

WRITTEN BY THE ANTI GURU, GURU'S

5 SHOCKING

TOP SECRET

**STEPS TO MAKE
IT RAIN SALES
ONLINE...**

Everything The

Guru's Don't Want

Us To Tell You!

Learn Faster/ Earn Faster

THE EIA WAY!

INTRODUCTION

Get ready to rock the online realm and rule your kingdom with our top-secret strategies!

Unveil the exact playbook that has turbocharged countless businesses, multiplying their profits by leaps and bounds.

These five power-packed tactics are finely crafted to flood your website with traffic, leads, and sales in the cutthroat world of online marketing.

They're not just effective but also as easy as pie to implement. Are you prepared to unleash your inner online monarch and conquer your digital domain?

Dive in to uncover the online wizardry of the wildly successful!

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CONTENTS TO BLOW YOUR SOCKS OFF:

**DECIPHERING THE MYSTERY:
TRANSFORMING BROWSERS INTO
LIGHTNING-FAST BUYERS**

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**STEALTHY SALES STRATEGIES:
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BEFORE THEY EVEN SPEAK**

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1

**DECIPHERING THE
MYSTERY:
TRANSFORMING
BROWSERS INTO
LIGHTNING-FAST BUYERS**



In a bustling market, a mere 3% are in "shopping mode."

The ad frenzy bombards this small group, boasting the best deals and widest selection.

But here's the kicker: dividing that tiny 3% among rivals won't fill your treasure chest.

The real magic lies in winning over the other 97%. So, how do you snag them?

Easy peasy!

You plant the seed now so that when the time comes for the 97% to shop (hint: it could be any minute), they're already chanting your brand's name!

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**3% are in full-on "Add to Cart" mode,
ready to shop till they drop!**

**17% are in detective mode, hunting
for all the juicy details.**

**20% have sniffed out a problem
and are not actively seeking!**

**And a whopping 60% are
wandering around cluelessly,
unaware of any issues at hand!**



Let that sink in!

And get this, by planting the seed to sway them towards picking you when they're ready to make a purchase, you're actually turbo-charging their journey from casually browsing to full-on shopping mode. Let me break it down for you:

The "Bigger Market" equation slices and dices all potential buyers into 4 exciting groups:

- 1. The speedy 3% ready to buy this instant.**
- 2. The curious 17% in "Info Gathering Mode," eyeing possibilities.**
- 3. The 20% who know they have a problem but aren't shopping yet.**
- 4. And the whopping 60% who aren't even aware they have a problem or are in buying mode.**

So, buckle up and get ready to ride this wave of market magic!



WHAT IS THE GOAL?

LET'S TURBO BOOST

THESE

POTENTIAL BUYERS

UP THE

**DECISION-MAKING
LADDER!**



The secret sauce here is that by doing this, you're not just warming up the "buy now" moment, you're practically turning the spotlight onto YOU.

But hey, to pull this off, your message needs to be a dazzling showstopper, more like an enlightening TED talk than a boring sales pitch about your company.

Picture this: when a potential buyer is lost in a sea of uncertainty, they won't be reaching for their wallet. So, the magic is to be their guide, their guru, showing them the yellow brick road to a wise purchase, with your solution shining like a golden ticket.

Want to ace this game? Shower your prospects with wisdom and insights, paving their way to a smarter shopping spree when the timing is just right (and turbo-boost them up the ladder in no time).

TO RECAP:

30% ARE IN FULL-ON SHOPPING MODE, READY TO SPLURGE!

MEANWHILE, 17% ARE IN FULL DETECTIVE MODE, GATHERING ALL THE DEETS.

A COOL 20% ARE AWARE THAT A PROBLEM EXISTS,

BUT A WHOPPING 60% ARE LIVING IN BLISSFUL IGNORANCE, NOT A CARE IN THE WORLD!

FACT-CHECKED 

**A great way
to educate your market
is in the form of:**

 **Free Reports**

 **Videos**

 **Cheat Sheets**

 **Webinars**

 **Seminars**

Be of service... Educate!

