

The IM Myth

by

chris
freville

The logo for Chris Freville features the name 'chris' in a light blue, lowercase, sans-serif font. The letter 'i' is stylized with a blue swoosh that curves upwards and to the right, ending in a small orange circle. Below 'chris' is the name 'freville' in a darker blue, lowercase, sans-serif font.

Coaching You To Internet Success

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Welcome to “The IM Myth” ...

Because what I’ve got to say is vitally important to your future, I was thinking of using a big, splashy headline to try and grab your attention.

Something like this:

Former Corporate Drone Kicks Down The Door To The Million Dollar Inner-Circle... And Steals The Key To Unlocking The Four Secrets That Would Jam An Average Of **\$26,017.00 Into His Pocket Every Month!**

ONLY MUCH BIGGER!

But it seemed a bit over the top, so I decided against it ☺

Internet Marketing = Hype, hype and more hype!

Right?

To be completely honest with you... **YES!**

(well, most of the time anyway)

...Instead, I’ll just give you a quick heads-up on who I am and why I’m here.

Hi, I’m Chris Freville, and I’m NOT one of those zillionaire Internet gurus. I’m an ordinary Joe, kinda like The Millionaire Next Door. In the last two years I’ve built a very nice Internet income by actually implementing what I learnt from a mentor. (well, a team of mentors whom I call my “Inner Circle”)

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And while I don't go out and brag about it, fact is, I'm completely "retired" at a young age, and enjoy an enviable lifestyle.

For one reason alone.

Because just over two years ago, I read another guy's story, and learned about the incredible possibilities this whole Internet Marketing "game" provided.

So I got on board, did what my mentor advised, and lo and behold — everything he said was 100 percent borne out.

So what is the secret behind the SUCCESSFUL internet marketing?

Before we get started on the blueprint, take a look at what the account of a successful internet business looks like!

My Account Overview


Welcome, **Chris Freville** (chris@guaranteedpublishing.com) [Edit profile](#)

Business Name: Guaranteed Business

Account holder since 2007

Account type: Business

Status: [Verified](#) (147)

PayPal balance		Manage Currency
Currency	Balance	
US Dollars (Primary):	\$232,116.20 USD	
British Pound:	£0.00 GBP	
Current Total in USD:	\$232,116.20 USD	
 Current Total in GBP:	£152,546.42 GBP	

No need to pinch yourself. That REALLY is my account. And YES! I am earning 6-figure incomes. And no, this is NOT the fruit of years of hard work. That's the beauty of Internet Marketing: If you do it right, making money is a piece of cake.

The doing it right part is the tricky bit. But that's why I'm here, aren't I? Keep your spirits high and follow what I have to share with you and you can be **every bit as successful as myself**.

To keep you motivated while you conquer the lands of internet marketing, I went out of my way and put down to paper some of my biggest success stories in my life. From the thriving business that is my own to other students that I have helped make tens of thousands online, you will get to learn from their unabridged success stories.

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One thing you will definitely learn is to not be disheartened by the lack of success you're currently having. I, and all my students so far, have had our rough days - just like you're possibly having right now.

It's when you learn from those past mistakes and stick to my no-wrong method that you can truly accomplish what all us internet marketers dream: The elusive but HUGE and EASY profits that the internet business can bring.

Like all subjects, internet marketing is an evolving, and ever-changing field. It's important to update yourself with the latest tools that are appearing on the scene. The internet marketer needs to be pragmatic and dynamic - always aware of the latest trends.

How About You?

I'm going to make an assumption. You're either interested in starting a home based business using the Internet... or you've already travelled down that road and have hit a road block. The "make money online" market is full of online marketers trying to sell you the latest and greatest product or service, and they do so (most of the time) with very persuasive sales letters.

How many times have you bought something, only to later get "**buyer's remorse**" ?

You can easily understand why. These sales letters are sometimes full of so much hype that you end up saying to yourself "I'd be stark raving crazy to turn this offer down". It really is too good to be true.

And you know what?

Very many times they are. I'm not saying all Internet Marketing products are bad (there are actually lots of very, very good ones out there), but there are also plenty of scam artists out there who are just after one thing:

Your money!

