

*Joint Venture  
& Internet  
Marketing*



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## Mike Enlow's Masters of Marketing Inner Circle

### Online Stealth Marketing

Welcome my friend, and thanks for taking the time to download this E-book. While we are providing you some very valuable information here, this E-book is free to you and is **not to be sold** for any price.

#### **Why this E-book is called Online Stealth Marketing:**

I have a problem with how a lot of "experts" pitch their **how to make money on the internet** packages. You see, I believe the most powerful use and benefit of the internet in marketing is in research and "competitive intelligence". -Being able to set up Joint Ventures (discussed in some detail in this E-book), how to find the decision-maker in a given company, and how to instantly find whatever it is that you need...

Those who tell you, "It's **easy** to make money selling **any** product, service, or multi-level marketing program on the internet if you know **exactly** how to do it!" (by buying their book or course) are doing you a grave disservice!

They are causing their customers and followers to lose their shirt wasting time and money pursuing something that is almost guaranteed to be fruitless for them. I know, because many times these disillusioned business owners come to me only after they've suffered great losses following these "pied pipers".

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As someone who has charged as much as \$15,000 per person to attend my past technology marketing seminars, I don't teach the pie-in-the-sky standard "internet marketing" methods that in reality only a tiny percentage of people are able to achieve great success with...

For \$15,000, my customers don't put up with B.S. -And I don't give it to them. "Online Stealth Marketing" is an introductory look at the **best ways** to use the internet for profit. **These are:**

- Researching others in your field to gain priceless "competitive intelligence" that will allow you to skip much of the usual learning curve timeline for your business.
- Finding and targeting the decision-makers of virtually any business to allow you to create profitable Joint Ventures faster and easier than ever before, earning up to triple or more your usual profits - often times at no expense to you whatsoever.
- Discovering and marketing proven-successful "niche" products and services online... How to find the need, test the market upfront without wasting any time or money, and how to let your potential customers virtually write your ad for you to maximize your chances of success.

The 'net is about building relationships. Many of the most profitable marketing activities done online are performed "behind the scenes" (stealth marketing), and most people who have found their personal key to success online aren't talking too much about what **really** fueled their accomplishments.

One of the biggest lies about marketing on the internet is that it can be done with minimal time involvement. Nothing could be further from the truth! The learning curve required to master every facet of an online business is tremendous - and in fact I often counsel clients **not** to focus on "marketing on the internet", because they're actually **pulling away** from other profitable sales venues that **have been making money for them in the past** in order to try to market online

instead.

## **This Is Insanity!**

Marketing on the internet isn't some "magic pill" - if anything it is a placebo. I always stress **How to accomplish the most in the least amount of time** in everything you do - and for too many, the internet produces the opposite result because of the ineffective ways it is approached.

Open your mind for some new concepts and new ideas... Follow them faithfully and you will find the success you desire.

Sincerely, Michael E. Enlow



**Go Now**

**1) Stealth Sales:** The "behind the scenes" work of mastering your sales process - the building block of everything else

**Go Now**

**2) The Joint Venture Report** My 8-page "success blueprint" revealing the #1 method I recommend for low and no-risk sales with higher profits.

**Go Now**

**3) Caught In The Act:** "Internet Marketing Expert Can't Give Away \$100 Bills" - A clever experiment designed to prove our beliefs - And get tons of word-of-mouth coverage (It's working!)

**Go Now**

**4) Turn Your Learning Curve Into A Straight Line While Your "Competition" Is Still Wondering What Hit Them:** 3-Step System To Instant JV Success

**Go Now**

**5) Stealth Secrets Of Winning Web Design** - How Can You Sell More *Automatically?* -By following these **apparently** unimportant (to many) tips that are actually crucial to the sale.

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**6) Creating Partnerships With The Click Of A Button:** Sample JV Letter To Get Leads Like Magic

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**7) How To Keep Your Business From Becoming A Big, Fat, Public Failure:** Going After The Money

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**8) Going To The Next Level:** JV's For The Big Boys

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**9) Behind-The Scenes Errors That Are Crippling Most Businesses:** The Ten Biggest Mistakes In Marketing - "Silent Killers"

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**10) New Example Of My Classic "Vapor Marketing" Concept:** Building A Multi-Million Dollar Profit Center With Nothing

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**11) Applying Your Stealth Skills To "Fix The Fight":** Stacking The Deck In Your Favor

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**12) My #1 Secret: God & Money** - The Truth Behind My Success

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**13) Why My Private Eye Skills Are My "Ace In The Hole":** Technology V.S. Internet Marketing

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**14) A Special Note From Mike Enlow**

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**15) Stealth Promotion:** Make This Ebook Your Personal Salesman



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## **Step One: Do You Have A Proven Sales Process?**

We've got a lot of big stuff brewing on the Inner Circle site - lots of new developments to tell you about soon! We'll be reporting the results of our bulk mail test (for 2 cents apiece... how can you lose?? - and relax, it's opt-in!), generating traffic from off-line classified ads, etc., and some unconventional methods we're experimenting with...

But before we "take off into the stratosphere" of the shiny glitz of internet marketing trinkets and toys, I want to drive one thing into your head once more: It's the crucial element that *\*most\** are missing, and without it, all your efforts will wind up for nothing. I'm going to make a bold statement:

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I would venture to say that 80 - 90% of the problems people have selling their products or services online is in their product and/or sales letter sucks! Yep, that's right, if you can't sell it on the net, be sure you could sell *\*SOMEWHERE!\** Poor copy, poor technique will KILL YOU DEAD - EVERYWHERE!

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Ouch. Did that hurt?

Be careful we're not talking about you, ey? It doesn't

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seem like that's a shocking statement to make, but in the "era of internet hype" we're in, it seems like most people are being encouraged to forget it. That's good for the people selling you make-money-on-the-internet pipe dreams and flashy gizmos (flash over substance), but it's bad for those who have been conditioned to blame their selling problems on their "methods" of marketing instead of their sales-letter/product/ errors in pricing, packaging, risk reversal or guarantee policy options, etc., etc., etc.

Marketing is a science, it requires each and every component be right. It's too easy to forget this, because the "methods" of internet marketing are so much more interesting (and maybe even romantic?) than the basic premise of how to sell a product or service. If you know anything about me, you know I teach how to get \*maximum\* results with minimum time. And there's nothing more time consuming and wasteful than pouring your heart, soul, time, and hard-earned dollars into either:

- 1) The wrong product/service
- 2) The wrong sales letter
- 3) Inaccurate "sales process" overall.

### **Case Closed!**

**IF YOU CAN'T SELL IT OFF-LINE, YOU CAN'T SELL IT ONLINE! DRILL THIS INTO YOUR MINDS - IT IS \*\*THE ANSWER\*\* TO MANY OF YOUR FRUSTRATION. I FIND IT IN OVER 95% OF THE CASES I REVIEW.**

It's why we're featuring \*so much\* hard-hitting copywriting and proven direct mail techniques on the Inner Circle from such copywriting heavyweights as Brian Keith Voiles, Ted Nicholas, Carl Galletti, Mike Roth, and others. Test #1: If you are about to start marketing a new product or service (or have been unsuccessfully trying to market one), ask yourself:

**Do People Want What I'm Trying To Sell ???**

Be honest! Take a poll amongst your friends. Ask your

neighbor. Post questions on a related newsgroup or discussion board. Ask if anyone is interested.

And maybe the best method of all: What's your gut feeling? Do you have something that: -

You know will enhance people's lives?

- Is not easily available somewhere else? (Or yours is at least better?)

- Has a pre-existing customer base? (You don't have to be "everything to everybody" with your product - in fact, "niche" products that apply to a certain group can work great, but - you do need a group of people willing to buy!)

Crucial Point: If you can't answer "yes" to the above questions, then all the "internet marketing tricks" in the world aren't going to help you - case closed! We're realists, and if you've got a "loser" product, we'll flat-out tell you to give it up, not send you off pursuing some new internet marketing trick. If it's not going to sell, it's not going to sell - period.

(Side-note: It IS possible to sell a previously "un-sellable" product by re-packaging it and approaching your offer from a different angle, but that's another topic altogether, and has already been covered in-depth in the Inner Circle site. (It might be a good idea to look it over again once you're done reading this!) But that brings us to our second point:

## Your Sales Letter/Offer

If you passed the first test (you've got a good product or service), it's on to the absolute, #1, make-or-break component of your marketing campaign: **Your sales letter**. From your headline to your guarantee and everything in between, everything's got to work. And if it doesn't, you'll never get off the ground.

**The internet marketing/promotion techniques we've got in store for you won't do \*anything\* if your sales letter doesn't work!**

Now of course, we've got some tricks up our sleeve to help you when it comes to writing ad copy that sells (check out the online "Paperless-Staffless Office" RealVideo clips in the Inner Circle site to learn how to use technology to have your ad practically write itself!), so take advantage of the Inner Circle copywriting resources - and look over them regularly to spark new ideas and new "twists" to improve your sales ratio. The true "secret" to successful internet \*and other\* marketing is:

You Can Get \*Miraculous\* results using cutting-edge technology marketing techniques IF (and that's a big 'if') you have a \*proven\* sales letter or complete sales process, to sell your product.

So please, please, take the time and the effort to begin testing \*EVERYTHING\* to polish your sales letter to benefit fully from the technology marketing \*methods\* that we will be presenting to you here at the Inner Circle site and in the following chapters as we proceed.



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*Mike Enlow's*  
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## **Sand Castles To Empires: How To Start With Nothing And Create Great Wealth**

The Joint Venture Report you are about to read is considered by many to be the most powerful 8 pages of money-making information in existence. It is my blueprint for creating maximum money in minimum time using the \*number one\* concept I recommend for achieving significant profits and success - without risk.

I cover more examples of Joint Venture marketing in this E-book, but this Joint Venture Report is the \*foundation for everything else\* and it is a "**must-read**" before you proceed to the other chapters.

If you are online right now, you can read it immediately by clicking on the following link. If not, please log on to the internet first, and then click the link below to go to our "web site jump page" and read it before proceeding to the rest of this Ebook.

[Click Here To Go To Our "Jump Page"  
To Read This Joint Venture Report Now"](#)

Once you've read that report, I \*strongly urge\* you to subscribe to our "Webcast Marketing Updates" Newsletter, the signup form is at the bottom of the main page on our web site. Our subscribers have been amazed at the quality of information we're providing \*for free\* as shown in the following testimonial:

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"I've read just about all of the major internet marketing courses. From what I've seen, just Mike's free Webcasts alone provide more advanced, yet useful info than many other expensive courses." -Eric Owens

In addition, if you are a business owner you can join our "Joint Venture Society", a free service where we work to match you up with your ideal "business mate" to joint venture with.

We are always adding to our website, so check back often for the latest updates.

**STOP !**

- Have you gone to our website and read my Joint Venture Report, "Sandcastles to Empires"? Please **do not** continue reading this e-book until you have done so, as you must get this crucial foundation for the rest to make sense!



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*Mike Enlow's*  
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## "Internet Marketing Expert Can't Give Away \$100 Bills"

Yes the above statement is a true story. Most importantly to you is, \*the fact\* we couldn't even give away \$100 bills on the internet. This incredible experiment reveals why most don't make money online and what you can do RIGHT NOW to change that and start profiting immediately.

Here's what happened: We created a web site making a legitimate offer to give away free money, promoted it through search engines and newsgroups, and left the web site up for several months - but not a single person took us up on it.

(This story does have a happy ending though - keep reading to find out!)

What does this mean to you and your online business? If you are selling anything less attractive than free hundred dollar bills (and that's most everybody, by the way) then it is \*critical\* that you keep reading to learn the very big problems you face in order to make money online.

Most People Don't Understand Just Exactly How Hard It Is To Make Money On The Internet - Or How Easy It Can Be IF You Do Everything Exactly Right

Unfortunately, the plain truth is: it's hard to sell ANYTHING On The Internet! And if you don't mind my being blunt, I'm going to tell you the main reason why

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more people aren't buying from you:

They Don't Believe One Darned Word You Say! Literally. They're sick of being lied to. Sick of being misled. Tired of outrageous offers, unsolicited email spam, products that don't work as advertised, and people who hide behind fake names and fake email addresses.

And Here's The Problem: Even if you are selling the greatest, most effective, amazing product or service in the history of the world (even free \$100 bills), I GUARANTEE you that whatever you are doing to establish your credibility right now isn't enough.

You've got to BEND OVER BACKWARDS to prove that you and your offer are legitimate and believable, and it's likely that you're not doing even half of what you should do to maximize your sales. (Which is good news for you, because after reading this article you should be able to \*instantly\* increase the profitability of your website or online business. :-)

Let me repeat that, because this is one of the most important things about selling on the internet that almost everybody is missing. . . You've Got To Bend Over Backwards To Prove That \*YOU\* And Your Offer Are Legitimate.

You can blab on for hours about how great your product or service is, but without spending time establishing how trustworthy and legitimate YOU are, you won't make the sale. Let's take our attempt to sell \$100 bills as an example. I'm going to dissect our ad and tell you everything that was wrong with it. Are you making any of these mistakes?

**(Here's The Ad We Ran On A Freeyellow.com Free Web Site:)**

I'LL SEND YOU A \$100 FOR FREE!!!! you just pay the cost of \$10.95 to have it mailed to you by overnight delivery!! My supplies of these \$100 bills are limited if I run out your order will not be processed so act now!!!! Act now to get \$100 (U.S. Currency) by overnite delivery!!!!!! WHERE ELSE CAN YOU GET \$100 FREE? <Click Here To Order Online

### **Would you take a free \$100 bill if you read that ad?**

First off, let me ask you a question: If you knew for a fact that the above offer was legitimate and true in every way... How many \$100 bills would you buy? (Dumb question, right?) Then why didn't people try to buy thousands of them? There's only one reason: The ad did not have credibility. And even though this example is on the "outside edge", the same problem exists in virtually every ad on the net. I'm here to tell you that no matter how well you think you've established your credibility in your current sales letter, you can do more - and doing so will put your sales through the roof!

