

# **[THE REBEL MARKETER'S MANUAL]**

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Brought to You By Krista Brashear

# The Rebel Marketer's Manual

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# The Rebel Marketer's Manual

## Introduction: Your Job is Killing Your Future

A short 10 months ago I was stuck in one of the worst situations a free thinking, aspiring entrepreneur can find themselves in...

...

A half decent job.

I was working for a mammoth coffee company (yeah, probably the one you're thinking of!) and the job was just comfy enough to keep me stuck.

Why?

Fear.

Things were OK, and I was so afraid to lose OK, that I wasn't going for GREAT!

I was unhappy with my life, but I was afraid that making a big move would make me lose what I already had.

I had tried online marketing in my spare time for two years, but the pieces never really came together for me.

So I set the alarm 30 minutes early every morning, just so I could have the pleasure of getting to hit snooze 6 times instead of 4.

I came home so exhausted I could barely talk to my family and instead opted to plant myself in front of the TV to "relax".

I spent maybe 30 minutes to an hour with my two year old daughter before she would go to bed for the night.

And she would barely tolerate me because by the time I got home my hair and clothes would completely reek of coffee.

I struggled through day after day of just existing until one day everything changed.

I was just 8 weeks pregnant with my second baby, finishing up another gruelling day in work, and I started to have trouble breathing.

I had a pain in my chest like a vice grip around my lungs.

I went to my doctor who sent me straight to the emergency room.

As I sat on a rickety bed in a corridor waiting for a doctor to see me a kind male nurse sat down to talk to me.

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He told me how he had recently had a second child and that it was incredibly hard. He said you expect it to be twice as hard as one, but it's exponentially harder.

He went on to tell me how both he and his wife work 12 hour days, and have 2 hour commutes!

After he moved on I thought about what he said, and I was determined that my story would be different.

All I could think was, "It doesn't have to be this hard!"

I wanted the very best for my daughter and my son on the way.

And the very best for them was me!

Me at my very best!

They deserved a relaxed and happy Mommy who could stay at home with them...

Be there to play.

Be there to kiss them better.

Be there to be a major influence in their lives.

When the doctor told me after extensive testing that my breathing problem was simply ... stress.

I knew this was the wake-up call I needed.

I decided right then and there that I would find a way out,

That I would stop settling for mediocrity,

That I would take a risk, make a big move, and find a way to support my family from home.

The last year has been a huge learning curve, I had to push myself to learn how people REALLY make money online, and the shortcuts to make it happen faster.

Now I am earning an income from home that is increasing every month.

I am spending the majority of my day running around the house playing "Tiger" with my daughter or snuggling up to my perfect, healthy five month old son.

I have found tools and shortcuts to help me leverage my results.

I have uncovered the secret strategies that gurus are using to become more and more successful.

The following book is what I have learned, and how you too can earn a stable and steady income from home to finally live the life you desire.

You just have to make the choice for change and apply what you are about to learn.

Stop settling for safe, and start going for your dreams!

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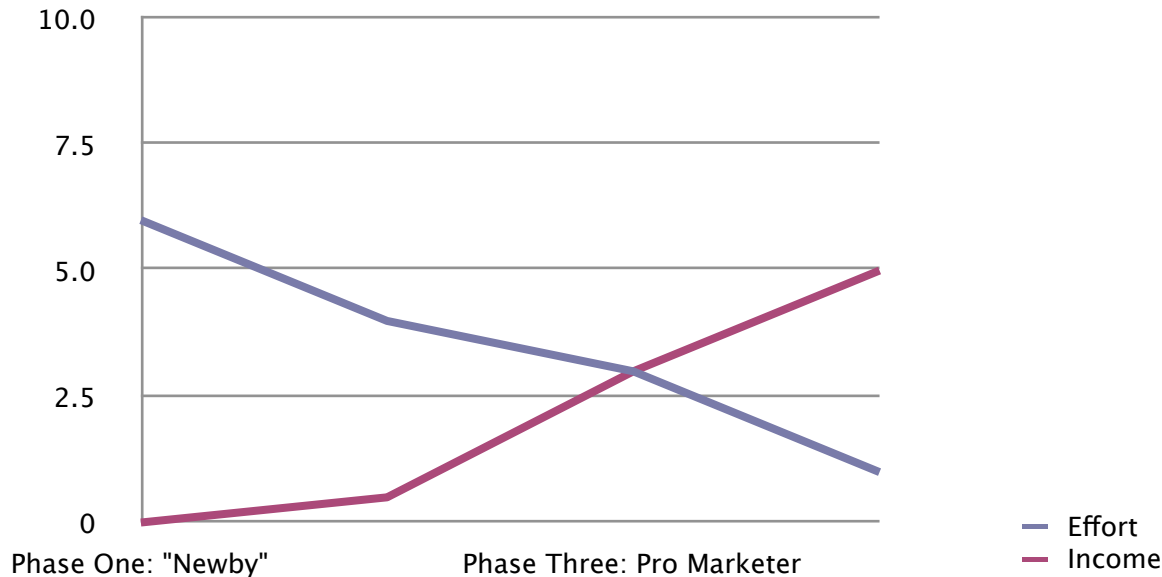
To Your Absolute Success!

*Niamh Arthur*

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## Lesson #1: What's Wrong with Traditional Internet Marketing??

### The Internet Marketer's Path



### Phase One: Newby

Most people never get past "Newby".

A newby spends hours and hours trying to just decide what they are going to do, and then how they are going to do it.

*Most of the income in this industry comes from the pockets of Newbies.*

Does that last sentence make you angry?

It should.

You see the Gurus and Pro-marketers of the internet view the Newbies as sheep, and yes, I've even heard them called "Sheeple".

Now, you will find that most Gurus and Pro-Marketers have a genuine desire to help, but they also BANK on most newbies never getting past Phase One.

You see they can create endless info products, telling you EXACTLY how to market because they know you simply won't be able to compete with them.

If they teach you how to rank Youtube videos, they know you probably don't have the sales skills to actually convert those videos to paying customers.

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If they teach you how to create a Fanpage on Facebook, they know that it will take you months if not years to build it up to where they are.

**If they teach you ANYTHING online, they know that 90% of the time you WON'T IMPLEMENT IT.**

**Even if you've paid for it.**

So Guru's get away with marketing product after product to the same people, because the people always want the next solution or easy fix.

They haven't been able to make the last solution work, so they forget about it until they get an email promoting the next EASY marketing method.

"This isn't being done anywhere."

"You're ahead of the curve."

"It's stupid simple."

Yes, they may be able to show you stupid simple ways to rank your websites, articles, videos, create a fanpage, etc. But without the sales or copywriting skills to have something worth ranking, you can't compete!

## **Phase 2: Marketer**

These are the people who see through a lot of the B.S.

It usually takes a newby up to about 2 years to get to the Marketer status, and that is ONLY when they stop looking for the next big thing and focus on one method.

Marketers are usually selling affiliate products, and have the PERSISTENCE to have finally made a few checks.

They still are slaving away to drive masses of traffic because they often still have low conversions and poor sales skills.

Typically these people aren't even making a profit monthly, but they are making something.

Funny thing about marketers:

Often the people who are just willing to follow simple instructions get here.

The "clever" people continuously look for the best and shiniest solution to making money. But the people who just stick to one method can usually get money coming in.

