

Automatic-Income Blueprint®

**“Your First Ever Nuts & Bolts, Start to Finish, ULTIMATE Guide to an “automatic” stream of **N50,000 to N250,000 income per month... Selling Information on The Internet...whether your online dream is still a Mirage, filled with Frustrations, Burnt Fingers and Tales of Woes...or IF you are still a complete internet marketing dunce.”****

**Auto-Income Blueprint®**

By

**Efe Imiren**

**[www.BusinessForts.com](http://www.BusinessForts.com)**

***Complimentary copy for All SDE Subscribers***

**Automatic-Income Blue Print**

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- Read it and Use the content to create a fortune

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- You **CAN** give it away as seminar bonus
- You **CAN** give it away as eBook Bonus
- You **CAN** package it with your softwares and give away free of charge
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**It is Advisable to  
PRINT THIS EBOOK BEFORE READING**

**Because**

**If You Practice the contents of this book  
consecutively for six months with  
UNBROKEN FOCUS, your consistent  
Right practice is capable of Yielding the  
desired results.**

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*Efe Imiren*  
Award Winning Info-Marketing Queen  
&  
Smart-Income Coach®

**Efe Imiren** is considered Nigeria's foremost, leading and most successful Female Information Marketing Expert; a Speaker, Author, Consultant and Successful Female Entrepreneur.

Efe started honing her entrepreneurship skills in 1999 during her undergraduate years. With the advent of the Internet, Efe turned her passion into a profitable business named ServiceForts Resources Ltd. The ServiceForts brand name has grown into four major operations including Technologies, Travels, Publishing and Business Academy.

Over the years Efe has discovered what works and what does not work in the business world both online and offline. Her discoveries lead to the creation of ServiceForts Business Academy.

At ServiceForts Business Academy, Efe runs training programs which specifically teaches individuals and business owners how to take advantage of Internet and Information Marketing to build a steady and predictable CASHFLOW system out of their expertise, ideas, hobby, knowledge, existing or new business. The concepts she teaches at her internet and information marketing sessions has been fully developed into a curriculum called the **Smart-Income Blueprint®**.

The **Smart-Income Blueprint®** is taught at a One-on-One private consulting class with Efe Imiren AND at a very special 3 days event which is tagged **Smart-Income Bootcamp®** one of which is taking place 28<sup>th</sup> to 30<sup>th</sup> April 2011.

The **Smart-Income Bootcamps®** which is a live coaching event is designed to coach others into taking advantage of AUTOMATED-no-cost-low-cost , online-and-offline strategies to turn passion, idea, hobby, expertise and knowledge into reliable businesses that generate Steady and Predictable CASHFLOW.

As a Consultant, She shares her business secrets at **ServiceForts Business Academy**. The first and only business training program in Nigeria where YOU have **Personalized One-On-One Coaching Sessions** in **Street-Smart** offline & internet based Business Courses including; Information Marketing, Internet Marketing Business & Information Consulting Business.

You can book a private one-on-one coaching session with Efe and learn more about how she can help you generate Steady and Predictable CASHFLOW through the AUTOMATED strategies discussed in her **Smart-Income Blueprint®** by visiting her personal blog <http://www.EfeImiren.com>.

She is referred to as **The Information Marketing Queen** by the Father of Information Marketing in Nigeria – Dr. Sunny Obazu-Ojeagbase and as at the time of this publication, she is the Secretary General of Association of Information Marketers of Nigeria (AIMN). Plus she just published her recent books – *Info marketing Blue Print* and *Women, Money & Business*.

You are welcome to visit the several other business websites owned by Efe Imiren; including

- 1) ServiceForts Official Website  
<http://www.ServiceForts.com>
- 2) Bulk SMS Business Website  
<http://www.SMSRite.com>
- 3) Web Hosting Business  
<http://www.HostForts.com>
- 4) Travel Abroad with Ease  
<http://www.TravelForts.com>
- 5) Online and Small Business Success Website  
<http://www.BusinessForts.com>
- 6) Honeymoon At Affordable Prices Abroad  
<http://www.HoneymoonOverseas.com>

**You can make use of these services listed on these Websites and Efe Imirens' vibrant team at ServiceForts Limited can help you start your own similar business as listed on these websites within 24 hours.** Simply Call 0803 297 8011 to make it happen for you.

## **The Basic Fact About Selling Information Products on the Internet** ***Ignore this and You will Struggle for Life***

The internet is a market place. It is a gathering of people with needs and the people who have information on how to meet those needs.

It is important to understand this fundamental fact if you must get to the point of generating a reasonable income (if any) from the internet.

Many people make the mistake of wanting to make money from the internet without having the first clue as to the value they would like to offer people in exchange for that money.

Here's why most people fail in Internet marketing, they have no clear goal to work toward. And, on top of that, they don't break things down so they are easy to accomplish.

Your goal is simple online should be simple and achievable like e.g. You should want to know ***How To Get Your First 80 Subscribers to your list without paying a dime, And Proceed to Make Your First N25,000 Online*** Why such a simple goal?

You need such simple goals because this is where it all starts. If you can figure out how to get 80 people interested in what you have to say on the internet and thus get them on a list, then you can do the same thing to make it 100... 200... 400... 1,000... or more. It's up to you. Same thing with the generating the cash.

That's why this works, and why it's something you should focus on if you've been struggling to make any money on the internet or you have been wondering how to go about it.

In this report you're going to be shown a very simple and easy to execute plan to accomplish the task of generating a steady income selling information products on the internet.

## The chief and number one reason why people buy what you are selling on the internet

The simple answer is – **You have what They WANT.**

Before we launch into creating your own offer, we need to do some research to make sure your offer is accepted.

I heard this valuable saying from a guru sometime ago – “Sell what people WANT **not** what they NEED” because it is easier to sell wants than needs.

Often it's hard to differentiate between *wants* and *needs*. A need is something that you cannot live without (air, food, water, etc) A want is something that you CAN live without, but you really want (fancy clothes, a new phone, jewelry)

Example:

What you WANT is a desire. For example, you WANT a plate of Mr. Biggs, or a bowl of cow-leg pepper soup for dinner.

What you NEED is to live. For example, your wife cooks a good dinner, designed to sustain your life, help you lose weight, and taste good.

Either way you are full, but what you WANT and what you NEED are two completely different things from the example above.

Some further examples of what our NEEDS can be:

- Education expenses for children
- Basic health care for family
- Clothing for family
- Expenses on food
- Household maintenance expenses like electricity and water

While Some further examples of what our WANTS can be:

- An expensive watch
- A holiday every 3 months
- An expensive car
- A luxurious house

You get the idea?

As long as you try to sell information you think people need on the internet, you will struggle. But sell them what they want and your bank account will swell.

Don't get me wrong, needs do sell, but wants outsell needs all the time. So always look for what they want and give it to them.

Question: How do you know what people want?

Answer: Ask them. Period.

Did I hear you say how?

Simple

1. Conduct a research to find out what people are already spending money on by reading the adverts you see on the internet in Forums, on Facebook, in Google and even in targeted offline advertising mediums like newspapers, TV and Magazines
2. Select a topic you have interest in and design a 15 paged report and offer it free on forums, facebook, in Google adverts or targeted offline advertising mediums in exchange for the email address, phone numbers and names of the people who indicate that they are interested in collecting your 15 paged free report (see my bonus from Jimmy D Brown on how to do this) this process is called list building.
3. Send out a series of email to build a rapport and relationship with the people now on your list
4. After 5 emails of one week intervals, ask them this simple question – “What are your 3 biggest challenges in.....” (fill in the blanks)
5. Collect their answers, find the solution and sell the solution to them as an info-product. It is *that* simple.

Another reason people make purchases is because of emotion. Emotions like...

**Fear:** Fear of gaining weight. Fear of missing an opportunity. Fear of unemployment. Fear of death. Fear of a future price increase. Fear of what others think about them. Fear of the unknown. Fear of growing old. Fear of being alone. Fear of being cheated.

**Passion:** Passion for football, food, money, our children, our spouses (hopefully ;)), our career, success and for fame to name a few.

We do make a lot of purchases based upon passion or love. Things that make us happy, that bring us joy and things that increase our pleasure. We buy food in many cases not because we are hungry, but because we love eating. We buy those self-help books not because we need to improve our reading skills, but because we long to improve our lives. We buy gifts for our spouses because we love our spouses. **Passion - it fuels a LOT of buying decisions. Always remember that.**

**Value:** Another reason why we buy things is because of value. We buy things because they are valuable to us. Now, there are two basic ways that we judge value.

**Quantity.** Two for the price of one. Buy one get one free.

**Quality.** The other measuring stick of value is quality. I pay a premium because of quality. There are many things that are more valuable to me, simply because they are better. And quality sells. We make purchases because we see some kind of value - whether quantity or quality. Give us either and you've most likely got a customer. Give us both and it's a done deal.

**Expectation:** We buy based on what we expect to achieve from use of the purchase. In other words, we buy based on what we perceive will be the end result of that purchase. For example...

- 
- We buy exercise equipment because we EXPECT TO SEE THE RESULTS of weight loss, muscle tone and overall better health.
  - We buy cookery-books because we EXPECT TO SEE THE RESULTS of nice meals.
  - We buy movie tickets because we EXPECT TO BE entertained.
- 

**When you start selling your product on the internet, remember this one thing:**

Don't attempt to sell the prospect your product, but rather the end result of using your product

Those who make money in this business do ONE THING:

**They DON'T sell products or services, they sell results.**

In this business:

You are selling weight loss, not weight loss pills. You are selling an education, not tuition. You are selling a romantic evening for two, not a candlelit dinner.

We buy because we want results. Want to sell more? Start approaching your offer from the end and not the beginning. Ask yourself a simple question...

..."What does the prospect want to achieve with my product?"

Focus on the results.

## How to build a Six-Figure online business empire using a secret and highly undervalued weapon as your number one strategy to get there

The money is in the list.

If you had one hundred naira for every time you've heard that simple statement well, you would have already built a fortune! :-)

However "*broken-recordish*" it may sound, **it IS a truthful statement**. The money REALLY IS in the list.