Let's dive into a fascinating example using a home building company as our guinea pig. This tale shows how a tiny tweak can spark massive rewards. Typically, a home ad screams with "**SALE**" and company names in bold, hoping to catch the eye of the 3% house-hunters out there.

But imagine if the ad threw a curveball with a headline like, "Warning: Read This Before Buying a House!" - now that's a spicy twist!



More eyeballs will be glued to your ad, eager to snatch up your free report! Sprinkle in some "public service announcement" vibes, and you'll be the shining star in the ad galaxy.

Now that you've hooked their interest, jazz up your report with tips to propel them up the success ladder. Turn penny pinchers and info-diggers into instant home buyers by revealing finance tricks that don't demand a hefty down payment. Let the magic of words work its charm!



If you can work your magic and skillfully guide folks up the success staircase, you can flip a good chunk of the 97% of potential customers who are currently on the fence or not even thinking about it into loyal clients in no time. Picture a Sales Funnel as your secret weapon, nudging prospects up the ladder step by step over a few weeks. Nail it, and watch your sales skyrocket without breaking the bank on ads!



2

**RELEASE THE
FLOODGATES OF
LEADS: INSIDER
TRICKS EXPOSED**



A savvy business never puts all its digital eggs in one basket! It's like hitting the beach with just one sunscreen tube - risky business in the online world!

Picture this: a business jumps into the digital pool with a cool \$1000 AdWords splash monthly. Leads flood in, sales shoot through the roof, and it's all rainbows and butterflies.

They bring in more troops to handle the frenzy and boost the ad budget for even more sparkle. The business bigwig is on cloud nine with this treasure trove... Until...



Google shook things up without warning by flipping the script on their ad platform, just like a surprise party on a Friday back in February 2016.

The tech giant shockingly axed sidebar ads from search results, leaving businesses that relied solely on AdWords for traffic and sales feeling the sting.

With a 70% reduction in ad space, the battle for the top spots on the remaining 30% turned cutthroat.

This fierce competition sent CPCs (Cost Per Click) soaring to new heights. Suddenly, businesses found themselves with less traffic but more bills to foot.



Traffic



Leads



Sales



Revenue



They had to bid farewell to the staff they once hired during the business boom, as the traffic and sales party train was no longer choo-chooing in the same way.

Some businesses learned this lesson the hard way back in 2016. But not the top dogs.

Why?

Because the true champs create a traffic orchestra with multiple streams to keep those leads pouring in like a monsoon.



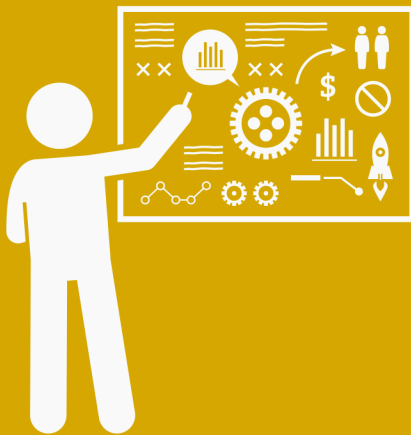
Here's the scoop: Dive into one marketing channel (SEO, AdWords, Facebook Ads, Instagram Ads, YouTube, LinkedIn, etc.), pick based on your budget. Once you nail a winning offer (raking in more than you spend), get cozy with your Cost Per Lead (CPL) and Cost Per Acquisition (CPA) for that channel.

If your game plan involves growing your biz (more sales, more team members, you name it), go wild and add more channels, layering them like a marketing lasagna!



Roll up those sleeves and dive into each marketing channel until you hit that sweet spot of at least 50% ROI. Once you've cracked that nut, splash those extra profits into testing out a fresh channel. Let it be your golden standard for Cost Per Lead and Cost Per Acquisition when sizing up the triumphs of your new ventures.

Kick things off with SEO, then after half a year of reaping those rewards, shift your profits into the realm of Facebook Ads. Pump up the volume on these two platforms, making sure they're singing the songs of profit before cranking up the ad spend and contemplating a third channel.