## **Phase 3: Pro Marketers**

Pro Marketers are making a genuine online income.

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They no longer need to work too hard as they have typically found some form of leverage.

They can use 20% of their income to invest back into marketing and advertising to help the business grow even more.

They are starting to create info products and tell their story.

Most marketers don't start telling their story until they are in the Pro-phase.

And don't forget, a good story is what sells online.

People really don't care much about your product, because typically they are happy with the products they currently have.

But if you can tell a good story about your success, people will join you.

As marketers begin telling their story they transition much more easily into the Pro-marketer status.

People start to follow them, and as long as they keep up the conversation they will eventually reach the coveted final phase:

## Phase 4: Guru

Not everyone wants to become a Guru, but many Pro-Marketers accidentally find themselves there.

You can't make yourself a Guru, it's the people who follow you that will elevate you to this status.

This is when you have dedicated followers who hang on your every word, who can tell your story for you, who know exactly who you are and where you came from.

They are ready to buy every product you ever come out with.

These people usually stop seeing you as a marketer, and start seeing you as a friend, as someone they want to be.

A guru can create money out of nothing.

They can sell you on something that doesn't even exist yet.

It's coveted because people realize that Gurus can make lots of money, with little effort.

When you reach Guru status:

***It's impossible to STOP money from coming in.***

You will make more money by going on vacation, and posting your pictures on Facebook.

People will want to be you.

Sound nice?

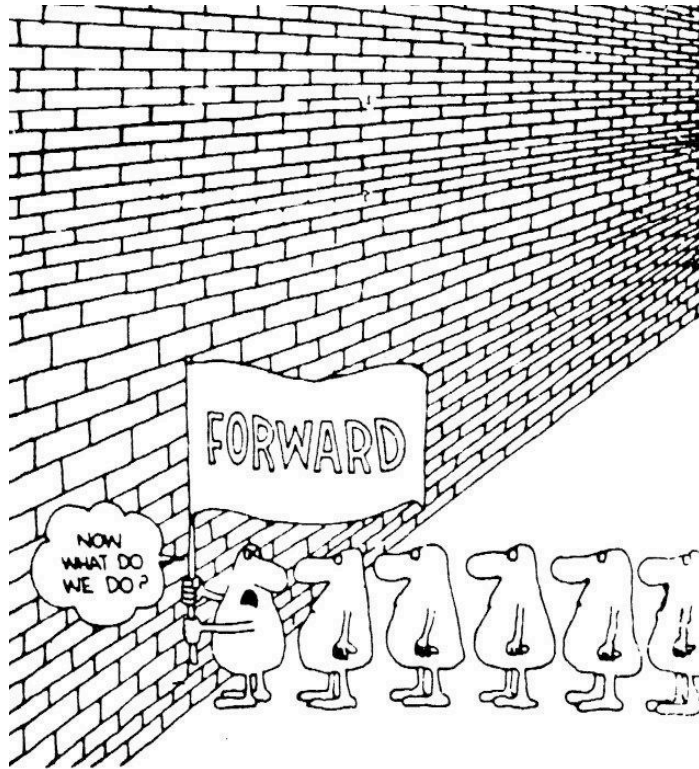


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To most people it does.

So if this is the inevitable path of your hard work, why do so many people never get there?

## Because of the Insurmountable Obstacle.



The Newby Brick Wall.

Have you ever heard this phrase from a Guru?

“Making money online is easy”

The first time I heard this, I was **fuming!**

Because it hadn't been easy for me.

And it's probably the same for you!

Because you've genuinely done everything people have told you to do and you're still not successful!

Don't panic, there's nothing wrong with you.

But guess what...

The Gurus aren't lying.

Making money online IS easy.

At least it's easy once you're on the other side of the wall.

You see online success is a Chicken or Egg type scenario.

## There is a certain formula to online success:

- A good story (and the copywriting skills to tell it)
- Proof
- Cashflow

You can't create a good rags to riches story or show any proof without having some success. And you can't get the success without the good rags to riches story, and proof!!

So you get stuck.

You spend all your cashflow trying to learn marketing and making mistakes.

And you know what, you are going to make a lot of mistakes on the road to success.

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So by the time you've learned how to market properly, you've probably run out of cashflow.

And you quit!

Splat.

*Another Would-Be-Marketer taken down by the Newby Brick Wall.*

When I first got started online I simply wanted to know HOW.

How to drive traffic to a site.

How to convert that traffic into leads.

How to make sales.

But it turns out that finding out How, *really isn't the problem.*

Now marketers have discovered that they will become Gurus much faster and achieve easier success if they share their "How-to" secrets.

Guru's will show you all day long how to use different traffic sources, and they will tell you what you need to do, but this is akin to showing someone how to cook, then locking the door to the kitchen so they can't even get in.

What's the point of teaching someone how to get traffic to a Youtube video if they can't make an effective money making video?

What's the point in teaching someone how to get an endless supply of traffic if they can't effectively turn that traffic into customers?

Newbies are FINALLY learning HOW to market their business, but they still don't have:

- Cashflow
- A good "rags to riches" story and the copywriting skills to tell it
- Their own personal proof

This is why, occasionally, you get an unethical newbie marketer that lies, that steals someone else's work, that invents proof.

That does not uplift the industry, it gives it a bad name.

So we need to unlock the door to the kitchen and get everyone COOKING.

The best way to do this is to bootstrap your way to success. You just need a small amount of leverage to be able to work your way up.

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If you can just get access to a good story and delivery system for your marketing (and it turns out you don't even have to make this yourself) you can use it to build your own list and make some sales.

This could be through marketing an ebook that tells someone's story, or marketing a video sales page, etc.

The point is, you can capitalize on the story and success of your mentors (obviously with their permission) to make your first sales online.

You can use the success of your initial sales to both learn, how to present your own story, and use the success as your proof for your customers.

All you need is that first step.

The first step CAN be the hardest, but that is where the new movement to ethical marketing comes in.

With a small amount of leverage and using the skills other people have built up over time you can skip the first step and start building your proof and your story.

The next sections will teach you how to avoid the "Newby Brick Wall", market effectively, and use leverage to jump the hurdles and create your own success story!

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## Lesson #2: Stop Shooting Yourself in the Foot

This is one of the most important lessons for your success...and if you “get” this, you will never struggle again.

*It's more important to **feel good** about what you are doing, than to make a lot of money.*

While it's true there are people out there with no morals, willing to make money by scamming others, that is probably NOT YOU!

People generally want to feel that they are doing something good for the world.

If you choose to operate a business that you don't feel good about, or that you don't believe is genuinely helping people you will fail.

Why?

Self-sabotage.

When I first started trying to make money from home I joined a business selling high-end personal development products through direct sales.

The huge payoff was massive commissions.

The downside was the cost of the products was more than the average person could afford.

I would get leads for the business and find myself NOT CALLING.

I would see a lead come in and get a sick, sinking feeling in the pit of my stomach.

I knew that to be successful I would HAVE to follow up with these people, and I felt an enormous amount of guilt about being too scared to make phone calls.

So what happened?

I started to do half-hearted marketing.

I truly thought I wanted to be successful, but found myself never really going for it, and never really learning how to properly market because secretly...

**I didn't want leads!**

I didn't want to feel responsible for someone going into debt to buy these products.