Three questions you must ask yourself:

- #1. Do you actually **need** the product or service they are offering?
- #2. Is it **relevant** to what you're trying to accomplish in your online business?
- #3. Does the product vendor offer any kind of **customer support** service?

Think about those three questions for a moment. How many times have you dropped what you're doing in order to follow the next "shiny bright object"? For example, you were working on building your list (which is always a very good

thing to focus on), but then suddenly an offer drops in your Inbox which has a very persuasive sales letter for how you can earn X dollars per month by implementing these little-known Affiliate marketing techniques. Before you know it, you've dropped the list building project and you're now very excited and all pumped up about making millions from Affiliate marketing.

Two weeks later...

You've either tried to implement the Affiliate marketing strategies and had no success...

Or, you've lost interest and you've gone back to your list building project.

Sounds familiar?

Here's the real kicker...

How many of those products you bought actually come with any kind of customer support? What happens if you get stuck whilst trying to implement the strategies shown in the ebook or videos?

Customer Service? You must be joking!

And the reason why is simple... Producing an ebook or video course is actually very simple and once it's set up, it doesn't require any more work on behalf of the product vendor. They set it all on autopilot, so once you've made your purchase you get taken to the "thank you page" where you can download your digital course.

And that's the last time you'll ever hear from them.

Why?

Its costs **real money** to run a customer helpdesk. It requires **real people** and **real time**. Product vendors are rarely keen to offer such a service free of charge, so more often than not, they simply leave you high and dry.

And that's why you get so frustrated!

There's no one there to guide you. No one to show you the ropes. No one to answer your "silly" questions (the only silly questions are the ones that are never asked!)

You need someone who take you by the hand and guide you step-by-step from the beginning of the "make money online" process to the point where you are actually succeeding.

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Do you know what galls me the most, though?

What gets to me most is that small coterie of self-styled Internet gurus, the multi-millionaires who charge \$5,000 and \$10,000 for seminars and boot camps.

Seminars where they then give away only a fraction of what my mentor taught me, and what I've discovered for myself over the last few years of learning and experimenting and testing.

Meanwhile they get richer and richer, and do less and less to earn it. But I've got a plan. Right now, I've been documenting my discoveries, my successes and my mistakes. The cream of what I've learned over the last few years. Discoveries which have brought the following:

Daily Sales Snapshot

Wed	Nov	04	\$1,260.96	
Tue	Nov	03	\$945.30	
Mon	Nov	02	\$995.08	
Sun	Nov	01	\$615.08	
Sat	Oct	31	\$504.38	
Fri	Oct	30	\$1,343.90	
Thu	Oct	29	\$1,311.38	
Wed	Oct	28	\$1,209.52	
Tue	Oct	27	\$1,059.20	
Mon	Oct	26	\$1,343.90	
Sun	Oct	25	\$179.60	
Sat	Oct	24	\$615.08	
Fri	Oct	23	\$995.08	
Thu	Oct	22	\$1,230.16	
Wed	Oct	21	\$1,160.08	

Internet Marketing: The Real Deal

Do you feel like the shy new kid in the confusing corridors of the Internet Marketing institution? You're not alone. Even people who have dabbled in the avenue before are as ignorant about it as they were before their failed business.

Most people who think they have mastered their Internet Marketing techniques, and are ready to get their own business off the feet are usually way off the mark.

So Who's The Culprit?

I'm going to tell you just that. In your searches did you come across those

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scam artists that give out free eBooks that promise you a million dollars within a few days? They tell you that they are showing you all the “TOP SECRET” ways of the internet marketing genius.

The reality? You’re getting scammed. All your efforts to find the exact formula that will make your internet marketing campaign a raging success have gone to waste? You had begun thinking there will never be a course that has an actual 100% success ratio and the exact step-by-step procedure you need to take.

Information Overload

If you buy multiple products from different marketers, chances are you’re going to get the **same information** delivered in many different ways! Its often the same stuff just re-packaged into a separate product name!

However... when your desktop is cluttered with ebooks, video courses, membership sites, home study courses – how much of this stuff are you actually getting though?

Nothing happens without implementation.

It’s the execution that counts.

It’s the follow through that gets results.

That’s where having a professional coach and mentor can make all the difference. Someone to make you accountable to. Someone who can kick your butt. Someone who can keep you motivated. Someone who can actually deliver and get you results.