The dream scenario? Juggling at least three channels dancing with profit, giving you the flexibility to sprinkle some of those earnings into other avenues. Picture this: if one channel goes haywire due to a big shift like Google's wild CPC rollercoaster, you can swiftly shuffle your AdWords budget elsewhere while you untangle the messy bits.

But here's the kicker: many businesses (even those sharp marketing agencies) fixate on boosting traffic...when in reality, the magic lies in having an irresistible "offer" that turns traffic into gold coins. Master this art of turning ads into profit, and you'll be feasting on success for days to come!



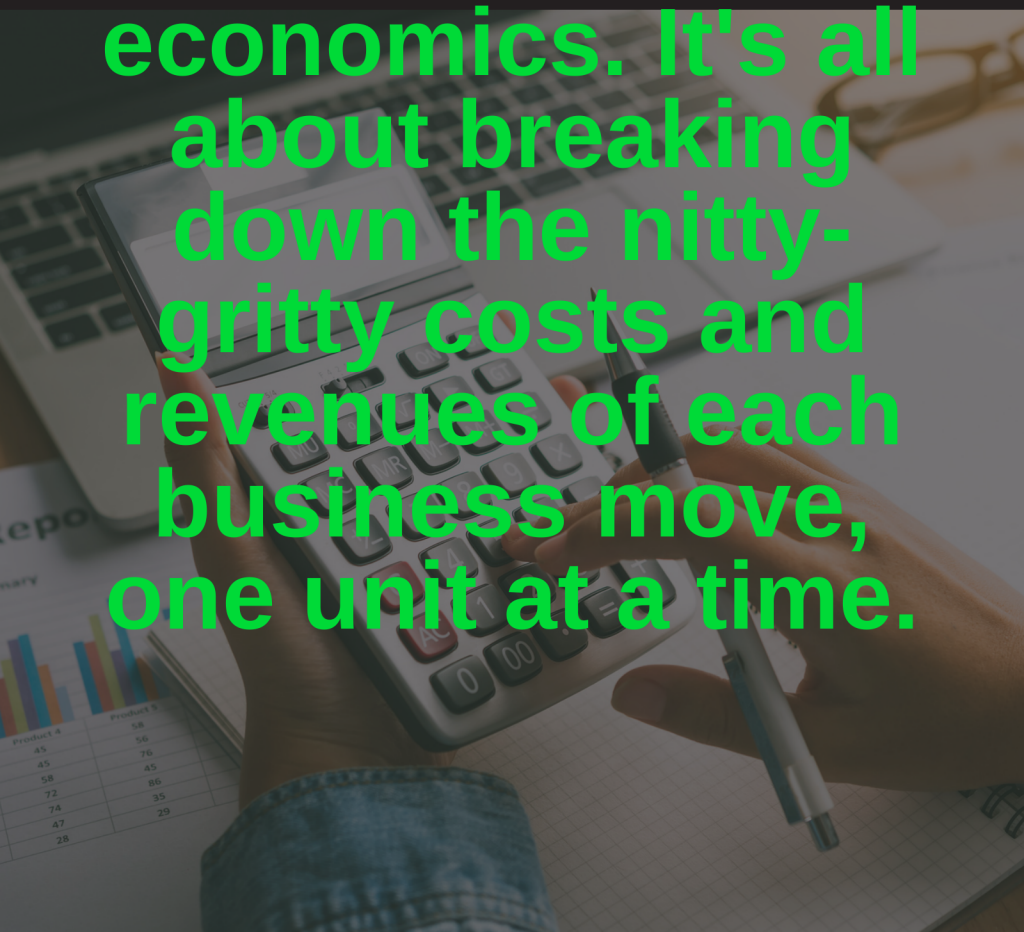


**"TURNING ADS INTO
GOLD IS
THE ULTIMATE
SUPERPOWER
A BUSINESS CAN
HAVE."**

**"THE MIGHTY MAGIC OF
'UNIT ECONOMICS'"**

**OK IT SOUNDS BORING...
BUT YOU
MUST GET THIS!**

To unveil the true health and growth potential of your business, you've got to crack the code of unit economics. It's all about breaking down the nitty-gritty costs and revenues of each business move, one unit at a time.



