

Take Your Life Back!

*The Essential Guide to Starting
an Online Home Business Without Losing
Your Shirt or Your Mind*



ALAN COSENS

Take Your Life Back!

...The *Essential* Guide to Starting an Online Home Business Without Losing Your Shirt or Your Mind.



By Alan Cosens

What Others aren't telling you about using the internet to get free from wage-slavery faster than you ever imagined possible, even if you're afraid of your computer and you're not an "internet geek"...



alancosens.com

IMPORTANT MESSAGE: READ THIS NOW...

From: Alan Cosens

By downloading this Ebook you have taken a big step toward the freedom of an automated online business. After you have finished reading this Ebook (and you *do* want to finish it, for your own benefit), you will have a whole new perspective what what is possible for you, and just how simple it can be if you have the right guidance.

But **before we get into the book itself** I want to make sure that you know how you can really **kick-start the "machine"**. It can be a lot of work and it can take an awful lot of time to create you own successful online business machine. Even when you know how your model fits together there can be a lot of pain and suffering, hundreds of hours spent, headaches, sleepless nights, etc.

I'd like to help you skip all that pain. **Here's how:**

STEP 1:

You plug in to our proven step-by-step income system, complete with all the tools you'll need and all the coaching and personal support you'll need to create your own automated online profit machine. We license our top products to you. These are all proven income-generating products that literally every person in our niche needs, and which produce the most profits possible—percentage-wise, more than any other company in the entire industry. The “Ultimate Online Profit Machine” is already done-for-you, saving you years of work testing, experimenting, tweaking, struggling, etc.

STEP 2:

You'll get access to our exclusive Team Resources and

[Training site](#). You'll simply log in and **just follow the steps** to get up and running right away, including the simple set-up of your very own personalized version of our proven, effective sales process; your back-end follow-up system; and full lessons on how to get unlimited web traffic to your offers. This Team Resources and Training site is exclusive to you and is only available to our committed teammates.

STEP 3:

You'll get access to our private and exclusive Facebook group, again only for our committed teammates. There, you'll be able to get fast answers to questions, advice on how to most effectively get results in your new business, but more importantly: our FB group is a community and a forum so that each question and all the mentoring given there is seen by everyone in our group, including you and including all your customers and personal teammates. Everyone wins.

STEP 4:

You get started with one of our two simple promotion methods (one is free and one is paid, depending on your marketing budget) and begin building up your 100% commission customer base, right from Day 1. I can honestly tell you that we pay more than any other done-for-you income program because we are the only true 100% commission program. Our entry-level front-end products are *recurring* sales, meaning you bring in one customer and that customer generates commission for you every single month. You do the work *once*, and get paid over and over and over. Just work your way up to, say, 100 customers, and you've made between \$8,000 and \$12,300, with approximately \$2,000 being recurring monthly income.*

**See required income disclaimer on page 8.*

STEP 5:

You get paid \$100 to \$500 commissions on back-end sales—sales *which we make for you*. Even just a single new customer could bring you \$500, plus \$20 recurring monthly, PLUS, for any customers that become affiliates themselves... you earn a 50% BONUS on ALL their monthly commissions. This is very powerful. That means if you bring in just one customer affiliate (“Gold” member) and he/she builds up a \$1000 per month income, you get \$500 each month as your bonus on their efforts. This is your “50% Matching Bonus Override”. Just imagine what it would be like to have just 5 customer affiliates whom you referred each making \$1500 per month. That would be **\$3750.00 per month just in overrides for YOU!** That is on top of your regular personal commissions. What about 10 or even 20 customer affiliates each earning \$2000 per month. What would your 50% Matching Bonus be? That's right... \$20,000.00 monthly. Again, that is on top

of your personal commissions.

STEP 6:

Enjoy the freedom of working part-time from your home, watching the commissions come in; enjoy your family more; do more of the stuff in life that you want to rather than “have to”, and (*plug in your own ideal situation here...*).

You'll find that it's not unheard of for a single customer to generate thousands in commissions over the course of time. See, you could make many thousands in commissions from the *same* customer.

Our business model is the right offer at the right time and is specifically designed to maximize income and minimize time

spent.

Our product line takes advantage of a massive trend that is happening right now. People are flooding in to our niche to take advantage of what we offer. I will be taking full advantage of that. And so can you!

Now, you may be wondering: *“But how much does it cost to get involved?”*

That is a great question. You should consider that the amount of income you can generate with us is essentially unlimited. In fact, just bringing in 2 customers for us could bring you as much as \$940, just on the front-end, with additional recurring income on the back-end. Again, you do the work once, and you get paid over and over and over.

Let's have a look at some "hypothetical" mathematical projections* of commissions that could be earned on just your personal sales...

Front-End		Back-End		Total
<u>Sales</u>	<u>Commissions</u>	<u>Sales</u>	<u>Commissions</u>	<u>Commissions</u>
5	\$80.00 (Recurring monthly)	2	\$900	\$980
10	\$150.00 (Recurring monthly)	4	\$1,800	\$1,950
30	\$510 (Recurring monthly)	12	\$5,500	\$6,010
100	\$1,540 (Recurring monthly)	40	\$18,900	\$20,440

*Above numbers are given for example purposes only. There are many variations to products pricing as well as variations in which products would be purchased by any given customer, as well as in the ratios of purchases between the various products.

Obviously, that is just an estimate of *potential* earnings on your personal production. No results can be *guaranteed*.

Only a "Dufus" thinks there are "guarantees" in any business.

But looking at estimates above you see that your earnings could get quite astounding even after only a few months, if you really get to work and commit, right?

And keep in mind that the chart above is **ONLY your personal commissions and does not include ANY of the back-end sales** which “roll-up” to you, or ANY of the 50% Matching Bonus Override that we covered earlier. That chart is just your *personal* production.

Imagine if only 20 of those hypothetical 100 customers became affiliates and each built \$1000 monthly income. That would be another \$10,000 in commission for *you* each month, without having to do ANY additional work.

And the “Total Commissions” in the chart above also do not include the monthly recurring earnings on our front-end product sales.

Do you feel the power of our comp plan yet?

It is the fastest NOW income and the fastest PASSIVE income, all packed in a done-for-you system, which has already been tested, tweaked and proven effective.

Remember, *we handle the back-end*. All you have to do is

introduce the customer initially. You plug them into our proven system and we handle it from there. That way you can focus on promoting and generating new leads, which we'll show you how to do systematically, even if you have no marketing budget.

Just imagine how it would change your life if you were able to work just an hour or two per day to get just one new sale per day. In a few months, or even a few weeks, depending on how your customers upgrade, you could be free!

Now, let me be clear about one thing: I most definitely would not be looking to work with lazy “slackers” who will just waste our coaching time and resources. This offer is only for those people who are serious about making a significant change in their financial situation and who are willing to work to achieve it.

And the cost to get started is... *almost* nothing, especially when you consider the potential earnings. And you can start with the option that best fits your current needs and finances.

[CLICK HERE](#) right now to review all the details of our business model and our products in my **[“Insider Success Report”, your guide to creating \\$10K+ Per Month](#)**. You'll

learn about THE *most ideal home business model* in existence at this time, how to get the most income from the least amount of time and work, how to “steal” all my expertise and resources for your very own (which will literally save you about 5 years of work), and how to get yourself free and put your family into a new and better lifestyle in the shortest amount of time possible.

After [you plug in](#), you'll get a Welcome Email from me with exact instructions on what to do next, how to access our exclusive Team Resources and all your set-up steps and training.



-Alan Cosens, Professional Internet Network Marketer

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REQUIRED INCOME DISCLAIMER: Within this ebook, where numbers are presented to provide examples of possible income scenarios this is done only as an example and any numbers given are hypothetical and may not necessarily accurately represent what your future results may be. There are many variables in business and in personal performance. (Remember that home-gym you bought... "ahem".) Values given for potential commission earned in this document are presented in an attempt to be "realistic" however there are many possible scenarios and outcomes due to the complexity of the compensation plan referenced. Use all information presented in such examples at your own risk and understand that your results could be better or worse and that the values given may not be typical.

This Information Is Here To Help You...

It is observed that 80 to 90% of people who embark upon an ambition will never follow through. That old "80/20 Rule" is often seen to be skewed to 95/5 or even 98/2.

I've been doing this for 16 years (at the time of this writing) and I can tell you with full conviction that nearly everyone who fails to reach their goals does so due to lack of follow-through.

Let that be your first lesson! By simply following through and studying this guide—*every last word of it*—you will automatically put yourself into the top 20%. Take this information and *APPLY IT*, and you'll easily find yourself in the top 10%.

Do you want to be a “Top One-Percenter”?

Study it. *Apply* it.

The remaining 9% is just doing it, with conviction and commitment.

... a bit off-topic from the stated subject of this ebook, but worth mentioning nonetheless. It is factually impossible to help someone who is unwilling to help themselves.

Now a bit about the author...

Who Is Alan Cosens?

First and foremost, I'm a 24/7 single Dad. My beautiful, brilliant daughter, Isabella, is my life.



She is the reason why I became interested in the "Dot-Com Lifestyle" and I began learning to create automated internet sales funnels. She is the inspiration for getting myself free from the slavery of employment, free from someone else controlling my time, free from having to worry about bills and debt, free from having to look back many years from now with regret about *"not having spend enough time with my child"*. See, I didn't want to look back with regret later. When those landmark "growing-up" moments are gone, they're *gone* and I didn't want to miss *any* of them.

Isabella and I spend countless hours just being "silly"

together and most of my life is literally just goofing around with her.

My internet lifestyle has made this possible.

Perhaps you are also a parent.

Perhaps you are in a situation

where you do still need to show up to a job each day and you have to leave your kids with someone else during that time.

Well, **it doesn't have to be that way.** *It really doesn't.*

I also spend a lot of time at my church with various activities, usually two days each week. Those are really my two most important purposes. Business is fun, but it's there for a reason. It's there to pay the bills.



I knew that *it was possible* to create an automated online business that would allow me to be free, but it did take me some time to get to where I am now, with a healthy 5-figure per month income, working very part-time.

Now, just to be clear, my *internet* "empire" didn't start that long ago. It's been about 7 years now. But my marketing career began in 1997 with direct sales and network marketing, which I fell in love with.

Three reasons why:

- 1.) *Residual* Income (*Boo-Yah!*)
- 2.) The work is very social and interactive
- 3.) I love seeing people develop and improve their situation

It was tough in the beginning...

In the beginning, like most people who enter that industry, I was *awful*. It took me about a year to get to where I was making enough money just with my network marketing business to support myself.

The following year I did very well. I had my first \$20K+ month in January of 2000.

Account Summary	Account Type	Account
	EVERYDAY CHECKING	100000

Description	Amount
Deposits/Credits	\$21,957.00

There were some critical skills I learned doing offline

marketing for those types of businesses.

I worked with a group of entrepreneurs with a combined 70 years of experience between the three of them which gave me the sort of mentorship and knowledge that most people in this industry will never have the chance to connect with.

In fact, much of what I learned doing off-line network marketing I still use today, only in an automated fashion, using the internet.

I have nobody to answer to (except the IRS... *dang!*). I work when I want. I've automated almost everything that consumes time.

My income is substantial but you know what? That's just money. I don't know what someone does with a big pile of

money.