Fact is, if you possess the knowledge of how to grow and profit from opt-in lists, **you can pretty much write your own pay cheque every single month**.

Now, to be sure, list marketing has MANY parts. Throw in words like "autoresponder", "opt-in page", "conversion", "open rate", "delivery", "offers", "permission", "bounce", "white / black list", "call to action", "personalization", "subject line", "confirmed", "click-thru / click-thru rate", "targeting", "unique click", "hard / soft bounce", "demographic", and "campaign", along with a gazillion other terms, and it's easy to see why so many people don't ever get to the pot of gold at the end of the rainbow.

It is this gazillion tricks that must be learnt in list building that has made many Nigerian Newbies in Internet and Information marketing to try and skip the process of list building in creating a six figure business.

This has made list building some what an undervalued weapon YET it is the number one strategy every internet and information product seller must master if success is the goal.

While there are many parts, I believe there is only ONE system. It's not "my" system, it's THE system.

Everyone uses the same basic system. Some do it better than others. Some understand it better than others. Some explain it better than others. But, at the end of the day, it's the same system.

Print the next statement and paste it somewhere you will see it every day you work on your computer

***"Everything I do must work towards list building."***

To build an email list, you must give an incentive for people to sign up for your mailing list. In other words give a bribe. The best bribe is a simple free report... much like the one you can download for FREE from <http://www.SmartIncomeBootcamp.com> .

You must have a system of automatically collecting the names, emails and phone numbers of the people who request for your free report. I use an autoresponder. Using an autoresponder is a little technical but you can learn the process within 2-3 dedicated hours of unbroken and

focused study or training. You can get a training dvd from <http://www.SmartIncomeBootcamp.com/order.html>

To be able to put up the autoresponder, you must have in place a simple website called – “a squeeze page”. A squeeze page just as the name implies is a website specifically designed for squeezing out the names, emails and phone numbers of prospective clients **before** they can have access to your Free gift, Free report or in some cases your sales copy.

So far, this is what you have done

1. You have a free report from our first chapter
2. You now have a squeeze page to get the contact details of those who request for the free report
3. You have installed an autoresponder to squeeze out the details from prospective clients
4. You have advertised your free report on forums, google or offline newspapers and magazines

A sample of this entire system is on this squeeze page: <http://www.SmartIncomeBootcamp.com>

Head over there, test it, see how it works.

Now the next question is – How do I build the *so called six figure income*?

I'd be surprised if you didn't ask.

Let us assume that the free report you are giving out is on “How To Make a woman ask you for a date within 5 minutes of meeting you” or it is something about “How to Determine the sex of your next baby” or it is something about “How to get pregnant with twins within the next 30 days even if the Doctors have declared you barren”.

Let us also assume that you have asked your list for the 3 biggest challenge they are facing and you have researched and found the solution.

Let us further assume you prepare your solution and package it in various formats and you sell it to your in those formats, let us take a look at the possible CASHFLOW you could generate:

#### **Package No1 – Spiral Bound Manual –**

Assuming you package your knowledge or information and sell it in a spiral bound manual to say 20 people at N2, 500 you will generate **N50, 000**

#### **Package No2 – eBook**

And you package it in an electronic format called ebook and sell it to 150 people at N6,500 you will generate **N975,000**

#### **Package No3 – One-on-One Training**

Let's say you go a step further and deliver One-on-one trainings to people who request for it and you do it for about 25 people at N35,000 you will generate **N875,000**

#### **Package No4 – Seminar Presentation**

Say you've got a raving demand for your information and you decide to hold a seminar where you attracted a crowd of 50 people who paid you N7,500 each to attend the seminar. You will generate a boatload of **N375,000**

**Package No5 – Seminar Video**

Let's assume you have been smart enough to record the Video of the seminar and you now sell it at N10,000 to 200 people you will generate an additional **N2,000,000**

**Package No6 – Subscription Service**

Now, say you decide to run a subscription service through a newsletter, Club membership, or monthly brainstorming session where you share new information with your subscribers on an ongoing basis, and you charge N2,500 per subscribers and you get 70 subscribers who subscribe for a one year , you will generate a predictable **N175,000!**

Now let's add all these streams of income together

- **Spiral Bound Manual – N50,000**
- **eBook – N975,000**
- **One-on-One Training – N875,000**
- **Seminar Presentation – N375,000**
- **Seminar Video – N2,000,000**
- **Subscription Service – N175,000**

**Total Boatload of Cash Generated – N4,450,000**

It is EASY to generate this boatload of cash, Steadily and Predictably monthly and on-demand if you have a **proven, easy-to-follow, step-by-step BLUEPRINT.**

## The Six Step complete guide to an “automatic”, multiple stream of N50,000 to N450,000 income per month... Selling Information on The Internet

### Step 1:

#### Find a profitable niche or market to sell to.

A niche market is a group of people who share the same problems or interest and are willing to invest or spend money to satisfy their interest or solve their problems. Take note that I did not say, target a niche market, but target a *profitable* niche market. What it means is that not all niche markets can make you money. So you need to do some research to find out a niche market that is profitable. I'll show you how to do that in a minute.

### 3 Simple Rules For Choosing A Niche Market

1. Choose A market accustomed to spending money.
2. Choose A market that can be presented with a wide variety of offers.
3. Choose A market that you are personally attracted to. (Optional)

I won't spend my time telling you to visit clickbank and amazon.com for ideas because I am strongly of the opinion that the Nigerian market is hungry for what you have to offer and it is *easier* to make your money from the Nigerian market plus the Nigerian market gives you the opportunity to test the waters and perfect your system.

I sell majorly to the Nigerian market. Likewise, you should be looking to choose niches suited to the Nigerian market.

However, note that the issue of selling WANTS can not be over flogged. You can not make money selling information products on the internet without a proper research to determine what people WANT.

It doesn't matter if they need what you sell or not, as long as they WANT it, they will bulldoze their way to get it.

Let's bring it home here in Nigeria. What do people WANT?

My number one advice to anyone just starting out in selling infoproducts on the internet in Nigeria is – Check the advert section of the newspapers that your target audience reads, check it consecutively for 14 days and see the adverts that are repeated in the advert section.

The rule is – if these guys are not making money, they will not repeat their adverts. What this means is that you should – **Always start selling infoproducts in areas that you know people are already known for buying. i.e. an area where people are ALREADY spending money.** That is the easiest way to boost your moral and ensure you start with success on your pathway.

Apart from Newspapers, on the internet the sources of advert you can check include:

- Nairaland.com – I trust this forum, because real Nigerians gather here to discuss hot topics, and the people on this forum are BUYERS. Many Nigerians visit this forum to solve several problems including how to travel out, romance issues, marriage issues etc.

In fact you know what?

Any topic that hits the front page of this forum is a very hot topic, you should register a relevant forum username and join in the discussion and in the process build a list that you can sell to.

Below is a sample of the index page of Nairaland.com

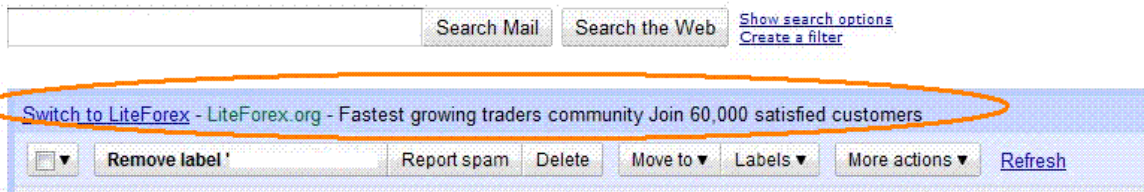
There is an interesting headline there: “**100,000 Workers To Be Laid Off Over N100B Debt**” if you know your onions as an infomarketer, that is a thread to be where you can discuss how to help these 100,000 workers to solve their looming financial problems, in the process build a list and then sell a solution to them.

The screenshot shows the Nairaland.com forum index page. The page features a navigation bar with a welcome message and a search box. Below the navigation bar, there are several categories of threads listed, including 'Computers/Internet', 'Music/Radio', 'Career', and 'Nairaland'. A red circle highlights a specific thread titled '100,000 Workers To Be Laid Off Over N100B Debt'.

Do you get the picture?

- Google Adverts in your inbox –

Documents Photos Reader Web more ▾



You consistently see adverts like this in your email box, these are pointers to what people are spending money on when they are browsing on the internet.

Take your time to visit the sites to see what they are selling and see if it is something you are comfortable selling on the internet.

- Search in Google.com - to see what topics your “competition” has created products on. Pay attention to those listed on the first page and those who are advertising in the ads on the right hand side of the screen. If you are focusing on the Nigerian market (and I’ll advise you to do so), remember to type the word “for Nigerians” in your search bar, like this:

This will give you also an idea about what the competition is doing, and can potentially be a great starting point for joint venture partnerships in the future.

Attend [Smart-Income Boot Camp](#) with Efe Imiren this year. Call 0803 297 8011 Today

## The Five pointers of a profitable niche – Ignore these pointers to your own peril

- The niche you choose to operate in must have a very high competition
- The niche must of necessity NOT be a seasonal problem/market
- Your chosen niche must have a high search volume on major search engines like google, yahoo and man
- Your niche must be a viable market, meaning people must be willing to spend money.
- If you are a beginner, make sure it falls within any of the following categories; In fact even as a seasoned seller of infoproducts on the internet, if your time and resources would allow it, my advise is – Have a profitable product in EACH of the four niches listed below:

1. Making Money & Investments
2. Staying Healthy & Fit
3. Dating & Relationship
4. Information & Technology

When broken down into subniches, they look something like this:

- Business (Internet)
- Business (Opportunities)
- Business (Small / Home)
- Hobbies
- Home And Family
- Home Repair / Improvement
- Home Schooling
- Interior Decorating
- Wellness And Remedies
- Women's Issues
- etc

I might add that any emotional topic is going to sell. Any topic that has to do with the emotions of the buyer, better sex, woo a woman in 24 hours, sack your landlord in 30 days, bla bla bla, topics that hit hard on the emotions of the buyer are number on hits, because they are “paining” the heart of the buyer. See if you can master this secret and get it ingrained in your mind, you will make this money we are talking about.

