily, making it more than a full-time job just to keep up with all of the marketing "tricks" that have to be drastically altered almost by the hour. This is why you need a multi-faceted approach to marketing these days including BOTH online AND offline marketing strategies in place.

And in case you didn't know, direct mail is back in FULL FORCE making millionaires each and every day...again, ONLY for those willing to roll up their sleeves and work for this type of money. If that's you then **GO FOR IT!** You can't NOT apply for this group. But if you're lazy, don't bother. I have no time or patience for lazy people.

CONTINUED...

Only YOU can decide if this is for you. I'm not here to sell you on this opportunity IF you don't feel that this isn't right for you. Yes, the money is good. In fact, the money is SPECTACULAR. But you have to want to do this from the pit of your gut. If you have any questions, feel free to ask.

*See you at the top!*

Your mentor,



Monica Main

P.S. I seriously will only be selecting 12 Money Funnel Apprenticeship Program students. ***If you think I'm kidding, TRY ME!*** I am very selective and will not allow tire-kickers, lazy people, or those who want to do nothing while we (as the rest of us in the group) do all the work. If that's you then please do not apply.

P.P.S. I figure that you'll be able to get at least 1 money funnel working and making you money under your belt within the 8 months of this Money Funnel Apprenticeship Program. That's my guesstimate based on how much time, effort, and energy I will be working with you on your business.

P.P.P.S. How powerful is it to have someone personally help you set up your business from scratch WITH YOU? How about having personal access to me via my personal cell phone? I would literally be your business partner, completely guiding you throughout the entire process in a way I've NEVER done before!

## 2020 MONEY FUNNEL APPRENTICESHIP APPLICATION

Monica is very selective about who she will be working with for the Apprenticeship Program. Her time is invaluable and she needs to take precautions against wasting time with tire-kickers or with those who aren't that serious about starting a money funnel business. In order to be considered for the 8-month Apprenticeship Program, a fully filled-out Apprenticeship Application with a non-refundable fee of \$100 is required to be considered for the program. Monica will closely scrutinize each application and then do a phone interview with you. You'll then receive a final decision which will be sent to you within 2 weeks of the receipt of your application (and phone interview) about whether your application was accepted or denied. If your application is denied, a reason will be indicated. If more information is needed, you will receive notice via email or by phone to set up the phone interview an additional interview. If accepted, you'll receive additional instructions on how to proceed. We're looking forward to having you as part of this once-in-a-lifetime group!

Full Name:

Daytime Phone:

Address:

Apt / Ste:

City/State

Zip Code

Email Address:

Cell/Alternative Phone:

Payment Type:  Check  Money Order  Credit Card

Credit Card No:

Expiration:

Billing Address (if different than above):

CID #:

"I agree to pay the \$100 application fee and understand that this fee is non-refundable but will be applied to my enrollment if I am accepted into the program."

Signature

Date

Please answer the following questions as honestly as possible. Please use a separate sheet of paper if needed.

- 1) What is your motivation for starting a Money Funnel Business? What is your monthly net income goal?

Net Monthly Income Goal: \$\_\_\_\_\_

- 2) Do you currently have an online business of any kind? If so, please explain the stage at which you are in your business (just starting, functioning business, profitable business, etc.)
- 3) Do you have an idea of what kind of Money Funnel Business you'd like to have? Information products such as home-study course and/or downloads? Consumables such as health supplements? Other?
- 4) How much liquid cash do you have for the purposes of starting your business? \$\_\_\_\_\_
- 5) How much available unsecured credit to start your business? \$\_\_\_\_\_
- 6) What is your personal middle FICO score (approximately)? (This will determine if funding would be available to you for business start-up and/or expansion... if needed at a later date.) Mid-FICO (Approx.): \_\_\_\_\_
- 7) If Monica were to select you for the program, what would be your level of commitment in how many hours a week you would devote to your business? Hours Per Week: \_\_\_\_\_
- 8) When Monica's assistant sets up an interview with you before making her selection, at which number should she or her assistant use to set up the interview? What are the best days/times to reach you?

Phone Number (Preferably Cell): \_\_\_\_\_

Best Days/Times for Phone Call (Pacific Time) : \_\_\_\_\_

- 9) Monica will not tolerate working with lazy people who are not willing to pull their weight. This is not a program where Monica does all the work while you prop your feet up and do nothing. Are you willing to do everything Monica requests you do to get your business going?  Yes  No
- 10) Why should Monica select you for this Money Funnel Apprenticeship Group?

**Fax Your Completed Application to: (661) 568-0030**  
**Or Mail to: Global Success, 27720 Avenue Scott, Suite 150, Valencia, CA 91355**  
**Or Scan and Email to: mm@monicamain.com**