“Broke” people usually think that all their problems are because they don't have enough money. This is false. The reason they don't have enough money is because of their problems. **The lack of abundance is a *symptom*, not a cause.**

So whether you are looking to get “*filthy, stinking rich*” (which is okay by me) or you are just looking for some freedom so that you can live your life instead of working for someone else until you die, there are some things you're going to need to know and apply, which we'll get into in the eBook.

I have dozens of websites but AlanCosens.com is the place you would go to familiarize yourself with me further if you care to. And keep your eye on your email in-box for emails

from me containing free tutorials on various subjects related to achieving a “Dot-Com” lifestyle. You can also reach out to me directly on [Facebook here](#).

Why Are You Reading This Book?

What is your purpose? It's probably not simply to have a big pile of money that you can dump on the living room floor and roll around in, is it? What is it that you are trying to achieve? What is your ideal scene?

For myself **the “Dot-Com Lifestyle”** means:

- Not having to wake up to an alarm every morning, aching and groaning as I crawl out of bed, a slave to an alarm clock

- Not having to send my daughter off to be raised by strangers five days per week to be taught things that others think she should be learning, to absorb the morals of others, to be programmed like a good little “robot” as the public schools tend to be so focused on doing
- Not having to ask permission to take just 2 weeks every year to do with my life what I want while the other 50 weeks I have to do what I'm told, when I'm told, for hardly any compensation
- Not having to “make arrangements” every time I get a cold or my kid is sick
- Not having to fight rush-hour traffic and waste 10 to 15 hours of every week just sitting in my car waiting to get to and from a job
- Not having to shuffle bills in order to pay them before cut-off dates because I'm only one pay-check away from

“broke”

- Not having to tolerate some negative person or conflicting personality that I might otherwise be forced to share my day with at a job
- Not having to stay in one place but am free to travel wherever I want
- Not having to waste time in the grocery store comparing prices because I need to save \$0.17 on a can of green-beans, for example
- Not having to charge up credit cards and pay astounding interest rates to borrow money every time something unexpected comes up, such as medical expenses or a clothes washer that has died
- Not having to *miss* my kid all day long, hoping that she's okay, only to realize one day that she's all grown-up and I missed 75% of it
- Not having to worry about my daughter looking back

later in life and having the idea that “Dad wasn't around very much”

- Not having to put my entire life on hold every day for 8 to 10 hours
- I don't even have to wear pants if I don't want to!

For me, it's about *freedom*. How about for *you*?

You can have freedom if you're willing to **learn some things** and you're willing to **apply what you've learned** and you are willing to *stay committed to yourself* and to not let yourself down by giving up on yourself.

Be a friend to *you*. Treat yourself better by creating a better lifestyle for yourself--a “Dot-Com lifestyle”.

IMPORTANT: The following things are not true because I

say they are true. You should be able to look at this information and compare it to the real world and see *for yourself* that they are true. And if you cannot see the truth in these concepts, then they *aren't* true for you. These are *not* opinions. They are based on clear observations about what has worked and what has not.

It is my sincerest intention to save you the countless hours of stress, frustration and the misery of failure.

If you are just willing to look at how these concepts apply to a real-life business and your own day-to-day tasks, you should quickly be able to find strong agreement with what I'll share with you.

Let's look at how money is made online. Then we'll look at what works and what doesn't...

How The Money Is Made Online

There are essentially four ways that people make money on the internet. Three of these tend to have 1 of 3 *main variations** in their business model.

- 1.) *Typical Affiliate Marketing (includes network marketing/MLM)***
- 2.) **Selling your own products or service****
- 3.) **Reselling Or Drop-shipping Tangible Items****
- 4.) **Licensing/Franchising****

* The "One-Off" Model, Continuity, and The "Ascension Model", or some combination of these.

1. Typical Affiliate Marketing

Affiliate Marketing: this is where you (the affiliate) generate customers for some other company or product vendor and in exchange they pay you a commission for each sale that you make.

Some affiliate programs are “continuity” programs in that they require that the customer pay a monthly fee for membership or for use of that product. Usually this type of program will also pay the selling affiliate a commission for each month that the customer stays active (continues to pay their monthly fee).

Affiliate marketing has become very popular in the last few years.

When the economy is terrible and jobs are hard to find there are literally millions of people out there looking for ways to make money. Many of them have never done anything on their own to create income. They have always been *employed*.

These folks begin searching online for ways to make money and, as you have probably observed, they will find hundreds and hundreds of different “get rich quick” schemes and things that seem “too-good-to-be-true”.

Many of the sales pages make it look so easy.

“Network Marketing” (Multi-Level Marketing) is also being done heavily online and while it's an industry that I've had great success in, most of the new people coming in really are clueless as to what it takes to make such a business work.

I would consider network marketing to be *affiliate marketing* essentially, because you are selling someone else's products. The difference being that you get paid from sales of those people underneath you in the "pyramid" as well as your own.

This can be very enticing to people because of the potential for *residual income*.

Many typical MLM-type programs also require that you purchase their products at wholesale and resell them with a mark-up in order to generate profits. I would consider such a model to be fairly out-of-date and inconvenient since it a "pain" to have to stock product and deliver it.

Generally, this type of business model doesn't pay very well in comparison. The lure is the idea that *earning a small percentage of the effort of thousands of people is better than*

earning 100% of your own effort. In most cases that turns out to be only a theory and very few people ever actually realize a sizable residual income or a lifestyle of freedom from such models. What the failure rate is with such a thing I couldn't say exactly but if I had to guess based on 16+ years in the industry I'd say it's at least 97%.

Because of this, many new home business start-ups will opt for typical affiliate marketing instead. Generally the commission percentages would be much higher. There is often no recurring cost or "auto-shipping" of product that they have to commit to and there is no product to stock. They just sign up and start directing people to the offer.

There is a massive problem with most **Affiliate Marketing** programs:

You aren't getting customers for yourself, but for someone else.

Your Customers Versus *Their* Customers

When you work as an Affiliate to generate customers for someone else, you may be getting a commission on that particular sale but that company is going to be selling to that customer for years, possibly.

For example, you may make \$50 for referring the customers and then over the next year that company makes \$2000 from that same customer.

In many cases, that is the **ONLY** reason that company has an affiliate program to begin with.

It can be expensive to generate web traffic and sales. By having an affiliate program in place they now have their affiliates (you) to do the work to bring customers in.

Imagine how much easier it is to have 1000 affiliates bringing you sales every day instead to having to manage all the advertising and expenses of bringing that same number of sales in without those affiliates.

If you think those companies are not monetizing those customers with more and more offers over time, you're crazy! If they aren't, they are just *stupid*.

You must create your own customer base and constantly build your own mailing list so that you can continue to monetize that customer base into the future.

80%+ of affiliate marketers are simply sending people to that offer—to their sales page—taking the quick commission and that's it. Then they have to start all over again to get the *next* customer. *Bad* move.

The #1 mandatory thing that needs to be done is the collection of customer identities and building and maintenance of your mailing list.

This would generally be an email list, but if you collect phone numbers to do SMS (text) marketing or voice-broadcasting the same principle would apply (and would actually get much more engagement from your prospects as well).

If you are currently directing traffic to an affiliate offer—directly to a sales page—whether you are finding your prospects by free social networking, or you are buying ads to send traffic to those offers, *stop doing that right now.*

Create Your Own Customer Base

You should never send any traffic to anything except a lead-capture page.

A lead-capture page is simply a page that makes an offer and asks the visitor for permission to communicate with them further. They see the offer and if they want it, they put their email or phone number into the slot and submit it to you so that you can send them the information.

Some people call them "Landing Pages" or "Squeeze Pages", but they are all the same thing.

Now, instead of just bringing customers to the product vendor so that *they* can monetize that customer over for the next however-many years, *you* have also generated a

customer for yourself, or at least a *potential* customer that you can monetize for years to come. (Or as long as they stay on your list, that is.)

I often make sales to people who have been subscribed to my mailing list for 2 or 3 years—people who've never bought anything from me before. And these can really add up over time. You just never know when the timing is going to be right for *that* person to do business with you.

You'll need an email marketing service to do this if you want to do it right and you want to have a clean list that is *legally compliant* and responsive. I use [Aweber](#), which is really very simple to use, has excellent tutorials and fast, responsive customer service help (best customer service in the industry as far as I'm concerned). Aweber will allow you build your own customer list easily and quickly.

You can set up automated follow-up messages and send email broadcasts to your customer list any time you want, with any relevant offers. If you're brand new at this sort of thing and you've never heard the saying "the money is in the list", I can assure you that it *is*.

You can [**go here to check out Aweber**](#) yourself and you can even try it for 30 days for just \$1.

I've heard it said that the average customer doesn't buy until the 7th communication *or later*. I don't know whether this is true but I can tell you that customers *rarely* buy on their first encounter. It almost never happens.

Just imagine how much money you are missing if you are just sending visitors directly to a sales page instead of building your own list!

And even if you change companies or product offers down the road, you still *own* your own list. It really frees you up to make money.

Do you see why it would be utterly foolish to NOT gather your own customers instead of just giving them away for a small affiliate commission?

What About Those Lead-Capture Pages?

Here is another thing that almost no one considers and yet it's something that costs people their financial freedom...

Actually, I've only ever heard one other online leader talk about this (not sure why) and he makes a *very big deal* out of this point. He also happens to be a person who generates

nearly \$1 million per month, so he must know something about what he's doing.

I've been telling people this for a long time, though many of them don't bother to act on it.

It's this:

It is important to use unique landing pages. What I mean is that the initial page that your visitors arrive to—the page that is intended to grab their contact info and garner their permission to make offers to them—***should be unique***, ideally.

A *unique* landing page, according to my own observation in my business, can increase your visitor-to-lead conversion rate by up to 30%. And **30% is HUGE**, especially when you are paying for advertising.

This has to do with rarity (uniqueness) being a cause of value. Why are platinum and diamonds, etc. valuable? Because they are *rare*.

Many product vendors will create landing pages for their affiliates to use. Oftentimes these pages are not the most effective pages and they don't convert visitors into leads very well.

Other times they are well-written however when you have 50K affiliates all using the same landing page it totally waters down the effectiveness of your ad campaigns, leaving you to “compete” against all the other affiliates who are selling the same products or services.

Do you know that I often get leads for the *exact same* offer for which they have already subscribed to another marketer's

list, but they find that they like my approach better and they end up buying from me, or joining my down-line instead of the first guy?

Why?

Unique lead-capture pages, *that's* why.

Had I never gotten their permission to communicate with them further they would never have gotten to know me and thus would never have done business with me.

Seems like a shame to lose out on all those sales and commissions simply because one is too lazy to make their own uniquely-branded landing pages doesn't it?

There is a second advantage:

There is a HUGE value in being able to just whip up a new landing page any time you want.

Any new offer you find that you want to sell, you can just create a new lead-capture page which is **relevant** so that you can advertise and you can find those people who are actually interested in *that* offer.

It is also of utmost importance to be able to make changes to your landing pages whenever you want.

Why? Let's say you spend your money to run an ad to your landing page and you find that only 10 out of 100 visitors subscribed for more information. That is not a very good conversion rate (only 10%).

You would want to “tweak” what you are doing in order to

maximize your returns. You would want your capture page to gather 30% or 40% or even 50% or more of the visitors who arrive to it, *wouldn't you?*

How could you go about "tweaking" that if you cannot quickly and easily make changes to your landing pages?