Now you have your niche selected a guaranteed formula for selling people information in that niche is to SOLVE A PROBLEM.

Let me quickly add here that:

When you are selecting method and topics for solving the problem, Select evergreen solutions. These are solutions that were relevant last year, this year and well into the foreseeable future.

And that means you can make money on these products years after you have done the hard work of creating them.

Example: An book that teach marketers how to write good sales letters is evergreen, since these basic copywriting "rules" have been in place for as long as humans have advertised. On the other hand, a book about how to optimize web pages for Google is NOT evergreen, since search engine algorithms change frequently. *Get the idea?*

But how do you find out what problems people have? You can do the usual thing of visiting forums which is still a great method. Not only are people venting their problems but other people are volunteering the ANSWERS!

Another great way revealed I discovered is to set up a survey capture page. Visit googledocuments.com and set up a page for a month Its free to do this then ask what problems people have. Solve the problem with the necessary information and you have got a gold mine.

An example of a survey page I set up is found here (click on it, it'll take you to the survey page) – [Efe Imiren Needs Your Help](#)

You could also Ask subscribers on a mailing list in your market (either your own opt-in list or one that you rent) which topics interest them most. It's a simple process: (1) Ask your list members what topics interest them the most. (2) Take the topic that gets the most mentions and create your solution. Who better to give you ideas about their aching problems than those who will purchase the solution upon its completion?!

Now that you have decided on what you want to sell, let us move on to step 2

## Step 2:

### Create a Problem Solving “Give-away” Infoproduct

At this stage, you have chosen the niche, and you are visiting forums like Nairaland to see the questions people are asking.

Your goal here is to create a product you can give away that answers the question the people have asked on the forum.

How do you create the product, even if you hate writing or you have not done it before?

Get a PLR (Private Label Rights) Ebook in that niche.

They are easy enough to find if you do a Google search and you can get everything for about \$60. With PLR Ebooks someone else has already prepared the ebook for you PLUS you have a sales page, thank you page and ebook cover already done for you.

Mistakes People Make Here: Don't just put your sales page and ebook up as is. You must Make it Your Own by taking the following steps:

PLR content can be found in many forms:

- Articles
- Prewritten newsletters or ezines
- Small reports
- Full length ebooks
- Website templates
- Audios and even videos

Just to name a few.

Basically, anything that you can download on the Internet is being sold as PLR.

### **PLR solves the two problems for you**

- Not having enough TIME to write the content you need.
- Not having enough MONEY to hire a quality writer for all your content needs.

So, Get 5 new articles written about the niche. Go to a site such as Elance.com or articlesforaffiliates.com or freelancer.com (I use these guys a lot and they are cheap!) and get them written professionally for you for a few dollars each. Let me tell you a secret, you can get them at \$1 each at freelancer.com

Then take the Plr ebook you got and the 5 new articles, rewrite your book and convert it into a pdf book using the free software from openoffice.org

You can get a cheap cover design by going to 1800 homepage.com; however if you are mindful of how much you have to spend every time you wish to repeat the system, then it is best to set aside 2-3 hours for a comprehensive training so you can do it yourself. You can access the training by going to <http://www.SmartIncomeBootcamp.com/order.html>

### **Step 3:**

#### **Time to Build Your List**

Hope you have NOT forgotten that ***“Everything YOU do must work towards list building.”***

Many beginners take this step lightly and this is the very reason they do not make money on the internet. Without a list, you will be perpetually broke online and you will struggle consistently.

The most disheartening thing right now is that as much as I am shouting this, many people who are reading this page just like you will still end up ignoring this step. Please, don't be one of them.

You must be willing to put in the time, effort and resources in building a list ***for EVERY Niche*** that you decide to operate in.

Below is a quick list building guide:

#### **Effective List Building Blueprint**

- Set up Autoresponder (I recommend [Getresponse](#), *open a free account by clicking [here](#)*)
- Set up confirmation emails for double opt-in (This page is called The Enforcer)

- Create a series of messages for autoresponder sequence
- Mail multiple times per promotion
- Create Opt-in form
- Implement opt-in form on
- Squeeze page (Gate Crasher Opt-in or Page Masker Opt-in)
- Website / Blog opt-in box
- Write and publish articles
- Write content for various Web 2.0 Social Networking Sites
- Create content for Blogs
- Set up Pay Per Click campaign (Adwords)
- Research Ezine Advertising
- Maintain your list
- Give away free content
- Survey your list
- Ask for feedback
- Add signature to forum posts
- Add signature to emails
- Write testimonials for other marketers
- Build relationships with JV partners
- Promote JV's products
- Ask JV's to promote your products
- Create cheap (less than \$10 products) to attract more buyers
- Distribute free PDF for Viral marketing
- Set up a tell a friend page

Never, ever make the stupid mistake I made when I was starting out. Don't be like me, I built a list of travel hungry clients and after a while I began to sell make money products to them. Boy o Boy, the rate at which people UN-subscribe from my travel list was so fast, I didn't figure out the problem on time. Boy, that mistake cost me plenty money. Every client that leaves your list is money leaning your list. Take it from me.

So please, if you want to go into all the niches I listed above, build separate lists and for the sake of Pete, sell only RELEVANT or COMPLEMENTARY products to them. (I plead, check the dictionary.com for the meaning of those words, I can't shout).

So how do you build your list?

See next page

- Set up a squeeze page, I already showed you an example of a squeeze page on [www.smartincomebootcamp.com](http://www.smartincomebootcamp.com)

On the squeeze page, promise people they will get your free report, if they are so kind and gracious enough to give you their email, name and phone number.

Tools Help


http://smartincomebootcamp.com/b/

Headlines

Search Share Sidewiki

**For immediate access to this FREE report:**  
**Enter your First Name, Email Address &**  
**Phone Number Below, and**  
 then click on the  
**"Yes to Predictable and Steady CASHFLOW" Button** at the  
 bottom of the form.  
 You will get immediate access to the  
**Smart-Income Blueprint®**

Enter Your Details Now...  
*This report will not be Free Forever*



First Name:

Your GSM:

Your Email:

**YES to Predictable and Steady CASHFLOW!**

Now be cautious here, some people are dubious, some people can put in fake details just to get to your download page, this will defeat the purpose for which you set up the squeeze page, so in order not to give such people the satisfaction of defrauding you, you should use what is called "Double-Option" Squeeze page.

What this means is that they will have to go to their email box to confirm that they requested for your free report.

So after they put in their email address they can see a webpage like this:

Thank You

### VERY IMPORTANT STEP

## **Congrats - *You're Half-Way There!***

**VERY IMPORTANT** - A confirmation e-mail has just been sent to the e-mail address you submitted; **To get the FULL FREE Information**, just **click the confirmation link** in that e-mail. That's the **ONLY** way you can get the FULL FREE Information.

Thank you for visiting my website and for requesting for my report on  
"Smart-Income Blueprint®"

However, there are **TWO** more steps for you to take in order to access the Information and it is simple:

**All you have to do is go and check your email box right now  
because I have sent you an email of confirmation.**

Once they obey the instruction in the email they will get you free report

To set up a squeeze page, you need a domain name and a web hosting space. You can get these resources at very affordable prices when you visit <http://www.HostForts.com> or <http://www.ServiceForts.com>

Please, listen to this advise, if you must succeed online, you have to invest in relevant resources, freebies will not get you anywhere near the six figure income that you desire. What is a yearly investment of N3,500 or N2,500 for webhosting space compared to the multiple income you will receive when you build a solid foundation for your business?

You will need to be technically skilled in setting up your autoresponder. You can watch FREE videos the help you set up your autoresponder after you register for a FREE account on this [website](#)

The truth is you will encounter a little technical challenge (if you are new to using an autoresponder) in setting up your squeeze page but there are three ways to solve it, you can watch the [free videos](#) after registering for your FREE account, you can keep paying professionals to set it up or you can set aside 2-3 hours of dedicated unbroken training to be technically educated on how to set it up yourself when ever you want by taking the training available to you on <http://www.SmartIncomeBootcamp.com/order.html>

#### **Step 4:**

#### **Aggressively advertise your squeeze page**

You do this by

- Answering questions on forums
- Advertise it on google
- Advertise it on face book
- Advertise it on relevant newspapers and magazines
- Talk about it at seminars if you are a speaker
- Stamp it every where you can!

Now, understand that “advertising your squeeze page is the sure-fire way to **locate the most desperate people who will buy from you on the internet. Because** desperate people are easiest to sell to because they suspend all logic and reason in a search for a solution.

Never ever forget this: *Without people visiting your website, you'll have neither subscribers nor sales!*

### **Step 5: Cultivate Your List**

You do this by

Setting Up [Autoresponder Emails](#) & Follow Up Messages

What ever you do in email marketing; remember this:

**The real secret to getting staggering results from your email marketing is to make a difference in the lives of your list members by giving them something they can use.**

Once you set up the squeeze page, the only way to build rapport with people on your list that you have met online and who have not seen you face to face is by delivering high quality content that will help them solve their problems.