I believed that the company was good, and the products were good, but the price points frankly felt just too high.

I didn't feel right about what I was doing.

Deciding to quit that business was like having a weight lifted from me.

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Ever since then I have ...

- ONLY marketed products that I felt GREAT about!
- ONLY marketed products that were at a good price point
- ONLY marketed products that I use myself
- ONLY marketed products that were higher in VALUE than cost
- ONLY marketed products that truly uplifted and helped others

Why is this such an important lesson?

Marketing takes work, dedication, and true belief.

Don't even bother to get started if you're not going to feel good about what you are doing as it will eventually bring you down.

To build a true, solid, sustainable income from home you have to build an ethical business that genuinely solves people's problems.

I'm assuming that the majority of people reading this book are **GOOD PEOPLE**.

You want more than just to make money from home.

You want to be part of a bigger vision.

You want to be a force for good in the world.

You want to help and uplift others.

So find that vision, latch onto it, and go for it 100%.

I believe in you...

**You can do it!**

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## Lesson# 3: Representing ONE Clear Message Opens Up Multiple Streams of Income

I often see newby internet marketers trying to be everything all at once.

They market products from multiple niches and don't understand why they can't get good at marketing any of them.

Think of it this way:

When I say "Tony Robbins" you think "Personal Development".

When I say "Mike Dillard" you think "Network Marketing".

When I say "Robert Kiyosaki" you think "Wealth Creation".

Now all of these people market MANY different products, but they represent one clear message.

This means that when someone decides they want to learn more about how to create wealth and retire early, they think they should pick up a Robert Kiyosaki book.

When someone decides they want to have more confidence in life they book a Tony Robbins event.

Why?

Because most people who are willing to spend money on something **want the best for themselves**.

So whenever they want a solution in a particular area they go to a *specialist in that area*.

When someone decides to build a house do they go to the discount store to buy their tools?

No.

They go to the hardware store.

Because the hardware store not only has the right tools, but the right KNOWLEDGE to tell them which tools are going to help them build a more stable house.

The house MATTERS! It's going to be around for years to come.

It's true someone building a bird house as a hobby might go to the discount store, but guess what...

That's because it's a hobby and it doesn't matter much to them.

The people who are really willing to spend money on something take it seriously, and they typically want the best.

What message do I represent?

*Creating multiple streams of income online from home.*

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This gives me amazing scope for my marketing, but it also keeps me focused.

I'm not suddenly going to start talking about how to start a pizza franchise, and I'm not suddenly going to suggest that people run around Walmart promoting themselves.

I know my target market wants:

- Easier ways to make money online
- To use the internet to leverage their efforts
- To have more free time to spend with their families
- To find cheap ways to market and start businesses with low start up costs

They DON'T want:

- Difficult technical set-up
- To spend their days on the phone to sales leads
- To have their home business become as demanding as a full time job

This leaves me open to suggest tools, training, and resources to help them achieve their goals.

And guess what, if the tools, training and resources actually help them...*they come back for more!*

**You are 8 times as likely to sell to someone who has already bought something from you, then someone who hasn't!**

Remember that person building a house?

Well they don't just buy a hammer and a few nails, they need a screwdriver, they need a wrench, etc.

And when they need new tools they go back to the hardware store where they got good advice!

It becomes incredibly easy to build up many, many streams of income when you have a clear message being delivered to your target audience.

Decide what you want to represent, it doesn't matter if you start out knowing nothing...it only takes a little bit of work to learn.

First, you need to pick your niche.

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## Lesson #4: Find TRULY Profitable Niches

You've probably heard it from "Gurus" before: you need to find your online niche.

This is absolutely true.

However I would add that you need to find your online PROFITABLE niche.

**Here's a little secret: Not all niches are created equal.**

Why do Gurus tell you to go sell products on dog-training, bird houses, etc? Because *they don't want you in their niche!*

They don't want to create competition.

Now you can make money in just about any niche, but if you want a long-term sustainable income you need to pick an evergreen niche.

**An evergreen niche is one where people spend money regardless of the economy, regardless of the time of year, regardless of trends.**

There are three commonly agreed upon *evergreen categories* that you can pick a niche within:

- Health
- Wealth
- Love

No matter what is going on in the world, people spend money in these three areas. You just need to pick a niche within one of these.

For example, you could pick the *category* of Health, and the *niche* of weightloss, or body building, or increased immune system, etc.

You could pick the *category* of Wealth, and the *niche* of Forex trading, or smart investing, or (like me) making money online from home.

Why is choosing your niche so important?

This is where you decide what your "one clear message" is going to be.

*What are you passionate about?*

*What can you GET passionate about?*

*What problems do people have in these three areas?*

*How can you solve those problems for people?*



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It's best when choosing your niche to focus on your heart more than your head.

You will need to write about your niche and learn about your niche on a daily basis, if you aren't interested you're dead in the water.

Most Guru's will not come right out and say this, but it's true:

**The most profitable niche is how to make money online.**

There, I said it, and it's so true.

Gurus will tell you over and over to use other niches like dog training, and how to get back with your ex, or how to get six pack abs. And guess what, there is money to be made in those niches.

But it's NOTHING compared to the making money online niche.

The reason they don't tell you this is they don't want you competing with them directly in their own niche.

If they are giving you education on driving traffic, they want you to drive that traffic to a non-competing website.

But I know you deserve to make the most money out of your efforts,

And no one spends money like someone trying to build an online income.

Staying in this niche will allow you to use the "learn then teach" method that can bootstrap you to success!

You can learn about being successful online and teach your followers as you are implementing the same strategies.

You will begin to come up with your own ideas and your own teachings as you make mistakes and learn lessons.

***Nothing will catapult you to the forefront of a niche like being in the trenches every single day!***

Making money online from home is the **Dream of This Generation**....are you going to be a part of the movement?

Think big.

Play big.

Don't be afraid to get in the trenches with the big boys!

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## Lesson #5: The Components of a Good Affiliate Product

Once you've picked your niche you need a way to make money in it!

A good affiliate product is not always the obvious one.

### Percent Commission

For example, imagine you are choosing between two products (A and B)

Product A sells for \$200 and your commission is \$100.

Product B sells for \$100 and your commission is \$100.

Which product is going to make you more money? **Product B.**

In most cases, the lower the price point on a product the more you will sell.

So you need to find a product with a higher percentage commission. The higher the percent commission you earn, the more money you will make.

That's why the Guru's make so much money.

They create their own products, they sell them to their own lists for 100% of the sale, and they make a TON.

### Continuity

You also want to find a product that bills monthly.

This is paramount to your future success.

When building an online income you always run the risk that Google will update, that Facebook will change the way they do things, that Youtube will kick you off.

There are ALWAYS risks to your traffic.

That is why there is only safety in two aspects online: **Your list and your continuity programs.**

If you make one sale of one product, it does not guarantee any kind of future income.

If you make one sale of a continuity product you have created a monthly income for as long as that person remains a customer.

That is why you need to find a good continuity product that actually delivers.

People will stick with it and you will be able to build up a reliable monthly income, as well as a list that values you for offering GOOD products.

Let's again compare two products:

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Product A retails at \$200 and your commission is \$100 per sale.

Product B retails at \$25 a month, and your commission is \$25 a month.

Again, Product B is the winner.

