



## Part 1 – Overview Document

# Introducing a completely new system to quickly and easily create a valuable additional income stream - that works for both new and seasoned Internet marketers

How many times have you seen advertisements and infomercials that claim to teach you how to make a lot of money easily on the Internet?

Probably more times than you can count.

If you've ever bought any of the books, programs or courses that supposedly teach you how to make a fortune on the Web, let me ask you a question: Was it really as easy as they claimed it would be to make a part-time or full-time income - let alone a fortune - on the Web?

If you've ever tried it yourself, you've probably found out that it isn't that easy. You can put in long hours on an Internet business and still manage to make only a paltry income. Most Internet entrepreneurs I know spend 8-12 hours a day on their Internet business but barely make \$2,000 a month in net profits.

If you've been thinking there has to be a better way, you're right, and I'm going to introduce you to that way right now.

## A Revolutionary New Model

What I'm about to reveal to you today is a revolutionary new model of doing business on the Web. It's one that enables you to easily build an **empire of profit centers** so that you can create multiple streams of income that are in direct relation to the effort you put in.

Whether you already have an Internet business - or are just planning to start one - this is something you can't afford to ignore unless you want to miss out on a **once-in-a-lifetime** opportunity. This opportunity will never come your way again.

The business I'm talking about is **built on the hottest new trend** that's getting ready to explode.

Jumping on this trend right now is like having bought a small stake in the cellular phone industry right around the late 1990s when cell phones were gaining popularity and getting ready to spread like wildfire.

Best of all, with this system, you will NOT need to invest thousands of dollars (or even *tens* or *hundreds* of thousands of dollars). Your investment is minimal, whereas the upside is potentially limitless.

### But do you qualify?

Before you get all excited about this business, there are qualifications you must have and criteria you must satisfy in order to be successful in this business.

They are the following:

- 1** You must be computer literate, and ideally have a basic working knowledge of how to use an **html editor** (such as FrontPage, Dreamweaver or XSitePro), or are willing to learn how to use one. If you don't know how to use an html editor, you can still make a small income but you won't be able to build an empire that can generate a full-time income or even a fortune.
- 2** Although this is a relatively effortless enterprise (compared to other business endeavors), you need to have the attitude that it's a REAL business that requires some work - but it does have the potential to generate SERIOUS income. You have to treat it like a real-world business, not just a hobby.
- 3** You must be willing to devote at least **a few hours a week** on this business, creating sites and sending out e-mails to prospective affiliates each day to build your online empire.
- 4** You need a burning desire and willingness to learn. This system comes with **some amazing training aids** that take you step-by-step through exactly what you need to do to succeed. These written and visual training materials are guaranteed to maximize the chances of success, but only if they are utilized.

If you satisfy all four of the above qualifications, then you're ready to join an exclusive group of people in what is highly likely to be one of the fastest-growing business sectors on the Web.

## So what is this amazing new trend?

The hot, new trend that I'm talking about is this: **Downloadable Audio Books**.

Don't confuse the downloadable audio books described here with those low-budget, recorded-in-the-back-bedroom audio books you might have seen sold elsewhere. These are the Rolls Royce of downloadable audiobooks - the crème-de-la-crème of the audiobook world.

These are **THE top titles from the world's leading publishers** such as Harper Collins, Simon and Schuster, BBC, Time Warner (Hachette), Naxos, Brilliance, Blackstone ... the list goes on and on.

These are over **five thousand** of the best-selling titles from best-selling authors including Dan Brown, James Patterson, Patricia Cornwell, Stephen King, Michael Connelly, Lisa Scottoline, J.A. Jance, Elmore Leonard, Mario Puzo, Michael Crichton, Kathy Reichs, etc. Think of any best-selling author and you can be pretty sure they're in on this.

And we're not just talking top of the line fiction, there's also some **amazing business, self-help and motivational books** from the likes of Simon Covey, Robert T. Kiyosaki, Robert G. Allen, Ken Blanchard, Wayne W. Dyer, Paulo Coelho, Dale Carnegie, Norman Vincent Peale, David Bach and Jack Canfield.

The leading company in this embryonic industry generated sales of \$65 million in ONE year

Industry sources predict that downloadable audio books will **OUTSELL** printed books within the next few years. Some even predict that downloadable audio books will **OVERTAKE** printed books as the **No. 1 top selling product line on the Web**.