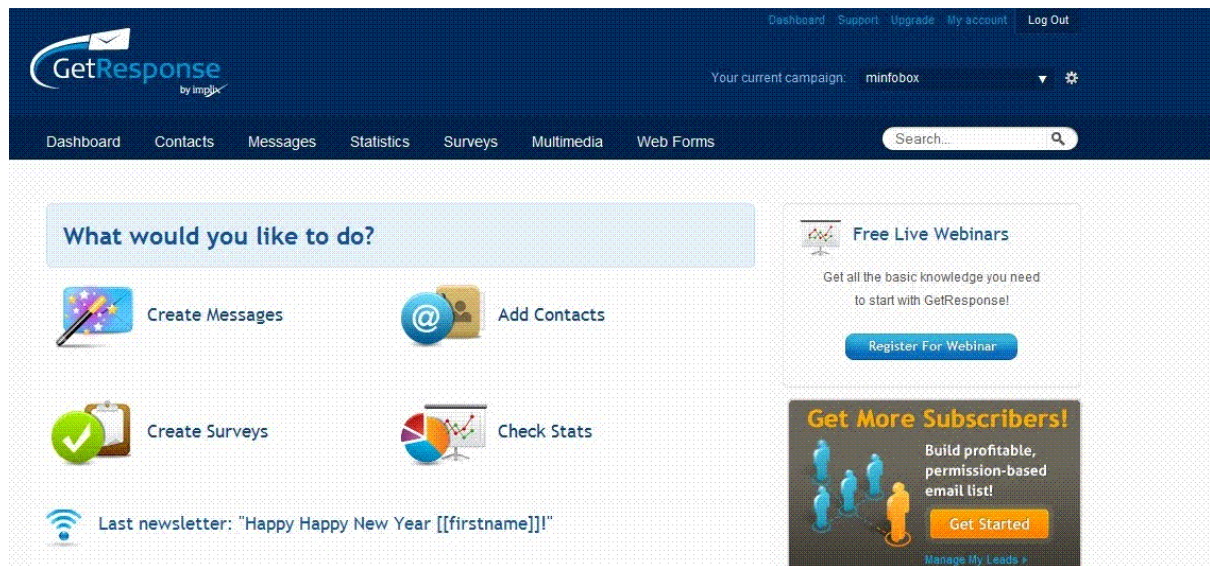
You do this by sending free articles in your email and you sell at the same time. That way, your subscribers will know that you expect them to pay money for a product that meets their needs. They will only buy from you when they see that you deliver good contents, thus giving them a taste of your real product before they buy.

People don't trust anyone online, however, they do trust anyone who give them good information online and can pay into their account without bothering to meet them one on one.

To effectively keep in touch with people without being overwhelmed with the burden of being online 24/7 to answer email enquiries, you need an [autoresponder](#) as seen in the image below:

As you already know, there are three ways to solve your autoresponder challenge if this is a new concept to you, you can watch the [free videos](#) after registering for your FREE account, you can keep paying professionals to set it up or you can set aside 2-3 hours of dedicated

unbroken training to be technically educated on how to set it up yourself when ever you want by taking the training available to you on <http://www.SmartIncomeBootcamp.com/order.html>



You can register for a free account here – [Free Getresponse Account](#)

### Step 6:

#### Create a Problem Solving Infoproduct from Your Survey in step 1

Use the same formula in step 2 to create the product you will sell to your list. At this stage you will go a step higher by writing a sales copy for your product.

If you decide to create an eBook as the solution to present or sell to your list, Let me quickly share with you my own secret weapons of creating and packaging successful infoproducts:

#### The Four Laws of PACKAGING Your infoproducts for Success.

When it comes to “*packaging*” your infoproducts, one MAJOR thing you want to address: and that is the “*content*”

In addition to the information of your infoproduct, there are other “pages” that are needed in order to complete its construction. In order of appearance within your finished infoproduct, they are...

- (1) **Title page.** This typically will include the title of your eBook, any subtitle, your name as author and possibly your website address, contact information and any graphics you might want to include.
- (2) **Legal page.** This necessary page of your special eBook would include copyright information, disclaimers, terms of usage and any extra special disclosures or instructions you might have. There’s an example “legal page” included in our forms bonus with this package that you can refer to in creating your own.
- (3) **Author page.** You should always include a page about yourself in your special eBook for a couple of solid reasons: it allows your readers to identify with you, thus establishing a “trust” relationship; it allows you to inform the reader of other resources you may offer such as your newsletter, other reports and products, web site, etc.
- (4) **Special Offer page.** One of the biggest mistakes you can make in creating a special eBook or infoproduct is NOT including a “special offer” page. I always make certain I devote a separate page – up front after my author page – to making some kind of special offer to the reader. Three of my favorite ways to use this “special offer” page are... –

DISCOUNT on a related offer. That is, I would mention a product or service or additional special report, directly related to the material in the report the reader is currently viewing. Specifically, I would offer a **one-time discount** for this additional purchase since they had already made a purchase. –

DEAL for a related offer. That is, I would mention some **free incentive** that I’ll give them as an extra bonus should they purchase an additional featured product or service related to the content of the report they are viewing. This broadens my possibilities in that I can not only mention an offer of my own, but can also promote an affiliate program if I want to do so. –

DEADLINE for a related offer. That is, I would mention a product or service that has a deadline or some kind of limit imposed upon it to create a sense of urgency for the reader to buy. Again, this additional “special offer” would be related to information contained in the report the reader is currently viewing. This time, the additional offer would be available “only for the first 25 who buy” or “only for 72 hours after your original purchase date” or some other similar restriction.

- (5) **Table of contents.** (Optional) This is the one page of your eBook that is optional.
- (6) **Report.** Next comes the content of your eBook itself.
- (7) **Backend page.** There should always be some kind of “backend” offer at the conclusion of your infoproduct. This can be something as blatant as a full-blown

advertisement for a high-ticket product or something as subtle as a brief listing of your other special reports available for purchase.

You can use the software on [automaticsalespage.com](http://automaticsalespage.com) to write your sales copy, you can hire a professional to write it for you or you can learn how to write it at a 2-3 hour training on <http://www.SmartIncomeBootcamp.com/order.html>

Now, a sales copy is a compelling letter your write to your list, telling them compelling, irresistible reasons why they must buy your product NOW and why your are the only one who has the EXACT solution they need to solve their pressing problem.

Remember we are selling WANTS. So you are addressing your list telling them that you have what they WANT.

Everyone has their own way of developing a sales page, but the basic components are the same. And it is these basic components that I'm going to teach you in this segment.

#### **4 Secrets of a Wildly Profitable Sales Letter**

##### **1) Prehead.**

This is a short, introductory statement located at the very top of your salespage that is used to Engage the reader's attention. Quickly introduce a key idea or qualification. Set the stage for the thrust of the sales message

##### **2) Primaryhead.**

This is your main headline

This is your biggest weapon of the sales page and should be used to showcase your biggest benefit to the reader.

What is the ultimate "best reason" someone should buy your special report?

##### **3) Problem.**

Virtually every good salesletter begins -in one form or another - with an introduction of a problem.

##### **4) Proof.**

Anyone can make claims about what they've done and what they know, but how many can prove it? And, when they prove it, how much more effective is their claim?

And the surest way to establish trust is to prove what you're saying is true.

After you have written your sales copy, put it on a website, on the domain name you bought in step 3. See why it is important for you to invest in buying your domain name and getting your web hosting space?

You can decide to get professionals to do the graphical designs of your website from 1800 homepage.com or you can learn to do it yourself by taking the training on <http://www.SmartIncomeBootcamp.com/order.html>

Now, you can package your information in different formats and you can deliver it in different formats (refer to my bonus report that came with this ebook, the bonus report is titled The shortest, smartest, stress free ways to create an information product in three days), that bonus reports explains in details the various formats for packaging your information product.

Remember our example on *“How to build a Six-Figure online business empire using a secret and highly undervalued weapon as your number one strategy to get there”*?

Go back and read that chapter, now if you prepare your solution and package it in various formats and you sell it to your in those formats, let us take a look at the possible CASHFLOW you could generate:

**Package No1 – Spiral Bound Manual –**

Assuming you package your knowledge or information and sell it in a spiral bound manual to say 20 people at N2, 500 you will generate **N50, 000**

**Package No2 – eBook**

And you package it in an electronic format called ebook and sell it to 150 people at N6,500 you will generate **N975,000**

**Package No3 – One-on-One Training**

Let’s say you go a step further and deliver One-on-one trainings to people who request for it and you do it for about 25 people at N35,000 you will generate **N875,000**

**Package No4 – Seminar Presentation**

Say you’ve got a raving demand for your information and you decide to hold a seminar where you attracted a crowd of 50 people who paid you N7,500 each to attend the seminar. You will generate a boatload of **N375,000**

**Package No5 – Seminar Video**

Let’s assume you have been smart enough to record the Video of the seminar and you now sell it at N10,000 to 200 people you will generate an additional **N2,000,000**

**Package No6 – Subscription Service**

Now, say you decide to run a subscription service through a newsletter, Club membership, or monthly brainstorming session where you share new information with your subscribers on an ongoing basis, and you charge N2,500 per subscribers and you get 70 subscribers who subscribe for a one year , you will generate a predictable **N175,000!**

Now let's add all these streams of income together

- **Spiral Bound Manual – N50,000**
- **eBook – N975,000**
- **One-on-One Training – N875,000**
- **Seminar Presentation – N375,000**
- **Seminar Video – N2,000,000**
- **Subscription Service – N175,000**

**Total Boatload of Cash Generated – N4,450,000**

It is EASY to generate this boatload of cash, Steadily and Predictably monthly and on-demand if you have a **proven, easy-to-follow, step-by-step BLUEPRINT.**

## **The truth about generating six figures selling on the internet in Nigeria**

The truth is that selling on the internet requires a system or a blue print. i.e. a plan or map that you can follow **CONSISTENTLY** to generate **CONSISTENT** results.

Personally, what I do is that I have a map or blue print which I work on everyday, this is what makes up my daily working hours and you should do the same.

Here is what I do

1. I select a market, just as I explained earlier on e.g. internet consulting
2. Then I build a list in that segment by offering a free report which I developed through plr, by reading and edition articles from ezinearticles.com or by hiring a ghost writer on elance.com
3. Then I ask my list through a survey what they want
4. Then I write another report to give them what they said they wanted in the survey
5. I write a sales copy and send them a mail to visit the copy
6. Result – money in the bank
7. I further develop the report into a video, audio or DVD and sell it through offline adverts in the relevant papers (Punch, Guardian, SUN, City people and SDE especially)
8. I develop a coaching class out of the same report and charge higher fees for people who wish to attend the coaching or mentoring classes

Do you see how it works?

### **Now the question is what makes it automatic?**

Remember, I said to you earlier in the report that you should choose evergreen markets/topics, that is, so you can produce products that will not die as a result of a technical change, policy change or new law.

Take for example the new Google law which almost caused the death of affiliate and article marketing, now if your product were on topics like how to master and beat google algorithms, tell me, what would happen to such a product? It would be outdated and of no use again.