### **OK, what's wrong with the ad we ran?**

1. Too many exclamation points. Makes it sound "hypish" and destroys credibility - without credibility, no sale.
  2. We don't identify ourselves in the ad. That's a terrible mistake, and I don't just mean our company name... Any scam artist can register a fictitious business name, and they're easy to hide behind. Without a clear identity behind the offer - to defray any fears your prospects may have - even the best offer with a triple your money back guarantee means nothing - you won't get the sale.
- ..

You should always have a "clear identity." You should have a phone number, address, and whenever possible a fax number. NEVER use hotmail, usa.net, or other throw-away free email addresses. Those who are out to scam you and run \*almost always\* use throw-away email addresses - free email addresses. At least with a

legitimate ISP email account, the customer has some feeling you can be found if you turn out to be one of the "bad eggs" - a scam artist.

3. Need to give credentials. I should have established that I'm an expert in my field, should have listed famous and successful clients I've worked with ...you get the point. You must do everything you can to show your credentials, because that helps to build credibility.
4. Need testimonials. I should have listed happy customers of ours and happy people who had previously order \$100 bills, using FULL names whenever possible, not initials. Testimonials are a great way to gain credibility. Even the weakest of testimonials can make a dramatic difference in your sales. HARVEST those like the golden nuggets they are... When a customer writes you saying nice things, \*always\* write back and ask, "Can I quote you on that?" - You'll be surprised how many say, "no problem" and this alone can make such a difference in your success you won't believe it until you've tried it.
5. Give full contact info like our business address and phone number to establish that we're "real people". There are many services where for a few dollars a month you can get a "one number for everything" services, taking both voice mail messages and faxes and forwarding them to you via email.
6. Here's a very important one: We need to explain **WHY WE ARE DOING THIS**. Lots of people miss this point. If I explain that we're giving away \$100 bills as an experiment, or because I'm a wealthy philanthropist, etc., people understand what's going on, and there's a better chance they'll believe me.

I hope these tips have been of use to you. If you put these concepts into action in your online marketing, you should easily be able to increase your sales.

P.S. -Once we applied the credibility tactics I just listed, we "sold" a \$100 bill to the very first person that we contacted. Yes, they \*do\* make a difference!!



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## *Mike Enlow's* **Masters of Marketing Inner Circle**

### **Simple Three-Step Formula to Creating Win/Win Joint Ventures Faster Than You Can Count the Money!**

I hope you are ready for this, because - right now - I am going to give you everything you need to make a dramatic change in your earning capacity, from this day on. Are you ready? OK, let's do it, shall we?

It 's 08:30 in the morning, I'm at my Canadian home, and it's cold, muggy, but peaceful. It never ceases to amaze me how different it is in the culture of America vs. Canada. I love it here - and even though I just come here to "air out" I must say, I often think of staying forever. I find the people here are genuine in their high sense of morals, decency, and integrity... It's almost like going back in time to the 60's in America. I call my "Canadian retreat" my best-kept secret to my family and closest friends. I also find, my creativity is enhanced when I get away from the hustle and bustle of "back home". Hopefully, you will benefit as well...

Let's begin.

I just opened my eyes from a wonderful night's sleep, and as I've taught you at seminars, this time is most often my very best moments of creativity. Try doing your writing sometime - immediately upon awaking, see if it works for you, you may find yourself writing better than any other time. Today I am going to bluntly explain to

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you exactly how to make a lot of money - do it with absolute integrity - honesty - and show you just how easy it is to do business where you really feel good about it. If you do --- and I see thousands of you in my imagination bobbing your heads up and down in agreement with me, so listen up!

I'm going to clear your confusion once and for all on how to use my easy 1-2-3 formula to do that...If you don't listen this time and DO IT I'm going to suggest you stop trying and just go get a regular 9 to 5 job and give up any entrepreneurial dreams you may have ever had...

Ready?

One - Two - Three BoDaBoom!

**One, Two, Three... Knock out - Splat - Hit the deck!**  
Joint Venture Arranging at It's Best - [\*\*Mike Enlow's Simple Three-Step Formula to Creating Win/Win Joint Ventures Faster Than You Can Count the Money!\*\*](#)

Today, I'm going to share my incredibly simple 3-step formula for creating win/win Joint Ventures - back to back. Once you do this even once you'll remember this edition of The Mike Enlow Webcast Marketing Update as the one single issue that opened your eyes to just how simple it is to make money as a "deal maker." Hopefully, after this (and my follow-up conference call for you guys) you will enjoy for first real success using my system - and then you'll become an unstoppable success.

## **STEP ONE:**

First and foremost you have to have something really hot to sell... something that gives incredible value - minimal risk - and will make your customers fall in love with you from this day on. This is the first most important step to creating ongoing residual income - which is the real key to great success. Happy customers will buy again and again - as long as they get what you promise the first time.

So, since I know of nothing any better than my own products (bet that comes off bold to some of you 'ey?) Anyway if you really want to get off to a good start let's

start with a product that's already proven - one that is already selling at a higher conversion than any other on the net at profitable prices and that's ... well that's right it's access to the Master's of Marketing Inner Circle Web Site. Do it now.

[Just click here for the link](#)

...and join to be an associate and this will make my investment of time make both of us a lot of money.

## TA --DA!

Now you have a product that sells - a product every business owner needs and can get true value from.... You have a product that covers most any aspect of marketing and business growth and that my friend is the life-blood of all business.

Now wasn't that hard? The entire process of "setting-up-shop" took what? Five minutes? Wasn't that difficult was it? Now, you're in business, so let's make your business go, shall we?

## STEP TWO:

Go to the following URL:

<http://www.alexacom>

...and download "Alexa," my secret weapon and my first tool of preference when it comes to getting the information you'll be needing as we go to fill in the blanks on the letter I've written for you to get Joint Ventures. (Yes, I've even written the letter for you - so hang with me, follow these instructions and we'll soon be on our way to getting greater impact and landing the JV's you've been wanting so badly...

Now you will have the ammo to use the "silver bullet letter" below. Play around with Alexa a while and you'll soon understand how I use it to create incredibly powerful personalized letters. But before you do anything more, I want to STOP RIGHT HERE - and do exactly as I'm going to tell you to do. RIGHT NOW, I want you to STOP and read (again) my special report "

Sand Castles to Empires --- How to start with Nothing and Create Great Wealth." You need a refresher on the power of endorsements to appreciate how I've shown you the first two of this three step process for making more money than anything else you can do - with less risk or wasted energy than ever. Here it 'tis: DO IT NOW! -Click on the "Joint Venture" link in the MMIC site and \*study the joint venture report and supplements\*.

Please follow my every word and you will make it this time - I guarantee it! BUT, don't count on "remembering" anything. Just do this - follow this Webcast to a "t" and you'll see results - just be diligent, do as I am telling you, and you'll remember this day a long, long, long time.

Over the years I've discovered basically two kinds of people in our business - there are winners and there are losers --- achievers and failures. You and ONLY YOU can change that... I'm tempted to get up on my soap box and start pointing out the common characteristics between myself and Edison, Washington, Ford, and others who've gone through the stratosphere in their respective endeavors to help you find yourself in these few pages... but I won't. Just do everything - trust me - and you'll soon be doing so well, you'll thank me forever.

I am being very persistent because there are those of you who simply need a quick kick in the butt to TAKE ACTION (and a lot of us need this reminder. Enough on that, let's continue.

## **STEP THREE:**

**Using your favorite search engine do searches for any of the following key words:**

\* Internet Marketing, \* Marketing \* Business Success \* Advertising \* Online Sales \* Making Money \* MLM \* Entrepreneur \* Email Marketing \* And any other key words that will find you business owners, e-zine publishers, etc.

OK, now that you've done your searches, this next step is literally a paint-by-number process like what you learned in kindergarten. If you can't make money now you're beyond hope. I'm serious! If you are with me this far and you stop now, you've got no business on the net trying to make money --- it's really that "cut-and-dry!"

## **Lets Proceed:**

Once you've done your search at your favorite search engines and surfed over to the sites you've found, you'll see ALEXA doing her magic of pulling down all the little intelligence goodies to help you fill in the blanks to make this next step work.

## **Drum Roll Please... Fill in the Blanks & Mail This Letter:**

Take your time at your prospective Joint Venture Associate's site. Learn a few things about what they are doing/selling so you can write a nice sentence or two in the first paragraph to get their attention and assure them they AREN'T getting Spammed! Let them know they are getting a TRUE LETTER of Business Proposition.

### **Mike Enlow's Magic Bullet --- A simple proposition to make Joint Ventures happen like MAD.**

Dear \_\_\_\_\_NAME\_\_\_\_\_: (If ALEXA doesn't find their name put in Sir:/ Maam: I represent the fastest growing Internet Site for Business Development on the net and since you seem to be doing well (at least I get that impression from your site)

\*remove the asterisks and write one or two lines about their site, something like: "with your promotion of "Save-A-Patriot Fellowship",

and since you're obviously stable in business and we know you've been on line since \_\_\_\_\_ with a significant success in what you're doing, we want to share an idea with you we believe will make you a nice second stream of revenue while rendering a very noble service to your customers.

Since we feel we represent a product that is a perfect non-competitive but needed service you can offer them we believe you'll do rather well so we're prepared to absorb all risk and monetary costs.

If you'll call me between 9 & 5 one day this week, I'll explain everything in full. It will only take about 10 minutes of your time but it can mean thousands

of dollars to your bottom line.

I think you'll be excited as I was when I found you on the net. My number is 888-XXX-XXXX and just tell whoever answers I'm expecting your call.

Sincerely Yours,

Your Name

PS By the way, my partner suggested I go directly to [HTTP://.....](http://.....) who seems to be somewhat of a competitor to you, but I feel you're better suited for we want to do for you. Please do call as soon as you can as we are up against a few deadlines and I really would like to work with you on this as soon as possible.

(notice with Alexa how it will show you a few links to direct competitors when you surf upon a new prospect! This is HOT people!)

PPS If you prefer I call you, just reply to this message with your telephone number and the best time when I can reach you and I'll call you. Just be sure you send it with your name in the Subject line so I can pick it out of the many Emails I get and get right back to you.

### **Enlow Is It Really This Simple!?**

The Answer is an unequivocal YES, YES, YES! It's that easy.

All you have to do is commit to work two days a week surfing, finding prospects, and sending out letters. And delegate two days a week, a couple of hours each day to make the calls and arrange the deals. It's that simple... and yes, it works. I've made several million dollars myself, and arranged endorsements with the top marketing experts in the world - back in the beginning of my career in this industry, and made fortunes. Guys like, Gary Halbert, Jay Abraham, Ted Nicholas, Dan Kennedy, Brad Richdale, and on, and on, and on. THIS WORKS - You just have to be determined to DO IT!

**SO - That's the next and final step!  
Do This!**

## GET STARTED IMMEDIATELY!

While nothing you do will always work, I can tell you without doubt, if you are willing to just try - if you do this, follow this simple step by step program, you'll make the phones ring with people who are interested in your proposition.

Frankly, you have nothing left to do but sell them on doing an endorsed offer to their list for a split of the profits. You'll be explaining how you will be doing all the work and they are simply redeploying an existing asset with a non-competitive offer. It's that simple and it works every time! Stay tuned for more info in the lessons to follow!



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## Mike Enlow's Masters of Marketing Inner Circle

### **Creating A Successful Website - Tips From The "Master Webmaster"**

Note from Mike Enlow:

This issue is presented by our Inner Circle's own "Master Webmaster" Tim Gross, who built our Inner Circle site as well as dozens of other successful websites. He knows the ins and outs of successful web design, and the importance of first impressions and "likeability". Here, he presents his checklist for developing a successful web presence.

Enjoy - Michael E.

---

Hi Folks, Webmaster Tim here...

This tutorial is devoted to one of the single-most important things about online marketing: Your web site. Some of the things covered may seem obvious to you, but trust me: I see the same mistakes made over and over when providing web site evaluations, and I want to set the record straight once and for all!

**[Simple Web Design Errors That Can  
Single-Handedly Sabotage Your Sales  
\(Are You Making Any Of These?\)](#)**

[Sample JV Letter To Get Leads Like Magic](#)

[Going After The Money](#)

[JV's For The Big Boys](#)

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[Building Multi Million Profit Center With Nothing](#)

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While the actual content of your web site is the most important factor in making sales, simple web design errors can sabotage those potential sales single-handedly.

Look: Your web site is the only thing your customers can judge you by. It is your store, your advertisement, your salesman, your brochure - it's all that and more. It must inspire confidence and demonstrate your competence, professionalism, and personality.

## **Main Street, U.S.A.**

To illustrate the potential errors of an ineffective web site, let's imagine a real store on Main Street, Anytown, U.S.A.

From the street you can see a sign hung on the front of the store. It simply says, "Store". You follow the path to the building - but can't find the door! After pushing on different sections of wall, you finally find a hidden door that opens up and lets you in.

Once inside, it's pretty dark and hard to see except for a few bright neon signs and a bunch of random flashing lights that hurt your eyes. Once your eyes adjust you discover a huge row of shelves with different products for sale, but it's hard to read the product descriptions because they're all written in a faint orange text against a bright pink background. Squinting, you're finally able to read them, but there's not enough information to interest you in buying anything.