Here's solid proof that the "shift" is already happening:

In 2004, the off-the-shelf audiobook industry (i.e. cassettes and CDs) was \$800 million strong (Source: Audio Publishers' Association). By the end of 2005, industry estimates reported

that audiobooks had become a \$2 billion industry. That means it grew by 150% in just 1 year!

To give you an idea of the kind of money that can be made in this industry, consider this: The leading audiobook download company, Audible.com, generated sales of \$65 million in 2005 exclusively from downloadable audiobooks. But that's only the tip of the iceberg since that's only a 3.25% share of the total two billion dollar audiobook pie.

That means the rest of the market share (96.75%) is up for grabs by any number of entrepreneurs -- like you -- who want to seize the opportunity.

### But Sales Won't Stop at \$2 billion a Year

Here's why sales of downloadable audio books will NOT stop at \$2 billion a year -- but become virtually **unstoppable** over the next few years:

Time has become the most prized commodity because people's lives have gotten busier than ever. Multi-tasking has become the order of the day as people seek ways to make the most use of their "dead time" -- such as the time they spend commuting, jogging, gardening, working out, doing chores, running errands, etc. With the rising popularity of MP3 players such as the iPod, people have increasingly been "listening" to audiobooks while they're on-the-go -- and when they don't have time to read.

Today's selection of downloadable audio books runs the gamut from fiction to bestsellers, how-to manuals, business books and language learning resources -- and today's mobile society has discovered that they can feed their brain with an unlimited amount of information. They could learn a skill, enjoy a murder mystery or an epic romance novel -- and even increase their cultural literacy while they go about their day.

Why is NOW the best time to get involved with the marketing of downloadable audio books?

Because no matter how popular they've been over the last couple of years, **audio books still make up for only about 3% of all books sold.** The market is still **wide open**, and billions of dollars will change hands before it reaches saturation.

How can YOU get a piece of this multi-billion dollar pie?

The good news is that a major player in the downloadable audio books industry is offering an *unprecedented opportunity* to 1,000 people. It's called the **"Build-an-Empire Partner System."**

For a one-time nominal fee and a small maintenance fee of as little as \$1.67 a day, you receive a **turn-key, readymade online business** in the booming downloadable audio books industry - with NO NEED for employees, inventory or overhead.

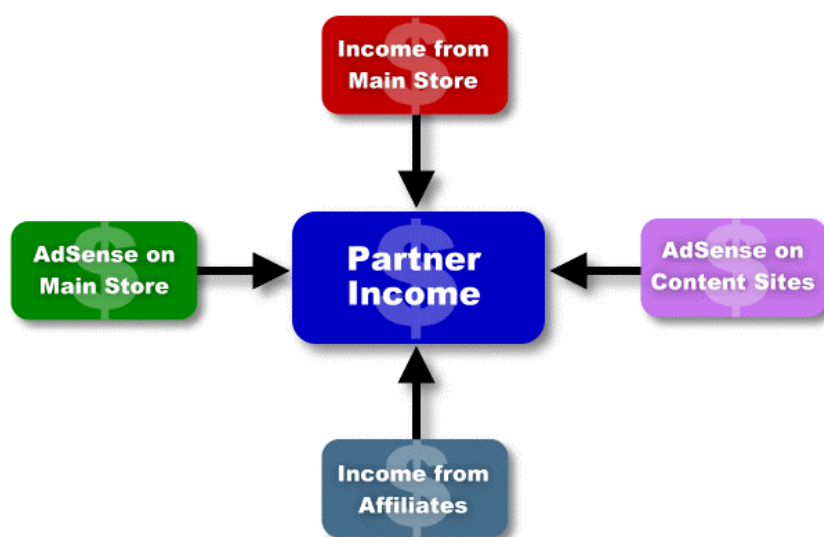
Perhaps the most exciting thing about this is that you're given exclusive access to several brand-new proprietary technologies, which enable you to easily **build an empire of customized audiobook sites** in an *endless array* of niche markets. That way, wherever people turn on the Web, you'll have an audiobook site selling just the right category of downloadable audio book(s) that they want.

Best of all, you'll be able to create an infinite number of unique niche sites on almost any subject under the sun and build lots of quality AdSense sites so that you'll have **multiple income streams** - from audiobooks and from AdSense. (I'll reveal the mouth-watering details about this *flagship feature* later.)