So, if you stick to evergreen products and markets, all you have to do is write the product once, set up the autoresponder once, and once the system is in place, you don't need any extra work, all you have to do is do a little marketing to keep selling the product for as long as you want.

See my dear friend, the key to automatic income is – your [autoresponder](#).

Your [autoresponder](#) will help you preserve your asset in this business which is your list – i.e the group of people who have indicated that they are interested in what you have to sell to them.

Once you have your autoresponder and a list in your autoresponder, you can schedule sales pitches to be delivered continuously without you being online and you'll be making sales without speaking a word face to face with your buyers.

Plus you can keep selling complimentary products to the same set of people at intervals, for example, if you are selling to the business improvement market, you can sell

“5 minutes guide to selling online for busy CEOs” then next month you can sell

“5 minutes profit pulling sales letters for busy CEOs” next month you can sell

“5 minutes guide to a profitable website for busy CEOs” etc

Say you sell 1 report for each month that is 12 months in a year

And say you have 1000 CEOs on your autoresponder list

And say only 500 of them buy your report for N2,500 each

How much is that?

Every month you will make

500 sales \* N2, 500 = N1,250,000 **per month (selling to busy CEOs on your autoresponder list!)**

How much is that per annum? **You do the calculation**

We have not talked about selling a seminar, training video, or training kit to them o (all these are various formats of selling your infoproducts)

So, you can make N1,250,000 per month just selling ebooks, if you want to go a step further to increase your income, you can simple package your ebook into a 2 days seminar, they will attend, if your marketing and packaging is sound.

Now, the most important thing is to select the right market at the beginning and the best part is, if you want to increase your sales, all you have to do is increase the number of **NEW** CEOs that subscribe to your autoresponder list, by using the list building technique in step 3.

I know, it's easier said than done right? True, but if you work at it, it is achievable, I use this technique, many times it has bailed me out of financial stress and you can do the same if you just stick with it.

### Step 7:

#### **Master the Marketing, Technical and Delivery Process of Selling Infoproducts online**

Selling Information products on the internet and making a six figure income on the internet is NOT a walk in the park. It involves a lot of technical fundamentals which I will outline below:

## **The Nuts n Bolts of the Automated System for Generating Steady Income**

You see, all we have been talking about in this report can be drilled down into the following step:

1. Find a profitable niche or market to sell to
2. Create a Problem Solving "Give-away" Infoproduct
3. Time to Build Your List
4. Aggressively advertise your squeeze page
5. Cultivate Your List
6. Create a Problem Solving Infoproduct from Your Survey in step 1
7. Master the Marketing, Technical and Delivery Process of Selling Infoproducts online:  
These technical processes involves the following steps, which will end up automating your business:
  - a) Set up a compelling squeeze page for list building
  - b) Activate your autoresponder with personally written messages
  - c) Install a give away or freebie on your squeeze page.
  - d) Create an info product to generate cash flow (preferably low priced to pull in people into your sales system)
  - e) Set up your automated marketing and advertising campaigns
  - f) Track and Monitor your campaigns closely
  - g) Provide quality customer support as the lifeblood of your business.

These technical fundamentals which are easy to learn with the right coaching accompanied with focused and unbroken training hours.

Many people tell themselves, oh, I can do that, but after struggling for hours, they abandon the thought of launching on the internet due to technical difficulties.

That is why I am dedicating [April 28<sup>th</sup> – 30<sup>th</sup>, 3 Full days to train a minimum of 50 people](#) on the difficult technical aspects of making money on the internet.

You see, Predictable, Steady Cash flow answers to a BLUEPRINT. I have outlined the blue print and the next question you should be asking is ***Do I need training to Implement this BLUEPRINT?***

If you have identified that you need training to implement the system I have outlined above, then I invite you to take advantage of the upcoming [3 Days Bootcamp](#). I have included a brief outline of Exactly what we will be teaching at the boot camp in the next few pages.

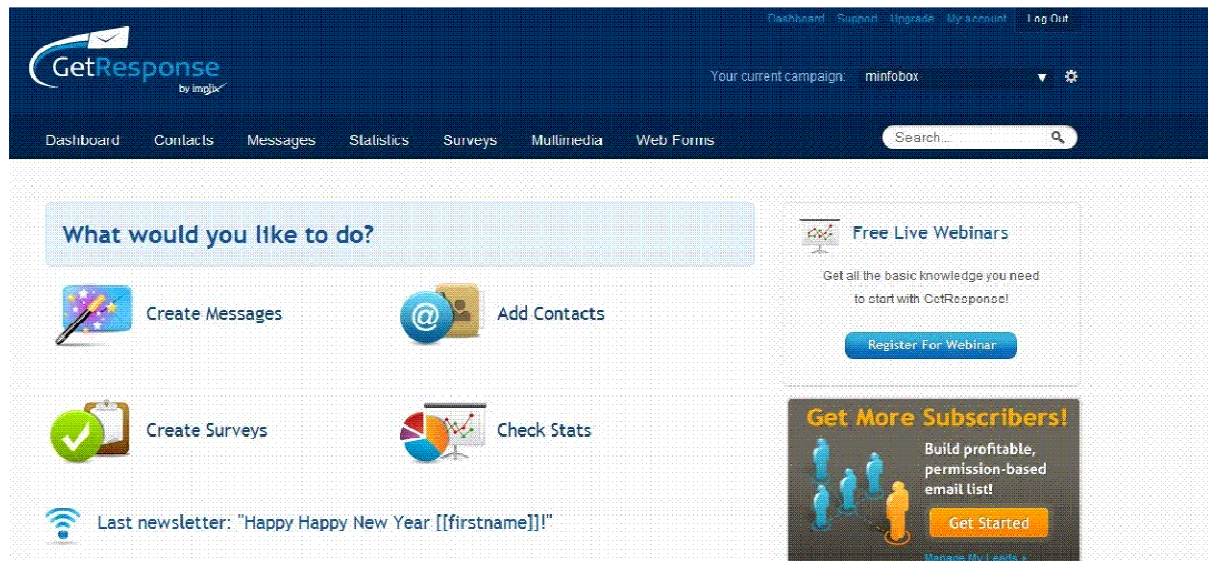
Hope you will take advantage of the rare opportunity at the end of this book.

**Another Model on How to  
automate the process of selling your info-products on the internet**

You automate the process of selling your info-products when you have the following in place

- 1) An advertised squeeze page for building a list
- 2) An Auto responder email series for delivering your valuable free content
- 3) A survey system for asking your list about their most challenging problem
- 4) An infoproduct built from your survey
- 5) A sales copy for selling your infoproduct
- 6) An Order process for receiving your money for the infoproducts sold
- 7) A download link or download page for delivering your infoproduct

Because each of these item is listed on the internet 24/7, once you set up the system, all you have to do is occasionally advertise your squeeze page and the process automatically repeats itself.



## 4 Proven and tested ways you can accept Payments on your website as a Nigerian

Attend [Smart-Income Boot Camp](#) with Efe Imiren this year. Call 0803 297 8011 Today

As a Nigerian doing business on the internet, there are four tested and proven ways that I know of by which you can collect your money on the internet and they include:

- 1) **Interswitch Payment System:** You do this by Installing interswitch codes on your website. This is called the WebPay system. WebPAY is a secure internet payment gateway developed by InterSwitch to facilitate payments on the internet (across various banks) using the CashCard and debit cards issued by banks on the network. Currently, only the Nigeria Debit Card and CashCard is supported on this system. The method of integrating e-commerce websites to the InterSwitch payment platform (webPAY) is relatively simple. Time to market for these websites is also quick.

You can apply for the codes by contacting them on their website:

<http://www.interswitchng.com/webpay/>

This system requires a one time investment of N150,000

- 2) **FasteCash:** You can install fastecash codes on your website and use it to accept payments on your website. I use this system to collect payments on my website – <http://www.BusinessForts.com> . You can visit the website and try it out. You can open a free FasteCash account by clicking here: [Free FasteCash Account](#).

This system is free to install on your website

- 3) **2Checkout:** With this payment system, 2CO hosts the payment page and collect, store and encrypt credit card information to keep the transaction compliant with Payment Card Industry Data Security Standards. They keep the credit cards; you keep the business!

You can create a free account by going to [2checkout.com](http://2checkout.com). This system however requires a one time fee of \$49

With this system you can collect payments in dollars, euros, pounds and other selected foreign currencies

They have a system of enabling you to collect your foreign currency through your GTBank account or any bank domiciliary bank account in Nigeria.

- 4) **Bank Order Page system:** The bank order page system is a manual process where you create a webpage that has your bank details. You put your bank details on that page and direct your customers to go to the bank to make payments and then email the payment details to you so that you can deliver the products to them.

An example of the a bank order page system is

<http://www.SmartIncomeBootcamp.com/order.html>

Visit that page and study the payment instruction system crafted on that page.

You can start out with this system, it is free to use and many of your Nigerian customers will use this system most of the time

You can learn how to install the codes for all the four payment systems on your website by taking 2-3 dedicated hours of training from  
<http://www.SmartIncomeBootcamp.com/order.html>

## **How to overcome the “one-step-forward-and-one-step-backward” that easily plaques internet and info-marketers within the first 3 years of trying to make money from the internet**

To many, living the internet and information marketing business lifestyle is a dream, a mirage or a journey of frustration, burnt fingers and tales of woes.

This is so because we live in a generation of ‘INSTANT EVERYTHING’.

Every body wants every thing INSTANTLY. So if they spend 1 hour on something and it is not producing the results they want, they quit ‘sharp sharp’ and go on to the next hay-wire promise of instant-something.

If you approach selling info-products on the internet with hit and run mentality, you will take one step forward and one step backward.

You have to develop the ‘stay with it’ mentality until it produces for you.

There is seed time and harvest time. There is a time to learn the ropes, and work at it then there is a time to harvest.

Those who experience ‘Overnight success’ didn’t start yesterday. They have been working at it in obscurity as unknown entities for months and even years before ‘something clicked’ for them and bam!...they began to see floods of cash in their bank account overnight.

As most Nigerian infomarkers whose names you are hearing here and there – success didn’t come to them overnight, most of them worked in obscurity for a minimum of 6 months to 3 years before anything began to work for them.