Right, You *can't*.

Do you know how many new internet marketers just continue to run the same exact landing page over and over, spamming it all over Facebook or other social sites, wasting money on ads, not getting any results and they never bother to even try and tweak their landing page for better results? It's insane. Totally *nuts*.

Why do they do that?

The truth is that most of them wouldn't know how to go about building their own landing pages to begin with, let alone going back to tweak it over and over again to get better conversion rates. It's just too technical for most people to do.

Most people are not interested in all that technical stuff. They just want to generate income. They don't want anything to do with all that "nerdy" "code" and "hosting" and "FTP" and "HTML" and "CSS" and all that other technical *crap*.

And hiring a web developer to make changes every time you need it is completely unaffordable for 99.9999% of the people who would be reading this Ebook.

I'm guessing that you probably don't have an interest in spending the next two years studying to become a web-

master–learning all that coding and technical stuff?

I didn't think so. Neither do I. I just want money coming in.

The best solution I have found anywhere is a super-easy, done-for-you, point and click “internet-dummy” tool called

Power Lead System.

Power Lead System allows you to choose from tons of pre-made squeeze-page templates and to customize them with your own messages, even if you want to put your own videos in them you can do that too. It even comes with it's own automated email responder system, which allows you to automatically follow up with all your new leads on a pre-scheduled basis, or you can easily connect it up with the more common Aweber auto-responder service very quickly, so you're good-to-go for building your customer list.

And it's *stupid-simple*. You don't even have to get hosting or download or up-load anything. You create your page from the template and they give you the link to drive you traffic to. That's it. It's like a "top-secret weapon" for lazy business owners. It's one tool that I use every single day in my business.

Look at some examples of pages done with Power Lead System...



These would only take less than a minute to create, by the way.

You just change the text to fit your offer, change the background image, etc. And Power Lead System has tons of different templates to choose from, all beautiful, all mobile-friendly.

You can [**Click Here to see an example**](#) of a page that I've done very well with, which I created within Power Lead System.

And [**HERE is another**](#). And [**HERE is another**](#). As you can see, there are many variations possible, in fact you can customize them however you want. It's easy! And you can just whip up a new one any time you need one.

Remember, it's the ability to create unique landing pages and rapidly make changes to them when needed that you're after here.

If you don't currently have that ability I'd suggest that you **[Click Here and sign up for the FREE Trial of Power Lead System yourself, and test-drive it for 7 days](#)** to see what it can do for you first-hand. I use it myself because it helps me get the job done like nothing else can... *period*.

In fact, Power Lead System *is* the system that I used to go from zero to over \$21K monthly in just 23 weeks.*

*See Required Disclaimer on page 15

To review, the two important points from this section were:

- Create your own customer base and build and maintain your own list
- Unique capture pages that can be quickly edited are essential.

2. Selling Your Own Products

Selling one's own products is not generally something that can be done by the average person who is just getting started because:

- It really requires that you have a personal brand established and,

- It can be very expensive to get started

Also, that start-up cost is unnecessary because of what a *Licensing Model* can do for you, but we'll get to that later.

If you happen to have expertise in a certain subject such that you can publish an information product that is valuable and can be sold, that is great. That is not the case with most of the people reading this eBook.

Selling your own information products can be highly profitable because the cost to produce the product is almost nothing. After all, the buyer only has to download the product, which may cost a tiny fraction of a penny when all is said and done.

The real cost of creating your own information products is in

the living of life which led up to you developing that expertise in the first place, then the time it will take you to create the product itself. After that, it's negligible.

These information products are generally instructional in nature such as an eBook, membership to their website, how-to videos and so forth.

There are even products you can buy that teach you *how to create information products!* Isn't that funny?

Frankly, if you're reading this right now, chances are that you don't have your own physical product to sell. If you do that's cool, but you would be in the very small minority and chances are 99.999% that even if you do have your own product to sell, there is a whole lot that you could be doing to make way, way more money than just selling that one

product.

Probably your entire sales process could be overhauled so as to be effective.

I've attended big-time internet marketing events where there were many hundreds of people in attendance, all of whom were internet marketers, and out of these hundreds of people, when they were shown how to create the Ultimate Online Profit System and then asked how many of them had their own sales funnels set up in a similar fashion... maybe one of out 500 raised his hand.

Many of the problems and obstacles related to affiliate marketing and with creating one's own information products are solved with a business model known as "Licensing". It really is my favorite business model, especially when it has a

proper Ascension Model incorporated into it.

And did you know that **around 85% of franchises become successful**, whereas around 80% of non-franchise businesses fail? I was amazed when I learned of that statistic. We'll get into that in more detail in a bit.

Now let's take a quick look at Reselling (Drop-Shipping)...

3. Reselling, Drop-Shipping Tangible Items

This is a very simple business model so we won't have to spend too much time on it.

Simply, when one buys products, from any source, and resells them for a profit that is called "Reselling". If you sell

small quantities of products to individual consumers you might call this "Retailing".

This is how almost all off-line businesses work. You buy the stuff and stock it, then you find people to resell it to. Simple.

Generally people who are looking for ways to make money from home, or for an "online business" are not so interested in buying a bunch of products wholesale and stocking them for resale. It can be cost-prohibitive to get started reselling because it takes capital to buy the product initially. Also, you don't know how long it will take to resell what you've bought (if ever).

Drop-shipping is a more realistic option for many people because you don't have to purchase all the products upfront. With drop-shipping you simply land the sales, take the

orders, then you buy the products and ship them directly from the supplier to the customer without taking possession yourself.

With some drop-shipping models you are able to collect the money from the customer before you even pay for the products to ship. With others you may have to deliver the product before you collect, so you may have to come out-of-pocket to some degree, but at least you have a commitment to pay (the “order”) from the customer, so the risk of loss is very low.

Drop-shipping has become very popular recently due to websites such as ebay.com and Amazon.com. And various “How-To” training course focused on teaching people how to drop ship using these sites—some of them costing several thousand dollars—have come out to take advantage of this

trend.

Drop-shipping is not entirely without risk. It is possible to spend many hours, days, or weeks listing items for sale but not landing any orders. It can take time to locate a product niche that is consistently profitable.

Another “bug” that one can run into is wholesaler price fluctuations. For example, you may offer something such as a toaster for sale for \$39 because your research showed that you could purchase it from the wholesaler for \$18. Then, a week or two later, when the item sells for \$39 and you go to order the drop-ship you realize that the supplier has raised the price to \$34!

Obviously, this eats up all your profit and ends up not even being worth the time it took to sell the product.

It can also be very tedious work, just sitting at a computer all day long, listing items for sale. And it can also be difficult to locate items which will yield a decent profit. You can find yourself doing an awful lot of work for very little profit.

The last business model we're going to cover (and my preferred model) is Licensing, but before we can adequately cover that we're going to need to clarify **the 3 variations** I mentioned on page 16:

1.) One-Off, 2.) Continuity, and 3.) the Ascension Model...

"One-Off" just means that you sell each customer a product once and that's it. One sale, one profit. No recurring sales to the same customer. No up-sells into other products.

“Continuity” refers to recurring sales. Usually these are monthly memberships or subscription services where the customer is automatically charged each month for the product or service indefinitely, or until they cancel. This model is really great from an affiliate standpoint because you only have to do the work to find the customer *once* and you can earn recurring monthly commissions, sometimes for a *very* long time.

The **“Ascension Model”** refers to the structure of product value and corresponding offers/pricing, as well as the resultant commissions.

With an ascension model the customer would first be exposed to a lower-cost front-end offer. When they buy that front-end offer they are then presented with a better product offer of higher value, for a higher price. When they buy that

2nd offer, they are again offered a much more higher-value product or service for a significantly higher price, and so forth.

This stair-stepping upward of product quality and price –“ascension”–can continue for only 2 or 3 bigger offers, or many more, perhaps 9 or 10.

How far this *ascension* can be carried really depends upon what your customers need and want, and also upon what you are able to deliver to them in terms of value. As long as the products you are offering provide at least fair value for their price you can let your customers decide how far they can go.

I've seen people pay \$25,000 for personal business coaching from an industry leader. I've seen people pay \$15,000 for Mastermind Events in exotic locations.

Sure, you may not sell a whole lot of those \$15,000 offerings, but only 3 per year is an extra \$45,000.

Of these 3 variations the Ascension Model is the clear winner, and any accomplished online marketer/business owner will tell you the same.

Continuity is obviously superior to selling *one* thing, *one* time to each customer.

Combining Continuity with a good Ascension Model with very high-quality products that people want... that is just *magic*.

Let's look at some examples, skipping over the One-Off for a moment, since I think we can agree that a straight One-off model is not where you want to be.

Examples Of Variations...

Take a **Continuity program with no Ascension Model:**

Say you have a \$25 product which is a membership to a monthly member site. Each membership that you sell will bring you \$25 per month, every month forever, or at least until that customers cancels.

That's not too bad. Bring in 100 customers and you're making \$2500 per month (assuming you're keeping all the money, just to keep things simple math-wise).

Now let's add in a small Ascension "wrinkle":

Let's say we add in a "High-Ticket" product or multiple high-ticket products which are One-Offs.

We're layering the best of all these business models in order to craft the an ideal business model. And when we put the whole thing online so that we can automate everything, *then* we shall *have* the *ultimate* online profit model.

Hypothetically, if you had just one back-end offer which generated, say, \$200 in commission for each sale, and you had, say, half of your new customers upgraded to that back-end offer...

Now instead of just the \$2500 per month from those 100 customers, you'd have:

$$\mathbf{\$2500 + (50 \text{ customer upgrades} \times \$200 \text{ commission}) =}$$
$$\mathbf{\$12,500}$$

Wow!

Look at the HUGE difference in income just from adding in one single additional back-end offer. That is a 500% increase in income, from the SAME number of customers.

Did you get that point? You've just **increased your income by 500% WITHOUT having to acquire any more customers**. You've already done the work to land the customers, and your system handles the back end to increase your income by 500% in this example.

And that is just with one back-end upgrade offer (up-sell)!

What if you had more than one upgrade option for your customers?

How about if you had a second upgrade offer that generated, say, \$500 per sale?

Obviously, not as many customers will buy this more expensive over, but some of them will, for sure. And I've seen companies who have as many as nine different upgrade offers on their back end and I've personally seen customers upgrade all the way into \$25K packages!

For our hypothetical example let's say only 10% of your customers upgrade to this next offer.

That would yield:

\$12,500 already earned + (10 upgrade customers X \$500) = \$17,500!

Again, same group of customers and no additional work on your part once your up-selling system is all set up and automated, which is very easy to do.

Now you're looking at a 700% increase in income from the same group of customers, the same amount of promotion or the same amount of advertising dollars spent.

See, if only you had a few more higher-value, higher-priced products to add in to extend your Ascension Model... then you'd really be getting into some truly astounding income potential wouldn't you?

That would be the Ultimate Online Profit Machine. There is none higher.

THAT is how you make *serious* "bank" online my friend. It is a perfect blend of continuity and up-sells to generate the maximum income for the least amount of time, effort and expense.

But could *you* do that?

Absolutely, you *can*. And I'm going to show you how, without having to create any of your own products and without having to do any of the selling on the back-end whatsoever.

And now that you understand these variations, we can talk about *Licensing*.