All the products are randomly shelved: There is some interesting discounted merchandise here and there, but it's mixed in with get-rich quick schemes and Multi-Level Marketing plans. You drop one leaflet that says, "Make \$50,000 In 90 Days!" with disgust. When you finally find something you're thinking about buying, you look around but can't find a salesperson, and can't even find a cash register.

After much diligent search, you find an inconspicuous sign telling you to mail a check to some P.O. box in another country, and that in three weeks after your check clears your product will be mailed to you. But you wanted the product today!

Confused, you notice a flashing sign at the back door that says, "Come in here! You'll love it!" Stepping curiously through the door, you find yourself in a back alley with a guy trying to sell you jewelry out of the back of his car, and a hooker that wants to know if you're looking for a party.

## **Question:**

**How long do you think a store like that would last?**

**Answer:** Not long. - But there are thousands of web sites like that plastered all over the web, taking up space, clogging up the search engines, and making it harder for legitimate offers to be found.

### **What have we learned from this 'Twilight Zone' store?**

- 1)** Don't make your intro page nothing more than your Logo without a sign that says, "Click Here To Enter". Better yet, put useful information on your intro page so you're not wasting your prospect's time. Your competition is a button-click away, and there's nothing more annoying than waiting 45 seconds for some stupid logo to display that doesn't provide any useful information.
- 2)** While we're on the subject, make sure that ALL links on your site are clearly marked.
- 3)** Don't assume everyone knows that oftentimes pictures are links. - They don't.
- 4)** Don't assume that everyone knows what a FAQ is. - They don't. Write, "Frequently Asked Questions".
- 5)** Put a link to your ordering page and to your home page on every page. It's insane to make it hard to find your ordering page!
- 6)** State very clearly at the top of your index page and on the top of every sub-page what the reader can expect to get out of your site, and what the page they're looking at contains.
- 7)** Lose the jerky animations. They're distracting and make it hard to actually read what you're offering. When

a basketball player is making a free-throw show, why do fans of the opposing team wave their arms wildly behind the basket? -- Because it's distracting to the shooter. Don't try to distract your readers from YOUR goal - which is selling them your product.

**8)** Lose the funky backgrounds. In fact, lose most ALL backgrounds. The easiest combination to read is black text on a white background. - Period. If you insist, there are some acceptable backgrounds like off-white, light tan, cream, etc. . . But if there is a watermark picture however slight, or a faint pattern, it's harder to read, and you're hurting yourself. Backgrounds can be used to spice up your site on the left-hand side, or with your logo on top, etc., but leave your main body of text black against a white background! (Break this rule at your own peril.)

**9)** Organize your products so that they make sense. The best way to design a web site is to promote your strongest product - your top seller - 100%, and then offer links to your other products. It's hard enough to sell a prospect on your best product. . . Don't confuse them by giving them too many choices.

**10)** Special Note to those who's web site is nothing more than a combination of links to associate sites:

I've had many people contact me recently for me to evaluate their site, and all their site consisted of was links to other people's products that they had seller I.D. numbers for to try to make commissions from.

While there's nothing particularly wrong in doing that, (although there is more profit potential in selling your own products) they each had one thing in common: They were very anonymous, there was no introductory paragraph introducing themselves telling who they were, and why the products they were offering were valuable or even worthwhile.

Most of them are probably not making many sales. The web is nothing BUT links. If all you're offering is links without any personal recommendations, why should anyone take notice?

## **How Link Pages Should Be Run:**

**Explain how great the products are that you're linking to**, what they've done for you, how much success you've had with them, how much the reader will love them, and why they've got to have them!

**Why should your reader believe you?** -- You've got to build their confidence by showing your stuff. Offer them free info, free reports, free stuff that makes them think you're a cool guy or gal. Then, when you've established their trust, tell them, "By the way, I found this killer marketing package/ software program / sports drink / whatever - that really helped me out. I highly recommend it. Click here to check it out!"

At that point, they just might. Also: **EVERY ONE** of the products you're trying to sell has to sound legitimate. If even one sounds like a scam, they won't trust any of them. If you were offering these:

- [Accept Credit Cards On Your Web site / No sign-up fee](#)
- [Save at least 25% on your taxes next year](#)
- [Proven system to make your cats stop urinating on your head](#)
- [UFO's - What is the government keeping from you? Find out!](#)
- [Envelope Stuffing - Earn \\$5 for each envelope - \\$1,000's a week!](#)

What would people think of these offers? To me (and most others), the last one (Envelope Stuffing, a known scam) would make me suspicious of the others as well. There's nothing wrong with the first four (especially if you can't keep your cats from urinating on your head), but people won't believe ANYTHING you offer if even one thing you're promoting is bogus.

**11) Make it easy to order!** Just like you hate looking for a salesperson at JC Penney's to ring up your high heels and chain saw, your customers can't be bothered with searching for an ordering page on your site.

Put a link to your ordering page on every page of your

site. Provide as many ways to order as possible, and be as reassuring as possible. (These are crucial elements and are discussed fully and exhaustively in the Inner Circle.)

**12)** Guarantee prompt delivery of your product. In the internet age, no one waits to wait more than three minutes for anything. Offer to send products out within 24 hours of receiving an order - and don't wait for checks to clear. If it's a high-end product, offer Overnight Express delivery. If it's a software product, offer to email it immediately, or offer instant download. The quicker you can promise to get the product into the customer's hands, the more likely they'll buy.

**13)** Think twice about what sites you link to. Would americanexpress.com have a link to some porno site at the bottom of their web page? Would Ralph Nader have a link to a Multi-Level Marketing scheme at the bottom of his? Your prospects judge you on everything because it's all they have. Only provide links to web sites you'd be proud to be associated with.

### Let's Wrap It Up...

My friend, web design isn't brain surgery, but the majority of Web sites I see could be improved a ton - and instantly sell more product - if they were redesigned to look more professional, confident, and inviting.

I know that's easy to say and harder to do, so I've decided to provide our Inner Circle members with step-by-step web design tutorials, where you can actually watch me create a website from scratch on full-screen "screencam" video while I narrate why I'm doing each step. Once you join the Inner Circle, you'll be able to download each clip to learn exactly how you can create a money-making site from scratch.

To join, just

[click here to go to our "web jump" page](#)

and click the "Inner Circle" link.

And on a side note: I did the hands-on work of building the Inner Circle website, and I can tell you first-hand,

that there is an absolutely \*staggering\* amount of hard-hitting marketing info in there waiting for you right this second.

Some of Mike's successful money-making approaches are totally "out there" - I don't know how he thinks some of this stuff up! -And the ongoing "twists" he's been coming up with just recently are just killer. Who would've thought that there was anything "new" to come up for marketing on the internet??

Plus, the other top marketers' transcripts are just awesome as well. From Brian Keith Voiles' ad writing formula to Bill Myers' direct mail approach (great presentation!), from Carl Galleti's "Greatest Moneymaking Secrets of All Time" to Dan Kennedy's "business in a box" concepts (I love Dan's stuff!), this truly is the mother lode of marketing treasure.

[Click Here](#)

...to go to our "launch page" to join right now and see for yourself. It's guaranteed, you've got nothing to lose - So go for it, you'll be glad you did!

All the best, Tim Gross

P.S. -Every time I glance through the transcripts and watch the video on the site, I pick up something new... The last time, I \*instantly\* improved a headline for a client. The time before, I learned how to actually make money when a customer returns a product! (That one really blew me away - and it works!) You've just got to check it out for yourself. ;-)

[Click Here To Go To Next Chapter](#)

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## Mike Enlow's Masters of Marketing Inner Circle

### Sample Joint Venture Email Letter

Here's the "ultimate" for those of you who want to follow the JV concept you've read about in our Joint Venture lessons. The first thing you have to do to get to the decision maker is find out who he/she is, then FAX them a proposal. Well, you can certainly do a much better job if you \*know\* a few things about the potential associate \*before\* you write the letter of proposal. Here's a recent letter I sent a prospect for a JV deal, read it, and note the details I am able to provide... (Then I'll tell you how to do this for yourself!)

#### Email Message:

**From:** Mike Enlow Marketing Technologies

**To:** Lorrelle Taylor -Web Profit Pro

Lorrelle,

My name is Mike Enlow, host of <http://www.enlow.com> - and the more recent addition we wish to introduce to you, many are finding \*very powerful\* for advancing their business endeavors on and off the Internet.

As a \*very reputable\* firm in the uses of Internet for business growth, we feel you may be a \*very good\* prospect for doing a joint venture of mutual profit and

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benefit to your customer base. I particularly think your new e-mercantile.com site may be a great place to host our newest online educational resource.

Since we are seeking business owners who promote \*proper\* "non-hype" marketing concepts, to explain to their visitors the \*importance\* of understanding \*all principles\* of marketing in conjunction with the proven techniques you teach your customers, you are being contacted.

Endorsement offers \*almost always\* out-pull direct offers for us, and we think you can both do a noble service to your customers and create a nice stream of ongoing income for this new service we wish to share with you.

Please review the site at: <http://www.enlow.com> - and once you have a better understanding of my techniques and credibility, email me if you are interested in seeing the video/audio/reports area - we will send you a password and login information so you may make further evaluations of the password protected area of the site, to insure your audience will receive the value you and I both like to offer.

One other thing... I \*really want\* one of those "silk blankets" let's talk about that when you call, 'ey?

Take care, and give me a call once you are done looking things over.

Sincerely,

Michael E. Enlow, Pres. Enlow Enterprises, Inc.  
<http://www.enlow.com>

PS. Once you've taken an initial look at the site, give me a call at my private office line, 888-645-3597 to discuss the terms of the offer... I am sure you will be pleasantly surprised. I am prepared to make you an offer I think you will find "hard to resist!"

PS#2: Lorrelle, you may wish to read a report I wrote several years ago about the various JV's I do, and how \*you\* can make the most of this concept I've personally used to create 1000% greater sales

working with you as I am proposing.

"Site of the World's First Complete Online Marketing Encyclopedia" "Video - Audio - Books - Online Reports - Newsletters - Delivered to Your Desktop PC - 24 Hours a Day - 7 Days A Week!"

Now, note in the second paragraph how I refer to something she is doing on a new site that I have reviewed. This builds credibility I am a \*real person\* with a legitimate business offer.

BUT, keep in mind. Most business owners who get \*EMAIL\* vs. Fax will be somewhat tempted to just junk it if they are busy. SO - what do we do? RIGHT!! We also FAX the letter. Understand, many sites have their FAX number right on their front page while you are looking around for JV's. In this case, we not only sent it there - we \*also\* did a WHOIS query, and sent it to her registered fax as well.

Now, sounds like a lot of work, right?

It's not. That's because we use the right tools, and so shall ye! Ready?

For WHOIS queries, use the web. You can go to:  
<http://www.networksolutions.com/cgi-bin/whois/whois>  
and ran her domain to get the following info:

Registrant: Web Profit Pro  
(WEBPROFITCENTER-DOM) PO Box 4622 Kent, WA  
98032 US

Domain Name: WEBPROFITCENTER.COM

Administrative Contact: Taylor, Lorelle (LT3492)  
webmaster@WEBPROFITCENTER.COM  
206-824-5221 (FAX) 413-771-0790 Technical Contact,  
Zone Contact: Administrator, Domain (DA551)  
domain@PAIR.COM 1 412 681 6232 (FAX) 1 412 681  
6245 Billing Contact: Taylor, Lorelle (LS3492)  
webmaster@WEBPROFITCENTER.COM  
206-824-5720 (FAX) 413-771-0727

Record last updated on 19-Jul-99. Record created on  
06-Sep-97. Database last updated on 11-Aug-99

03:59:39 EDT.

Domain servers in listed order:

NS120.PAIR.COM	209.68.1.249
NS00.NS0.COM	216.92.60.60

As you see, although she has her fax number listed on the site, it's not always there, so doing a simple WHOIS gets that.

Now, let's send the email and fax. First, when sending an email on this place a LEGITIMATE SUBJECT in your message. There's no need to try and trick your prospective biz partner, as this gives an impression of being untrustworthy. Just be frank - honest - to the point.

My messages is the letter above using this as my SUBJECT:

Lorrelle - Let's Work Together.

No exclamation - no buzz words, no hype. I remember Jay Abraham once taught me the \*very best headline\* for selling horses... while I was trying to figure out the \*best\* possible ad - he taught me the best:

Horses for Sale

Simple, huh?

Now... The \*new\* tool... Trust me this one is worth a fortune to you if you are \*really serious\* about creating profit on the Word Wide Web!

Go to:

<http://www.alex.com>

...and download "Alexa" the most valuable resource "Snoop" of late for finding intelligence on business. You'll see when you use it. It is priceless.

Mike Enlow

P.S. -Inner Circle members: If you wish to become a head hunter for me for finding and creating profitable JV's, study everything in our JV section of the "members only" Inner Circle site, then email me and let me know

you want to work with us and we'll "arm you" with a few more tricks I'm going to save until later... ;-)

To learn more about our MMIC associate program, and how you can earn money just by letting others know about our Inner Circle site,

[Click Here](#)



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## Mike Enlow's Masters of Marketing Inner Circle

### Money, Money, Who's Got The Money???

Friends,

It's *\*crucial\** that you go after the right market as you set up your online venture. As I say time and time again, you must work for *\*Maximum Results In Minimum Time\**

-Because regardless of what anybody else tells you, getting an internet business off the ground is very time-consuming! -And that's if you're doing everything exactly right... If you've gone after the wrong market from the get-go, you're doomed.

**When You Pick The Right Product And Target  
The Right People, You're In The Money**

**For example...**

One of my former students is making a killing selling a high-priced investment program online. Other clients and students of mine are earning 6 and 7 digit profits selling online marketing information to those who can afford it. Yet another is punching out websites at \$2,900 a pop and had to stop taking new clients because he's too busy! Still others are sucking in profits selling health products, beauty supplies, home-study courses, books, reports, computer hardware, software, and on and on.