If your customer stays with the product for a year you will have earned \$300 from one sale AND you will have made more sales as it's at a lower price point.

If the product is actually good most customers don't quit a low price monthly program.

## **One Core Product**

If you are working on delivering a clear message to your list, nothing will confuse them more than marketing a million different products to them.

If you want to be in different niches that's perfectly fine, but make sure to market a different core product to different lists.

## **Remember: A confused mind always say's NO.**

If you are offering one solution to a problem one week, and a different solution to the same problem next week, your list won't buy either solution.

It often takes a person being exposed to the same product 5 to 10 times before they eventually decide to buy.

You need to pick something you can get behind 100% so that you always offer the same solution to your customers.

So pick something that offers a continuity program and a high percentage commission. Then you can build multiple streams of income by suggesting tools and education that **support the initial product.**

Once you've picked a strong core product, you need a way to market that product!

You need some online territory.

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## Lesson #6: Creating Your Online Territory

Once you have chosen a niche and a product to market, you need to carve out some online territory.

This is where most people get stuck.

There are some technical hurdles to overcome, and many people opt to simply use an affiliate website or try to market on social sites with no website, only affiliate links.

This is a sure-fire way to fail!

You need to stake your claim to online territory.

It's hard to face, but until you establish a strong customer base you really have nothing reliable online.

You build up a customer base through creating and communicating with a list.

### Creating Your List

You need three things to start building a list:

1. A website or space for them to find you.
2. A strong reason for people to opt-in to your list.
3. Traffic for your website or online space.

Most marketers are concerned only with step 3. This is because they know that without traffic it doesn't matter how great your website is, or how fabulous your opt-in offer.

That's true, but you still need step 1 and 2 in place BEFORE you even need to think about step 3.

### Step 1: Your Website

Other people may argue this, but the best thing you can do for your business is build a blog.

I know, you've heard it before and you're intimidated by the technology involved.

It's true blogs can be technically challenging, and you do need to make sure it's optimized to be appealing to your customers as well as geared toward converting traffic.

But here's why you NEED a blog:

- You are building a relationship, and a blog allows your customers to see you as a real person
- You can establish your personality on a blog
- People are used to blogs and understand how they work, and how to interact with them
- Google LOVES blogs and you'll get more free traffic to a well optimized blog.

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- It allows you to be current and part of the conversation in your niche.

A static website is old news, it's corporate, it's clunky, it's *not cool*.

A blog has social links,

You can like it on Facebook,

You can post comments to interact with the author,

You can see that a genuine person is behind it, and that they are fighting to bring real content to the internet, not stuffy, boring, corporate crap.

## Step 2: The Opt-in Offer

People need a reason these days to enter their precious name and email.

They need to be getting a free video, or ebook, or tool.

Chris Farrell calls this "The Side-Door Offer".

If you want to target people who are looking to make money online, you can find something they might need to know, like "How to Start a Blog".

Set up a simple e-book with screenshots taking someone step by step through setting up their own blog.

Have this free offer for people who come to your website, to convince them to sign up for your list.

**Imagine having your name on the Brought to You By line of this e-book.**

Could you build your list faster by offering an e-book like this?

*Could you start the relationship RIGHT, by having delivered GREAT info to your new list members?*

YES!

You can use an ebook, like this one to (or even this one, but I'll get to that later):

- Get people to opt-in
- Start a good relationship with your list
- Get people to look at your primary affiliate offer
  
- Get people to want to open your emails!

We'll talk about Step 3: Traffic, in the next section.

First we need to look at the second part of success:

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## Communicating with Your List

The new era of internet marketing has both helped and hindered online marketers.

You need (and have the ability) to communicate with your core list through more mediums than simple email.

Your blog is the first step.

Email your list with your new and useful blog posts, respond to any comments on your blog quickly.

Use social sites like Facebook and Twitter to drive traffic back to your blog.

You can use a service like Onlywire to automatically update all your social sites anytime you put up a new blogpost.

This is not just about driving traffic, but about creating conversations.

Lists are not just a static thing to be marketed to.

Treat your list like what it is, REAL PEOPLE.

Real people want to be part of something, and when they are on the outside looking in they don't much care what happens.

You need to make it easy for them to become a part of your story.

1. Connect Your Blog to Facebook Comments

- Use Facebook plug-ins to make Facebook comments appear on your blog. This encourages people to join the conversation as they probably already use Facebook daily, they "get it".

2. Connect to Your List on Social Sites

- Send a friend request to people who join your list.

- Once connected treat these people like your friends, not your customers.

  - "Like" their posts, respond to their funny family stories, genuinely interact!

3. Tell Their Stories

- Even more powerful than your own story is the story of the people you helped!

- Your list will view each other as peers, and you as the leader, so when they don't feel that they can do what YOU did, they DO feel that they can do what another list member did.

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- Highlight the wins of your team (with their permission)
- Send out testimonial emails, congratulating the person on their success.

When you treat your list like members of the same community it will actually become more fun for you as well.

We are all social animals.

We want to be accepted, and we want to feel like part of something.

**So create something worth being a part of!**

Wow, we've come really far...and now you have the basic structure and knowledge to build an Empire on!

You've chosen a niche, created an opt-in offer, picked an affiliate product, created an online space, and learned how to treat your list for long term success.

Stop, take a breath...pew.

We're about to dive in to the meat of this meal.

So why not, get up, go for a quick stretch, grab a coffee, and meet me back here in 5?

No seriously, take a quick break and come back ready to send masses of people to your online space!

.....

Refreshed?

I am.

Onward and upward to the biggie: Web Traffic ☺

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## Lesson #7: The Secret to An Avalanche of Traffic

The downfall of most new internet marketers is poor traffic driving techniques.

No matter how great your website is, it won't make you any money unless it is getting LOADS of traffic to it daily.

Your website traffic will make or break your internet marketing career.

Why?

Because a badly designed website, with unappealing lead capture forms, and ugly headers will STILL make a ton of money if a lot of traffic is driven to it.

But a great website with the most appealing lead capture offer ever, *will never make significant income without significant traffic.*

This is where most marketers lose their money and their businesses.

In fact, many people will have *skipped the rest of this book* and gone directly to this section because all they care about is finding a new traffic technique that will FINALLY get them results.

### Why Most Marketers Fall Flat on Their Face With Web Traffic

Most people try to apply every technique all at once.

They never take the time to learn one technique and become really good at it.

As a result, none of the techniques they try work very well and they give up thinking web traffic is impossible.

**The secret of web traffic is applying a consistent plan daily, until you are successful.**

However, the plan should include strategies that drive different types of traffic.

When I first started to get good at driving traffic I was ONLY getting search engine traffic.

It's good, quality traffic, but I wasn't getting repeat visitors, I wasn't driving people from social sites, and I wasn't creating buzz and momentum with paid ads.

So it took MONTHS to build my traffic, and then the majority of my traffic only knew my content, not me.

The result was that I made less money than I should have for the amount of traffic I was able to get.

The following traffic plan is going to help you build up a steady and diverse traffic flow, FAST.

It will help you get more leads and customers out of your traffic, and you will never have to sit around wondering what to do next.



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Sound good?

Here we go...

## The Traffic Takeover Formula

You are going to be focusing on four different traffic driving strategies.