If you're mind is "blown" right now over what I just showed you... then you're not even going to be able to handle what I'm going to show you next. There's not even a word for how "blown" your mind should be after your really wrap your wits around how this works when we incorporate the combination into a Licensing Model.

Fasten your seat-belts!

4. Licensing

This is by far my favorite online business model, or off-line business model for that matter, because it **completely handles all the barriers posed by the other 3 models**. It gives you the most results with the least work and effort, with no negatives worth mentioning, especially when it is coupled with a continuity/ascension structure.

Licensing is when you buy a “license” from an established brand in order to establish your own business ownership while at the same time taking advantage of that brand's position, authority, products, systems, proven marketing, etc.

You are “licensed” to sell their products in a way that rewards you as if you were selling your own products, yet you don't have to do any of the experimentation, testing, brand

development, systems creation, marketing material development, and so forth. You just plug in and “hit the gas”.

I think you'll agree that there are definite difficulties presented by the other three models that we've covered.

As a typical *Affiliate*, you have no control at all over the back-end sales process and most of the time you don't make any money from it anyway.

The majority of the big-money earners all have their own products and they keep *all the money*. But for most people, not only would they have to come up with *one* product to sell in order to achieve an *ideal business model*, you would have to come up with *several*. And at least one of those products would need to be so stellar and of such high value that you could put a high price on it. That could take you forever to

create, even if you did have expertise enough to create your own products.

Licensing (Franchising) combines the best parts of Affiliate Marketing and of Owning Your Own Product into a model that removes all the negatives.

Let's look at a practical example of licensing:

Let's say you wanted to open a sandwich shop in your town.

You could get the money together and buy the building or lease it, buy the equipment, insurance, stock, tables, chairs, and 500 other things...

Then once you're in business you'll have to build up a customer list, essentially making your presence in the

neighborhood known and convincing people to come to your sandwich shop.

You'd have to work out all the recipes and tweak them and test them and tweak them... to get to the point where you have product quality that is good enough that people would keep coming back for that sandwich, or that environment, etc.

See, it's not the just the food, it's the location, the drinks, the style of the restaurant, the uniforms, and so forth.

You would have to work out how you are going to advertise. You'd have to create the ads from scratch and test them and tweak them and find places to advertise and if they didn't perform you'd have to redo them over and over and over until they were getting the results you wanted, etc.

You'd have to research employment laws and tax withholding and restaurant codes for health inspectors, etc., all on your own.

It would be a lot of work and most of it would involve you “experimenting” to see what actually works, because you don't even *know* yet.

It's a *lot* of work. You could go through *all* of that...

Or, you could just buy a Subway franchise. (This is just an example. I'm not affiliated with Subway, though I do eat there sometimes.)

They have already done all that work for you. All the products are done and organized. The uniforms, the tables, the chairs, the outlay of the store, the specifics of what locations are

acceptable, the costs of all the food and labor and expected returns, the advertising is all done for you 24/7, with “Jared” sending new customers into your business all day long.

Your suppliers are already figured out for the best prices and quality.

The assembly-line is already established and you can just step in to the fastest sub-making operation possible. All the forms and paper-work are already made for your business operations and so forth.

Are you getting the point yet?

Subway franchises are not cheap, but by the time you factor in all the work and time and frustration and experimenting that it saves you to just step into a proven franchise model,

it's way smarter and way cheaper to just go with the franchise.

All you have to do is buy the license and step into the boots that have already been designed for your ready-made profit-machine. Frankly, it would be foolish to start from scratch when you can just plug in to an established, proven business model where most of the work is done for you.

Realize though, these are *your* customers. Sure, they are coming to Subway but you are the Licensee--the Franchisee. The money is going into your pocket and every time that customer comes back that is *your* business.

Licensing Is The Easy Way To Go.

With a Licensing model your up-sells are built right in and

they have already been proven to work. That's why there are around 35,000 Subways! "Do you want to add chips and a drink to that?", for example, is your proven up-sell, and repeat business is almost assured.

And you know what? They might make 12% on the sandwich, but they make 96% on the soda.

All your ads, systems, and everything else that you need to be successful is already there for you. All you have to do is become a Licensee and get to work. And it is *work*. But you just have to follow the exact plan that is already established and laid out for you.

You might even have to work all day every day until you can afford to hire some kids to build sandwiches. But all *the hard stuff has been done for you*. There is no guess-work.

The company that you bought the franchise from also has a strong interest in your success.

They don't make money unless you make money. That is what your franchise fees go toward. That is *why* they sold you the franchise and that is why they provide you exact “how-to”s on everything they do so that you can plug in to their systems. That is why they have coaches to help you get set up and to provide ongoing help and advice. They want *your* store to be successful.

Now which do you think is the smarter way to make money?:

1. Send your friends and family in to Subway so that you can earn \$0.50 for the first foot-long sub that they buy, and nothing on any subsequent purchases? Or...

2. Plug in and get the license and sell to your customers over and over and over for years to come, keeping all the profit for yourself?

Obviously #2 is the way to go.

Do you see how this saves you countless hours and years of experimenting and suffering and being broke?

Licensing is hands-down my favorite business model.

Around 80% of franchises *succeed*.

See, they wouldn't be franchises unless what they were doing had already been proven. But around 85% of non-franchise businesses fail. I'd say around 97% of *online* businesses fail.

Now let's look at applying this to your own *ideal* online business model...

You can do all that work yourself or you can plug into an already-proven License model.

It's Your Business And You Keep All Your Customers

With licensing all the customers you bring in are yours, giving you full advantage of the back-end profits. Should the company sell something to your customer in the future *you* receive commission for it.

Do you recall earlier when we talked about how most of the money is made after the first sale?

With the proper (ideal) business model you get full

advantage of customer ownership and you get paid on all purchases made instead of just on the front-end.

Keep in mind that *real* businesses are built on repeat customers that buy over and over again.

If you are spending money to get customers that you'll never see again, be assured that you're going to go broke.

But, that is exactly what most affiliate marketers do, and most of the time they will spend more than they make. Even if a typical affiliate does manage to come out ahead for that one offer he's still way behind because he doesn't own the customer and is missing out on a potential ton of future sales.

The Typical No-Results Experience...

For **nearly everyone** who ventures into trying to create income online they will either be attempting to *sell their own product*, or they will be doing *affiliate marketing*.

Some will focus on just one product and some will offer many products.

Here's a typical experience:

Bob learns about how he can make money online by selling affiliate products so he goes to a product market-place such as Clickbank to find products to sell.

Bob find some products he thinks are interesting and he signs up as an affiliate.

Bob is now armed with a few Affiliate Links-- these are the web addresses, the URLs, that Bob will send people to because that is where the sales presentation is.

Bob figures something like, *"If I can just get 20 or 30 people to that page to watch the presentation surely one will buy and I'll make some commission."*

So Bob goes to his Facebook account and posts his links on his wall. After all, Bob has about 700 friends on Facebook so he's sure that he'll land some sales.

And maybe Bob has a Twitter account too, though he's only got about 30 followers on there because he doesn't really engage on Twitter too often. But he figures he'll post his links to his Twitter account too, and maybe that will land him some business.

Bob waits a day or so and realizes that he hasn't had a single sale and he begins to wonder what went wrong.

He decides that he's going to have to get many more people to his offers than he expected and he begins to look for ways to do this.

Perhaps Bob finds some service online that claims that they will send him 100K visitors to his website for only \$199.00, so Bob throws the \$199.00 on his credit card, expecting that he will surely land a number of sales from that 100K visitors. After all, that's 100K people looking at his offers right?

So Bob waits and waits and *no sales* come in.

A week goes by and Bob begins to wonder "What ever happened to that traffic that I bought?". He contacts the

company only to be told that all of the traffic he ordered “was delivered four days ago.”

Bob realizes he has literally no way to verify whether anyone even visited his offers, but he is 100% sure of one thing:

He's out \$199.00.

Now Bob is getting pretty frustrated by this point and he figures that he's going to need to figure out a better way to get traffic because obviously the company that he ordered the 100K visitors from is “a scam”.

So over the next few weeks Bob tries various traffic sources and buys a course or two on how to get traffic and maybe by this point Bob has spent another \$400.00 on traffic, a course, and maybe a piece of software to help him automate some things.

Bob is now in the hole \$599.00, but he's learning some things, and he's not a "quitter" so he convinces himself that it will work for him if he just "keeps at it".

He's spent about 25 hours studying at this point and he's doing his best to implement it. And one day, "Surprise!", Bob finds a traffic source that he knows is working and it is sending him real traffic and he can even measure it now!

Bob is excited. Bob feels that he is "*on his way!*".

So now Bob dumps more money into that traffic source and he begins to land some sales. Wow! Bob was beginning to wonder whether this would ever happen, and he starts thinking about how quickly he will be able to tell his boss to "shove it".

Bob runs ads for a few weeks and he's making sales and feeling pretty good but one day he's doing the math and he realizes that **by the time he subtracts all his expenses from his gross commissions earned that he's only making about \$200.00 per week.**

What's he going to do?

Bob picks more products to advertise, using his one workable traffic source and he spends the next 3 or 4 weeks trying to find a few more reliable advertising sources. That testing eats up another \$400 or so, but he finally feels that he's located another source which should work for him and he expects that this should at least double his sales and income.

He gets his new ads set up and though he's not getting the

result he's hoped for yet, he is getting more traffic than he was before, so he decides to feel it out for a few days to see what happens, which costs him another \$80 or so.

Now Bob has about 4 products that he's trying to sell, each paying about \$50 in commission for each One-Off sale. Bob thinks he doesn't really need that many sales to have a decent supplemental income, but they just aren't coming in like he would hope.

Maybe by this point Bob is making another \$250.00 per week.

In truth he's selling more items and bringing in, say, \$600.00 per week, but he's spending \$550.00 on advertising. He's also sitting up half the night studying, trying to find the correct way to go about making it happen and he's still

working a full-time day-job and still has children to raise.

Bob is tired and the time he's putting in is not worth the \$50.00 per week.

Bob gets exhausted.

He has a bad day at work one day, has trouble with the car on the way home, and his wife is irritated with him.

He opens up his account for this affiliate sales reports and sees that he's had no sales the last 2 days.

After inspecting to see what is happening Bob realizes that the company that he is selling the products for as an affiliate has decided to not sell that product any more and they just pulled the sales page and it's not even online any more!

*"Sure would have been nice if they'd have notified him.
WTF?!"*

Meanwhile, Bob has been paying for ads which have been running for the last two days, eating up almost \$200.00 and he's made no commissions!

Bob is tired.

Bob is pissed.

Bob gets sick.

Bob's wife is nagging at him.

Bob's associates at work ask him how his new business is going and Bob is super-embarrassed and doesn't want to

talk about it.

Bob decides he's only cut-out for office work, only to have a JOB the rest of his life.

It looks hopeless and he just gives up.

Poor Bob. If only he knew a little bit more about what makes an ideal online profit model.

I've Been There Too.

This sequence of events is happening for way too many people, way too often.

I am sick and tired, literally to the point of nausea sometimes, of seeing people go through this.

I've been through this. I understand what it's like to be in that situation.

When I first started trying to create an online business my experience wasn't much different. I stayed up until 3:00 or 4:00am while my baby-daughter was asleep. I worked during every nap-time. I wasted thousands and thousands of dollars on software, courses, traffic, ads, crazy things that I'm too embarrassed to even tell you about.