But Isn’t Coaching Expensive?

Yes, it can be. In the past, I’ve charged as much as \$4,997 for coaching.

Date	Type	To/From	Name/Email	Status	Details	Action	Gross	Fee	Net Amount
1/15/2008	Paid	From	Business Development Limited	Completed	Details		\$4,997.00 USD	-\$145.21 USD	\$4,851.79 USD
1/15/2008	Paid	From	Web Marketing	Completed	Details		\$67.00 USD	-\$2.58 USD	\$64.42 USD
1/15/2008	Paid	From	Web Marketing	Completed	Details		\$77.00 USD	-\$2.92 USD	\$74.08 USD
1/15/2008	Paid	From	Business Development	Completed	Details		\$4,997.00 USD	-\$145.21 USD	\$4,851.79 USD
1/15/2008	Paid	From	Business Development	Completed	Details		\$4,997.00 USD	-\$145.21 USD	\$4,851.79 USD
1/15/2008	Paid	From	Marketing Site	Cleared	Details		\$1,697.00 USD	-\$5.00 USD	\$1,692.00 USD
1/15/2008	Paid	From	Web Marketing	Completed	Details		\$4,997.00 USD	-\$170.20 USD	\$4,826.80 USD
1/15/2008	Paid	From	Business Development, Inc.	Completed	Details		\$67.00 USD	-\$2.58 USD	\$64.42 USD
1/15/2008	Paid	From	Business Development, Inc.	Completed	Details		\$77.00 USD	-\$2.92 USD	\$74.08 USD

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But, things have changed. I soon realized that not everyone can afford such sums. It's kind of obvious really, but I wanted to make my coaching program more affordable. **Much more affordable.**

So, I have dramatically dropped the price.

Coaching can save you a fortune... Avoiding all the pitfalls, dead-ends, wasted time and wasted money! Its an investment that really reap rewards.

Take a look at Elle Wong's success story. Elle was a student on my last coaching program.



Elle Wong, Malaysia



Created her own product: Brand Dynamics PLR



Multimedia PLR course on Social Media Traffic



Formed Joint Venture relationship with successful marketer Edmund Loh



Launched with 10 JV partners + 13 Affiliates



Time for product creation + launch preparation = 7 days



Elle made \$14,747 in 72 hours!

Elle said...

"Prior to meeting Chris, I was like a headless goose, figuring out Internet marketing part-time. I had an insignificant list size, worked all by myself and had no JV partners... Until I decided to get on board with Chris.

By the 7th week of Chris's coaching program, I tripled my income, left my 'own' company and quit

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the day job I used to dread. I've also joint ventured with another marketer and generated ***\$14,747 in just 72 hours***!

Today I can say with pleasure I have freed myself from self-employment and I am a full time Internet marketer. I have an automated system and it generates profits for me without me to be hands-on all the time.

Whether you're a new or advanced marketer, Chris will surprise you with little known success secrets that will separate you from just being the ordinary to a first-class Internet marketer."



Elle Wong
Kuala Lumpur, Malaysia

But The Wait Is Now Over!

I'm going to tell you of my incredible journey towards success in Internet Marketing. And I'm going to tell you exactly how you can duplicate my success.

Are You:

- A newbie curious to find out how you can make 6-figure incomes off the Internet?
- An internet marketer whose business just does not seem to work?
- A casual reader wondering what Internet Marketing holds for you?

If you fall in one of the categories above, you are finally in the right place.

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GONE are the days when con-artists ripped money off you while still leaving you ignorant.

GONE are the days your internet business was giving more losses than profits.

GONE are the days you used to have a boss!

Internet Marketing is a subtle science. Unless you achieve the perfect balance (don't worry- you will learn how to get there before you have finished reading this report!), all your efforts are being spent in vain?

Making money online - why it has eluded you thus far: You may know all the important stuff about list building and twittering and Pay-per-click advertising and so on... If you think you should be making money by now, and you aren't, there is a hard lesson you are learning.

KNOWING About Internet Marketing is Not the Same as MAKING MONEY

This is the biggest misconception that I work hard on clearing amongst my students. Sure, you can learn about all the concepts behind, and the methods to use list building, affiliate marketing and luring in traffic to your websites.