Some examples of unit economics that are crucial for you to understand are:

Cost Per Lead (CPL):

You can calculate your CPL by dividing the cost of your advertising by the number

of leads received for a particular campaign or marketing

activity.

Life Time Value (LTV):

This is the projected net profit that a customer will generate during their life as a customer of your business.

Cost Per Acquisition (CPA)

This is what it costs you in advertising to acquire a new customer. This is THE most

important metric to understand for all businesses. It's

the only way to really understand if the marketing you are doing is profitable.

WHY SHOULD WE CARE ABOUT UNIT ECONOMICS?



To put it simply, mastering your unit economics lets you crack the code on how much each customer is worth to your business in the long run. This savvy move allows you to pinpoint the sweet spot for customer acquisition costs while still raking in those profits.

With this intel in your back pocket, you can dive headfirst into turbocharging your business growth (our favorite kind of party)! By grasping the nitty-gritty of your customer acquisition game plan, you'll be sprinting ahead of competitors who are still scratching their heads.

While others might glance at AdWords, eye those Cost Per Clicks, and mutter about Google being a pricey playground, you'll be in on the secret sauce of turning those clicks into cash cows for your business. Knowledge is power, baby! 🚀

**WHAT'S THE MAGIC
NUMBER
FOR MY CPA?**



The number one head-scratcher we get from clients about Cost per Acquisition is, "What's the secret formula for a top-notch CPA?" How many coins should we toss to snag a shiny new client? Well, the magical answer is... drumroll, please... it all depends! It's like a roller coaster ride, zooming up and down based on your average moolah per customer.

**AVERAGE REVENUE
PER CUSTOMER**

=

**YEARLY REVENUE
YEARLY CUSTOMER COUNT**

There are tons of tricks to calculate your average earnings per customer, but a fun kick-off is to gather up all your moolah for a set period (say a month or a year) and split that by the number of customers you had then. Simple as pie!

Sure, there are fancier formulas out there considering how often customers buy, their total value over time, and how much they spend in one go. But let's be real, the formula above is like the cozy starting line of a marathon. Once you've cracked the code on what an average customer brings in, you can peek at those sweet profits.

When you've got the lowdown on customer value, you can figure out how much you're game to splash to reel in a new customer.

Armed with this magic number, give your marketing tactics a good ol' scrutinize. You'll quickly spot the goldmine channels from the money pits.

These nifty economics should be the North Star guiding your business journey. They are the bedrock that your growth story leans on before you dive into turbocharging customer value (boosting that cash flow from each customer).

4

**HOW TO CRUSH THE
COMPETITION
WITH AN EPIC SALES
FUNNEL**

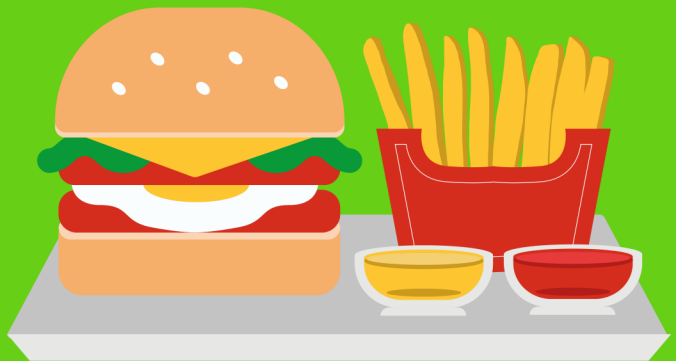
**GAME
OVER**

McDonald's supposedly splashes \$1.97 on ads just to tempt you into a drive-thru dance.

With a whopping \$5.875 billion yearly ad budget, they bag a new customer for \$1.97.

The star of their menu, the humble hamburger, rakes in an average profit of \$2.08, almost covering the customer acquisition cost.

In the end, each customer's first bite makes McD's swoon with a sweet \$0.11 profit.