I've had to eat rice and beans for extended periods because my business expenses were eating up all my money. I've been there, done that. It's *not* fun.

And I continue to see good people with sincere desire to improve their situation fall victim to this type of experience.

I want *you* to *make it*.

99% of people never figure these things out. You know more now, just from reading this ebook, than 99% of the people who are trying to make money from home.

Getting Results: Where Is The Money Made?

In case you haven't "put 2 and 2 together" yet...

The money is made *by having the proper business model in place*.

By combining *Licensing with Continuity, Ascension* and *High-Ticket One-Offs* on the back-end we achieve what

can *truly* and *only* be described as the *Ultimate* Online Profit Machine.

There is literally nothing you could come up with that would be more profitable or more workable. In fact, in today's environment I don't see how it would even be possible to survive any other way, unless you want to sit on the phone or on your computer 12 hours per day, doing sales or SEO, or personal networking.

Any other model is going to leave you spending all your money on ads and not generating enough commission in return, just like "Bob". *Don't be "Bob"*. Be smart.

With your *Ultimate Online Profit Machine*, properly licensed, you have a done-for-you, proven system which sells done-for-you, proven products in a done-for-you, proven way—

allowing you continued ownership of your customers and extracting the *highest possible* amount of commissions from the smallest number of customers.

Now, if your mind is not officially “blown” by all that I've shared with you to this point—if you are not unable to sleep tonight due to the excitement of this new understanding... well, you might just want to see a doctor and find out what is wrong with you. Perhaps you died while reading and you just didn't realize it!

See, if you have been looking for the “Keys To The Kingdom” of online riches... you've now got them! Over 90% of people who try to start a home business don't understand this stuff and they will literally spend years failing, and failing and failing—they just never figure out *why* it is that they can't get ahead. Everything I've just covered with you *is* the reason

why.

See, if you don't have a proper business model in place you will never even be able to afford to advertise because all your profit will get eaten up in paying for advertising. That's what happened to "Bob".

It seems as if you've graduated to a new level here, but yet there is one more thing to cover. That is, how the heck do you actually go about setting up such a business anyway?

What if you're brand-new, you've never had a business before, you have none of your own products, you're a "technical dummy" with two left thumbs and you're afraid of your computer?

Most people don't have the capacity of even the idea for a

great product to offer, much less a series of products to offer, much less the technical ability to actually create the online selling systems and automated processes needed to make the Ultimate Online Profit Machine work.

I sure didn't when I first started. In fact the first 2 months of my research were spent just trying to figure out what product I could actually sell.

That was before I spent another 6 months learning all the technical stuff I had to learn in order to set up all the websites, videos, automated follow-systems, etc. to make it work. Not to mention the fact that I had to learn how to write sales copy, which took years to get good at, before I could even create automated online systems that would actually get decent results.

It seems that for many people the Ultimate Online Profit

Machine is still out of reach because of these barriers right?

Wrong.

See, you don't need to know any of that stuff to get started with your Ultimate Online Profit Machine.

ALL that techie stuff can be done for you, and you can just plug in to what is already working, with a product suite which is already established and proven, tested, automated selling systems which work!

I'm going to show you right now how you can just plug yourself in to what is already working, to side-step all those barriers.

Just keep reading...

Power Lead System

A perfect example of an ideal online business model is [Power Lead System](#). It has all the ingredients in place as a licensing program and handles all the negative issues we've discussed so far.

It also layers the **perfect combination of Continuity, Ascension and the One-Off, High-Ticket back-end offers** to create the Ultimate Online Profit Machine.

It's already done-for-you, including all the back-end follow-up and sales.

Power Lead System can be used as a stand-alone income program, as an addition to your current internet business, OR as a way to *absolutely crush your competition*—**hardly**

anyone in your niche knows the stuff we've covered so far, and Power Lead System allows you to completely *automate* the entire process.

Even if you have your own product offers already but you're just not getting the sales numbers you want (maybe you're in an MLM or something like that), Power Lead System allows you to easily automate the process and set up your Ultimate Online Profit Machine, **no matter what products or services you're selling!**

I've had a lot of different businesses in the last 18 years, and a lot of different internet-based income streams, but [Power Lead System](#) has absolutely been my favorite.

My one goal is to make sure that you are properly positioned to make the most money in the least amount of time, with the

least amount of customers.

One of the biggest advantages of the Power Lead System comes as part of my personal Power Lead System team, in the form of complimentary access to ***my private and exclusive team training and resources site***. I give **free access** to all my committed teammates so they can take advantage of my exclusive team training and resources.

What does this mean to you?

This means that you get to “cheat” and “steal” all my work and expertise and experience to get your own results.

See, I've already done all the hard work and testing and tweaking, etc. for you. I've already paid all the dues to figure out what works and what doesn't. And I only do things that

work because I know what those things are.

What if you could just plug yourself in to what I'm already doing to create hundres or thousands of sales?

What if you could do so without even having to understand *why* it works?

I have all the systems and sales material already in place and I have it all set up so that **you can "steal" it from me** and be up and running, using the same exact systems that I use, right from Day 1.

No technical expertise required.

No headaches...

No expensive web developers...

No waiting for weeks to get started...

No experimenting and tweaking and testing, etc...

It's already done for you.

I even show you exactly what to do to promote effectively, whether you have a marketing budget or you don't. Either way, we have already **established proven processes for effectively acquiring new customers**. It's all there waiting for you to put it to use.

You don't *need* your own products.

You don't *need* any technical expertise.

You don't *need* to know how to sell.

You just **plug in to what we are already doing**, which is already producing incredible results.

You get the commissions even though we have done most of

the work.

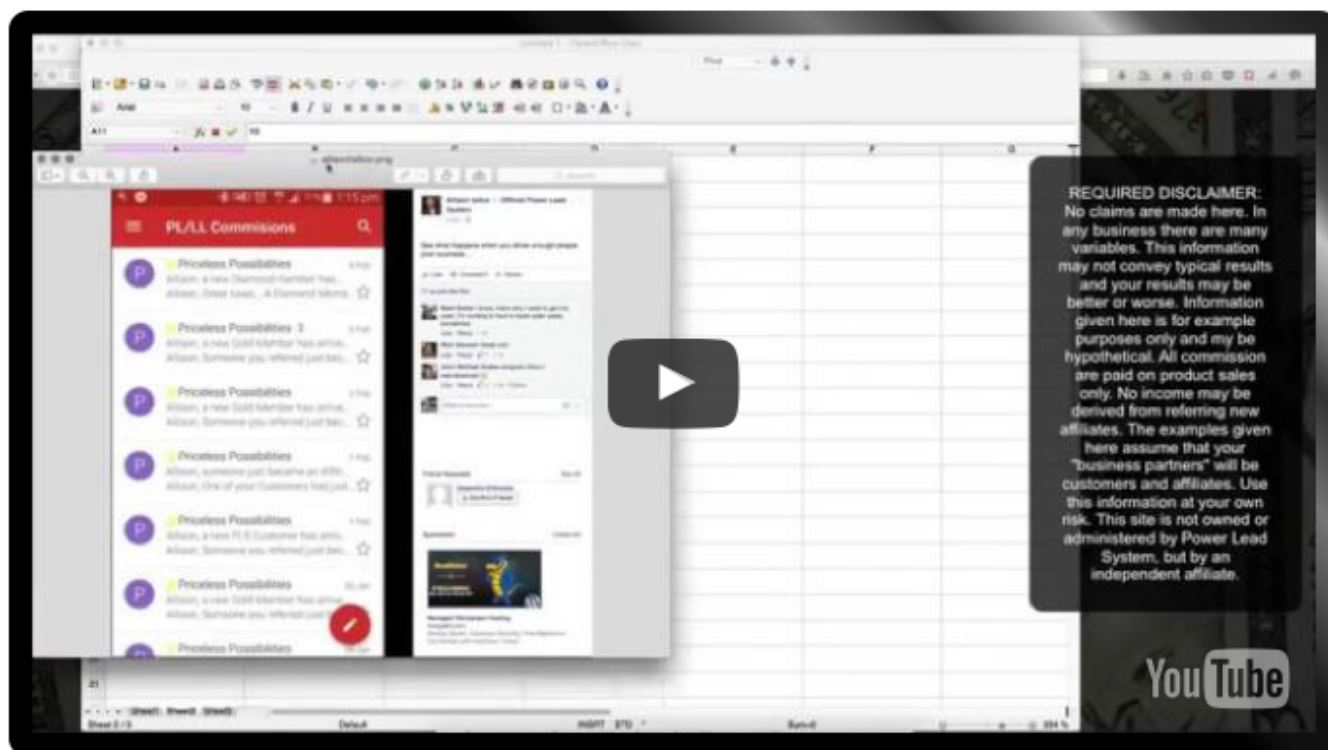
And you'll be stepping into the Ultimate Online Profit Machine, with the **perfect combination of low-cost front-end CONTINUITY offers** which *anyone* can afford, with **higher-ticket back-end product offers** which increase your income by up to 2500% without any additional work, just like we covered earlier.

Power Lead System *does* have ultra-low start-up costs which can fit the budget of even the newest of newbies who may not have large start-up budgets, so it can be entered as a full-fledged entrepreneurial adventure or just as a entry-level start-up.

One thing is certain: Regardless of your current financial options, there is no finer business model in existence at this

time, and frankly I don't know what could be devised that could function more effectively. I'm sure you'll agree with that last statement if you have understood the points I've covered earlier in this guide.

In fact, **[our Compensation Plan is so stellar](#)**, so far beyond anything else you have seen before, that it's almost hard to describe. You can click below to watch the comp plan video to see what you could accomplish in just 10 weeks:



You should [**CLICK RIGHT HERE**](#) to get **all the details** about how **you are going to take full advantage** of this plug-and-play opportunity to step into a done-for-you Ultimate Online Profit Machine, so that you can create a “dot-com lifestyle”.

It's just too many important points and diagrams and videos which show you exactly how you'll do it, and I don't have the space or the time to rehash it all here in this guide.

And understand that I can only work with so many people at any one time. The sooner you apply the sooner you can get set up and making money.

If you're ready to start creating your own ultimate online profit machine, then I invite you to create your Free Trail directly [**RIGHT HERE**](#).

Understand though, that you are *not* simply accessing a product or a “system”. You are plugging in to a **mentoring and support team** which is second to none!

It's not just “the product” that you get. It's a whole process, an education, done-for-you personalized and customize resources that I give you for free, as part of our team, so that I can be sure that **you are getting the best results possible.**

Frankly, just the free resources I give you for becoming part of the team are easily worth over \$8K in real-world value. I do this so that you have the best chance possible and the easiest and simplest runway to get started and to start getting results.

You can learn all the details about ALL you get to help you succeed in my **[“Insider Success Report” HERE.](#)**

Let's take a quick look at some of the exclusive bonuses you get when you become part of my Power Lead System team...