But is it enough? I'm sure you've learnt that it is NOT.

The difference between most successful Internet marketers and unsuccessful ones is NOT that the latter do not know enough about Internet Marketing.

Knowing the strategies alone is NOT enough. You need to know how to use them.

The objective of my coaching is not merely informing my students about internet marketing. My goal is to **take you by the hand and guide you all the way right to the point where you start seeing those profits.**

I'm not going to give out "leaflet" type informative articles and leave it at that. I find it my duty, as a teacher, to make sure you actually profit from my training. I am going to **educate** you as well as **make you rich.**

The secret to my success is that I've made success happen for my students.

I know that the key to my success is also **your** success. That is why I need you to really profit from my course. And you will.

So are you ready?

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Are you ready to put the days of losses behind you?

Are you ready to finally make it happen?

Are you ready to be what you've always wanted?

Basically, I want you to learn and profit side by side. We will start with the bare essentials that will get you on the profit highway immediately. We will, of course, be improving on and adding to the strategies.

So Let's Make Your First \$1,000 ASAP!

Note: Depending on how dedicatedly you follow the steps detailed here, your business might see profits much more than \$1000.

OK first of all let's see why it is important to divide your goals into a bunch of smaller, achievable ones.

So it doesn't matter if you want to make \$2,000, \$5,000, \$ 10,000 or beyond each month. You have to start with the \$1,000.

I know you might want that \$2,000 so you and your spouse could work less, and spend more time together. You need to make \$5,000 to make that car happen for you. Or you want nothing but the whole deal and live all your dreams with that \$10,000+ per month income.

But I want you to have a little patience. Those profits will all come, in good time. You will pretty soon learn all the best techniques and strategies. But allow time for your knowledge to grow so your profits can too. Until then try to be content with making smaller profits, fast!

Talking of getting there fast! **How about driving a Mercedes SL500?** 😊



Cautionary Note!

The reason I'm not saying "I will have you making your first million before you put the kids to bed" is that I'm not one of the words -heavy scams you must have seen around the Internet. I know we have all seen those promises of quick millions and with no work, but I am **not** going to promise you something unrealistic just to make my report impressive.

You know, now that we're talking about those brutal scams, I'm rediscovering how unfortunate I think those poor lambs are who fall prey to sly, double crossing online sales pages. You know what I'm talking about right? Do the following lines seem similar?

"MAKE YOUR FIRST MILLION DOLLARS WITHIN A MONTH!"

"BIG MONEY, ZERO WORK"

"INTERNET MARKETING MADE EASY. QUIT YOUR DAY JOB NOW AND BE A MILLIONAIRE"

Yada! Yada! Yada!

Back when I was a naïve, fresh eyed newbie, I fell for a couple of these scams. Yes, I'm not going to lie to you and tell you that I've been a success from the first time I typed an address into Internet Explorer.

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I know that might seem incredulous seeing what a good position I'm in right now. But I want to help you. And I want you to learn as much (and probably more) from my failures and disappointments, as you will learn from my success and the strategies that made it happen.

I remember when I first got aware of the fact that people were making huge profits off the Internet, **I was really impressed**. I had always been knowledgeable about computers and the Internet (or at least, I thought so) so I sat down one day and decided to give it a shot. I Googled stuff I had heard-terms like "affiliate marketing", "internet marketing", "online profit making" etc.

Results for my searches were pages upon pages of promising exactly what I dreamt. Profits so high that they seemed unrealistic (and they were - as I was soon to discover) and for what seemed to be the work of a few clicks (I know it sounds suspicious even in description, but give me a break! I was naïve and those con-artists are really good with their marketing).

So yes, I signed up for quite a few programs, and coughed up quite a few dollars in doing so. My day job got even tougher because of the money I was losing online.

Thankfully, I did those idiotic things but I wasn't an idiot. I realized pretty quickly that these websites were making profits OFF me and not making ME earn profits.

That's when I decided to put an end to my trust in those overly-hyped, super-attractive sales pages full of irresistible promises.

I learnt a lot from my early mistakes, but I had always felt that all that time could have been such a profitable period for me had I only been given some guidance. Internet marketing success is a simple formula. There isn't much you have to do once you are in it, but there is a **mountain to climb** if you're outside it.