The good news is that you do not have to take such a long time, when you stand on the shoulders of giants, you will see ahead of your peers.

**The quickest way to shorten your journey to success on the internet is to stand on the shoulders of reliable, respected and proven coaches or mentors.**

Although you will shorten the length of your journey by standing on the shoulders of reliable, respected and proven coaches or mentors, your success will still NOT be instant, there is a process you MUST go through.

So STOP jumping from seminar to seminar, buying every single infoproduct that come your way and giving the sellers a bad name by not practicing what they have taught you.

I speak from my heart on this page, you can make a fortune selling infoproducts on the internet but please, **choose for yourself a respected, reliable and tested coach AND stand his/her shoulder, AND invest time to go through every process they teach you.**

You can also enrol for my coaching program on <http://www.SmartIncomeBootcamp.com>

## Four Sure-Fire Ways To Get More Payments Into Your Bank Account Every Week From Your Follow-Up eMailing

### Sure-Fire Way 1:

#### Add A New Message to Your Autoresponder Followup mails to be Permanently Archived

Here's the thing: You've worked hard to get people to join your list, why stop using it once you've built it?

Most people only regularly mail to their newsletter list - and, even then, it's all in "real time". (I.E. Today's issue of an ezine goes out today and is dated for today)

Big mistake.

**Read this ->** Instead, you want to continue regularly adding new automated messages to your autoresponder followup mails so those who join your list TODAY won't miss out on the mailings you sent YESTERDAY and the days before.

So, what "kind" of mailings should you load to your list autoresponder sequences?

There are three "kinds" of mailings that you need to regularly add to your autoresponder sequences to see an increase in orders.

### Sure-Fire Way 2:

**Send Out Offer Promotion.** These would consist of solo mailing advertisements that do nothing but promote an offer. Obviously, you can promote your own products and services or promote someone else's as an affiliate. Offer promotions are primarily reserved for newsletter, mini-course and customer lists (not partner lists).

### Sure-Fire Way 3:

**Send out Cross Promotion.** This is an incredibly neglected practice that deserves a loud "wake up" call. (Hey you, WAKE UP!) Send out solo mailings that promote your other free resources. For example: In your mini-course sequence, promote your newsletter list - and vice versa. Promote your free reports and your free blogs and your free forums and any other free resource that you offer to each of your lists. You can create a huge web and regardless of where your lead finds you, ultimately, they are exposed to all of your offers.

### Sure-Fire Way 4:

**Send out Active Promotion.** This is probably the most neglected type of mailing of them all - a solo mailing encouraging your subscribers to get involved in your business. Inform them of your affiliate program. Get them giving away your free reports. Invite them to join you in a project. Get their feedback to a survey. Get them involved in your forum. The idea is to use your autoresponder sequences to turn subscribers into partners.

Truthfully, you should mix 'n match all of these in your follow-up sequences.

## The Most important step in building a profitable list from the internet –

Ignore this process and you'll build a useless list of people who don't want to buy your products..plus *they will make you waste money every month paying autoresponder bills – I can tell you this because it happened to me!*

Now, paste what you are about to read on the wall where you can see it every working day:

**“ALWAYS ensure that your squeeze page has a double-optin process”**

Thank You

### VERY IMPORTANT STEP

**Congrats - You're Half-Way There!**

**VERY IMPORTANT** - A confirmation e-mail has just been sent to the e-mail address you submitted; **To get the FULL FREE Information**, just **click the confirmation link** in that e-mail. That's the **ONLY** way you can get the FULL FREE Information.

Thank you for visiting my website and for requesting for my report on

**"Smart-Income Blueprint®"**

However, there are **TWO** more steps for you to take in order to access the Information and it is simple:

**All you have to do is go and check your email box right now because I have sent you an email of confirmation.**

What this means it that, always ensure that those who request for your free infoproduct, go back to their email to click on the confirmation link sent to them from your autoresponder.

In this way, you will build a list of people who are actually interested in your product. You should also note that some people will supply you rubbish emails that they do not open every day.

But the best way to get such people to supply you with their best email that they read everyday is to give very good content in your follow up emails, content that if they miss, they will bite their fingers continuously for a long time.

So, if you want to build a valuable list of followers who open your emails, supply them with irresistibly good content in your email.

Don't forget, double-optin is the most important step in building a profitable list from the internet, do not ignore this.

Now, you have this knowledge that took me many years to discover in simple lay man's terms. It's left to you to use it to enrich yourself.

## Would You like to attend a special 3 days training to technically equip you to build a six figure Infomarketing business on the internet?

Selling Information products on the internet and making a six figure income on the internet is NOT a walk in the park.

It involves a lot of technical and marketing fundamentals which are easy to learn with the right coaching accompanied with focused and unbroken training hours.

Many people tell themselves, oh, I can do that, but after struggling for hours, they abandon the thought of launching on the internet due to technical difficulties.

That is why I am dedicating April 28<sup>th</sup> – 30<sup>th</sup>, 3 Full days to train a minimum of 50 people on the difficult technical aspects of making money on the internet.

Here is [the link](#) to the website with full details of the 3 Days Bootcamp. But the truth is that if you are reading this manual after April 2011, it is likely that the contents on the website would have changed.

Therefore, I have included in the next few pages, part of the content of the website which explains details about the upcoming 3 Days Bootcamp, where I will be teaching full details of the technical things you need to grasp to build a six figure **automated** infomarketing Business.

Hope you will take advantage of the rare opportunity below.

## A Rare Opportunity..Explained

For the **First and ONLY** time this year, there is a rare opportunity for you to attend an intensive 3-days-one-on-one training boot camp with me, where I will show you EXACTLY what to do to generate **Steady, Predictable, Windfalls and Boatloads of CASHFLOW** with Information Marketing Business. The aim of the boot camp is to shorten your learning curve to predictable CASHFLOW.

Bulldoze your way through ANY obstacle to attend this ONE time only Boot camp if you are:

- ✓ Are an employee who is always short on cash
- ✓ Are a business man or woman or entrepreneur who has cash flow issues and wants to sell the worlds most profitable products and wants to use the power of the internet to increase business profits
- ✓ You are jobless and tired of writing application letters
- ✓ You are a stay at home mum wondering what next to do

- ✓ You are currently struggling to make money, one single dime not to talk of profits with your idea either offline or on the internet.
- ✓ You seem to be perpetually in need of cash
- ✓ You have existing Info-Businesses which are incurring poorer response to adverts, marketing, seminars, events, etc., OR you are preparing to enter Info-Marketing
- ✓ You are very curious to know how you can benefit from the FREE Report

To differentiate the boot camp from other regular seminars that leave you all hyped up with no clear paths to follow to achieve your desired results, we have tagged the 3 days program - **Smart-Income Bootcamp®**.

**Smart-Income Bootcamp®** is aimed at individuals and business owners with cash flow challenges. It is a comprehensive 3 Days intensive teaching of proven techniques to generate **cash-on-demand** without having any experience or investing any huge capital. During the 3 days training boot camp, I will teach absolutely everything I know about the secrets of generating **cash-on-demand** using simple proven processes of attracting your customers by tapping the powers of the internet and making them pay you for your offline ideas, hobbies, expertise, experience and even your passion.

**I Know You May Go To A Lot Of Seminars, Hear A Lot Of Speakers, And Own A Lot Of Books And Tapes. Still, I Outright Guarantee You've Never Gotten Your Hands On Anything Quite As Powerful And Practical As What I will Reveal to You at the Smart-Income Bootcamp®.**

Information Marketing Business is selling your knowledge about your Passion, Idea, Talent, Hobby, Expertise, Existing or New Business in exchange for boatloads of cash. And with a well detailed blue print such as **Smart-Income Blueprint®**, You can generate **Steady, Predictable, Windfalls and Boatloads of CASHFLOW.**

**This event is one-time only this year and will not repeat.**

**SECURE your seat NOW. 20,000 people are reading this letter just like you now and only a very small group will be able to attend this boot camp. This is not a marketing gimmick. It is the truth.**

# Important Notice

In case you bought any of my videos in the past, these three days will reveal secrets I never even mentioned in any training, seminar or video recording before. Therefore, make sure you get a seat for the bootcamp. **Once you miss the opportunity to attend this event, you will have to wait until 2012; that is if I have not moved on to something else by then.**

**Smart-Income Blueprint®** gives you access to FREE MONEY to change Your **style**..Your **mind**..Your **life**..

Exciting trainings that will take place during the **Smart-Income Bootcamp®** includes:

## Smart-Income Blueprint® Module 1 The Easy Groundwork

You will discover the **FIVE essential income streams** you MUST have in place if you are serious about generating **cash-on-demand**

- ☑ Why People Buy What You're Selling
- ☑ How to recognize your ideas that have potentials to create **cash-on-demand**
- ☑ Easy to follow strategies on the quickest ways to get your knowledge out of your head and into a profit-generating information product that will create **cash-on-demand**. (Even if you've never created a any sellable product or service before in your life.)
- ☑ How to come up with breakthrough ideas for products and services to create **cash-on-demand**.
- ☑ How to **build the profile** and brand equity of your idea online
- ☑ How to identify the target market who will help you create **cash-on-demand** so you can **easily determine where to find potential customers and clients** who are looking for what you have to offer.
- ☑ "How to create easy **INFORMATION PRODUCTS** in as fast as **3 HOURS** (that you can sell for **N3, 500 – N15, 000**)"

And lots more listed on the website: [www.SmartIncomeBootcamp.com](http://www.SmartIncomeBootcamp.com)

Smart-Income Blueprint®  
**Module 2**

**Copy-and-Paste Technical Systems**

This module walks you through the simple and profitable reasons  
Why you should know how to do basic stuff on the internet or  
Else your customers will not be happy with you – **An Unhappy  
customer equals an empty bank account.**

You will also discover in module 2

- ✓ Why you must have a website if your goal is to generate **Cash-on-Demand**
- ✓ What you **MUST** have on your website to create **Cash-on-Demand**
- ✓ The essential elements of your website to transform it from a brochure into a **revenue generator**
- ✓ How to create a website that will be highly profitable and popular
- ✓ The essential **elements of a blog** that can position you as an expert
- ✓ The **software and systems** that I use to power my business
- ✓ How to make your visitors **stay on your website longer** (so they are more likely to buy from you).
- ✓ The easy way to set up your website to **accept credit cards** and process orders such that **even** foreigners to can pay you for your products on your website – even though you are a Nigerian!.