Exclusive Team Bonuses, Resources, Custom Systems and Training:

Keep in mind that these are *only for our team*. You will receive the following at no cost:

- You'll get your own custom copy of **[this very Success Report \(click here to see\)](#)**, including my full customized sales funnel *which is personalized to you*, that you can use to offer to your prospects and to follow up with

them. The links within your Insider Success Report will link to your PLS affiliate link. **Value \$199**

- You'll get your own **pre-written auto responder email series** that will automatically follow up with your leads to give your prospects compelling reasons to join YOU and you ONLY. **Value \$199**
- You'll get access to our **Team Advertising Co-Op and Link Rotator**.* If you choose to use our co-op you'll be able to just order clicks, then sit back and watch the traffic come in. **Value \$799**

*Currently available only to Diamond-level teammates

- You'll get access to my **"No BS Solo Ads Training"**, where you'll learn the important things that you'll need to know in order to successfully run solo ads to build your email list. I also include a large list of Solo Ad

vendors, so save you many hours of research time, and I include a specific list of solo ad vendors that you should NOT do business with (for various reasons). **Value \$99**

- You'll have access to my **"Killer Conversion Course"**, where you'll learn the most simple keys to creating conversions. You'll know how to take a new visitor and turn them into a subscriber; turn a subscriber into a sale or signup; turn that signup into an up-sell... and all explained in a way that the average person can understand and apply without being a sales expert.

Value \$99

- You'll have access to my **"Advanced Perpetual List-Building Training"**, where you'll learn how I continually build my email list, without losing money doing so.

Value \$99

- You'll have access to my advanced "**Hyper Engagement Sales Funnel Conversions Training**", giving you insights into how to get the absolute most revenue from your email list, using simple tactics that almost nobody uses, giving you an "unfair advantage". **Value \$99**
- You'll have access to our **Private Facebook group** where you can ask questions and network with other members of our team for support and masterminds.
Value \$99
- You'll have access to **full training on using Wordpress**. If you have any interest in blogging or doing SEO to get free traffic to your sites, this Wordpress Domination training, composed of 44 separate video trainings, will make you an absolute master of using a Wordpress blog.
Value \$99

- Plus real **business building mentoring**... any time you have a question you can simply email me and I'll get back to you as soon as I can, to make sure that you always have the advice you need to keep you moving in the right direction. (Note that I charge \$400 per hour for phone consultation.) **Value \$999**
- Regular **Live Training Webinars** on how to use our Power Lead System, as well a business-building strategies and LiveCasts that you can invite your prospects to... you can let us close them for you on the live-casts. We currently have 3 live trainings and 1 live opportunity overview webcast each week. **Value \$999**
- Free Access to "**Social Media Basics**", which will show you all the fundamentals of using Facebook, Twitter and Google+ to promote your business. **Value \$99**

- You'll get the **“Email Profits Master Class”**, where you can become an expert in email marketing. You'll be surprised at just how simple it is to master this essential skill. After all, the money comes from your email list. You should know how to use email to market don't you think?

Value \$99

- You'll get access to the **“YouTube Mastery Video Academy”**. In the first 10 modules you'll learn literally everything about YouTube, from setting up a new YouTube account to how to customize your channel, to uploading videos, optimizing your channel and videos, using your competitors to gain an advantage, using your YouTube videos with Facebook, Twitter, Tumblr, MySpace, etc., getting your video onto Page 1 of the Search, and getting it to the top... and so much more. If there is something to know about YouTube, it's in there!

Even if you are a totally “dummy”, it starts right from ZERO. In the next 6 modules, once you’ve learned all the basics and functionality of YouTube, you’ll learn how to start taking advantage of YouTube to drive traffic, build your brand, generate leads and boost your revenue. If you want to be an absolute Master of YouTube, this is where you do that. **Value \$297**

- You'll have access to **“Offers That Crush”**, an eye-opening lesson from 2 industry masters on how to craft offers that your prospects simply cannot say "no" to. **Value \$99**
- You'll get access to **“Dirt Cheap Traffic”**, a masterclass where you'll learn some dirt-cheap ways of flooding your sites with visitor . **Value \$99**

- You'll get access to **“Undercover List-Building”**, where you'll learn some of the best, most workable strategies for building your email marketing list, your most important asset in your business. **Value \$99**
- You'll get access to **“Facebook Ad Power”**, where you'll learn how to start using Facebook as a place to get hyper-targeted traffic and leads for your offers. FB allows you to target your audience like no other advertising platform. You'll get the keys in this training. **Value \$99**
- You'll get access to **“Psychic Sales Design”**, an advanced training on all the various aspects of your websites that you can tweak in order to improve your sales conversions. Would you believe that just changing the font on your page makes a big difference in your sales conversion numbers? That is just one of many,

many insider "secrets" that you'll learn in this very special
BONUS. **Value \$99**

- You'll get access to a simple **Exit Pop-Up Code**. You know how when you go to leave a webpage it sometimes shows you a pop-up and redirects you to another page? Just using an exit pop-up can get you up to 10% more subscribers on any ad campaign. You'll learn how to create an effective exit pop-up on any of your Power Lead System pages.

Value \$24

- Access to our **giant Web Banner Library**. Tons of ad banners that you use on your websites, in your emails and in your advertising. Sure you can pay a designer to build them at \$5 each, or can just take advantage of our done-for-you banner resources. **Value \$299**

- You'll get access to "**How To Beg, Borrow & Buy Traffic**". This is an incredible training session, showing you how to get started getting traffic even if you don't know what you're doing and you have no ad budget. Incredible resource. **Value \$97**
- I'm also going to give you access to 4 very special excerpts from 4 different webinars that I did with 4 industry leaders, where they each showed what they do to generate leads for their own businesses: "**80 Leads Per Day From Craigslist**"; "**20 to 30 Free Leads Per Day From YouTube**"; "**20 Free Leads Per Day From Facebook**" and "**List-Leverage, List-Building Tips From a #1 Top-Producer**". I kid you not, by just taking the information on just ONE of these webinar excerpts you could build a HUGE business for yourself. This is "gold", absolute "gold". **Value \$399**

- You'll have full access to my **Exclusive Team Training and Resources site, "PLS Masterminds"**! This is HUGE.

In addition to all the bonuses covered above, my team training and resources site will guide you through an exact series of steps to make sure that you get up and running quickly and smoothly. I guide you through one step at a time, on a perfect gradient so that you gain valuable understanding of what to do at each step, and you can then apply that knowledge to get real results.

Value \$599

That's over **\$5,597 in bonuses!**

And it's all yours for **free** when you **get on board with me**
RIGHT HERE with Power Lead System.

Wait, There's More!

When ***you decide*** that Power Lead System is something ***you want*** to do and you can see that it will make a tremendous impact in your financial life, **how would you like to have your very own Ebook, just like *this one*, to use to promote your own Power Lead System business?***

Well, here's the deal:

I am looking for *a few very serious* people who are ready to make a real difference in their lives. I'm looking for people who understand just how huge this opportunity is at this time –people who can see and understand just how powerful our ideal business model is when paired up with the biggest trend in history. To be frank, I'm looking for a few people who are just going to *get in the game* and then they are

going to make it happen... *period*.

No Q & A, no "doubt", no "excuses", just making it go right in spite of any challenges that may arise.

See, once you become a member of my Power Lead System team you will be presented with the opportunity to upgrade to the "Platinum" level. As a Platinum you will be among the elite go-getters and entrepreneurs in the home business industry and you will be well on your way to permanent financial changes for yourself and your family.

A Platinum is "two cuts" above a normal Power Lead System member. It comes with various perks and benefits. To name a few:

- You will have increased your commission potential to add an **additional \$500** in commission ***per customer***

that you bring to Power Lead System. **Value = Priceless!**

- You will have activated two entirely new streams of income, as part of your Diamond “roll-ups” and Diamond and Platinum overrides on sales from your team, which are sales that you don't even make! **Value = Priceless!**
- You will get your very own copy of this very ebook which you can use to promote your own business. The outgoing links in the ebook will go to your affiliate links.

\$297 Value

Do you realize how much time, energy, thinking, typing, editing, designing, etc. that saves you? I could easily note this as being a “\$597 value” or even a “\$997 value”, but I prefer to be very conservative when making predictions or estimates.

And keep in mind that I'm doing all this for *you* because I want you to do well. I want you to have all the tools and help and resources available to you to make your experience as simple and smooth as possible. I want you to get **results**.

Going Platinum is something that you *should* be doing *anyway*. It shouldn't even be a question.

You already understand how important it is to have a proper Ascension model in your business right? That's how you get there is by going Platinum.

It's not *required*, it's just the smart thing to do. It's how you keep from leaving thousands or tens of thousands or even hundreds of thousands of dollars "on the table".

The point I'm making is, I'm giving you all these additional

bonuses, resources and help **just for you doing what you should be doing anyway.**

It's not something you are "entitled" to. It's not something I owe you. **I just want you to succeed.**

Remember I get a 50% Matching Bonus Override on all *your* monthly recurring commissions! I want you to do *well*. Get it?

See, many people in this industry simply abandon you once you buy. Once you sign up, you never hear from them again.

I'm the opposite. I am committed to doing the best that I can to make sure that you succeed.

That doesn't mean that I'm going to do it *for* you. That means that I am there to help you and to provide all that you need

([see HERE](#)) to make sure that you have the best possible chance of getting free—of taking your life back—of getting free of wage-slavery, so that you can live your life the way you deserve to, so that you can spend more time with your family who deserves it too.

This is your chance to get free. You'll have to work for it. You'll have to earn it. But freedom is worth stretching a bit out of your comfort-zone right?

Here's how it works:

- You [join Power Lead System](#) and get yourself upgraded all the way to Platinum.
- Send me an email letting me know you've done so.
(alancosens@alancosens.com)
- I'll verify your upgrade, then get back with you about

setting up your copy of your very own ebook.

- I'll create your Ebook with all the links pointing to your Power Lead System affiliate links.
- You can offer your new Ebook as a free give-away to generate leads. Or you can share it with your current list so that they can gain a real understanding of the true power of what we are doing with Power Lead System.

Understand that when someone is reading a book they have a very different mindset than they do when they are watching a Sales Video.

Somehow it's more "real" to them—more *valid*.

That is not to say that there is anything at all "not valid" about our company sales videos, but I'm just talking about the mindset of your prospect here.

Do you see how this could be true?

Have you ever had another business partner offer to write a book for you, at no cost to you, just to help you promote and be successful in your business?

I truly, **truly want you to do well** so that **you can be free**. I want to have a very long and prosperous business relationship.

And I want you to *KNOW* that **you are getting the very best opportunity** that exists on Earth at this time, with the very best resources and options, so that you'll have *no doubt whatsoever* that you are in the right place and that this is the perfect vehicle for you to achieve your dreams.

I know it is. I want *you* to know too.

[CLICK RIGHT HERE](#) to begin your Power Lead System adventure now!

Keep in mind that the Platinum upgrade is totally *optional*.

That is *only for those who are very serious* and ready to position themselves for as much profit as possible—the “*Elite*”.

Your Power Lead System business model will “blow-away” *any other business model out there*, even if you do not commit yourself by becoming a Platinum member. (*Did I happen to mention we are the only true 100% commission program?*)

I'm giving you options here, and I'm doing my best to encourage you to do what is *best for you*.

In the end, only *you* can decide.

And you know what? Even if you decided that you didn't want to work with me at all, do you know that's totally okay?

See, I'm not interested in trying to “convince” people what is good for *them*.

I'm interested in finding those people who are capable of recognizing an amazing opportunity, who can think in terms of the future and *making* things happen. And if you are not one of those people, that's totally okay too.