**HOW ON EARTH DO THEY
MANAGE TO KEEP THE
LIGHTS ON?**

**WITH A SLICK, TURBO-
CHARGED SALES
FUNNEL, THEY RAKE IN
DOUBLE THE DOUGH OF
BURGER KING!**



THIS IS THE SECRET SAUCE:

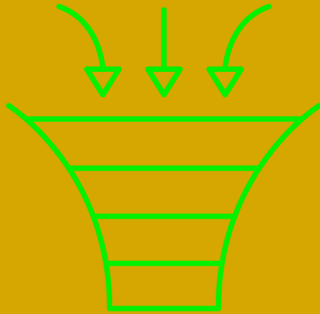
By adding a side of French fries and a refreshing drink, plus a tempting dessert from their ever-changing menu, the profit per customer skyrockets from \$0.11 to \$1.13!

That's a whopping **tenfold increase**, just by popping the question, "Fancy some fries and a drink with that?"

You might be thinking, "I don't want to turn into the McDonald's of my industry," and hey, you don't have to... But hey, ponder on what more you can offer or suggest to your customers along with their initial purchase to boost their Lifetime Value (LTV).

This way, you can splash out a bit more on acquiring new customers because you're raking in extra cash from existing ones.

Ever pondered how some businesses splash the cash on every customer they snag? Well, they're pros at upselling – think adding fries and a drink to every order. That's what we call a 'sales funnel' in the biz!



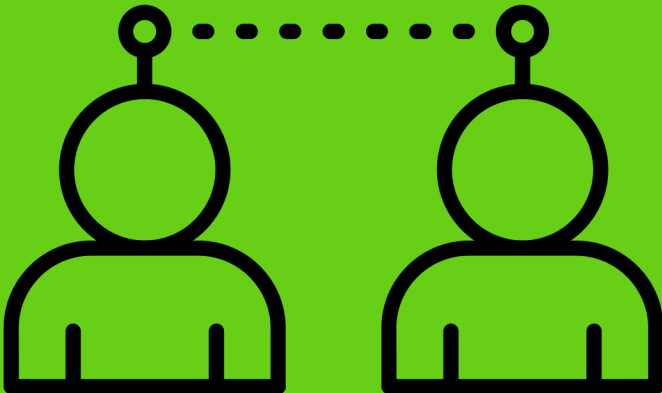
To rock the digital world, having a killer sales funnel is like having a secret superpower.

In a world where rivals and ad bills keep growing, they say, "The one who splurges on ads wins the game of customers!"

This rule isn't just for products at the final checkout but also for services. It's all about attracting fresh leads and prospects with a top-notch sales funnel.

5

**DISCOVER WHAT MAKES
YOUR CUSTOMERS TICK
WITH LASER-FOCUSED
ACCURACY, LEAVING
YOUR RIVALS IN THE
DUST!**



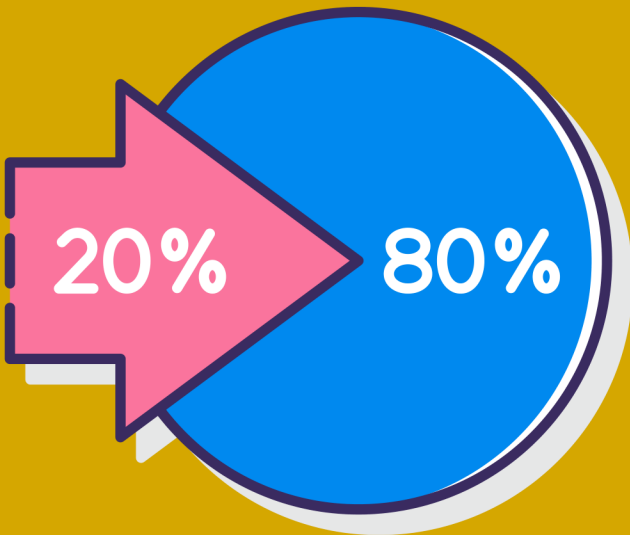
Even though it may not be the flashiest plan, trust me, this strategy takes the crown for being the ultimate game-changer! It's the magic key you gotta find because without it, it's like trying to dance without rhythm.