Together these strategies will help you to not only build fast web traffic, but they will help you have loyal repeat customers who come back again and again.

## Traffic Takeover Step One: Fast List Growth

This step is the quickest way to build a marketing list I have ever seen.

Solo Advertising.

What are Solo Ads?

Solo ads are when you “borrow” someone else’s list and get them to promote you.

You pay a marketer in the same niche as you to send an email to their list promoting a free offer (like an ebook or training course).

In order to get the free offer emailed to them the list members need to put their details in to YOUR opt-in page.

You will be sending the people to your “Side-door Offer”.

They are now on your list.

After they enter their details to get the free offer you can redirect them to a video salespage promoting a relevant product that they might be interested in.

If you’re reading this book you likely went through this process yourself.

In case you missed it, you can see an example of a high-converting video salespage here:

[Example video sales page](#)

Remember, these people are already on other people’s lists. This means they know all the tricks, they know when you are about to sell them something.

So make sure you give them a reason to watch your full video sales page.

You do this by advertising it as a **bonus on your opt-in page**.

### Solo Ad Breakdown:

1. Create an ebook or free offering that is relevant to people in your niche market.

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2. Create an opt-in page that advertises the ebook, telling people what they are going to learn and that they are going to get a video bonus on the next page. (this can be a simple page on your blog with an Aweber opt-in form included).
3. Have your opt-in form redirect your leads to a strong video salespage (see example above, this can also easily be done through Aweber).
4. Have your first email from Aweber include the ebook as an attachment or link to your ebook online.
5. Find people in your niche selling solo ads!

That's it.

The great thing about this is that once you have it all set-up you can continue to use the same page for multiple solo ads.

After the first ad you won't need to spend any time on this.

## **Solo Ad Benefits:**

- **Lightning fast:** you can place an ad in the morning and have over a hundred new leads in a matter of hours.
- **Targeted:** As long as you pick someone in the same niche you will only be getting traffic that is already interested in your topic
- **Great List Members:** These people have proven that they actually open their emails from marketers and click the links!

Remember, some people will buy from you straight away, and some people will need to get to know you first.

The first step is having a **good offering**.

I can't stress enough how important it is for your ebook or training to actually give good information.

This will make people much more likely to open your emails and buy from you in the future.

I'll show you how to get rights to a great ebook (this one) for free at the end of the book!

## **Bonus:**

If you're in the internet marketing niche ( and trust me, if you're not you should be...it's THE most profitable niche online) you can start by finding solo ads here:

[The Warrior Forum Classifieds](#)

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Search for Solo Ads in these classifieds. The forum members hold people to a very high standard of accountability and you can work more personally with the advertiser to ensure you are getting the ad you want!

Look for people who are selling a guaranteed number of clicks, so you know exactly how much traffic the ad will get you.

\*Hint: Start with a smaller package until you have tested someone's list, then up the number of clicks once you know how responsive their list is!

## Traffic Takeover Step Two: Social Storm

Marketers are taking over the social sites, and frankly most of them are shooting themselves in the foot.

The aim of social site advertising is to create loyalty and friendships.

You want people to feel that they have really gotten to know YOU.

*Surprisingly the secret is **Quality connections**, not quantity.*

I've seen people not only get themselves kicked off Facebook for adding too many friends at once, but also have it backfire when no one on their friends list knows or trusts them.

The only people who seem to accept blind friend requests (i.e. a friend request with no accompanying message) are other marketers.

You will find you can grow a big friend's list, but it will only end up being marketers marketing to each other!

You can create a social storm using a two part specific strategy.

### Part One: Initial Contact

Your connections need to start by focusing on the other person.

Remember, if someone shows genuine interest in you, you naturally have genuine interest in them.

So make sure your initial contact shows that you have actually looked at the person's page and found a similarity you can draw on.

For example, if you are in the internet marketing niche you could look up people who are interested in personal development.

Personal development often leads people to want to change their lives for the better, and the ultimate dream of this day and age is working online from home.

Once you find people with personal development as an interest, send them a personal message saying you share an interest in personal development and you would like to connect.

Try asking a question.

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DON'T include a link. This is a time to actually get to know the person.

You should be adding about 20 people on Facebook per day using this method.

I also recommend using Twitter for this strategy, and with Twitter you can generate even stronger connections.

Find people you want to follow who are possibly interested in your niche.

This is a good place to “niche down”.

Niche Down means finding a smaller subsection within your niche so that people feel your message is even more relevant to them.

For example, I'm in the internet marketing niche, but on Twitter I have “niched down” to work/stay at home moms.

Why?

*I'm a stay at home mom.*

I know the daily struggles and challenges faced by stay at home mom's.

I can tell stories that appeal to stay at home mom's.

I can show stay at home mom's a way to improve their lives and the lives of their family members by working at home like I do.

*I can make stronger connections by **having something in common** with the people I'm connecting with.*

When I add people on Twitter I go one step further than on Facebook.

I specifically look for stay-at-home mom's with blogs or some kind of web presence.

If I like their blog and they are active on Twitter (i.e. updated within the last day or two), I follow them on Twitter.

I give my new connections exposure to my followers list by mentioning them.

For example, “I just discovered @Somebody 's blog... great stories about her kids, check it out: link”.

What I've done here is actually helped “Somebody” get new eyeballs on their blog.

*This creates instant loyalty and appreciation.*

It also means the person will very likely come look at my blog and return the favour or retweet my comment.

**Note: ONLY do this if you genuinely like the blog or think your followers will enjoy it. People will see straight through it if you aren't genuine and you can lose followers.**

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Don't abuse this strategy or the internet marketing demons will come get you! (No, but you won't feel good about yourself, please see Lesson 2 if you think that isn't important!)

Be genuine, make real connections, and have fun!

So now you've created some genuine connections on Facebook and Twitter, how do you get these people onto your blog?

## **Phase Two: Loyalty Blogs**

This is the first type of blog you should be writing.

I call them "Loyalty Blogs" as they will help create loyalty to you both from social sites and your already existing list.

There are two components to a good Loyalty Blog:

1. A topic that your target market already has loyalty to.
2. A personal story or connection to that topic.

The topic could be a person that inspires your target market, or even an idea or concept that they have a positive emotional response to.

For example, in my stay-at-home mom's niche many SAHM's love their children but feel undervalued.

My loyalty blog for them could be about how much I value my mother and everything she did for me, now that I am a mother myself.

This concept works well as it is an idea that all mothers can relate to, and is GENUINE.

I really do feel that I have an amazing mother who probably deserved a lot more recognition than her four kids gave her growing up. (I only have two, so I have no idea how she coped!)

My target market can both relate to the topic, and will feel more connected to me as we share the same feelings.

They also are likely to share my blog post with other mothers they know, which can help expand my blog post's reach.

What does this blog post do?

*It creates loyalty and a genuine strong connection.*

I then just have to have links on the side of my blog so people can learn more about me and what I do, and many people will click or join my list simply because they liked my post.

This is one of the easiest ways to create a strong bond with your traffic.

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Other topics could include someone famous who inspires you and a funny story about their influence in your life; a common struggle for people and how you overcame it, an ode to your family.

You simply need to be tapping in to the emotional side of your site visitors and giving them a reason to feel closer to you.