**All of these "success stories" have two things in**

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**common:**

1) By studying my methods, they all learned the best way to pitch their products and services for maximum results. And maybe more importantly:

2) They all learned to go where the money is !!

I'll say it again...

**GO WHERE THE MONEY IS**

**What does that mean?**

-Don't try to sell cardboard boxes to homeless people (Just help them out yourself with your newfound profits!)

- Don't try to sell furniture to college students (Sell it to their parents)

- Don't try to sell computers to secretaries (Approach the company that hires them)

And to really sum it up:

**Don't Sell Anything Dirt-Cheap On The Internet To The "Freebie" Crowd!**

**Here's why:**

1) It lowers the value of what you are selling

2) Makes it mostly appeal to the people who don't even want to spend the \$10 or \$20 you're asking in the first place

3)Makes \*serious\* buyers with money wonder about the quality of your product because it's priced so low

...and the real kicker:

4) Makes people appreciate it less when they buy it! (Sounds weird, but it's true! -People value things that they pay more money for!)

**Okay, listen: Here's another TRUTH in selling:**

## The Hardest Thing To Do Is To Get Your Prospect's Attention

**Do you believe that? Because here's the facts:**

Out of every classified ad, every email, every visitor to your site, etc., only a small percentage of people will actually look at what you are selling and read what you have to say. That's the first hurdle.

Once they've cleared the first hurdle, **THE GAME BEGINS...**

At that point, everything you say, everything you present, and even everything you DON'T say is of crucial importance. And one of two things will happen.

**Either:**

1. You don't build up your credibility enough and you don't convince them of the high value of your product enough, in which case most people won't buy from you at ANY price, or:
2. You DO build up your credibility enough and convince them of the high value of your product, in which case they consider buying.

**NOW** - IF they consider buying, **that's** when the price finally comes into play. And when they look at your price, these are the scenarios:

1. They think price is too high (in which case you have to spend more time building the perceived value of the product.
2. Price is lower than they expected, in which case they buy it for less than you could have gotten for it - or - they begin to suspect the value of your offer, and DON'T buy!
3. The price seems about right, based on the value you've shown them, even if it's higher than they were looking to pay, and so they buy it.

**Your Goal Is To Hit #3 On The Head!**

**- Anything else will put you out of business.**

Now you may be saying, "That's all well and dandy, but I can't even sell my product at the current price, let alone at a higher, more profitable one... What am I supposed to do?"

The answer is: Re-positioning. How would you like to increase the selling price of your product by over 30%, and immediately start selling over twice as many of them? That's what we just did for a recent client.

How'd you like to sell a book that others have a hard time getting \$20 for and successfully sell it for \$197? That's what another of our clients is doing.

How'd you like to double the price of your service, and have the end result be that you get so much business you have to start turning some away? Those are the results yet another of our clients experienced.

If you want to learn how to bring in an avalanche of new profits for your business using the "magic" (yes, it almost does seem like magic to watch it work!) of re-positioning, I strongly urge you to join our Masters of Marketing Inner Circle now, where you will receive the "Master Course" on how to increase your profits now.

To check and see if the discounted price we were temporarily offering is still available, just

[Click here to go to our launch page](#)

...and click on the "Inner Circle" link.

I look forward to "seeing you inside"!

Sincerely, Michael E.

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*Mike Enlow's*  
**Masters of Marketing  
Inner Circle**

**Joint Venture Example Of What The "Big  
Boys" On The Web Can Do To Increase  
Profits And Build \*Loyal Customer  
Bases\* Instead Of Just Selling Ad Space**

This edition of The Mike Enlow, Webcast Marketing Updates will share a \*very important\* lesson about marketing, I learned it the hard way. It's all about how to find that "delicate balance between the "hard work" you \*must do to be successful\* and doing it SMARTER instead of HARDER!

I'll never forget when I first learned this lesson, back about 1995. I was working long, hard 18 hour days - but I wasn't working right... I was working like I'm concerned many of you are, and that is: ONLY ON THE NET!

I had found myself in a place I call "Internetophobia" - it can easily happen because of the vast sea of discoveries, options, and things to do - especially \*if\* you are following many of the "hype artists" who would have you believe "the internet alone" is your source for creating your business success.

I know of NO business on the net that can't make three to one times their present income if they \*carefully\* blend their "internet efforts" with the hundreds of interrelated opportunities to use "off line" sources to further their marketing.

So, with that in mind, let's take a look of another way you can "leverage" on this new Joint Venture Concept you are now to implementing in each of your

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businesses.

Let's look at a big one... How about Altavista - the search engine company? Wouldn't you suppose they do probably 100% of their "money making" on the net, but think carefully of the many opportunities they are throwing out the window by not applying - as well - an "off-line" blend of marketing with their online resources?

IF they would do things I would show them they would easily see double if not triple the profits they get from their "online advertising" support which is more likely than not most of their income.

IF they would do something like I will describe for you, they would \*instantly\* be creating a database of loyal customers to which they could do multiple endorsement marketing efforts and the amount of money they could earn is phenomenal. (This would also make the value of their company go through the roof - on their stock value and ultimately make the online business even more successful.)

Suppose Altavista (our example in today's lesson) were to decide to use \*their own banner ads\* to create either a sweepstakes, or a free 100 vacations to the first 100 lucky winners\* advertisement (remember they already host banner ads - so it's not like this is costing them anything more than placing an animated gif file ad - at their cost, which is zip) on their search pages - to be pulled up \*every time\* someone does a key-word search for anything related to vacations.

Furthermore, suppose they use such a banner ad to provoke those "searchers" to fill out their name, address, phone numbers, and "your dream vacation" information, and use that information to ---- take a guess, where do you think I'm going here?

That's right!

### **They Should Create a Joint Venture with A Vacation Package Provider and....**

Yes, they should create a joint venture where they mail an endorsed letter, thanking the browser for using their search engine and submitting the vacation information and \*after giving away\* the vacations of the few winners (maybe 10-30 winners) they could write a letter like the

following, endorsing their new-found JV associate, and take up to half the profits on their referrals vs. the few cents per click through they are normally paid for advertising. (Banner ads on the major search engines are fairly expensive, but this would give Altavista so much more profit it is \*almost impossible to believe\*.)

Within DAYS of gathering this demographic info, that is phone, mailing address, etc., of those seeking a vacation - they IMMEDIATELY mail a "certified letter" - (and this could even be a mock-up of a certified letter within the legal guidelines of the U.S. and other countries) to be certain they do what, that's right GET THE CUSTOMER'S ATTENTION and INSURE THEY GET THE LETTER OPENED! (the first step in creating a successful direct mail promotion).

**The letter could go something like this:**

---

Dear Mr. Selvaraj:

Several days ago, you submitted a questionnaire at our search site on the Internet, Altavista.Com and entered to win a free vacation of 30 packages we were giving away for one of our advertisers. This letter is to advise you, we \*do carefully\* monitor all advertisers to insure all offers/promises are \*true\* and legitimate, and since you were one of those entrants, we are saddened to tell you, you were not one of those selected to win.

However, since you privileged us with using Altavista.Com as your source for "finding information" we wish to express our gratitude to you, through a special promotion we have arranged with other travel service providers to \*get you that special dream vacation\* you mentioned at a \*very special\* rate, as our way of saying "thank you," for helping us to make Altavisa.Com the \*number one search site\* on the net.

Here's what happened...

Since you missed out on the drawing on the vacation that was being offered we have contacted our many advertisers to find \*the number one company\* for helping you get the dream vacation you wanted - at a fraction of what one may normally expect to pay. In fact, on top of their already discounted prices on trips to

Hawaii, Antigua, Europe, Italy, the South Pacific, (and almost any other dream spot you may wish to vacation) they have agreed during this special "thank you promotion" to extend \*even greater savings\* to our customers - which will enable you to go on that special vacation you mentioned when you filled out the questionnaire last week.

If you are interested in taking advantage of this incredible savings, you may call today, reserve your vacation as far as \*one full year in advance\* and lock in these incredibly low prices we've arranged for you - and not pay \*one cent\* until whenever you decide to go! This will save you hundreds or thousands of dollars off their usual prices - and everything is arranged for you. All you have to do is tell them you received this letter from me, Bill VicePres., Vice President P of Altavista, and you'll be given the red-carpet treatment we wish for you to receive.

Give Ben a call at XYZ Travel today, and let him know you were one of those who we're helping to \*STILL\* get their dream vacation during this promotional "Thank our Customer" offer. Tell him, you were the one who wanted to go to (Fill in here with the info that was filled in on "my dream vacation line") and he will go the extra mile for you to get there...

Good day, and do not hesitate to call our helpful staff if you have any questions or we can ever be of additional assistance to you.

Kindly,

Bill VicePres, VP of Altavista.Com

PS. One other thing, once you get a chance to get back online, drop by the following URL, [http://www.altavista.com/preferred\\_customer/](http://www.altavista.com/preferred_customer/) We have another \*very special gift\* for you. You can only access the gift with the following info: Passcode: BILLTX7 - we know you will be pleasantly surprised...

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Now, think about how many other ways, once this customer goes to the URL they've provided (not to mention Altavista would be using the non-deployed asset of customer relationship) to create OTHER

promotions, once this customer goes to the URL for "privileged customers" they've set up - and using the PASSCODE above (which can be different for each customer) they could have a "privileged shopping market" which is nothing more than a mirror site of an existing \*great shopping mall\*, but since it is their customers they are now getting a piece of every dollar being spent in the mall by their trackable customers from the referral letter above...

Think about this, does it help you understand the power of endorsement even greater - and how you TOO can begin \*immediately\* to create a "name and address" capture process in your own web sites?

### **Leverage Every Opportunity**

To begin leveraging on \*every customer opportunity\* you have - you need to \*always capture\* any and everything you can about your customers. From using a simple "guest book" to making a "free report give-away" you \*can and should\* begin immediately capitalizing on every opportunity - and working hard to build a rapport with each customer.

Speaking of building rapport - that is building a "bond" with your customers - this requires both hard work and sacrifice. Getting rich is \*not easy\* it does require a lot of devotion... Let me tell you a bit more about my climb and a few things I did that helped me get there much faster than most...

One of the things I was famous for was the \*personal attention\* I gave my customers. When I first started my marketing business back in the late eighties, I would answer the phones, answer customer questions, call back \*every caller who called for me\* - and I did this up until it was \*literally\* physically impossible.

People used to be amazed when I would call them as late as 2:00 a.m. (after, of course, they had said it would be OK to call that late) and spend half an hour on the phone with them, never make a pitch to sell anything, and help them with their marketing.) Later, my customer base grew to tens of thousands that became impossible to do, but I \*still\* called as many as \*humanly possible\* and NEVER became too big to answer my own phones...

My staff used to complain that I was causing customers to have less respect for me, when I had several hundred thousand readers to The Mike Enlow Letter, and I would \*personally\* answer the office phone - with 10 employees sitting there - saying, "Let me have this one..."

They thought I was CRAZY! Their impression was, Mike, you are too busy, and if people ever think they can reach you that easy, their going to drive you crazy, not to mention work you \*to death!\* (Later I found they were right, but you know what - I still believe - and will always - that every customer should be treated as though they are your mother or father, and get the \*very same\* treatment you would want someone else to extend to those you love.)

Even today, I commit to work that is \*very taxing\* on the body and mind - especially in the volumes it comes at me... Example, not too long ago I offered to critique letters, ads and websites for you guys. I STILL have several hundred to go, but each night (whenever possible) I've been staying up as late as FOUR O'CLOCK in the morning, wading through each one - GIVING the very same advice away FREE to YOU that I was charging \$2000.00 an hour to do when I retired two years ago. Why do I do this?

### **IT'S WHAT I WOULD WANT MY DAD TO RECEIVE!**

Whether you've joined and paid to be a member of the Inner Circle or not, I've done this for ALL OF YOU... Now, I will say, this is something I \*was able to do at the time\* (that is changing now with the explosion of sales and new memberships) but \*while I was able\* (and \*anytime in the future I am able again)\* I do it. I believe firmly in the Word of God where he so clearly states: "For whatsoever a man sows - that shall he reap." IF I treat you right - go the extra mile - do everything I can to help you - what will I reap? You got it - I'll reap the \*very same loyalty\* from you to help in making this new venture, The Masters of Marketing Inner Circle, \*the number one business development site on the net.

IF you can more efficiently market - and we continue to add to the site the content to keep it on the cutting edge as "the source" for \*anyone trying to market anything\*

as we are doing - we WILL GAIN ABSOLUTE MARKET SHARE and YOU'LL help me do it - this is fact.

I really appreciate each of you, and want you to know that - so keep on keeping on and you too will get to the end of your personal rainbows in due season.

Be Blessed,

Michael E

PS. Do yourself and your family a favor - don't get "Internetobias" where you find yourself online 18 hours a day - it's a killer and it will \*literally drain you\* and kill your productivity. Think of the many things you can do off-line and do them... (I will be talking to you more and more about off-line promotional techniques to build online business endeavors in future issues.)

Peace

One final thought. Each time I zip out one of these, I wonder just how many of you are irritated with my "grammatical errors". Did you know "grammatically incorrect" copy once made me \$540,000.00 in a week? Remind me to tell you about that on one of the upcoming calls, it's absolutely truthful, and a \*very interesting\* lesson of its own... ;-) Have a great week, and stay tuned for the BIG ONE - it is the one where I'm going to show you an \*even BIGGER way\* to leverage off JV Marketing - and a few more net marketing techniques that you can use with it.