Snuggle up to your market and customers like they're your besties - it's the secret sauce for success! It's not just about finding your target audience, but revealing the superhero identity of your dream buyer.



Your dream buyer can be spotted using Pareto's nifty 80/20 rule. Back in 1906, economist Vilfredo Pareto discovered that in Italy, 20% of the folks owned a whopping 80% of the land. Fast forward to today, this rule has become a secret weapon for business wizards. But hold onto your hats! A fresh take on this rule has emerged, cranking up its importance and magic. Dive into Perry Marshall's book, "80/20 Sales and Marketing," to unwrap this innovative twist!



Here's how Perry Marshall has taken the Pareto Principle to the next level.

**He found that the Pareto Principle is exponential!
Let me explain.**

We already know that 20% of your customers represent 80% of your revenues.

What Marshall found is that, within that initial 20%, the 80/20 rule also exists.

Meaning that the top 20% of the top 20% of your customers (or the top 4% overall) represent 64% of your sales (calculated as 80% times 80%).

Imagine this: a swanky VIP club where the elite 4% of customers throw legendary parties and bring in a whopping 64% of your sales. It's like stumbling upon a treasure trove! By cracking this customer conundrum, you can multiply these big spenders and watch your profits skyrocket.

It's akin to discovering hidden levels in a video game - the Pareto Principle on turbo mode!

So, set your sights on those precious 4% gems who work wonders for your bottom line!

Once you identify who this 4% is in your business, you want to look at what characteristic they share i.e. Age, location, education level etc.

In addition to this you also want to look at what products or services they enquired about and how they found you or what channel they came in from.

**That gives you incredibly valuable information you can use with a variety of marketing tools to find the same type of customers out there who don't know about your business
yet.**

"THE MAGIC OF THE SIMPLIFICATION EFFECT"

Uncommon actions taken by extraordinary people to solve common problems confronting the masses!



BADASSERY

Common actions taken by the average to serve them selves!

"BORING"

**How many people
are stuck in a rut,
crossing their
fingers for a
miracle to shake
things up?**



What if I told you I can show you how to create a world where you could summon a never-ending stream of new customers whenever you want to?

Enter the **Simplifacation Effect**, a game-changer in the realm of business customer acquisition.

Getting to know your customers is key to cracking the code of attracting new faces.

Once you've got that down, it's all about crafting a tailor-made marketing message that speaks directly to your audience.



**MANY BUSINESSES
THINK THEY'VE GOT
THEIR CUSTOMERS
ALL FIGURED OUT.**

**THEY JOT DOWN
THEIR AGE, GENDER,
AND MAYBE WHERE
THEY HANG OUT,
AND CALL IT A DAY.**

**BUT OH, WHAT A
COLOSSAL BLUNDER!**



Firstly, having an understanding of someone's age and gender **is not** enough to actually know them and secondly, this is most likely what your competition is doing.

This means that for your brand to stand out from the crowd and to really win your customers, you have to go deeper.

You need to work out what your customer's desires are, what their fears are, what their hopes, wishes and dreams are.

You need to move beyond the obvious and work out how your audience thinks, feels and acts.



To simplify things, start by tuning into the keywords people are buzzing about when it comes to your products or services.

Dive into forums, reviews, social media, and listen to the chatter. Peek at places like LinkedIn, Amazon, and YouTube comments to get inside your audience's heads.

Hear their cheers and gripes, and get a feel for their vibes. Dive into their world and soak in what they love and what they loathe.



Once you've gathered all the juicy details, sort them into neat piles based on the top comments and prevalent feelings.

It's like playing detective to uncover where existing products or services are missing the mark.

This gap is your golden ticket to connect with your audience on a deeper level to bridge the gap!



Create a killer direct response ad that tackles the weak spots head-on!

Craft a catchy headline and a powerful call to action.

Speak the language of your audience, pinpointing how your offerings fill the void.

Time to dazzle with your copy!