## Social Storm Breakdown:

1. Add 20 new Facebook friend's per day and send them personal message mentioning why you thought it would be a good connection (i.e. "We both share an interest in...")
2. Add 10 or more new Twitter followees per day, mention their blog or website in a Tweet
3. Create one "Loyalty Blog" per week about a person, idea, or concept that your target market has loyalty to and connect it to yourself with a personal story.
4. Link to your blog post on Facebook, and make a comment on the update to get it onto more homepages (i.e. "Been meaning to write about this for ages.")
5. Tweet your blog post 5 times throughout the day.
6. If writing about a specific person (i.e. Jim Rohn) go find 10 people who aren't following you that have Tweeted about Jim Rohn that day and send them a mention in a Tweet. (i.e. "@SoandSo, Thought you'd be interested in this article on Jim Rohn, we're both fans!link")

## Social Storm Benefits:

- **True Connections:** People are far more likely to buy from you if they feel they know you, or want to know you better. The more genuine you are with this strategy the better.
- **Curiosity/Support:** As People get to know you they will want to know more about what you do. They will click your links out of curiosity, and if they feel loyal they are more likely to want to support you.
- **Viral:** If you do Loyalty blogs right (and it may take some practice), you will get other people sharing your blogs with their friends.

## Traffic Takeover Step Three: Search Engine Explosion

Search engine marketing can be a bit of a strange animal.

It seems everywhere you turn people have different strategies and techniques to rank in the search engines.

Before you even think about how to rank, you need to know what to rank for.

### What keywords do you want to target?

Try to keep this as simple as possible.

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Think of a keyword your target market might be searching on Google.

Visit the [Google Keyword Tool](#) and type that keyword into the box shown.

This will give you a list of similar keywords and how many searches they get per month.

For example, for my target market of stay at home moms, I can simply type in “stay at home mom”.

*Start by targeting keywords that have more than 1,000 searches per month.*

Look for a keyword that you can write a good post about and incorporate into the title of your post.

In my example I could choose “working mom vs. stay at home mom”, which has 1,900 searches a month.

This would make a great title, particularly if followed by “How to Choose What’s Right for You”.

Next you have to make sure the keyword isn’t too competitive to rank.

Visit the Google search page and type in your EXACT keyword in quotes (i.e. “working mom vs. stay at home mom”).

Look at the number of results, for my keyword it’s 102,000.

This is fairly low competition and means I could probably rank easily.

Try to find keywords with 100,000 or less competition to start with.

Once your site is established you can move up to 500,000 and then up to 1,000,000.

But to understand how to get YOUR content to rank on the internet you only need to know, what makes things “rank” online:

- Relevant Content (How relevant is your content to the keyword someone searched in Google)
- Backlinks (How many sites are linking to your piece of content)
- Authority (How old is your website, what is it’s site Rank, how much traffic does it get)

## 1. Creating Relevant Content

This is the easiest part of this strategy.

Google loves blogs, and knows that its users love to read blogs.

Therefore when you want to drive people to your website that are searching for a particular keyword you start with a relevant blog post.

There is no point ranking a blog post that does not answer the question someone had in mind when they typed in their keyword.

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So when I think of “working mom vs stay at home mom” I figure someone typing that in is considering which option they want to do.

Maybe they have a baby on the way, maybe they are considering going back to work.

I can write a simple blog post that talks about the benefit of both and then maybe suggests that a good compromise is working from home to have some extra income, but not miss out on your children's milestones.

This answers their questions, but also steers the readers towards opting in to learn more about my particular work from home option.

Make sense?

To make Google see this article as relevant I need to follow a few simple rules:

- Use the keyword in the title
- Sprinkle the keyword throughout the article (about once per hundred words)
- Bold, italic, then underline the keyword in different parts of the article
- Include a relevant picture and use the keyword as “alt text” for the picture

To keep things simple for yourself and your readers try to make your article around 500 words (or at least between 300 and 700 words).

Now that you have relevant content you need to backlink to make Google notice it!

## **2. Backlink**

This is the most time consuming part of this strategy, but is fairly straightforward.

You need to create links directly to your article from websites that are relevant to the keyword.

First you should “ping” your article using Pingler.com. This lets the various ping services around the web know that your website has new content.

Second, link back to your article from as many social sites as possible using Onlywire. It allows you to update over 20 social sites at the push of a button.

Third, use an article submitter to spread your article to article directories.

This third part is what will tip your article over the edge.

When you submit the article to directories you need to include a link back to your original article in the bottom “Resource Box”.

To make this simple you need to have an automatic software that creates hundreds of backlinks for you.



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The best resource for this is Article Marketing Robot.

(Go look it up on Google to find out how to buy it, **I really want you to have this software** and not get caught up wondering if I am just selling it for extra bucks...so I'm not including a link here! It's a one-time-payment so no monthly cost.)

It will give you more specific instructional videos on how to spin articles, submit articles, and put your links in the resource box.

Make sure you watch all their short training videos so you get it working its best for you!

**\*NOTE:** If you use a HIGH authority blog like an [Empower Blog](#), you don't need to do the backlinking, let the site authority rank your page for you!

### 3. Authority

The only thing you need to know about authority is you build it up over time.

This means that the longer you use this strategy, the easier and easier it becomes.

You can skip months of building authority by starting your blog on a domain that already has high traffic, good rankings, and a long domain age.

I'll show you how to leverage the authority of one of the highest traffic sites on the web in the last section.

#### Search Engine Explosion Breakdown:

1. Cut out months of work by hosting your blog on a high authority domain (I'll show you how in section 9)
2. Do simple keyword research to find a keyword with more than 1,000 searches per month, and less than 100,000 competitors.
3. Write a 300-700 word article that is keyword optimized
4. Create Backlinks by entering the article URL into Pingler.com and Onlywire.
5. Blast the web with backlinks by submitting the article through Article Marketing Robot

#### Search Engine Traffic Benefits:

- **Highly Targeted:** You are getting answers in front of people while they are searching, making you the authority.
- **Trust:** You can trust from your readers as they expect only good results from Google
- **Long Term:** Once you get articles ranking your site traffic will begin to grow exponentially and your articles become long term assets that keep working long after you stop!

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## Traffic Takeover Step Four: Rabid Fans

This step is simple: *Treat your list right.*

The BEST source of traffic is people who have already been to your site and shown an interest.

I recommend only having a very short list of autoresponders, and instead sending emails to your list whenever you have a new blog post that they might be interested in.

You particularly want to email your list with your Loyalty Blogs to help build up their loyalty to you, but also ensure you are sending them lots of “How to” and training blogs.

The less “sales” emails you send, the more likely people are to open your emails, but don't make it hard for them to buy from you.

Once someone decides they want to purchase something from you it should be easy for them to find the right link.

*A great way to do this is in a P.S. line in your emails.*

That way your message isn't a sales pitch, but simply an introduction to your blog or training, but those who decide they are ready to buy can click a link in any email.

Remember, the fewer items you are marketing, the higher conversions you will have.

*Market one core product, with helpful add-on tools.*

When someone decides to work with you, or buy from you, they shouldn't need to make a decision on what to buy.

They need to know the next step instantly.

Interact with your list.

Ask them questions.

Get their opinions on what to write about.

Some of my best blog posts have come from questions my readers ask.

Give away freebies.

Every now and then send your list a new free ebook on a sub-topic of your niche.