If you *are* one of those people, then I want to make it as easy as possible for you to **get started** so that you can begin generating income as fast as possible. Is this making sense to you?

The truth is, by this point in reading the Ebook, you know in your heart whether you're ready to make a big change in your life. You know already whether you are ready to take your life back.

Perhaps you'll even have trouble sleeping tonight because you are beginning to see that you no longer have to make up excuses about why you can't have a better lifestyle of yourself and your family.

Perhaps your mind has begun "dreaming" of things that you could do or have when you start profiting with our Ultimate Online Profit Machine...

Perhaps you've even spent some time running numbers on some scratch-paper, and found yourself "waking up"...

Well, that excitement is real my friend.

There has *never* been anything like this before and I doubt we will see anything of this magnitude for a very, very long time, if ever.

Just **[CLICK HERE right now to get started](#)**, and
let's get you on your way!

Still "on the Fence"?

Really? I find it very difficult to understand how you could have reached this point without going ahead to get started.

After all, [the first 7 days is a FREE trial](#) for goodness sake!

At this point, if you are still deliberating and wondering and trying to figure out why it can't work for you, maybe you're just not ready to take responsibility for your financial future. Maybe you should just stay at a wage-job. After all, being an entrepreneur isn't for everyone.

But maybe you are just one of those people who hasn't quite figured out that **you can just DECIDE** to be a leader, and maybe you prefer to see that someone else can do something before you are willing to believe that *you* can do

the same.

I don't happen to subscribe to that philosophy, but I know many people do.

How about some social proof? Check out the images below:

 **Steven Schilling**
4 hrs


03/28/2016--I am in again bought another 1000 co-op clicks ; The Last purchase; 1000 clicks 206 OPT in, 4 GOLD; Were vary serious about this; High Expectations require, using my Power Lead System to its full potential, and Great Rewards will follow...

Like · Comment


Alan Cosens

 **Alan Cosens** That earlier 1000 clicks you bought is only about half way done Bro. You've only had 539 clicks. So that's 38.2% opt-in rate and 1.9% lead-to-signup conversion. That last will increase as they warm up.

Like · Reply · Just now

 **Kevin McGaskets**
5 hrs

I'm loving the weekly pay day now 😊



The screenshot shows an email from **Paylution** with the subject "You have received a payment from Paylution". The email content says: "Dear John, You have received a payment from Paylution for the amount of \$573.02 USD on 03-30-2016". A red arrow points to the amount "\$573.02 USD".

 **Doug Zimmer** Alan, I just received Gold member #30 !! - - I have never seen results like this with any type of program! PLS rocks!!





Like · Reply · 1 · 17 hrs


 **Joseph Cosner**
17 hrs


108 opt-ins, 2 GOLD sales, 2days! PLS is Great!


Barry Summers, Ed Crabtree, Doug Zimmer and 4 others like this. ✓ Seen by 51

 **Liz Rios** Thanks Allan for all you do for the team
Like · Reply · Yesterday at 8:13am

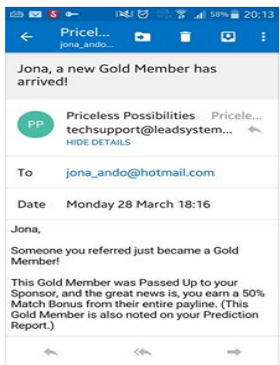
 **Ed Crabtree** Thank you for improving the resources even more Alan, and making the start-up process for new members even smoother
Like · Reply · 17 hrs

 **Joseph Cosner** Thank you Alan for all that you do to make the team stronger!
Like · Reply · 16 hrs

 **Barry Summers** Just wanted to let you know how much we appreciate your hard work and dedication.
Like · Reply · 28 mins · Edited

 **Jona Ando**
10 hrs

My 2nd Gold Member after sending out a campaign. 19mins later BOOM. This is also a pass up to my sponsor Alan.C. I still get 50% match bonus from that gold member payable. Never give up. Stay focus and set a target. Mine is 100 Gold Members within 6 months.



The screenshot shows an email from **Priceless Possibilities** with the subject "Jona, a new Gold Member has arrived!". The email content says: "Jona, Someone you referred just became a Gold Member! This Gold Member was Passed Up to your Sponsor, and the great news is, you earn a 50% Match Bonus from their entire payable. (This Gold Member is also noted on your Prediction Report.)"

Alan Cosens
March 11 at 2:51pm

I don't know what the other participants are seeing but the current co-op run, which just started last night is killing it for me. I've gotten 7 new Gold members just today so far and 4 of them are directly from this current co-op.

Like Comment

Barry Summers, Mark Willam Fairweather and 5 others

Nigel James Had my first Gold about an hour ago from this new run
Like Reply 2 March 11 at 4:41pm

Roy George Sweet
Like Reply 1 March 11 at 8:34pm

Mike Cleveland Nigel James, nice
Like Reply March 11 at 10:01pm

Thomas Sjoenneby Got one sign up a couple of days ago.
Like Reply 2 March 11 at 11:54pm

Thomas Sjoenneby replied · 5 Replies

Steven Jackson I have about 70+ optins so far.
Like Reply 1 March 12 at 1:21pm

Nigel James I'm up to 3 Golds now from this co-op - Fabulo
Like Reply 1 March 12 at 1:35pm

Thomas Sjoenneby 2 more sign ups totally 3 WOW!
Like Reply 1 1 hr

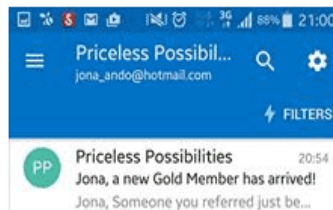
Parnell Speed Hey Alan! I'm only 3 full days into my first campaign and I have 53 opt-ins and 3 gold members. Exciting stuff!
Like Reply · 29 mins

Greger Andersson Official Power Lead System
5 hrs · 📧

I GOT a GOLD MEMBER Today!!!!!!!!!!!!!!!!!!!!!!

Jona Ando
8 hrs

Ok here we go am testing out my monetization strategy and there you go. BOOM first GOLD member



Robbi Rice I hear you Matt I am at 285 opt ins 7 golds and 1 platinum
Like Reply · Just now

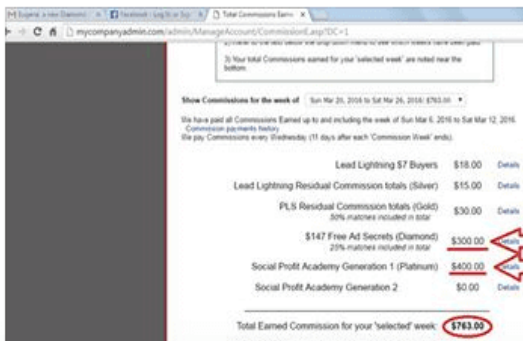
Parnell Speed Hey Alan! I'm only 3 full days into my first campaign and I have 53 opt-ins and 3 gold members. Exciting stuff!
Like Reply · 29 mins

Eugene Pelsler
March 23 at 12:44pm · Bloemfontein, South Africa

Wow PLS Rocks! My best week ever! 3 Diamonds and 1 Platinum in one week! It Pays to be consistent and persistent! 😊

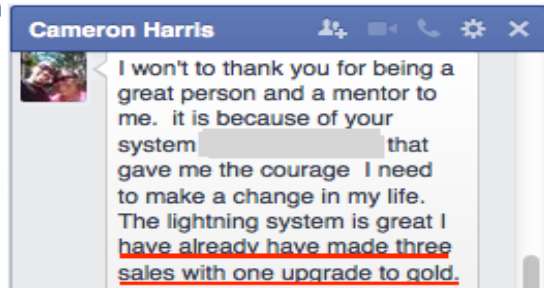
Diana Meyer Olson 😊 feeling excited
12 hrs

"Thank You" to my sponsor Daniel, I just joined PLS with no prior experience in internet marketing and with his assistance and this great program I was able to get my first solo ad going (I had no list to start with) ended up with 65 opt-ins and 2 PLS Gold Level Sales!



SvetLana Makitrina
47 mins

Good afternoon everyone, I have got 3 Gold members so far out of 400 clicks that are still running. Already sent out welcome email and texted each referral reminding them that I sented them fingers crossed.



Andell Success Ollivierre ▶ Official Power Lead System
55 mins ·

Look at what just popped up in my back office! Happy Birthday to me..



Show Commissions for the week of **Sun Oct 18, 2015 to Sat Oct 24, 2015: \$420.00**

We have paid all Commissions Earned up to and including the week of Sun Oct 4, 2015 to Sat Oct 10, 2015.
Commission payments history
We pay Commissions every Wednesday (11 days after each 'Commission Week' ends).

Lead Lightning \$7 Buyers	\$0.00	Details
Lead Lightning Residual Commission totals (Silver)	\$0.00	Details
PLS Residual Commission totals (Gold) <i>50% matches included in total</i>	\$20.00	Details
\$147 Free Ad Secrets (Diamond) <i>25% matches included in total</i>	\$0.00	Details
Social Profit Academy Generation 1 (Platinum)	\$400.00	Details
Social Profit Academy Generation 2	\$0.00	Details
Total Earned Commission for your 'selected' week:		\$420.00

Arthur Polite

Today at 7:25 AM



To: Alan Cosens
Re: Co op

Thanks Alan,

You have been of more help to me in the IM venture than anyone on the planet. I am determined to have only success. I will follow what's working, and being on your team while following your instructions is my priority because it is working. I can't say enough to express my appreciation and I am only getting started.

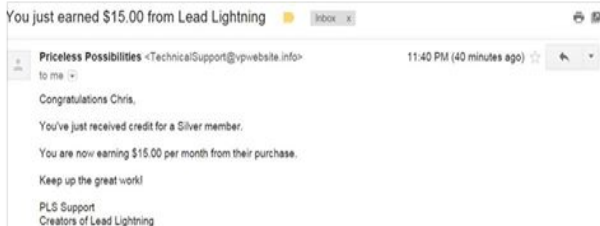
Thanks Again

Jeffrey T. Oliver
13 mins

43 Opt Ins and 5 new golds today and the day is not over yet! Yahoo!

Chris Mollo
9 hrs

Joined PLS only 6 days ago so far I have 127 leads and 5 Lead Lightning sales! And just a short while ago I got my first Silver! PLS ROCKS!



Ari Maccabi ▶ Official Power Lead System
3 hrs ·

Neil Guess you see what Frank Calabro Jr. did this week in PLS?

This is why we work so hard and help you blow up PLS! 39K clicks this week! BOOM!

DAMN GOOD JOB FRANKIE!

— with Ian Michael Bigg and 19 others.

Show Commissions for the week of **Sun Sep 27, 2015 to Sat Oct 3, 2015: \$7539.50**

We have paid all Commissions Earned up to and including the week of Sun Sep 13, 2015 to Sat Sep 19, 2015.
Commission payments history
We pay Commissions every Wednesday (11 days after each 'Commission Week' ends).

Lead Lightning \$7 Buyers	\$12.00	Details
Lead Lightning Residual Commission totals (Silver)	\$15.00	Details
PLS Residual Commission totals (Gold) <i>50% matches included in total</i>	\$2,850.00	Details
\$147 Free Ad Secrets (Diamond) <i>25% matches included in total</i>	\$1,012.50	Details
Social Profit Academy Generation 1 (Platinum)	\$3,600.00	Details
Social Profit Academy Generation 2	\$50.00	Details
Total Earned Commission for your 'selected' week:		\$7,539.50

Barry Summers

January 20 at 4:21pm

Hi Guys, just had to tell someone, today I had 5 optins, one FLS sale and one gold member sale. This system is absolutely AWESOME!! Thank you Allan.