How to gain access to the **profit making heavyweights** club? Start small, make profits and then take it to the next level.

I want to actually help you succeed. I want you to see you making your \$1,000 and I want you making that \$40,000. But I'm not going to double cross you and sell you good looking dreams that are unrealistic.

How about \$9,000? Would that do for starters?

You can easily achieve \$9,000 from a product launch, and then do the same again the following month when promoting other people's products as an Affiliate.

Meet another of my previous students, Alan Tedman from the UK:

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Alan Tedman, London, UK

Take a look at Alan's success story. Alan is a past coaching student of mine...



Created his own product: IM Cash Evolution



Teaches people step by step how to create their own in-demand quality product



Attracted a number of high profile Joint Venture partners for his launch



Alan made \$9,090 in 9 days!

Goals, Goals, Goals!

Setting your goals is one thing, but keeping your goals is all about realistic is time management. Most people deal with everything pragmatically. Properly organizing your chores, and planning and managing the time you have is mostly left on the backburner.

Let me tell you that it is one of the leading causes why most Internet marketers fail even though they know all the technical tricks of the trade.

If you want to make money online (and lots of it) managing your time and defying distractions is a goal you have to achieve.

You must already know what I mean by the "distractions" - you turn on the computer, ready to make the money and analyze your business. You end up reading personal emails your friends left you.

Or maybe you spent an hour working on your mailing list and decide to take ten minutes off to play a video game. An hour goes by and you're still shooting aliens.

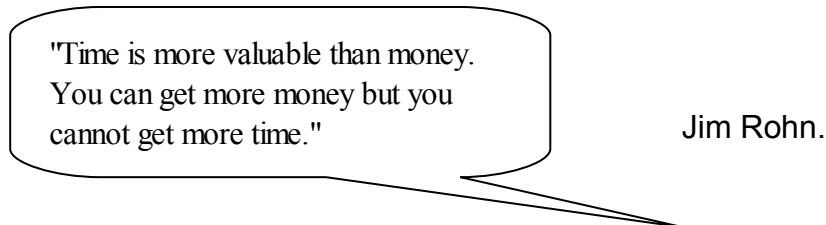
If that sounds like you, you're the victim of improper time management and falling for distractions. Whether you're marketing a service, a product or a website, there is quite a long list of things you need to get done. It gets impossible to keep up with all your ongoing processes on a daily basis- even weekly.

So you need to brush up on your organization skills to deal with the

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responsibilities you will have to take care of when your business takes off. In fact, time management is crucial even in the starting phase.

I love this quote about time management:



So how does the internet marketer manage his time? That is exactly what you will learn now.

First of all, here is a list of a few crucial Dos and Don'ts of Internet Marketing Time Management.

- Once you've set aside your work hours, use the internet, during that time, ONLY for research purposes that will help your business. With the internet, you can stay updated with what's happening on the marketing scene but remember there's a difference between actual useful research and visiting fun websites. Avoid getting distracted during surfing.
- In the early stages of your online business, invest a lot of time in marketing. Every moment you're not marketing, you're losing out on sales.
- Make a to-do list every day before you switch on the PC. Put a star against everything you manage to do. That can help you keep your progress in check.
- DO NOT use computer games as an outlet of fun during breaks. 10 minutes can turn into an hour of playing on the PC. It's better to stick to fun and relaxing activities that are easy to end, and not as distracting.
- Do take time off now and then- just away from the PC. Surfing the internet and playing PC games for fun do sound much more entertaining but try to find recreational activities that don't cut into your work environment.
- Make sure that you have separate accounts for your personal and work emails. If you have the same account for both purposes, it's more than likely that you will end up reading what Joyce back home has been doing lately

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than corresponding beneficially with potential JVs.

- Don't check your email too often. Try to do the stuff you need done first before you check your email. Keep a fixed time (perhaps the end of the day) for checking your email and replying to anything important. At the most, check for new messages twice a day. Don't keep hitting the "refresh" button on your inbox!
- This might sound strange since you're in the business of Internet marketing but really- a majority of tasks (such as writing the emails you'll be sending) can be accomplished without getting online. So if you get tempted too easily, disable your Internet connection until you can get things done that don't require the Internet. For example, you could compose your content and write the emails you'll be sending to potential JV partners in a program like MS Word. Copy-paste and email later.
- Most important of all, do not get overwhelmed by the tasks you have to complete. Again, divide your overall goals into smaller day-to-day ones so that you can easily achieve them without taxing yourself. Keep a limit on your work hours, and try to clear your head of business when you're spending time with them. It's always good to start a new work day with a fresh mind than an over-engrossed one.