Show them you care and value them.

A list that opens your emails, feels like they know you, and want to support you are LIKE GOLD. It's the ultimate Asset, and one you should work on cultivating today.

It starts with growing that list.

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So let's recap on your new Traffic Takeover strategy:

Strategy	Tasks	Goals	Time Needed
<b>Solo Ads</b>	-Create Free Offer -Create Aweber List -Find Niche Solo Ads	-Build your list FAST. -Make some quick sales to generate momentum	-After initial opt-in offer made, 30 mins per week. Aim for 1-3 ads per week.
<b>Social Storm</b>	-Add 20 new FB friends per day -Add 10-20 new Twitter followees per day -Create one "Loyalty Blog" per week	-Create strong connections of people that want to see you succeed. -Build loyalty by being genuine.	- 30 mins per day on Facebook -30 mins per day on Twitter -1 to 2 hours per week to create your blog
<b>SEO</b>	-Create a keyword targeted article on your blog daily -Create pings and social backlinks at the touch of a button -Add to an article submitter like Article Marketing Robot to beat out all the competition	-Build up long term substantial traffic -Grow your list by capturing your traffic -Get in front of readers while they are looking for your information	-30 mins to 1 hour to write article (don't spend too much time on these ones!) -5 mins on initial backlinks -30 minutes to add to AMR, spin, and submit -Aim to create 6 keyword blogs a week
<b>Rabid Fans</b>	-Send your list links to your latest blog posts or offers -Give your list lots of opportunities to buy without "selling"	-Create loyalty from your list members -Establish a relationship with your list -Give people a reason to open emails	-5 minutes per day to let your list know about your new blogs

This formula can be altered to fit your situation.

The above outline will take 2-3 hours per day, *but is laid out to get you going FAST.*

If you are short on time start by doing more solo ads, and when you've built up enough income to free up your time you can work on the longer term strategy of Search Engine Marketing.

If you are very low on money, plan to dedicate more time to your business and do as many blog posts as possible to build up income so you can start doing paid ads.

If you're low on time AND money, don't despair. Focus on the "social storm" strategy until you build up some income for solo ads!

If you're terrified because you've never written a word in your life, go to Fiverr.com and pay someone else to do it!!

Remember, it's easier to build FAST than SLOW.

If you are taking this on as a hobby, don't.

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The people who succeed in this business succeed because they treat their business like a business.

So put your heart and soul into it, and do whatever it takes to make it work!

Once you've built up traffic it will become easier and easier to grow that traffic and the money will come flooding in!

Just Remember, it's the combination of these strategies and the *consistent daily application of your plan* that really has the potential to *create an astronomical amount of traffic!*

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## Lesson #8: “It’s Better to Be Unified Than Right”

This was a hard lesson for me to learn.

When I started marketing online *I wanted to work hard.*

*I wanted the glory.*

*I wanted to have earned every penny entirely by myself.*

What happened?

**I earned very little.**

In about 3 to 4 months of working incredibly hard every single day I was still earning just under \$100 every month.

I was spending at least twice that on my marketing efforts.

It wasn't working.

Why?

I was trying to retain complete control of my business.

Instead of leveraging the work of other people I was:

- Writing every article
- Phoning every lead
- Writing every email
- Inventing new ways to market
- Basically....making every mistake you could make

***And I was miserable.***

What turned things around for me was realizing that I could actually leverage the work of those that had gone before me, but more importantly...

***I could leverage the work of those who were doing better than me!***

I was struggling along trying to learn SEO, good copywriting, good prospecting, how to make new websites, how to program, etc.

I would get incredibly frustrated as I realized that “stupid” people were far more successful than I was.

I hated to see someone who clearly wasn't as smart as I was having far more success!!

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And then I realized it was because they were simply better than me at following simple instructions.

Instead of trying to “re-invent the wheel” like I was, they were simply busy **applying** what top industry leaders were telling them to do.

I realized that in my *Pride and Ego* I was afraid to let go and use the work of people who were better than me at the technical set-up, the copywriting, the SEO, etc!

***And once I learned this lesson and discovered how to apply the power of a TEAM, my income increased immediately by 900%!!***

Hanging onto your Pride is like learning to paddle a river raft alone.

You understand what keeps the boat afloat,

You understand how to paddle the oar,

And you keep paddling for all you're worth,

But the more you paddle the more stuck you begin to feel.

Because you've been paddling **upstream**.

It's an incredibly liberating and scary thing when you let go of your pride.

You decide to stop paddling so hard and an amazing thing happens,

The river takes you.

You use the power of the river to propel yourself forward, instead of the power of your arms.

You pick up speed, the wind is in your face, and it feels almost like you are flying.

You need only to use the oar to keep yourself on track, to keep in the main flow of the current and to avoid rocks.

You feel free.

Let go of the oars.

Let the power of leverage propel you to your success.

Use other people's:

- Technical skills
- Copywriting skills
- Autoresponders
- Website set-up

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*You focus on delivering YOUR MESSAGE.*

Work consistently at delivering your message and driving people to your online space.

Let the river take care of the rest!

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## Lesson #9: How to Break Through The Brick Wall: Skip The Pain, Go Straight For The Glory

Ok, I haven't forgotten your most burning question:

*How do you leverage the skills of others to shorten your learning curve, break through the brick wall and achieve online success fast?*

I'll finally answer that in this section.

But first let's do a recap of what you need to do next to make this year your most profitable year ever!

### The Plan

1. Pick Your Niche
  - a. Remember, Health, Wealth, and Love are the only "evergreen" niches
2. Choose Your Core Affiliate Product
  - a. The highest **percentage commission** will be the most profitable
  - b. Find something that bills monthly so you can build a steady reliable income
  - c. This should represent your "one clear message"
3. Create Your Internet "Space"
  - a. Create a blog and optimize it for use with social media sites
  - b. Create an ebook or free offer to get people to join your list
4. Drive Traffic
  - a. Use solo-ads for immediate traffic and list building to create momentum in your business
  - b. Use Loyalty blogs to build loyalty in your list and encourage people to share your articles on social websites
  - c. Use SEO tactics to create traffic that is actively looking for you, and grows exponentially overtime

Phew, you've got your work cut out for you!!

But what if there was a way to skip straight to part 4?

Do you think you would become successful faster?



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What if there was a way to make your traffic efforts even more effective?

**Do you think YOU could be the next internet sensation?**

What will it feel like to finally achieve your goals online?

What will you do when you're finally making 5, 10, or \$15,000 a month online?

***What will you spend your money on?***

I know how you feel.

Excited, but nervous.

Thrilled, but sceptical.

I've just shown you step by step how to achieve success online, and now I'm saying you can skip some of the steps?

How?

**Leverage.**

Using leverage you can get the same results, with less personal investment.

You probably already use leverage every day:

- Paying with a credit card (**other people's money**), so you can own something you wouldn't otherwise be able to
- Hiring a housecleaner or babysitter (**other people's time**), so you can have a clean house or safe children, without you having to do the work
- Reading this book! (**other people's ideas**), so you can discover how to be successful online without having to spend years trying to figure it out for yourself.

***The same result with less struggle and pain=Leverage!***

What's my favourite type of leverage?

**Other People's Skills.**

You see I've outlined for you exactly what you need to do to achieve success, but let me ask you something.