And lots more listed on the website: [www.SmartIncomeBootcamp.com](http://www.SmartIncomeBootcamp.com)

Smart-Income Blueprint®  
**Module 3**

**The eBook Module**

There is no way you can make generate **Cash-on-Demand** without knowing what an eBook is, what is is used for and **how to turn in into simple cash-in-the-bank** like I do.

**In this module you will discover the following in a practical step by step session :-**

- ☑ What is an ebook
- ☑ **Six Kinds of eBooks that generate Cash-on-Demand**
- ☑ How to Create and generate content for your eBook
- ☑ **What kind of information creates cash on demand in an eBook**
- ☑ How To Create an eBook
- ☑ How To Password Your eBook
- ☑ **How to turn your eBook in into simple cash-in-the-bank within 48 hours**
- ☑ How To Create eBooks From Template Designs
- ☑ **The Six Most effective ways to make a million naira in eBook sales**
- ☑ How To Create Audio Products from Your eBook
- ☑ **How To sell Your eBook on FaceBook without embarrassing yourself**
- ☑ How To Create Videos from Your eBook
- ☑ How To Attach and send Your eBook By Yahoo and Gmail
- ☑ How To Upload Your eBook To the Internet
- ☑ **How To Create Download Link For Your eBook**
- ☑ How To Deliver Your eBook Link Via SMS
- ☑ **How To Make people buy Your eBook from a Website**

**This event is one-time only this year and will not repeat.**

SECURE your seat NOW. 20,000 people are reading this letter just like you now and only a very small group will be able to attend this boot camp. This is not a marketing gimmick. It is the truth.

Smart-Income Blueprint®  
**Module 4**

Discover to how to get paid via  
The **AUTOMATED** marketing module

**"If You HATE To Even Think About Marketing –  
This Is What You've Been Waiting For"**

Discover how to instantly generate all the customers,  
profits and business you could ever want to enable you generate  
**Cash-on-Demand**...with practically no work on your part!

**You will discover**

- ✓ **How to Get Clear insight on EXACTLY What Your Target Market is Waiting For You to Create, Even if you are taking your **offline idea** to the internet or you have an existing **online business****
- ✓ **How to use online technology to gauge the interest level and accessibility of your prospective customer**
- ✓ **How to create raving (and more importantly, paying) fans for your business, services or infoproducts**
- ✓ **How to know if your product idea is one that will sell; before you spend ANY money, saving you time, frustration and disappointment**

- ✓ How to charge much more than my competitors... and **easily get it**
- ✓ I will show you importantly how to market to MANY at a time instead of one at a time and you will start attracting clients like bees to honey
- ✓ 3 kind of offers that will to get people to bring out that wallet and pay you cash within 10 minutes of seeing your advert – either on your website or in newspaper

And lots more listed on the website: [www.SmartIncomeBootcamp.com](http://www.SmartIncomeBootcamp.com)

**Program Schedule:**

**Date:** Thursday 28<sup>th</sup> April – Saturday 30<sup>th</sup> April 2011

**Time:** Registration begins 9:30AM Daily

**Venue:** Closely Guarded Secret within the range of exotic accommodation

**Fee:** See Below

**Exotic Accommodation**

Because of the enormous work involved in preparing for this highly productive 3 days boot camp, the location of the event is a closely guarded secret that will be revealed **only** to attendees. However, you should know that it will take place in easily accessible location in Lagos with exotic accommodation in close range for those who would prefer to lodge somewhere decent during the 3 Days on their own expense.

**"If You've Got a Passion and a Desire to Do Anything Big, 3 Days at the Smart-Income Bootcamp® Can Make It Happen for You."**

**Smart-Income Bootcamp®** is aimed at individuals and business owners with CASHFLOW challenges. It is a comprehensive 3 Days intensive demonstration of proven techniques to generate **cash-on-demand** without having any experience or investing outrageous capital. **Smart-Income Blueprint®** is equipped with videos and many bonuses with contents. The techniques taught in the blue print have generated

over **N2 million** in **cash-on-demand** for me and many users of the strategies discussed in the modules. You can be the next smart-income earner today.

## So what's a fair price for ideas that can equip you with the skill to produce cash-on-demand and make you hundreds of thousands of Naira – and maybe even millions – every year?

Remember, at the **Smart-Income Bootcamp®** my job is to hand over to you a proven plan that will help you **generate N50,000 - N450,000 cash-on-demand** on **AUTOMATED** strategies every **MONTH** and end your **CASHFLOW** issues whether it is in your business or for your personal consumption. And I will hand over this plan in a well laid out system called - **Smart-Income Blueprint®**

So what would you pay for ideas that can get you bigger fees ... more jobs ... mind-blowing cash ... clients lined up around the clock **and the most important skill of all – Ability to create cash-on-demand?**

Look at it this way

At my elite one-on-one classes (which I've told you I am scrapping this year); my students pay N25,000 per EACH module. That is to attend **All FOUR** modules students invest N100,000.

Date	Amount	Description
08-Jul-2010	49,000.00	CASH DEPOS
08-Jul-2010	100,000.00	CASH DEPOS
20-Jul-2010	10,350.00	CASH DEPOS
30-Jul-2010	100,000.00	CASH DEPOS
30-Jul-2010	49,000.00	CASH DEPOS
06-Aug-2010	100,000.00	CASH DEPOS
06-Aug-2010	49,000.00	CASH DEPOS
06-Aug-2010	100,000.00	CASH DEPOS

Attend [Smart-Income Boot Camp](#) with Efe Imiren this year. Call 0803 297 8011 Today

Therefore, you will agree with me that if you invest N60,000 (which is N25,000 per Each module), it is a very sweet bargain and deal for you.

**But you know what?**

**My focus in this boot camp is to make you one of my success stories so that I can go and charge others the big price for this blue print. Therefore If you are smart and quick to reserve your seat now, you can attend the 3 days boot camp for a miserly investment of N35,000!**

### **\*\*\* A Promise to You \*\*\***

The **Smart-Income Bootcamp®** is not one of those seminars and conferences you attend and feel all hyped up at the end without a clear plan as to what next.

**By the end of the boot camp you will be fully equipped with a blue print that shows you how to generate Steady and Predictable boatloads of money AT WILL**

**Plus**

**I will show you the hands down fastest way that you can use to get started from the day you step out of the boot camp and begin to rake in profits in as little time as possible**

The ultimate goal of this 3 days at the **Smart-Income Bootcamp®** is to equip you with an easy to follow step by step outline for generating Steady and PREDICTABLE **N50,000 - N450,000 cash-on-demand** when ever you've got CASHFLOW issues.

It is a proven outline that has worked for me, time and again, and I have littered this letter with abundant proofs and testimonials to let you know it works.

**Every part of the four modules Smart-Income Blueprint® has been broken down into simple easy to follow steps to the point that even my seven year old cousin can do it without prolonged help.**

And you can **START** putting the system to work for you **IMMEDIATELY** you learn it **AT** the boot camp; **SAME** day.

Therefore do not delay in registering for your seat today.

## 3 Simple and Easy Steps to Book Your Own Private Seat at a Very ridiculous low PRE-Launch price

# Important Notice

**If You Live Outside Lagos:** Take advantage of the early registration discount so that you can put your savings into getting a comfortable accommodation or hotel room or put it into your transportation.

**Step 1:** To confirm that you want to be among the first 20 people who would beat the clock to clinch the 3Days BootCamp Seat at the PRE-Launch price before the 15th March closing date Wednesday, RESERVE Your Seat by...sending an SMS with the following details –

Your Name+GSM +Email+RESERVEmyBootCampSeat +Your Location + Date you are making your investment of N25,000 (the date you choose should be BEFORE or ON 15th March) to me on 0803 297 8011 **and you'll get a reply from my team to CONFIRM if you got a seat or NOT.**

**Step 2:** Invest your N25, 000 into any of the following bank accounts below to **seal the deal on your Seat** BEFORE or ON 15<sup>th</sup> March; it is N35,000 after 15<sup>th</sup> of March.

Account Name: **ServiceForts Business Academy**  
GTBank Account Number: 221 857 966 110  
Or  
FirstBank Account Number: 264 203 000 5173

**Step 3:** After payments, do just 2 simple things:

#1. SMS Your Depositor's Name + Your Name + Email + GSM +Bank You Paid To + **PAIDfor-myBootCampSEAT** + Teller Number to 0803 297 8011 and

#2. Send the same payment details to me at **payments @ serviceforts.com** with the SUBJECT of your email saying: "I Paid for **Smart-Income Bootcamp®**".

(Don't worry, once you pay and send the **two** notifications, your seat will be reserved).

### Special arrangement for attendance via DVD

If you are absolutely sure that you can't attend live AND you can't afford to miss this event and would like to "attend via DVD"

See Below

### DVD Attendance

IF you can't attend physically, I made provisions for you to '**attend via DVD**'. It would be like you were there LIVE. Everything will be captured to ensure that you do not miss any single important detail of the event. Simply call my team and we'll send a **FREE Delivery of the 3 Days DVD**, Resource Materials & **Bonuses** to Your Home / Office at =N=25,000 **Only if** you reserve your copy with your cash by 15<sup>th</sup> March 2011, If you are paying **after** 15<sup>th</sup> March 2011, it's =N=35,000 flat!

#### If you are booking the DVD - Your Name+GSM

+Email+RESERVEmyBootCampDVD +Your Location + Date you are making your investment of N25,000 (the date you choose should be BEFORE or ON 15th March) to me on 0803 297 8011 **and you'll get a reply from my team to CONFIRM if you got a DVD or NOT.**

Please note that the price of the DVD will go up to N35, 000 if you are ordering after the 15<sup>th</sup> of March or if seminar the has already taken place

## Important Notice

Now that I've shown you how the simple techniques in **Smart-Income Bootcamp®** have helped me to go from zero to a steady 6-Figure income generating **cash-on-demand** in as little as 14 DAYS, it's time for you to discover what the fuss is about **RIGHT NOW!**

**Listen, I put the HUGE discount for a reason.** I want you to become one of my successes, and I want you to have access to the blueprint that will change your life! So, if money is tight...