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*Mike Enlow's*  
**Masters of Marketing  
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**The 10 Greatest Marketing  
Mistakes  
Almost Every Business  
Makes  
and How to Avoid Them...**

**“Turbo-Charging Your  
Business”**

I am constantly hearing this same dilemma repeated over and over again:

**"What can I do to sell more of my  
products/services?"**

Look around, you'll immediately see what you shouldn't do. Look at the very next ad you see. If you're like me, what you'll see are business communications that are self-centered, braggart, loaded with unnecessary information, and just plain ineffective marketing tools. In essence, a waste of the marketer's time, the company's money and a failure to gain the prospect's interest.

Unfortunately, the vast majority of ads never accomplish their main objective: to sell the product! Just because an ad costs a lot of money doesn't mean it is any more effective than one that costs thousands less.

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The following 10 items are the most costly mistakes you can make as a business owner or marketing manager. So let's get serious and help you to avoid these all-too-common mistakes before they cost you your job or your business!

### **1) Center Your Focus On Your Prospects, NOT On Your Company**

It is all too easy to focus all your advertising on you and not on your prospects. We all do it, just look at any ad and ask yourself what the ad is really saying. Is it talking about the prospect or about the company? You must focus ALL your marketing communications on the prospect, period.

To overcome this common belief is the single most important step to selling more of your products or services. Remember the prospect is interested in one thing and one thing only: what's in it for them.

Forget about how great your company is, save that for later, always begin with your focus on the prospect and their concerns.

### **2) Know Everything About Your Prospect And Their Problems**

The more you know about your prospect, the easier it will be to convince them that they need what your product or service. Every qualified prospect has a problem that your product can easily solve to ultimately make their life easier in some way. Your job is to uncover this problem, or set of problems, and show your prospect, using fact based on benefit that they must buy what you are selling in order to immediately solve their problem and lead a more productive life.

To see what I mean, simply ask yourself why someone should buy what you are selling. Use your answers in your marketing communications.

It's that simple, yet how often is it just not done? Remember this fact, people buy because they have a problem, rarely do they buy just for the sake of buying or because you've been in business over twenty years. Think about your own personal reasons for buying virtually anything, you'll see what I mean.

### **3) Know What Specific Benefits Your Product/Service Provides.**

Study the true benefits of owning your product or using your service. A true "benefit" differs greatly from a "feature".

Features are about the product: Benefits are about the prospect.

You will sell far more of your products or services if you focus on what is important to the prospect, not to you. The prospect is only interested in the benefits he/she will receive by owning your product. In other words, the prospect is interested in your product because of the problem it solves and nothing else.

Your prospect has little interest in what features your product/service offers because they will never take the time to uncover the hidden benefit(s) behind each of the features of your product or service.

Look at it this way, how does the fact that your company has existed for twenty-five years help me paint my living room? Tell me that I will save time and effort by using a new type of roller that your company sells and I, as your prospect, will be interested in what you are selling. Include a special offer if I buy the new roller today, and you've made a sale! (more about special offers later)

### **4) Qualify Your Prospects BEFORE You Spend ANY Money Marketing Your Products To Them**

It astounds me to no end to see how many times I get expensive promotional mailings sent to me without EVER having first been qualified as being; A) interested in the product, B) able to afford the product or C) having ANY need, currently or in the future, for the product! I know that I will never buy anything from that company, no matter how glitzy a promotion they present me with, so why don't they know that? Simple, they never took the time to qualify me as a potential prospect.

There are many ways to qualify a prospect, the most simple methods being things such as having the prospect return a business reply mail card from a card-deck, calling an "800" number to request your

information or catalog, or by buying a related product from either yourself or a similar business. If you don't take these simple steps to qualify your prospects, your marketing efforts are being wasted on people who will NEVER buy what you are selling for any number of reasons. Smart marketing starts with qualifying leads.

### **5) Never Focus Your Marketing Communications At The Entire World:**

Focus On A Specific Prospect Or Group And Speak To Them Directly. All too often, marketing communications try to satisfy all the people all the time and as a result end up alienating most prospects most of the time.

Face it, you will never be all things to all people all the time so focus on a specific prospect, be able to describe them in a specific situation where your product could directly make their life easier. Ask yourself what are the problems(s) that your prospect is trying to solve and why is it important that he/she solve them with your product.

You will sell more of your products/services to a smaller, more focused, number of prospects and save money in the process by cutting your cost-per-sale dramatically. Stop wasting your precious marketing dollars talking to the world! Focus, focus, focus!

### **6) State The Specific Problem A Prospect Has And What That Problem Is Costing Him/Her Every Minute It Is Left Unsolved.**

Selling on fear is a powerful, yet widely misunderstood, marketing tool that is the most effective and most important element to any marketing communication you will ever write. In order to get your prospect to take notice of what you are selling, you have to blatantly tell them what it is costing them for ignoring your message.

This can be done as a headline, followed by a subheadline explaining the solution: in other words your product or service. (Remember explain the main BENEFIT of your product as the SOLUTION to the problem you have just stated). For example:

Stop Wasting Your Valuable Time And Money Waiting For blah blah blah....

Use <your product/service> and get <specific benefit> immediately!

## **7) Use The First Line Of Your Document To Attract Attention.**

All too often we get caught up in a very common marketing trap.

Look at your marketing materials, what is the first thing you see? Is it your fancy company logo, your address, something about how good you think you are? Chances are that is exactly what you will see. The problem is that the prospect doesn't care about how your logo looks, or how good a company you think you are, all they care about is what's in it for them.

Begin any marketing piece with a strong statement that will capture the attention of your audience immediately. The first thing your prospect must see in order to gain their attention is a statement of the problem they have followed by the solution you have, backed up by the cost of not solving the problem immediately.

Once you have the attention of your prospect, then you can take the time to explain your product in greater detail. Gain attention first, spell out details later.

## **8) Motivate Your Prospect to act immediately: While You Have Their Attention!**

Now that you have created a need for what you are selling, you have to motivate your prospect to take immediate action, while they are still excited about your product. Wait too long and you know what will happen: the average consumer will soon forget all about what you can do for them and quickly move on to the next exciting offer. Convincing a prospect that you have a great solution to a problem they have is only the first step to making the sale. It will do you no good to have the prospect ready to act and not have a reason for them to act immediately.

This is accomplished by using expiration dates, special "limited time" offers, two for one sales, cash discounts, etc... You have to tell your prospect that you have a solution and if they order today, you will add some FREE bonus, grant a discount of XX%, double the order at no charge, pay for shipping, etc... It is of no value to

you to get your prospects motivated to buy and not give them ANY compelling reason to act TODAY!!!

### **9) Use Testimonials In ALL Your Marketing Communications**

To a prospect who is receiving your marketing materials for the first time, your company has little or no credibility, you are virtually unknown to the prospect. Getting around this hurdle and convincing your prospect that others with similar problems HAVE truly benefited in a positive way from your product is the fastest and most effective way of gaining your prospect's confidence.

Every time you get ANY positive feedback from a prospect, ask them if you can quote them, even if it is just on the telephone. Keep a file of these quotes and have it handy the next time you sit down to create a new marketing piece. Failure to use testimonials will result in undue difficulty in gaining a new prospect's confidence and will directly impede your sales. The rule of thumb is two testimonials per page, although more might be acceptable, but never less than two per page.

### **10) Offer A Strong Risk Reversal or Guarantee Of Satisfaction**

The common belief that offering a guarantee will simply entice more returns is false; by offering a guarantee of satisfaction you will invariably sell more of your products or services without necessarily increasing your net percentage of returns. Your prospects will be converted into customers more easily and will be less likely to return your products because your guarantee implies faith in the product or service by your company. This may be the final step in getting many stubborn prospects to commit to purchasing your product.

Remember that a return rate that remains below 10% is considered acceptable and should not be of any concern to you.

### **Simplifying The Purchasing Process As A Final Step**

All too often ordering a product is difficult, if not at all worth the effort. All the marketing in the world is useless if purchasing your product is not made easy. If you are selling through the mail, include an order coupon that is large enough to fill out without having to crunch too

much information into too small an area.

Provide an "800" number with responsive people to answer questions and take orders. Provide a "postage-paid" return envelope so that orders can be returned the same day.

These simple courtesies go a very long way into closing the sale while the prospect is thinking about it. We are a people accustomed to immediate gratification and it is not only necessary, but it is expected.

## Conclusion

As you can see, marketing is a multi-faceted process that requires a great amount of preparation and is often over-looked as being anything more than a nuisance to the person responsible for creating the marketing communications. I can promise you this: if you follow the 10 guidelines I've just presented to you, you will immediately increase your response rates and ultimately your sales. How high a response rate depends on how well you've applied the concepts to your marketing. I have personally achieved response rates as high as 52%, a figure unheard of in today's marketplace.

I can do the same for you. NOW, go read the Joint Venture Report from the:

["Sandcastles to Empires" link](#)

(print out a copy) ...make a list of those who you feel you may can get a deal with, and then call me...

Michael E. Enlow, Pres.

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## *Mike Enlow's* **Masters of Marketing Inner Circle**

### **How To Take Nothing And Create A Huge Profit Center, Using Only Talent In Creating Ad Copy And The Power Of Persuasion**

This lesson will be brief to the point, but a demonstration of the power of joint venture marketing to make you so rich, you may not have the foresight to fully appreciate it \*can happen\*, even though I'm so close to putting the bow on this one it's scary.

I must say, of all the deals I've done over the years, and that's a lot, this one tops 'em all. So listen up!

Over the past eight weeks or so, I've had an idea of starting a new business, involving investing and international banking - and I need approx. 4 million dollars to do that.

To make a long and miserable story short, I have a few situations I wish to fix ahead of that launch - even though I have people lined up to help run everything where all I have to do is the marketing, I need approx. \*FOUR MILLION DOLLARS\* to do this! This \*quick fix\* money to setting all this up, has to be something (as all deals should) that is an absolute win/win deal - but to get in on this offer, it has to be something I can land

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fast.

Well, naturally, I revert to my greatest chance at \*leverage\* and that's always to "leverage on other's overlooked leverage opportunities." In seeking out all my "leveragable opps" I figure out a way to do this, and if all goes as planned, this will work.

This week I am working on a deal that I firmly believe is worth 20-30 million dollars over the next 12 months. I've always said one day I would build an international banking/investment business anyway, so this is how I plan to generate the money to fund this business I've always wanted to do.

The way I've structured this deal, is within the general definition of a Joint Venture, but the most interesting part is how I've been able to \*show you\* how to take nothing, and create a \*huge\* profit center, using nothing but a little talent in creating copy and the power of persuasion in convincing people to try what I am suggesting.

Now, I can see a few squinty eyes staring at what I'm writing here, asking how I can possibly create anything that makes money that big and do it with nothing but me, myself, and I. Right? Well, actually it gets much better than that.

What if I told you I'm reasonably sure I am going to pull this off (and if not with this one company I'm working with now, with another using the same concept), but I'M ACTUALLY GOING TO GET PAID TO EARN that 20-30 million dollars? Is this beginning to sound too ridiculous or what?

Is this getting your attention, **is this the kind of thing you expect to receive in a free e-book???** I mean, is that anything like what you joined my list to learn? Out of your realm of "faith" or "vision" you say? (Someday, once you've done enough of these kind of deals, you'll respect your talent demand a good fee for what you **KNOW YOU CAN DO TOO!**)

As I said, I am still \*working\* on this deal, and while I can't be certain I'm going to pull all the pieces together, it is looking more and more promising day by day. It is a little complex, so as you may imagine, it requires a bit of

"salesmanship multiplied" to make people believe making this much money can be as simple (or as easy) as it is for me to do this.

To add to the problem, as with all \*big\* companies, there's some homeboy who knows more than everyone else, and simply because he was too dimwitted or myopic, can't imagine a guy like me fixing their problem so fast and easy.

## Don't Fail To Believe

Frankly, I think failing to believe just how well this angle of marketing works so well and so easily, may be one of the greatest obstacles you will have to overcome.

**Doubt is the equivalent of fear, fear is the lack of faith.** Think on this, and be sure this isn't your problem. If it is, you just have to take a "few more no's" before you get to the "yea's."

People will resent you for coming up with such simple solutions to bring their businesses out of the red - and into incredible and immediate profits so easily, using your talents **only!** (This is all the more reason you need to learn how to do many things in marketing. The more you bring to the table, to protect your interests in these deals, the more they will need you for the next one and the next and the next. This will help you secure your investment in these deals, as well as secure you will have many future opportunities to do deals as well.)

Because I am still working **very closely** with this company, I can't give up the details or I may lose this pending deal, and that would be a waste. But, that I may deliver on my promises to share with you exactly what I do, day to day, to help you further your various business endeavors I want to share the bit I can with you. (It is my goal to help every single one of you find the security and financial freedom you deserve as one of my Inner Circle, and if you just work hard, honest, and learn, you will eventually, that I promise.)

Are you ready? OK, well sit down, because this simple but creative twist to the use of redeployment of assets --- particularly customer lists --- with joint venture marketing is making my efforts more powerful and valuable day by day.

## Here's the deal pickle...

I've come across this certain "Internet company" who plans to go public. I've watched their growth - very consistent by the way - for a while and the stability is there, the sales are there, the edge in the market is solid, their service is impeccable and frankly they are destined for GREAT success either way it goes.

Just a few weeks ago, they announced their intent and are now seeking 5 million dollars to take this thing through, this is where we have our chance to leverage.

I quietly request the prospectus to check all this out. I read over everything, and as I'm doing so I think to myself, "Man I should surf over there and snoop around a bit and see who their competitors are, and see if there's anything else that may "bust their bubble" before (or shortly after) they go public. Then we'll see..."