If you apply exactly what I've laid out in this book, and I start from scratch and follow the exact same formula, which of us will achieve success faster?

Probably me.

Why?

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Because I have spent three years building up skills in copywriting, setting up websites, creating ebooks, choosing affiliate products, etc.

I have made the mistakes, I have suffered the set-backs, I have learned the lessons, and I have broken through!

Not only have I learned the skills, but I've also *learned how to use leverage to apply skills I DON'T HAVE!*

So how do you skip steps one through three and begin driving traffic to your money making site today?

Well, it starts with the story of two oddball marketers (affectionately known as Dave and Dave) who were sick of seeing “newbies” get stomped all-over by the gurus.

Both these guys had achieved Guru status, but got sick of seeing the people they were trying to teach *fail and fail again*.

Why were these people failing?

Lack of skills, and lack of cashflow.

The majority of marketers didn't have the cashflow to keep marketing long enough to build up their skills to become successful internet marketers.

The majority of marketers would come to a complete stop, go into a cold sweat and begin quaking with fear at the words “set-up a blog”.

And those that pushed through and got their website up couldn't afford to keep going for the year or so it would take for them to learn the skills to really rank on Google.

## **Dave and Dave were fed up.**

They were sick of seeing good, honest, hardworking people fail at online marketing.

They created a short-cut.

They created a blogging system that allows ANYBODY to have a fully running, social site optimized blog, hosted on a high-traffic, highly ranked domain, at the push of a button.

They created a system that provides its users with capture pages, sales pages, and a hypnotic marketing funnel that leverages the copywriting and sales skills of these two marketing phenoms.

They created the first marketing system in the world that offers *100% commissions on all their products*.

They created an absolute phenomenon that paid out more than 1 million in commissions in their first month and a half in business.

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They created [Empower Network](#).

Empower Network will allow you to get into the most profitable niche online: Internet Marketing.

It will provide you with a blog that is fully set-up, optimized for social sharing, and designed to get people hopping onto your list.

It will allow you to compete with the “big-boys” in the industry by hosting your blog on a high-authority domain that already easily ranks all over Google.

It will become your ultimate affiliate product, with sales funnels designed to sell it for you, but providing you with 100% of the recurring monthly commissions.

What about your Side Door opt-in offer for your Solo Ads?

**You're looking at it!**

If you join Empower Network through the links provided in this E-book you will get rights to use this exact same book for your marketing (with your name in the brought to you by section, and your Empower Network affiliate links incorporated).

*You will have all the tools you need to skip the pain, and go straight for the glory.*

All you will have to do is use our Traffic Takeover Formula to start driving traffic straight away.

So at this point you're just dying to know....how much is it?

For everything it offers it must be expensive right?

I know when I was first introduced to Empower Network I was chomping at the bit to get started.

I could see the power in leveraging the skills of two of the world's most successful internet marketers.

I mean, *these guys each make thousands PER DAY.*

Their system must cost a fortune right?

I was prepared to pay more the \$200 a month simply to get on their high-traffic domain to rank my articles more easily.

I was prepared to pay more than \$500 a month just to get access to real 100% commissions deposited daily into my bank account.

But I didn't need to pay \$500 a month...

Or even \$200 a month.

You see it all comes back to their vision.

Dave and Dave really want **everyone** to have success.

# The Rebel Marketer's Manual

And they understand that everyone has different circumstances.

Dave Wood was broke living in a van when he got started online.

He had to borrow money from his mom just to start marketing!

Dave Sharpe was working construction barely making ends meet.

They understand what it's like to want to change your circumstances, but not have the means to do it!

So they made Empower Network accessible to all.

They've made it so anyone can come,

put their flag in the ground,

and claim their share of the hundreds of thousands being earned online every day.

**And anyone can join, for just \$25 a month.**

Are you ready to make this year, **Your Year**?

[Get started now.](#)

Want to learn more about Empower Network?

[Watch the video.](#)

It's time to stop letting the guru's walk all over you.

**It's time to SMASH down the brick wall.**

It's time to join them.

It's time to become everything you always wanted to be.

I can't wait for you to join me, and takeover the internet.

Let the Revolution begin!

# The Rebel Marketer's Manual

## Unannounced Bonus: The “Big Vision”

Every great success story has started with one ingredient: Vision.

You've learned a little bit about Dave and Dave's vision, but let me tell you about a different vision.

My vision, for OUR future.

Just before I hit my big turning point and started making real money online, I was almost ready to throw the towel in!

I was feeling completely alone online.

I had a mentor, but felt I could never quite “aspire” to his levels of success.

I followed lots of the big names in Internet Marketing, but never felt I could truly become one of them.

I felt like they were **out of my league**.

So I bought info product after info product, trying to keep up.

I learned all kinds of amazing techniques, but could never fully implement them.

I had heard about the money to be made in “Selling picks and shovels”.

But I was one of the people **buying endless picks and shovels**.

Get this:

I was even part of a Mastermind....but hung back, feeling like no one would (or should) notice me.

Because I hadn't done anything worth noticing.

I kept thinking once I'd had one or two successes I'd get out there.

I'd tell people who I am.

I'd have a powerful story.

But nothing would happen, day after day, week after week.

Now eventually I did find the courage in my desperation to stay home with my family to make some moves.

But I still remember that small feeling.

I still know how **hard it can be to actually implement all the knowledge you have just gained**.

I have a vision of a team of TRUE SUPPORT.

Of a team of people who share, help, and grow together.

Of a community where you won't just get advice.

# The Rebel Marketer's Manual

You'll get actual tools you can use straight away to break through to your first successes.

This book is step one of that vision.

It's allowing new marketer's to use the power of storytelling and freebie offers in their marketing.

It's opening up new ways to market that would previously have been closed to someone who has no story or knowledge to share yet.

But the vision doesn't stop here.

What if we had a community where we didn't just get advice, but real marketing tools.

Real ads that could be placed.

Real videos that could be marketed.

Real books and training that could be offered to your list.

Think about it, if you could use the power of Youtube to market, without actually having to go through the technical hurdle of learning to make videos...

Do you think you could reach success even faster?

## **This is my vision.**

Supplying Rebel Marketer's from around the world with tools to help them market in any arena.

Without having to suffer technical set-backs.

Without being taken out by better "success stories" of the Gurus.

So that the "Newbies" and the "Guru's" can play on the same playing field.

This is the real revolution.

Step two is coming.

This "Mobilized Marketers" community will be a reality within a matter of a few months!

And the people who are here at the start...they will be the true Rebels.

They will have first access this new marketing arsenal.

They will pave the way to the new age of internet marketing.

.....

What do you have to do to be part of the Marketing Revolution?

What do you have to do to claim your free place in the upcoming Mobilized Marketers Community?

# The Rebel Marketer's Manual

[Join Empower Network](#),

Start following the Traffic Takeover Formula,

And Get Ready!

You're going to be part of something HUGE!

See You on the Beaches of the World,

*Niamh Arthur*

This Ebook has been brought to you By: Krista Brashear

\*Note: When [joining Empower Network](#), please ensure the Referring Affiliate name is Krista Brashear.

This is the only way to ensure you get rights to use this Ebook in your marketing and gain FREE MEMBERSHIP to the upcoming Mobilized Marketer's Community.

# The Rebel Marketer's Manual

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