### Four Highly Profitable Income Streams

Most online businesses have an inherent weakness because they have only a single income stream. This means that a major change at Google, for example, can have a devastating impact that can take you from profit to loss overnight.

With this amazing new system you don't get a single income stream - you get FOUR! That's right! **Four income streams for the price of one.**



And the wonderful thing is that the system comes with some amazing, specially produced, training aids that **show you in step-by-step detail exactly what you need to do to succeed** in each one of these areas.

More will be revealed about exactly what you receive with this system as we near the launch date, but for now I can tell you that you're going to be absolutely blown-away when you find out.

## A System that takes away ALL of the Day to Day Back Office Duties

Compared to other business models the Build-an-Empire Partner System can be operated with minimal time and effort because everything is done for you.

We will be handling all the day-to-day management (including credit card transactions, digital delivery of the audio books, technical support, entering new content, etc.) -- all the way down to paying the affiliate partners. You can focus on growing the business rather than getting bogged down in tedious micro-management and paperwork.

You are provided with a **complete system** to run your audiobook business, including an **eye-popping** arsenal of marketing know-how and tools to ensure that you'll have a profitable enterprise.

You get everything you need, such as a step-by-step instructional manual and DVDs, powerful promotional tools, a wide variety of ever-changing special offers that help you generate sales, word-for-word e-mails you can use to contact an unlimited number of affiliate partners - and much, much more.

## Only 1,000 are being made available

Without a doubt, countless enterprising individuals from all over the world would want to jump in on this opportunity the moment the places are made **available to the public on Thursday, November 16**. Unfortunately, only 1,000 are being made available at this time -- and **many will be locked out** of this opportunity.

Therefore, I urge you to sign-up to the priority notification list (see below) so that you can find out all the facts, and make sure you visit Build-An-Empire.com on November 16th because that's when **ALL** the details of this one-of-a-kind opportunity will be unveiled. Go there early because the 1,000 places are being allocated on a first-come first-served basis - and when they're gone, they're gone.

The places will be available starting at **midday (Eastern) on November 16, 2006**. Don't forget to mark THAT date and time on your calendar, as it is a day that could change your life.

## What you need to do next ...

Over the coming days we'll be making available a variety of mini-reports covering **everything you need to know** about this exciting project.

- Part 1 - **Overview** (this is the document you've already received)
- Part 2 - An Introduction to the **SellDirect** Technology
- Part 3 - An Introduction to the **Content Direct** Technology
- Part 4 - Why this particular market will see **rapid growth over the coming years**
- Part 5 - **Three Startling Trends** that you should be aware of
- Part 6 - Why this system is **like nothing you've seen before**
- Part 7 - The Potential for **Exponential Growth**
- Part 8 - Bringing it all together

To receive copies of these mini-reports as they are made available visit the page below and enter your details.

[www.build-an-empire.com/mini-reports.html](http://www.build-an-empire.com/mini-reports.html)

This will add you to the priority notification list and it will also give you the chance to get your place **before** they are made available to everyone else.

Here are just three of the revolutionary things you'll find out about if you join the priority notification list:

- You'll get to see **videos of exactly how the system works**.

- You'll **learn about the awesome SellDirectä tool** that makes it so easy to build an immense empire of profitable income streams.
- You'll be one of the first to hear about the amazingly simple to use and yet unbelievably powerful ContentDirect™ feature that lets you create an **infinite number of completely unique niche sites** on almost any subject - and generate **substantial revenues from AdSense** to boot!

Add yourself to the  
**Priority Notification List**  
right now



**Click the link below**

[www.build-an-empire.com/mini-reports.html](http://www.build-an-empire.com/mini-reports.html)

Thanks for taking the time to read this mini-report. I'm sure that by now the potential of this incredibly exciting project is starting to dawn on you. Do make sure to join the Priority Notification List (see above) as the additional information that I'll be sharing with you over the next few days will completely blow you away.

Wishing you every success,



Paul Smithson  
Founder and CEO

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**FOR ALL THE LATEST NEWS** - Visit the Build-an-Empire blog, where all the latest-breaking news and up-to-the-minute updates about the Build-an-Empire Partner System are posted. Go to [www.build-an-empire.com/blog](http://www.build-an-empire.com/blog)