So, surfing around and using a few choice tools like my beloved "Alexa," Copernic, I see a few companies listed in the reference list and BOOM! It hits me like a ton of bricks...

Right there in Alexa, in the third place down below them, is another company who isn't competitive, who also has a huge customer base (and most likely loyal customer base) with whom BOTH COMPANIES could make a fortune if they would just do a mailing to one another's lists.

Then I get to thinking more... "What other sources may endorse my pet investment project to their customers?" I look in the SRDS (that's the Standard Rate and Data Service Directory - you can find at most local libraries) for other mailing lists that may be willing to give my "pet peeve investment project" a "shot of adrenaline" to bump up revenue where they have that five mill they need.

After about 10 minutes of quick browsing lists, "*Thank you Lord,*" THERE IT IS, 60,000+ such people who have THE PERFECT LISTS to mail an offer endorsing this incredible site for their customers. While not everyone has a computer and can access the net, many would go "out of their way" to save up to 50% on their Christmas purchases of the very same products they

would normally buy locally at up to twice the prices! This Co's. guarantee is solid - their reputation is proven ... So I decide, hey, "Why let them take all these investors as equity partners, when I KNOW FROM OTHER DEALS ALMOST JUST LIKE IT I can raise this five million for them and do it MUCH FASTER from generating SALES!"

**Now. I bet you don't have to even think to figure out the rest of the story...**

My call went like this, "Mr. So and So, my name is Mike Enlow. If I get you that five million you need within 90 days how much stock do I get in this deal you are offering...? Blah, blah , blah..."

The conversation goes on to discuss the terms of HOW MUCH THEY PAY ME to use my marketing talent to write the letter, put together all the pieces, and raise the five million dollars. Keep in mind this money they are paying me is \*IN ADDITION\* to the equity position in the company. Is this getting sweet or what?

Now of course, there's the formalities of all the legal work that has to be done, and the letter has to go out, and then we have to move a "rep of ours" in over there to be sure they count all the money right, and make sure the back up call center for customer support and the shipping dept., is well staffed and ready for when the new orders hit, and all the other small details of making this work right are in place so no-one gets gypped.

**The point I am making here is simple...**

**The Sky is the Limit - Your Vision is Where You Will Get! So Believe and Receive or Doubt and Do Without...**

You're probably mad at me about now, because this sounds too easy, and you've been trying to arrange a few deals already without as much success, but guess what:

**I Once Had:**

- My First Deal,
- My Second,
- My Third,

- and My One Hundredth.

### **...So Will You.**

Persistence is the key, diligence pays, but MOST IMPORTANTLY you have to "stay in the books" (in your case the videos, audio's, and the many transcripts in the Inner Circle site - where you have many the answers to any and every objection you face,) you just have to KEEP WORKING - and KEEP TRYING until you get that first hot deal. I remember my first - it paid about \$30,000 in a matter of two weeks. I was sold for life - this is THE ONLY WAY to go when it comes to making a lot of money safe, risk free, and with the ultimate hedge against risk or failure.

It's worth the time and studies you have to do to get here - but if you don't quit, and you keep on trying you SHALL WITH MY HELP.

I am devoted to helping you learn this stuff, but this deal is big and while I still don't have it safely nailed down and can't reveal the particulars, it is in the works - and I just want to reassure you and help you realize you ARE ON THE RIGHT TRACK. Just keep on keeping on.

If you haven't yet downloaded ICQ and put me in your contact list, do it now. I am hosting a few at a time people on calls, both day and night, as I meet you folks online. I think this is working better than one giant teleconference call, as each one gives you more time to ask your specific questions and get things working faster for you.

These calls are my GIFT to you as members of my Inner Circle. (Listen I do want you to know these calls are over-taxing my time to help you, so don't take them for granted, just because I am such a generous guy, 'ey! This will not happen again - especially free!) Download ICQ from <http://www.mirabilis.com> and add my no. 1057720 so I can tell when you're online and we can jump on a call and get your first deal settled... Once you experience that, you'll have the confidence to fly high, that I know.

If you have not read the JV report again this week, do it. Read it at least once a week - READ THAT REPORT OVER and OVER and OVER and OVER again until you

have it down pat in your mind and soul.

Each time you read it you will see something new - and one day, you'll be writing this letter to your own loyal friends and customers just like I am with pride, honor, and love.

Be blessed - all of you - I'm going take a nap. Woke at 3:00 a.m. and wrote this, answered email, and still got a lot to do. I can say, I am feeling better, thanks for you prayers - prayer works!

Have a great day!

Michael E

PS. I'll be on ICQ a lot this week, late nights, as I am working on an ad for a seminar promotion company who has challenged me to beat their control - the offer was irresistible so I'm taking it on, I'll let you know how that works out. Add my ICQ number: 1057720 and I'll let you know when we can chat.

### **READ THE JOINT VENTURE REPORT AGAIN!!**

[Go to our web site](#)

- and click on the "JV Report" link - then read it again, and again, and again until you can recite the thing. Then I'll tell you when we chat, exactly how to land the deals you need to get that "turbo-charge" you all so rightfully deserve. Also, if you'll write down all the questions you have about creating these deals, I'll address those in the Inner Circle web site.

### **ONE MORE THING... STAY TUNED FOR UPCOMING INFO!**

Next time I have a few minutes, I'm going to show you exactly how to ethically, politely, and quietly, steal all your competitors customers... Well, not steal, just take 'em and treat 'em better and if they want to stay, well that's OK too. ; -) You'll love this one, as I once used it to take \*87%\* of one of my "wannabe" competitors customers - in 72 hours. Stay tuned for that in the "updates" library of the Inner Circle site!

If you are enjoying this Ebook, and have any comments we can use to tell others about what you think, drop me

a line at: [quoteme@enlowcircle.com](mailto:quoteme@enlowcircle.com) w/Subject: **Sure Reprint Me!** and give us your thoughts! We like hearing from you!



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## *Mike Enlow's* **Masters of Marketing Inner Circle**

### **Fighting An Unfair Fight: How To Stack The Deck For Success**

Do you like action movies? You know... the macho ones, like "Lethal Weapon"? What do you think of the inevitable final scene in most of them, where the hero and his opponent lock horns in a fight to the finish... And when one of them finally gets the upper hand by stopping the other at gunpoint or knifepoint, their opponent sneers, "You never were man enough to take me on head to head", at which point the other guy throws away his advantage (gun, knife, whatever) and bare-knuckle fights him to prove that he's stronger.

Does anybody else think that's about the stupidest thing ever? I always roll my eyes when those scenes happen, because it's so ridiculous!

-But ridiculous or not, people in business - and on the internet - do the same thing every day! -By only doing what their competition does, by "playing by the rules". (The rules that were made to keep you from succeeding.)

To succeed, you've got to use every advantage you have over your competition, and if you don't think you have an advantage - make your own. While it is good advice when you are getting started to model a competitor (copy what works), that just gets you up the

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first rung of the ladder. If all you do is copy, you'll always be a pale second.

Once you get a foothold, you've got to **find your advantage** - what you can do better, more extravagantly, cheaper, friendlier, etc., and work the angle for all it's worth. Do whatever you can to stack the deck in your favor - and that means be different. Be innovative. Try something new. Because especially online, it's the innovators who make the money.

The new innovations that I create using technology marketing allow my clients and students to profit by using cutting edge techniques that work for a while until they are stolen by the masses and the knockoffs - as they usually are.

Doing what everybody else is doing - and nothing else - is a sure recipe for failure online. We specialize in "thinking outside the box" and coming up with completely new approaches to your business. What can \*you\* do to "change the rules"?

### Examples

#### Example 1:

Say you're starting a web hosting company and need to attract new clients. What do you do? Put up a web page listing your rates, sit back and hope somebody finds you? That's an incredibly crowded market, so what can you do different?

Answer: Give away free hosting for six months to each new signup, and after six months, it converts to a normal rate. \*Lots\* of people will jump at 6 months free hosting, and when six months is up, as long as you are charging rates that are in line with the marketplace and they have no reason to be displeased (meaning no extended downtime or server problems), they'll continue hosting with you because they won't want to go through the trouble of switching domains. You can \*turbocharge\* your business by doing this.

Next: Contact other online businesses with high volume,

and allow them to offer your 6 month free hosting as a bonus to every product they sell. This is free advertising for you, and they'll love to promote you because their customers are feeling like they're getting extra value.

### **Example 2:**

This isn't an internet example, but it's a great story of how to market in a different way. When the company Breathright (which sells the "breathright nasal strips") introduced their product, they could have spent millions on print and television ads... but instead, they sent free boxes of Breathright strips to professional sports teams. The players tried them out, found it increased their breathing capacity - which helps their performance - and started wearing them on national television.

Well of course the sportscasters had to comment on these strange strips on everybody's noses, and they got millions of dollars worth of advertising - and actually got implied endorsements by the players for wearing them - which instantly made their product in demand nationwide.

### **Example 3:**

Hotmail.com became the fastest growing company perhaps in the history of the world by seizing the idea of giving free email accounts to anyone who wanted one, the only catch being that every email that is sent through hotmail has a tagline on the bottom that says, "To get your free hotmail account, go to hotmail.com". Almost instantly they had millions of users.

A lot of other companies have imitated them since, but hotmail made the lion's share of the profits by capturing such a large, untapped customer base.

## **Conclusion**

So again, I say to you: **What can \*you\* do to approach your current business in a completely different way?**

If you'd like to learn more about "thinking outside of the

box", I'd like to welcome you into our Inner Circle group, where I share \*all\* of the unusual ways that I've developed to increase income, like:

- How I set an industry record by selling the highest amount of life insurance policies in a two day period.
- Clever ways I developed as a private detective to find people and obtain information that nobody else could get. (In my P.I. days, I developed all kinds of unusual tricks that allowed me to accomplish in 15 minutes what others spent months on.)
- How to instantly triple your responses to \*any\* ezine advertisements - we're still tallying the results on this... you're going to love this new trick!
- Our banner ad techniques that are getting higher than quadruple the results of industry standards (and then some!)
- Using "stunt" press releases to stir up major snowballing attention

..and tons of other stuff. You're going to have see it to believe it, and you can - by going to [going to our web site](#) right now and becoming a Masters of Marketing Inner Circle member.

I hope to welcome you as a member! Find out why we have a higher customer loyalty rate than anyone in the industry...  
Because we consistently \*over-deliver\* to our customers!

- Bye for now

Michael E.



[Click Here To Go To Next Chapter](#)

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*Mike Enlow's*  
**Masters of Marketing  
Inner Circle**

## **Who, What, When, Where, Why and How, Regarding God and Money?**

Dearest friends:

Good morning, it's Sunday; a day you should spend enjoying quality time with your families, but more importantly quality time with the Lord our Creator, Overseer, and He who gives us the power to create wealth. Too many look to me as "their source" for guidance to great success. While that is OK on one hand, it is wrong on the other... Thus I have a duty to remind you of exactly where the power to create wealth really comes from... Now, he may choose to use a person like me to guide you, but until and unless you realize this - you are "off the mark."

While many in my field of consulting are self exalting, it is my personal opinion they are missing the mark. While they are talented people they are unsuccessful as "leaders" in failing to give "glory" where it is really due - that being the Creator of Creator's - the only source of real creation. (God says, "I will share my glory with no man.")

Each person is a unique creative being. Each has their own strengths or weaknesses. This is why God so many times instruct us to pursue our plans by "seeking the

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counsel of wise advisors..." This is good. You should - I DO! I never launch anything without doing lots of research to find the "best of the best" in what I am thinking of doing - and learning all I can from them first - before I "re-learn" all they spent billions to learn.

I contribute my talent in research, being able to influence influential people, and I guess, my spy background, to my abilities to 1.) Find those "wise advisors" and 2) either get to them personally, or be able to find their "wise advise" relevant to whatever it is I'm doing...

One of the better examples is when I entered this profession of direct marketing, how I found each of the best experts in their given field - and "arranged" a way to get to meet them personally. Subsequently, I was given the chance to pick their brains and get hundreds of hours of "advice" from the "archives of their lives" where they had recorded various consultations, seminars, or writings during these "arranged meetings."

After only three years of diligent pursuit of their wisdom - I was on the panel as a speaker right along-side these giants of giants, giving my own angle on using "technologies to do what they do, faster - cheaper - and more sure (less risky) than even they. So, as you can see - by seeking these fine folks out - and spending thousands of hours learning what they knew - and what I know - putting a "new twist" on the HOW they did things - I excelled even beyond many of my teachers.

**However, let us examine this a bit closer and how it relates to you...**

First, I agree I learned most of what I know, regarding the basics of advertising from "the experts." Then, after learning all their "techniques" GOD showed me (directed me by His Spirit) to do it even better! This is the theme of today's "lesson"

While it may not have the "exact how-to's" (from a natural perspective) this issue is perfectly suitable for today as 1) it's the Sabbath day of rest and 2) this issue will help you be certain you are indeed following in my footsteps. You must do so not only in the "natural" (which can create some limited success) but also in the \*spiritual\* which is the kind of success I have in mind for

you - the kind you want - MAMMOTH SUCCESS!

Now - with that said, let us examine the truth of how one creates wealth: Read this from "The Book of authority" on the subject of success - The Holy Bible:

[Deu 8:17] And thou say in thine heart, My power and the might of mine hand hath gotten me this wealth. [Deu 8:18] But thou shalt remember the Lord thy God: for it is he that giveth thee power to get wealth, that he may establish his covenant which he sware unto thy fathers, as it is this day.

Over the years, the Lord has guided my endeavors -- giving me understanding -- wisdom -- insight -- and power to overcome the obstacles that most people never overcome in life. I daily lift my voice in prayer, praise, and thanksgiving to God for the many "talents" he has entrusted to me in this "temporal" life.