**If it's average, run of the mill, yawn!
Give it to the competition and start over!
Don't be afraid to be bold here!**



TOP SECRET

When you rock that connection with your crowd, you'll have a fresh flock of customers at your fingertips, vibing with your brand like never before.

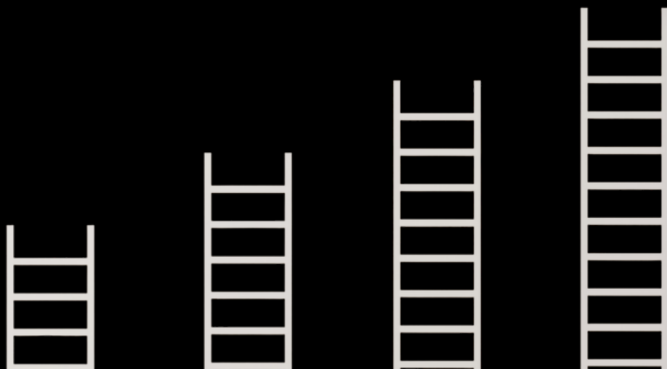
Your peeps will feel like your offerings are handcrafted just for them, hitting the bullseye of their wants and needs.

It's the secret sauce to leveling up your biz game!





CONCLUSION



When it comes to nailing it online, you gotta whip up a killer strategy that's tried and true.

Without a top-notch plan, even hustle won't cut it.

We've sprinkled our secret sauce in this guide to supercharge any business, boosting their profits like magic beans.

Dive into enlightening your audience, juggling traffic sources, mastering the money game, crafting a sleek sales funnel, and getting cozy with your VIP customers.

Get ready to ride the success wave once you kick these strategies into gear



**SNAG YOUR
HANDS ON A
FREE DIGITAL
MARKETING
BLUEPRINT TO
SKYROCKET
YOUR BUSINESS
TO THE MOON
AND BACK
(VALUED AT
\$1,000)!**

Nailing the details in this report is the secret sauce to kicking off your online success journey.

If you're dead serious about ruling your domain and squeezing every penny out of your ad investments, these five factors are your ticket to the top.

If you're not, then you're probably spending more money than you need to on marketing...but getting less return than you should.



Are you splurging on marketing without reaping the rewards? Perhaps you lack the available funds at the moment for ads? Partnering with us could be a magical solution to your current moolah scarcity.

Yes, you heard that right - we built an ecosystem to serve you that is 95% done for you!

Then as you learn we build offers with you and teach you to scale!



If that's not enough we add your offer to the list of currently 12 income streams we have!

This means you plug your spicy new offer into a massive ecosystem ripe with willing buyers and a huge network of sales people to market it for you!

Oh right it probably is worth a mention that we have 12 plug and play income streams in place that you can market organically with zero ad spend to build your worst case starting today! Or even yesterday if you can bend time?

If not no issues because you're going to compound and make up any lost time using a ready made system! Consider the complex simplified!



**How is
that for
sprinkling
on the
Badassery?**

Firstly, Your welcome!

But seriously and secondly!

We got all the tools to jumpstart this adventure! Need a hand with the setup or got burning questions? Just holler today!

Oh, and here's the cherry on top: a bonus 30-minute strategy pow-wow to unlock your business potential.

Let's dive into your dreams and hurdles, cook up a customized Digital Blueprint just for you.

No salesy talk here - our Digital Strategy rockstars are at your service, not sales goblins.



WARNING: Before you claim your free strategy session you must understand that this is only for people serious about setting up their income for long term success.

We'll do the brunt of the work, but to truly get your sales figures skyrocketing we need your commitment and dedication.

If you're not ready for that please don't waste our time.

But if you are ready to kick your earnings into overdrive and skyrocket your profits click the button below grab your spot in the EIA and lets chat about your future.



Quick heads up - snag your spot fast! Our Digital Strategists are doling out free sessions each month, but seats are vanishing quicker than ice cream on a hot day.

And oh boy, our head of accounting is not thrilled about this freebie fiesta - they're eyeing to slam the door on this deal. Dive in before the free ride ends!

Join The EIA Now