A useful tool I would like to share with you for time management is Stephen Covey's Time Management Matrix. Here it is, straight from his book "First Things First":

IMPORTANT	URGENT	NOT URGENT
	I (MANAGE) <ul style="list-style-type: none"> • Crisis • Medical emergencies • Pressing problems • Deadline-driven projects • Last-minute preparations for scheduled activities <i>Quadrant of Necessity</i>	II (FOCUS) <ul style="list-style-type: none"> • Preparation/planning • Prevention • Values clarification • Exercise • Relationship-building • True recreation/relaxation <i>Quadrant of Quality and Personal Leadership</i>
IMPORTANT NOT	III (AVOID) <ul style="list-style-type: none"> • Interruptions, some calls • Some mail & reports • Some meetings • Many "pressing" matters • Many popular activities <i>Quadrant of Deception</i>	IV (AVOID) <ul style="list-style-type: none"> • Trivia, busywork • Junk mail • Some phone messages/email • Time wasters • Escape activities • Viewing mindless TV shows <i>Quadrant of Waste</i>

The internet marketers who do not progress or profit are mostly in the third and fourth quadrant. In day jobs, employees who succeed and appear valuable in the eyes of their bosses usually fall in the first quadrant- but that one has its limits, even if it gets things done. Effective, efficient and successful people are those who follow the guidelines of the second quadrant (according to Stephen Covey).

Let's adapt Stephen Covey's time management matrix into internet marketing language. Because our objective is money making, important for us is just that attribute. Take a look at how the matrix looks for an internet marketer:

PROFIT MAKERS	URGENT	NOT URGENT
	I. Absolutely!	II. Gradually
SREKAMTFIORPTON	<ul style="list-style-type: none"> • Make improvements to your website (that have a direct positive relationship to your sales) • Create blogs/newsletters • Work with freelancers on ongoing projects • Build more websites that will make money 	<ul style="list-style-type: none"> • Brainstorm ways to make your business even more profitable • Come up with new ideas to make profits • Educating yourself and learning how other people are profiting • Expanding your network with other marketers • Work on increasing traffic
	III. Quickly	IV. Don't!
	<ul style="list-style-type: none"> • Make your website technically better and customer friendly • Deal with customer support issues • Manage your banking and accounting activities 	<ul style="list-style-type: none"> • Improve, only, the aesthetics of your website • Waste your time in unnecessary surfing • Frequently check your email • Chat with friends during work • Clear out junk email

As long as you stay in Quadrant I and II of our Internet Marketing Time Management Matrix (thanks, Stephen Covey!), you are on your way to money making! The toughest tasks, but also the most profitable in the long run, are those in Quadrant II. Successful internet marketers master the tasks in Quadrant I but only the true entrepreneur manages to reap the benefits of the second one.

Quadrant III includes **tasks that you have to deal with**, but don't add to your profitability. It's best to accomplish them in as little time as possible. The most unproductive activities belong to Quadrant IV- this is where most of the failed internet marketers fall even when they believe they've spent hours working on their online business.

Using our matrix as a guideline, you should be able to manage your time well and make sure you stay on track, free of distractions.

Once you know your time management guidelines, you are ready to effectively manage your online business. For starters, I'm including a schedule you can use to maintain your website. You are to plan every aspect,

and it's short and long term activities, of your business, but your website is usually going to be your most important marketing tool.

So What Happens Next?



If you want to fast track your success like Elle Wong & Alan Tedman, plus many, many more of my past students, see:
<http://www.6figureswithchris.com/testimonials>

Then I've put together something which is **both very exciting and very affordable!**

The doors to my coaching program will re-open on 17th November 2009.

(they've been shut firmly for the last 8 months)

If you're reading this in time, you may still qualify for free BONUS COACHING from Neil Shearing. Just visit: <http://www.NeilShearing.com/6figure/>

To Your Online Success,

Chris Freville

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