It is my firm belief God grants success FIRST to those who seek him, to those whose desires are to fulfill their mission in this life, assigned to them, after a full and total surrender to God, His calling, and acceptance of His direction purpose for their lives. Thus, "Seek ye first the kingdom of God and his righteousness and all things shall be given to you."

Next, remember His command to "give the first fruits of your labor" to Him - to His purposes, under his guidance, and you will immediately have an edge beyond most people's understanding. You will find the blessings of God fall upon you, beyond your wildest expectations. The Bible clearly instructs us to give a "tithe" to the work of the Lord - and even beyond that - "offerings." That tithe is 10% off the top of every dime you earn - down to the very last cent. If you are not doing this - you are already fighting a losing battle. God's word says:

[Mal 3:8] Will a man rob God? Yet ye have robbed me. But ye say, Wherein have we robbed thee? In tithes and offerings. [Mal 3:9] Ye are cursed with a curse: for ye have robbed me, even this whole nation. [Mal 3:10] Bring ye all the tithes into the storehouse, that there may be meat in mine house, and prove me now herewith, saith the Lord of hosts, if I will not open you the windows of heaven, and pour you out a blessing, that there shall not be room enough to receive it.

**Right here in this scripture** is the only challenge of a financial nature I have found in the scriptures where God actually **CHALLENGES** His people to **TEST HIM!** This is a chance for you to literally put God to TEST! Yes, to first surrender your life 100% to His will for your life - but then to watch him make you wealthy. He makes other promises... All related to our obedience to His word in this most interesting area of scripture:

[Mal 3:11] And I will rebuke the devourer for your sakes, and he shall not destroy the fruits of your ground; neither shall your vine cast her fruit before the time in the field, saith the Lord of hosts. [Mal 3:12] And all nations shall call you blessed: for ye shall be a delightsome land, saith the Lord of hosts.

Although I am an average everyday person -- a Mississippi backwoods country boy -- without even a high school diploma, I have excelled in every occupation. Our God is yet a miracle working God, and can make those who are pure in heart achieve and succeed -- doing the very same thing that one who does not believe will do -- the believer will succeed while the unbeliever will fail.

I recall a marketing consultation I once did, where two individuals contacted me wishing to launch a direct mail campaign. Neither of the two had the money necessary to fund the mailing of the five thousand pieces of mail necessary to get an accurate test.

Accordingly, I allowed the two of them to pool their resources together, rent the mailing list, and mail the exact same letter to the exact same list with every single

component of the sales copy exactly the same. I watched as the believer received orders almost triple what the non-believer received. Why did this occur? Why have it seen it repeatedly?

It is rather simple. God bless his those he wishes to bless, he withholds from whom he chooses. One of the greatest advantages you as salespeople have is this: You have an incredible opportunity to allow God to bless you as he wants, whenever he wants, as largely as he wishes. God is a God of FAITH. In addition, if He makes Himself too obvious in the miracles he chooses to do it becomes easy for many to "believe." God's Word makes it very clear the ONLY way to Him is through FAITH - that is acting on something unseen - believing in the Word of God - BEFORE you see anything "obvious" that proves His existence.

Think back upon the scriptures - they support this: I remember reading once when the evil "teachers of the law" in Christ's day asked him to "show them a miracle?" Yet, he refused, but why? It is because God demands we come to him - in pure belief - believing despite our eyes, our ears, or what "circumstances" or our "logical minds" may say. Simply believe in Him "like a little child" and receive Him into your heart - and you shall be saved. "Child like faith" ---This is the kind of faith He wants from us.

Once you have devoted to surrender ALL you are - all you have - all you will ever be - as a vessel through which He can work - before ever seeing anything other than his Word, The Holy Bible. You will then and only then be able to "hold God to His Word" to bless your tithes and offerings. Faith demands we serve in faith - nothing else will work in reaching our God.

You, however, are in a unique position as salespeople in that when you achieve great success many will think you did so by your own unique talent, wisdom, or often "beginners luck." **The real facts are God chose to bless you.** That is why I so much love the business of sales - it is an area of business where the pure in heart who desire to help the needy and poor - who desire to help ministries reach the world with the "GOOD NEWS" of Christ can do so.

God alone knows your heart - and He is the ONLY one who can not be fooled. You may fool men, you may fool your wives (or ladies your husbands) but God knows the "secrets of the heart." Seek wealth that you may give - that you may obey the guidance of the Holy Spirit - and then you - yes you too will begin to be entrusted by God with His funds to be disbursed to those he will guide you to. You will move into a new realm of reality (and faith) you never thought possible (or believed real) as I did years ago - and continue to enjoy until this day.

Accordingly, today this Sabbath Day of rest -- sit back and think of the many things you have to be grateful for. Share those many blessings among yourselves as a family, and most importantly thank God for them -- forever remembering it is He that grants us the ability to create wealth.

Also as one who has to live with daily pain - and poor health - I realize the value of good health, being able to spend quality time outdoors with your children, watching them grow, watching the beautiful sunrises and sunsets that I seldom ever see these days with my poor health. Be thankful for your health. For the Lord desires our praise, our worship, our love, and are constant communion. For that is our reasonable service unto him. He gave His one and only Son on a cross to save our souls.

I found a personal relationship with God at a very young age. I've seen many, many, miracles in my life - and have made many millions of dollars for myself and others - but it was not me in a true sense, the Word tells us who it is: "It is no longer I that lives, but He that lives in me." Allow Him to live in and through you - guiding you and then (and only then) can you be sure you will be a great success.

Remember also, as I have told you in times past, what you call "success" may not be success at all... You can measure "success" in "money." Success is measured in "peace of mind" - and knowing you are in the will of God. This is where you will discover success...

Many of the richest men in the world - are not successful - in fact they are miserable failures, since they have broken homes, miserable lives, and yet seek

peace of mind. Be content where you are - seek a closer personal walk with God - ask Him to help you find "wisdom" and then you too will be a great success... The money will follow: **"Seek ye first the kingdom of God and his righteousness and all the rest will be given unto you."** This friend, is the primary key to my success.

Be prepared for the next Webcast and its blessings that are coming your way this coming week. With each of you, I will share the most recent of my intimate secrets -- exciting developments --- all of which are unique - innovative and creative concepts I've never before shared.

I can personally guarantee you will have even greater potential for success. First, read and determine to live the commitments I have given you today. This alone, will dramatically change your lives. I, like you, fight daily to know God in a close and more intimate way, seeking to live the principles of His Word.

And before you think, I am "preaching to you" I want you to know I write this not only to you --- but more so to myself. We all need to forever - on a daily basis -- consciously, and constantly, be remembering the Lord's Word, within those pages are the keys of Life and everything you'll ever need to achieve \*true\* success.

I am sure there are those of you may not appreciate these "religious" instructions I give you as readers of a "marketing" Ebook... However, I have to walk in the Spirit and if I do not - I pay the price. That price for disobedience is very painful and I assure you as one who has had to be "chastised" many times - this is one place I will never be again.

I have not only experienced the hand of God's Grace and blessings - but also the hand of His chastisement. I would much more have 100,000 men angry with me than one Holy God... so if you cannot deal with these on the Sabbath - you may un-subscribe. While I do not want to lose you as readers, neither do I wish to lose the anointing God has placed upon me that makes my success possible.

Give this lesson many readings, it is the "underlying principles to great achievements."

Be Blessed,

Michael E. Enlow

P. S. Also, know this: If I do not share with you the spiritual foundation upon which I build my successful businesses over the years (many of them - all great successes) I will have been less than truthful with you. That would be remiss on my part as you would only have half the truth. That is not what I promised you, now is it?

Peace

PS#2. Stay tuned for the \*next major\* breakthrough technique I \*know\* will help many of you, as I've been \*personally\* answering all your emails, and now KNOW where you've been "bogged down." I have that \*fix\* for you being added to our MMIC Inner Circle site right now.



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## Mike Enlow's Masters of Marketing Inner Circle

### What It Is That I Do:

## The Difference Between "Technology Marketing" and "Internet Marketing"

Until this day, I still have difficulty helping many folks who know me (or have heard of my initial introduction of Internet commerce back in the early 90's) to understand *\*exactly\** what Mike Enlow is all about... Unfortunately, because I have done so much on the Internet - many have yet to overcome their myopia of what it is I **really do!**

It amazes me how many people who want me to fit into their box of "Internet marketing guru" – I am not! Actually, I don't even want the title – and since so many of you apparently see me this way as well – in this letter, I'm going to help you "break out of this myopic state" and see the real facts of what we do at MMIC and in the Mike Enlow Webcast Marketing Updates.

Just tonight I had an email from a guy who asked me for instruction. Here's the email (name removed to protect his privacy) but I want you to read how I responded. I am sure this may freak a few of you out - so stand by for my explanation - it gets better. (smile)

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Here's the message and my reply:

**Email:**

"Your offer is very interesting however, I would like to know whether it would be comprehensive enough for a new to the Internet type like me.

1. My web site is not up yet and I am having difficulty designing and writing copy for it and don't know how to maintain it once it's up - is that sort of help available? At what cost?
2. What sort of costs am I going to encounter in order to get my business on-line after I have my site up - ie. autoresponder, etc.?
3. Will this program assist a person with no technical Internet or web site skills to run an on-line business or, show me the necessary skills and software to do it?
4. Does "artificial intelligence" give me the ability to market without the specific technical knowledge your site obviously uses? What kind of costs am I looking at for that service? "

Thank you, *NAME REMOVED FOR PRIVACY*

**\*\*\*\*\* REPLY SEPARATOR \*\*\*\*\***

Sir, thank you for your inquiry.

Every answer to every question you asked will be \*somewhere\* within our 50 hours of video, 5,300 pages of transcripts, or audio - but the problem I foresee for you is finding all the answers you obviously have with running an online business... I think the learning curve for doing so - is too time intensive for you to undergo, when you could learn \*ALSO\* from our site learn how to do things like direct mail, classified ad sales, self publishing, and other ways like Joint Ventures where you wouldn't have a year of "learning curve" ahead of you...

AND STILL the MMIC Site is the \*ONLY SOURCE\* with all those answers as well!

I would reconsider your approach - and/or your

media. Seriously!

Mike Enlow

PS. Not \*all things\* are for all people - and there are too many ways we teach to make money where you don't become too frustrated and aggravated, all of which are also taught at our past seminars.

I want to explain more about what it is that sets me apart from both the standard marketing experts – and the authentic "Internet marketing experts." In doing so – I hope to open your mind to the many things I do when I represent a client whether on or off the net –and how at the MMIC Site you will find those answers.

When I first coined the phrase "electronic marketing" I foresaw a new breaking ground system for allowing entrepreneurs to "reverse the risk" usually associated with marketing using my entire system. It works until this day – and will for many decades to come... As the net grows, and information becomes more "controlled" by new technologies it may become less effective but since I first introduced my "complete system" back in the early nineties it hasn't changed one iota when it comes to using the processes I had in mind (and used daily) when it comes to "technology marketing," or "electronic marketing." The perception of what I do cause a few less broad thinkers to think my past teachings are "old" or "dated" materials. HOWEVER, they could be no further from wrong.

It is these who see what I do as "Internet marketing" – because they have what I call "tunnel vision" – not "funnel vision" as I would that they have. IF you understand the many things I do when I take on a client – and the many ways I use technologies to gain an absolute supreme and unfair advantage in any industry you too would sit back and say, "OH!, now I see!"

Technology marketing is very broad and involves the use of "electronic" techniques and systems many of which are found on the Internet – or can be obtained through the Internet – but eventually lead to you having incredible amounts of money in your bank account. This is an area where I could literally write a book, probably several books. In almost ten years of doing what I do – I

have probably gotten only 1 percent of those who come by our site or review my work to fully understand the many ways I use technologies in marketing that consist of my "electronic marketing" system. It is a mix of good "spy technique" with good "marketing knowledge" that makes it work, thus the MMIC Inner Circle Site – where I have provided you both.

It is so important you spend an hour or two a day listening to the giants of our industry, and those who have waded through the "tough lessons" (at their expense) to help you understand "marketing" in every sense. Only then can you very successfully apply my system to your business, and achieve the kinds of results I've proven – repeatedly – are possible for you. I've effectively taken small start-up companies and taken them to and through the roof – hundreds of times and every time my system worked.

It was this system of Technology Marketing all the experts endorsed as "the marketing breakthroughs of the century" to the world in their newsletters, magazines, newspapers, and every other way you may imagine – but so few get it! You have a unique advantage to be privy to this "unknown difference" of my system and that who many others think are my competitors in so-called "Internet Marketing."

Imagine being in the hospital and having need of a brain surgeon and they send you a foot surgeon! While they are both "surgeons" – I can bet you would not be too willing to sign the consent for surgery documents, right? Well, it's the same if you are going to "Internet marketing experts" and expecting to get the same results of "technology marketing."

While I am convinced I am as good or better than any man alive regarding the uses of internet and marketing or what you may call "internet marketing", what I do is so much more involved and successful than what you think you want – it is like day and night. That is the very reason so few are making the kind of success I create for clients is the myopia they have allowed themselves to fall into at their own expense while these so called and "self proclaimed" experts line their pockets with your money. I venture to say less than one tenth of one percent of those who pursue the "concepts" of

successful "Internet marketing" ever reach any kind of even moderate success.

We're going to help you see beyond all that – and hopefully I will show you the "real difference" in why Mike Enlow's system has worked for so many – and has made so many millions of dollars over what others are doing or teaching – while at the same time allowing you to better understand how what they *do* teach you is valuable to you as well, once you have the "whole picture."

OK, here we go...