Give up the Beer Bottles, Don't Buy the next Aso Ebi, Ask for a Loan or Something, Sell Your Shoes if you have to, Skip a Few Meals ...Just DO IT!!!!

Because my 3 Days Smart-Income Bootcamp® is just that powerful!  
[So Reserve your seat now](#)...while it's still hot on your mind!

Smart-Income Blueprint®  
**Action Bonus For**  
**20 people Only**  
Valid Until 15th March 2011

You have to be amongst the first 20 people to secure a seat or get your DVD before 30th March 2011 to qualify for these fast action bonuses

- ★ **You will receive All the 3 days recording of the videos of the event**  
You can bet every last penny on it, the videos of this 3 days training will be sold for N35,000 cash down without batting an eyelid. If you have to beg, borrow and sell your shoes, do it because this bonus alone will cover the amount you paid for the seminar - *if you are one of the lucky 20 to meet the deadline.*  
**Value - N35,000**
- ★ **You will have access to me for Special Call-in times (for you to call me after the program if you have any challenges) blocked off only for attendees of this program.** Like you already know, I'm not only busy but I get paid for ANY consultation but you will have access to me at specific times FREE which I will tell you during the training  
**Value - N25,000**

**You will receive highly guarded and expensive books including**

- ★ How To Speak Your Way into the Millionaires Camp  
**Value - N3,500**
- ★ How To Triple Your Income using little Known Consulting Secrets  
Have you been to my website BusinessForts.com; on that website you will discover that there is no Consulting material soled for less than N25,000. So BULLDOZE your way into making sure you get this bonus.  
**Value - N25,000**
- ★ How To Market and Promote Your Seminars and Workshops  
**Value - N3,500**
- ★ How To Triple Your Income through Insider Self Publishing Secrets **Value - N3,500**
- ★ How To Sell Information – No matter what field your expertise is  
**Value - N5,500**
- ★ How To Sell Information from a Seminar Platform  
**Value - N6,500**
- ★ Insider Secrets to The Funnel System  
**Value - N3,500**

- ★ 101 Instant Strategies To Grow Your Business  
Value - N4,500
- ★ How To backup Your Blog Like a Pro  
Value - N3,500
- ★ Six Quick and Easy Steps To a High-Response Sales Letter  
Value - N3,500
- ★ The Bloggers Blue Print  
Value - N2,500
- ★ **Magnetic Marketing Systems Tool Kit for Entrepreneurs**  
**Amazing Fact:** *In 1999 a million dollars worth of this product was sold and 96% of the buyers send in amazing testimonies of how the product helped them double and triple their income. Now it can yours FREE only if you act NOW. You are free to check out the worth of this product online [www.magnetic-marketing-toolkit.com](http://www.magnetic-marketing-toolkit.com)*  
Here's Your Chance To Legally Steal The Closely-Guarded Secrets Of **My Mentor** As He Provided The 'Color By Numbers' Blueprint For **How He Personally Made Over \$100,000,000 In Only 23 Months!**  
  
Value - N19,050 (\$127 \*N150)
- ★ You will receive **FREE TEMPLATES** for your all the techinal word press teachings and more. (I give you full permission to model what's worked for me.)  
Value - N3,500
- ★ **FREE TEMPLATES** for your email promotions, and even an email course. (Again, I give you full permission to model what's worked for me.)  
Value - N3,500

These bonuses are not some worthless eBook or videos. Every item on the bonus list was carefully selected to enhance your ability to make my promise of the Smart-Income on demand a reality for you. You will do well to BULLDOZE your way (if you have to) to make sure you grab the bonuses.

**Total Value of Bonuses = N151,050**

## Smart-Income Blueprint® **Special Bonus Session**

**How To Download ANY product  
without paying a dime**

**Listen to me attentively** - This knowledge has saved me thousands of dollars from click bank. What ever I want on click bank – I GET IT FREE. **During the boot**

***camp, I will personally demonstrate how to download from click bank without paying a dime.***

I will allow you choose a product of your choice and I will demonstrate before your very eyes how to download it WITHOUT paying a dime. ***If that is the only skill you acquire during this training*** – it will pay for your attendance fees more than THREE times over.

For example if download three \$197 products FREE and you do the calculation, you'll see that it triples your investment in this program. ( $\$197 * 3 * 150$  exchange rate = N88,650)

Visit clickbank.com in your spare time and begin to salivate over ANY product that you want.

**Value - UNQUANTIFIABLE** - Imagine what life would be like, if you NEVER have to pay for ANYTHING on the internet again in your life.

## Sorry, But You Truly Must Act RIGHT NOW

Last year when we announced this event to a private group of 4,000 subscribers, over 1000 people wrote us immediately saying "I want to come!" Of course, with only 50 seats, the boot camp totally sold out. We had to turn away throngs of latecomers.

**Once the first 20 people have secured their seats by 30th March 2011, that will be the end of the bonuses.**

**You will attend the program, but you will not get the bonuses if you are not amongst the first 20 and if your payments arrives after 30th March 2011.**

### You Have TWO Choices To Make TODAY:

1) Are you ready to take action, or are you still letting doubt stop you? You can continue floundering around desperately trying to earn an income any where you like online or offline...or look for a job you are not sure of getting anytime soon in this meltdown-ridden economy...

2) OR...you can wake up and let my **Smart-Income Bootcamp®** show you how to take control of your life by choosing to create **cash-on-demand** when ever you want.

**So What Will it Be?**  
[Grab Your Seat now](#)

**Step 1:** To **confirm** that you want to be among **the first 20 people who would beat the clock to clinch the 3Days BootCamp Seat at the PRE-Launch price before the 30th March closing date Wednesday, RESERVE Your Seat by...sending an SMS with the following details –**

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See Below

### **DVD Attendance**

IF you can't attend physically, I made provisions for you to '**attend via DVD**'. It would be like you were there LIVE. Everything will be captured to ensure that you do not miss any single important detail of the event. Simply call my team and we'll send a **FREE Delivery of the 3 Days DVD, Resource Materials & Bonuses** to Your Home / Office at =N=25,000 **Only if you reserve your copy with your cash by 30<sup>th</sup> March 2011**, If you are paying **after** 30<sup>th</sup> March 2011, it's =N=35,000 flat!

**If you are booking the DVD** - Your Name+GSM  
+Email+RESERVEmyBootCampDVD +Your Location + Date you are making your investment of N25,000 (the date you choose should be BEFORE or ON 30th March) to me on 0803 297 8011 **and you'll get a reply from my team to CONFIRM if you got a DVD or NOT.**

Please note that the price of the DVD will go up to N35, 000 if you are ordering after the 30<sup>th</sup> of March or if seminar the has already taken place

## What to do If you are still confused about what Info-product to Sell Online

This story is told by Alexis Dewes in his book – Desperate Buyers Only.  
Please pay attention to how he discovered EXACTLY what to sell as info-products online

### My Story

I was born a writer. That's just my designated gig itlife. But it doesn't mean I always enjoy doing it.

That's why you'll rarely see my name attached to magazine articles and other works that only pay me once. I learned a long time ago that it only costs a week or so more to sit down and write an entire report, versus a 1,500 word magazine article.

For that extra weeks worth of work, you can get paid continuously for months or years to come. Whereas an article may yield \$500 up front, a byline and a nice memento for your great grandkids to look at in 50 years. Whoopee.

And I don't have to worry about my self-published reports going out of print and ending up on the remainder aisle for \$5, where I'll get a 20¢ royalty per book. I can update them at will, and keep on collecting the same \$24.95. Granted, it's not the same emotional gratification as seeing your book on the bookshelf at the local Barnes & Noble. But I got over it. I'd rather live in obscurity and have cash in my pocket everyday, than be at the mercy of a publishing houses budget slash.

But it wasn't always such a cakewalk for me. I didn't always have the luxury of collecting cash everyday.

In the beginning of my online sales adventures I read the advice of all kinds of authors who taught about writing e-books and that sort of stuff. There's quite a bit of good info out there. But none of it really struck a chord with me.

I'm not one of those "do what you love and the money will follow" type of people. There are certain things I love to do, that I don't care to make money from. I just want to enjoy the sheer pleasure of doing it, and nothing else. So I looked at it from a different angle.

4

Instead of wondering how I could profit from the things I enjoyed, I began

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looking at the things that made my life unbearable. I asked myself, "*What dreadful problems have I overcome, and could teach others to do in the same situation?*"

That began my path to a new way of thinking, and a far more efficient tactic for writing. As I considered the difficult challenges that life had set up for me, I realized that a handful of my most pressing problems have had solutions that were simple and cut to the chase.

The thing that often takes us the longest to solve our problems is the actual leg work it takes to find a solution.

So I figured instead of writing about things that I enjoyed, I would write on how to solve very specific, very difficult to solve problems.

It's really a no-brainer.

If you have a problem that's making your stomach churn day and night, causing you to lose sleep, get into arguments with your significant other, lose/gain weight, or just plain worry endlessly - it's a serious issue. You want a solution, and you want it quickly.

THAT'S the type of audience I wanted. The one's who needed a problem solved, and didn't care for 200-page manuals to get to the solution. After my revelation I sat down for an hour and wrote a 6-page report on how to get a bank account if you've been placed in the ChexSystems. I put up a web site back in November 2004.

Since then I've written several more information products for desperate buyers. And I've been generating sales on a daily basis since then. I'm talking Christmas, holidays, everyday. The money doesn't stop. As long as the problem exists, I make money.

So put away all your preconceived notions about the workings of the information publishing business. And be prepared to learn a technique that nearly guarantees you'll always have a productive, cash producing business.

**This story is told by Alexis Dewes in his book – Desperate Buyers Only. [Every Attendee of the April Smart-Income Boot-camp will get a copy.](#)**