## **Over the years, I have often described "Technology Marketing" as follows:**

Technology Marketing is "the use of every known technology and tid-bit of information to reverse the risk of marketing to gain an immediate competitive advantage over and beyond all your competitors at little or no cost." This is the "broad definition" of what I do in ALL my marketing endeavors REGARDLESS OF MEDIA SOURCE OR TYPE!

What I describe above and teach at all my seminars – shows you exactly how YOU can apply these techniques in your marketing no matter what the media: be that space advertising in magazines, direct mail, radio, television, AND how to use these techniques in the creation of your ads, the selection of you media etc.

**THE SYSTEM** works as well if not better in an "Internet marketing endeavor" as it does in any other – that is what the "experts" called "the breakthroughs of the century" and are the things I think so many fail to understand when they join my "Inner Circle."

The key is **YOU VIRTUALLY CANNOT FAIL** if you learn the breadth of what I do over what you "want to think I do..." and begin doing it - as I instruct you on the videos and in the written materials in our Masters of Marketing Site.

To be sure you better understand what I'm trying to show you here – you will be much more effective arranging joint ventures with many you think are your competitors – once you understand the profound

differences in "technology marketing" and what you think it is I do from day to day...

Here are a few bullets I would think should be of interest to you – and are things you learn at a Mike Enlow Seminar you don't (and won't) at 99.9% of the "Internet Marketing" seminars you may attend... (and by the way – it is known that only 1 in 70,000 people who enter the direct mail market achieve real success. Can you imagine what that number must be for the "internet marketing" crowd? I would cry to know... My guess is it is probably very close if not worse.)

- a. **How to Teach Your Computer** to Do a Complete "Roll-Out" Marketing Test for \$100 that usually costs between \$50,000 and \$250,00.00 to do – and do it in ONE DAY instead of the usual 12 to 24 weeks.
- b. **How to Get One Million Dollars of Competitor Intelligence** in One Day – That Will Save You That Same Amount using little known sources and techniques for Snooping on Your Competition – LEGALLY during the "technology gap"
- c. **How to Create A Virtual Office System** Where You Can Deliver Business Products and Services to The Entire World with the Same Precision and Accuracy and Effectiveness of multi-million dollar companies overnight.
- d. **How to Compete on a shoestring budget** with fortune 1000 companies – And Out-market Your Most Fierce Competition.
- e. **How to Find the Name and Home Address** of Decision Makers of Any Company and Get a Letter/Prospectus in Their Hands Within 24 Hours And that Includes those "Hard to Get To" People You Would Think You'll Never Reach
- f. **How To Get Millions of Dollars of "Advanced Market Research"** Done FOR YOU – by Little Known Agencies You Pay with Your Tax Dollars.

- g. **How to "By Pass" the Learning Curve** Using "Artificial Intelligence" To Empower You to Do Most Anything On Earth - Things Until Now Only Educated "Experts" In Those Fields Could Do – Now You Can Use "Artificial Intelligence" To Do Anything.

I remember once describing what I do at a seminar as having a "**magic genie**" inside your computer where you could lean over and ask it questions like this:

"Hey, Hal? What was the supply and demand of potatoes in China in 1964 at 11:00 in the morning?" ...  
ANSWER

"Hey Hal? What is the best way for me to use my existing talent to start making money – and he would say, "Its simple download ABC software from XYZ Co., now and take the test and you will know" ... in his monotone computer voice.

"Hey Hal?" Who are my competitors around the world – and what is it they are doing that's proven to work – can you snoop that out for me – and one more thing – I'm strapped – so find me a way to do whatever that is cheap as possible... and have that answer in less than an hour.

"Hey, one more thing Hal! Thanks for that info – space ads in Popular Mechanics huh? Do me one more favor please? Is there a way I can get a list of other media sources like Popular Mechanics where this ad may work – and if so, can you get the names of all those who make decisions on "Per inquiry advertising" – and while you're at it is there a letter out there that's proven to get more advertising media sources like this to accept my proposal to run ads on a per-inquiry basis until I get my cash-flow up?

Oh, yea, and Hal? I'll need someone who knows a lot more about writing ads than me so we can redo this ad to avoid infringing on their copyright while getting the same psychology in the ad that's working, find me someone who'll be willing to see I've found all the pieces to make a few million dollars now – and if they are willing to re-do this ad to keep it as effective without charging me up-front, I'll pay them 5% of what I make forever, OK?

Hey, Hal? Hal? I almost forgot will you find me a good honest shipping center – which also has the capability to handle taking my orders and sending the product...? Thank you. OH! HAL! While you're running this errand do me a favor? Since I will make quite a few million, find me someone who'll work with me also on a ... let's say... 5% of profit to set this up offshore so I can save on taxes, ey?" Thanks – see you in a few!

Imagine this guy – "Hal" will get this done for you? Can you see the power of what it would be like to have the tools, the expertise, the "system" to do all the above – fast – to the point with precision accuracy? That would be of great value would it not?

Well, my friend, Hal is YOU! The complete techniques to the "operating system" is outlined in the MMIC SITE and was taught at length at each of my higher priced seminars. This is the incredible difference of "technology marketing" and the myopia and misunderstood "image" many have of Mike Enlow regarding "Internet Marketing."

The big difference I guess is: I ask "Hal, what's working out here in net world for low cost lead generation for those who really are willing to work – to find "the library" of "education and instruction" for bettering their marketing education." And Hal, what Banner has worked best, where, and get me a copy please?" Oh, thank you. You said what? "Banner ads are working where? Oh. Can you get me the name of the person in charge please – also get me their office telephone and fax please? Find out what I may offer them that will place me in a favorable position to get this ad out on a JV please? Good night Hal, thank you, I'll pick up those answers in the morning.

This is exactly what I do from day to day – for you – for me – for clients around the world. It happens day in and day out – and trust me – not ONE THING you PAY FOR in your endeavors towards success can I not find for literally free – as good (if not better). I teach you the tools to use - the proper ways to use psychology to get the rest once you have certain bits of info - and then of course "HOW TO MARKET" so it \*really doesn't matter\* what your media.

If I show each of you how to make a million dollars - and I can show you a \*guaranteed way to do that\* - you don't care what media you use, do you? Most of you don't - and if you are one of the \*few\* who are simply "dead set" you have to do as others do - and follow all the other "sheople" (sheep-people) ... I probably can't help you anyway. (sigh)

I hope this helps you see why many wish to have my services, I've developed tactical sources and search techniques that work better – faster – with greater accuracy than any others. I've also built or had built the tools to make all this work... before anyone had the "multiple search engine" search engines – or the "get the insider's name" info programs that do a "who-is" query for you.

Being a past detective has its benefits – but as technologies grow – so do the ways of protecting information. I consistently have to create new ways, new programs, and "investigative angles" to get to these answers – but they are all out there my friend – every one of them. This is the almost magical difference between our company and our so called, "competitors."

Does it work? Ask Hal - or you could just read our testimonials... (smile).

Good day,

Michael E

P.S. - To read some of our many testimonials,

[Click here to go to our website "jump" page now.](#)

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*Mike Enlow's*  
**Masters of Marketing  
Inner Circle**

## **A Personal Note From Mike Enlow:**

I wish to express my personal gratitude to you for giving us a chance to prove our worth, by giving first. Too many would have you \*pay first\* only to learn they dish out "hype and BS" and what you receive even \*after\* you pay them is more information telling you how they got rich - telling you how...

Our team works hard to help you in whatever you are trying to do by **personally** answering emails to help you with your marketing endeavors.

As owner of The Masters of Marketing Inner Circle Web Site I believe our "personal service" touch - and our aggressive positioning on our spiritual foundation - sets us apart from all others in the arena of "Internet and technology marketing."

Endorsed by most of the world's leading experts in marketing advisory/consulting services as the "pioneer" of the Internet Commerce Revolution - I personally work more hours \*with my customers\* than any other expert of my caliber. I think people should be treated as \*people\* and \*only after\* we prove the value of our services do we expect you to patronize us with your business.

Please feel free to browse our entire site - and gather

[Sample JV Letter To Get Leads Like Magic](#)

[Going After The Money](#)

[JV's For The Big Boys](#)

[Biggest Mistakes In Marketing](#)

[Building Multi Million Profit Center With Nothing](#)

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the many reports I've provided you - detailing many of the more profound and creative techniques I design day by day. If you are not already a member of my elite "inner circle" you can read all about that - and discover how - after over 8 years\* of research and study, I finally built the first and \*only of its kind\* **fully artificial intelligence database - of experts advice** - giving you \*instant access\* to literally hundreds of thousands of dollars of their insider tips to achieving great success in marketing.

If you are not also receiving my (for now) free periodic "live action as I work" updates - as I develop "new breakthrough" tactics - sign up to receive those free at our website.

[\(Click to go there to go to our "web jump" page now.\)](#)

Remember - As a member of our Masters of Marketing Inner Circle you will receive all the "real inside scoop" on whatever I **personally** am doing for my clients and customers - in creating new - innovative - creative breakthrough techniques.

As a member you have the chance to leverage on these new strategies before they are \*stolen\* and resold by the many "experts" who copy my work - and have for many years. As one who implements these new strategies into your business, you have a chance to gain **tremendous benefits** to your personal endeavors before these concepts are widely known or used - another benefit we extend to help you \*earn your way in\* as a member of my Inner Circle program.

For now I am giving these Webcast Updates free - however I plan to soon require you to subscribe to these - as the information I share is the kind of information business owners from around the world have paid as much as \$15,000 per attendee to learn at my famous marketing seminars.

I hope you've enjoyed the lessons in this Ebook so far and have found - and will continue to find - that we deliver **much more** than you have expected. Meantime, do let me know if there is \*anything\* we can do to better serve you.

Kindly,

Michael E. Enlow, Pres.  
Enlow Enterprises, Inc.



**P.S.** If you have had a "bad experience" of having not as of yet seen any kind of achievement like that you have sought on the net - (or other marketing methods) you should avail yourself of our **free** "customer service" advisory page on our website. Just go through our web site "jump" page by [Clicking here](#) (then click on 24 Hour Customer Service at our website.) Why do we believe we stand "head and shoulders" above our competition? It's simple, we provide shockingly (to some!) good customer service, work hard at providing everything you need, and separate the truth from the hype so you don't waste your valuable time and money "...

PS#2. If you are new to Mike Enlow - perhaps you may wish to see why we had the largest readership of ezines of our kind in the world in 1996 when I took 19 months off to enjoy a bit of time with my family. Since my return to active practice in October - we \*already\* hold the record for hits vs. sales of high-ticket products on the web - because we care about our customers, and they know it!

[Click to read more at our website.](#)

Our customer service department works long hard hours - using voice chat software - compatible with

anyone who has speakers and a microphone, or telephone, and even via interactive pagers to answer any questions you may have - so be sure to drop by and if you have questions - simply click on the **24 Hour Customer Service** button on our web site to discuss what it is you are doing - and get \*free\* insights and tips\* from our talented consultants 24 hours a day!

Our sincere appreciation for investigating us and we wish you well and hope to see you as part of our elite Inner Circle.

Mike Enlow

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## Mike Enlow's Masters of Marketing Inner Circle

*Profit from our free associate program, and:*

### Turn This Ebook Into Your Own Personal Salesman

We hear the same complaints, frustrations, and concerns from people who email us every day. They basically wind down to this:

1. I can't find a good product to sell! Either whatever I want costs too much to buy the rights to, or it doesn't have a strong sales letter, or the product itself just isn't that impressive. What can I do?
2. How can I easily, safely, and responsibly promote a product online? I don't want to "bother" people, or risk getting in trouble for spamming. I'm just not a "salesperson", and I don't like pushing my offer on people, but I want to make money!

**Good news:** You're reading the solution right now! You can promote our Masters of Marketing Inner Circle program, and use this Ebook as your own personal salesman. You don't have to do anything to "sell" at all, all you have to do is **give away** this free, valuable Ebook to those who need it.

**Here's why the Masters of Marketing Inner Circle may be the perfect product for you:**

- Top-Quality, valuable product worth far more than its selling price. You'll be proud to stand behind it. (Very important)

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- It doesn't cost you one penny to sign up and start promoting it. (*You can even get this E-book customized so that it actually directs traffic to your associate site - there's a nominal charge for our staff to do that customization work for you.*)
- We take care of everything. (Processing the order, follow up, customer service, paying you, etc.) All you have to do is pass around the Ebook and send us traffic.
- Proven sales letter and sales process that is breaking records for hits/sales ratios for high-ticket items online.
- Pays more in commission than most people earn selling their *own* products.

To get all the details, and find out if this is the opportunity that you have been looking for, just [click here to go to our associate information/signup page](#). (You must be connected to the internet before clicking on the above link.)

Five minutes from now, you'll have all the info and the tools you need to hit the ground running and start profiting from our **proven product and sales process**.



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## Mike Enlow's Masters of Marketing Inner Circle

### Web Site Launch Page



[Click Here To Enter The  
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Website Now!](#)

To enter our website, please make sure you are connected to the internet before clicking on the link above. (More info below...)

If you are about to enter the Masters of Marketing site for the first time, be absolutely sure to:

1. Read my Joint Venture report, "**Sandcastles to Empires**". It is the basis for all of the other joint venture concepts discussed in this e-book, and is \*required reading\* before continuing on.
2. Subscribe to our free "Webcast Updates" newsletter. This is also \*crucial\*, as it will keep you up to date on our newest endeavors.

I'll "see you inside".

Sincerely, Mike Enlow

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For full details - and to sign up \*free\*, click on the link below. It is highly recommended that you visit our main web site first (using the link above) before going to the associate information page, so that you will have a \*full understanding\* of the value we are offering.

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