Bruce Wilson Loving it as well ! I have 4 gold and over 100 optins ! Awesome job Alan ! Can't wait to be a part of another co-op ! Thanks again !

Carmen Manzella Got my first gold already!

Like · Reply · 1 · 2 mins

Nigel James 3rd Gold this evening Alan from the co-op, thanks again for your help

Like · Reply · 1 min

Alan Cosens Okay, so Carmen got his first Gold. That means that so far every single person that has participated in our co-ops has gotten new signups. I've never seen this before, ever in all my time online. Carmen was the last one, from the most recent co-op that just started that I was waiting to see a sale come in for.

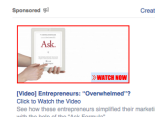
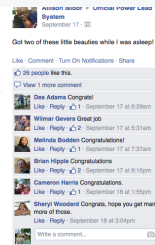
Allison, a new Gold Member has arrived!

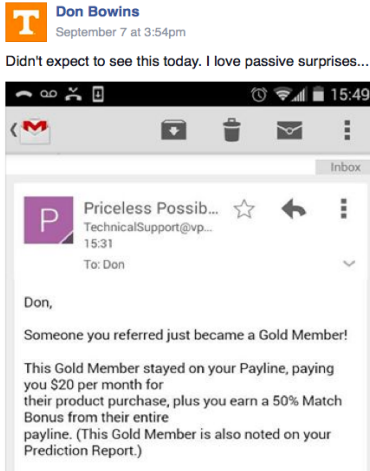
Priceless Possibilities to me
Yesterday [View details](#)

Allison,

Someone you referred just became a Gold Member!

This Gold Member stayed on your Payline, paying you \$20 per month for their product purchase, plus you earn a 50% Match Bonus from their entire payline. (This Gold Member is also noted on your Prediction Report.)



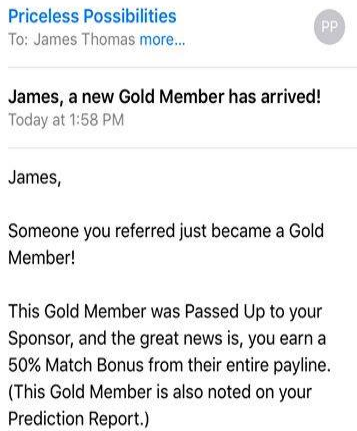


Greger Andersson ▶ Official Power Lead System
5 hrs · 📷

I GOT A GOLD MEMBER Today!!!!!!!!!!!!!!!!!!!!

James Thomas ▶ Official Power Lead System
4 hrs · 📷

Just Got a Sale,,it was a pass-up but that means 50% match. Getting leads like crazy now



Joseph Cosner
15 hrs

I got another sale today! This one a PLS customer! That's 3 sales in last 2 days, including 2 Golds. Sure is nice to see all my work paying off. I also have at least 55 opt-ins. Hoping for some conversions on them. I want all new people to notice these results, because I just ended my 2nd week with PLS, and I was off to a slow start. So I don't want any of you new people to get discouraged, just keep plugging away and you will succeed!!

Like Comment

Alec Ray, Barry Summers and 4 others like this. Seen by 25

View 1 more comment

Barry Summers Congrats Joseph,I'm very happy for you. I just got another gold member and 2 more lead lighting ales today also. PLS is the best system I have ever been in, it just takes a little effort.We will succeed!
Like · Reply · 17 mins

Joseph Cosner
10 mins

Another GOLD today!

Like Comment

Doug Zimmer Thanks, Alan ...just got my 3rd Gold member from this co-op ...143 optins.
Like · Reply · 3 hrs

Eric Brousseau
12:21pm
😊 2 golds and 1 bought the diamond

Eric Brousseau
12 hrs

The Team is growing!

Priceless Possibilit	Eric, a new Gold Member has arrived!	Feb 14
Priceless Possibilit	Eric, a new Gold Member has arrived!	Feb 14
Priceless Possibilit	Eric, a new Gold Member has arrived!	Feb 14
Priceless Possibilit	Eric, a new Gold Member has arrived!	Feb 13
Priceless Possibilit	Eric, a new PLS Customer has arrived!	Feb 13
Priceless Possibilit	Eric, a new PLS Customer has arrived!	Feb 12
Priceless Possibilit	Eric, a new Gold Member has arrived!	Feb 12
Priceless Possibilit	Eric, a new Diamond member has arrived!	Feb 12
Priceless Possibilit	Eric, a new Gold Member has arrived!	Feb 12

Garnett Banfield Alan Cosens i thank you for your training and setting up the co-op traffic site WOWOWOW....yesterday i had 155 opt ins, and the day before i got 3 gold signups all from working what you are teaching (It may seem overwhelming what Alan is showing us on video) JUST BE PATIENT. It took me 6 hours making all types of errors and I almost gave up 3 times, but what kept me focused was listening to the motivational audio that Alan suggested we listen to it for 30 days. I AM SOLD. Now that i see the power from using solo ads, i look forward to my next purchase and step it up too 500 clicks or more.
Like · Reply · 6 hrs · Edited

John Dinsmore Nice job, Garnett ! I must agree that because we have all these powerful tools it may seem somewhat overwhelming (at first). But the persistence to push through (our inner resistance) does make good things happen.
Like · Reply · 1 · 2 hrs

Garnett Banfield I just noticed another gold member signup lol
Like · Reply · 1 · 1 hr

Joe Thompson I was unaware until I saw 70 opt ins and 1 Gold signup today. Nice surprise!

Liz Rios
6 mins

Hi I got my first gold member and with 53 optins thanks Alan

Like Comment



Mark Crosby
January 21 at 7:13pm

Gotta love it when you've got a funnel that converts baby!

Search Results By Date

Priceless Possibilities 4:25 pm
Mark, a new Gold Member has arrived! [Inbox](#)

Yesterday

Priceless Possibilities Wed, 12:47 am
Mark, a new Diamond member has arrived! [Inbox](#)

Priceless Possibilities Wed, 12:47 am
Mark, a new Gold Member has arrived! [Inbox](#)

Older

Priceless Possibilities Tue, 6:48 pm
Mark, a new Gold Member has arrived! [Inbox](#)

Priceless Possibilities Sun, 8:12 am
Mark, a new Gold Member has arrived! [Inbox](#)

Priceless Possibilities Sat, 3:29 pm
Mark, a new Gold Member has arrived! [Inbox](#)

Priceless Possibilities	4:21 AM	Alan, a new Gold Member has arrived!
Priceless Possibilities	4:21 AM	Alan, a new Gold Member has arrived!
Priceless Possibilities	Yesterday	Alan, a new Gold Member has arrived!
Priceless Possibilities	Yesterday	Alan, a new Gold Member has arrived!
Priceless Possibilities	Yesterday	Alan, a new Gold Member has arrived!
Priceless Possibilities	Yesterday	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 16, 2015	Alan, a new Gold Member has arrived!
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Priceless Possibilities	Oct 16, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 16, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 15, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 15, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 15, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 15, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 15, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 14, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 14, 2015	Alan, a new Gold Member has arrived!
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Priceless Possibilities	Oct 13, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 12, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 11, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 11, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 10, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 10, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 9, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 8, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 8, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 8, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 7, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 7, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 6, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 5, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Oct 2, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Sep 30, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Sep 30, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Sep 28, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Sep 27, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Sep 26, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Sep 24, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Sep 24, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Sep 24, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Sep 23, 2015	Alan, a new Gold Member has arrived!
Priceless Possibilities	Sep 23, 2015	Alan, a new Gold Member has arrived!



Kevin Ellens ▶ Official Power Lead System
11 hrs · [AI](#)

Power Lead System/Lead Lightning is an awesome opportunity. I think this image proves that when you consider this is one week worth of activity. Keep pushing. Never quit.

Show Commissions for the week of Sun Nov 1, 2015 to Sat Nov 7, 2015: \$764.00

We have paid all Commissions Earned up to and including the week of Sun Oct 18, 2015 to Sat Oct 24, 2015.
[Commission payments history](#)
We pay Commissions every Wednesday (11 days after each 'Commission Week' ends).

Lead Lightning \$7 Buyers	\$474.00	Details
Lead Lightning Residual Commission totals (Silver)	\$90.00	Details
PLS Residual Commission totals (Gold) <i>50% matches included in total</i>	\$100.00	Details
\$147 Free Ad Secrets (Diamond) <i>25% matches included in total</i>	\$100.00	Details
Social Profit Academy Generation 1 (Platinum)	\$0.00	Details
Social Profit Academy Generation 2	\$0.00	Details
Total Earned Commission for your 'selected' week:	\$764.00	



Michael Kyle ▶ Official Power Lead System
2 hrs · [AI](#)

It was a good Saturday for me. This is what I got from a 100 click solo ad promoting Lead Lightning. 2 LL sales that both upgraded to Diamond and one upgraded to Platinum. Definitely a great ROI. I couldn't find this answer in the FAQ. I thought pass ups just occurred on the \$30 memberships. Both are listed on my Diamond report (I believe one is blue - unless my eyes are deceiving me) but just one is listed on my commissions report below. Plus, the one that is listed blue for me says 'split-pay' and just gave me \$50. I couldn't find what that is about in FAQ either. These 2 are both on my direct payline so wouldn't I get the upgrade commissions on those since they are "blue" on my payline? Thanks for any clarification on this but either way \$500+ sales from a 100 click solo ad is pretty sweet! PLS rocks! 😊

Show Commissions for the week of Sun Sep 27, 2015 to Sat Oct 3, 2015: \$502.00

We have paid all Commissions Earned up to and including the week of Sun Sep 13, 2015 to Sat Sep 19, 2015.
[Commission payments history](#)
We pay Commissions every Wednesday (11 days after each 'Commission Week' ends).

Lead Lightning \$7 Buyers	\$12.00	Details
Lead Lightning Residual Commission totals (Silver)	\$0.00	Details
PLS Residual Commission totals (Gold) <i>50% matches included in total</i>	\$40.00	Details
\$147 Free Ad Secrets (Diamond) <i>25% matches included in total</i>	\$50.00	Details
Social Profit Academy Generation 1 (Platinum)	\$400.00	Details
Social Profit Academy Generation 2	\$0.00	Details
Total Earned Commission for your 'selected' week:	\$502.00	

NOTE: PLS Residual Commissions (Gold) do not include the 4.97% CC processing fee. All other Commissions already include CC processing.



Shawn Powell ▶ Official Power Lead System
54 mins · [AI](#)

43 Gold Members / 6 Diamonds / 2 Platinum in 30 Days.. Not too bad. :0)
There are times that it feels like it's moving slow, but when you look back over the weeks, you'll see you were doing pretty good. Stay consistent, believe in your business and don't quit..

Reply Forward

Priceless Possibilities
support@vpwebsite.info

Diamond member has arrived!

personal referral credit for a Diamond member.
Payline so you just earned \$50.00.
Match Bonus from their entire Diamond payline.



Roberto Marini
January 23 at 11:07am

Booom!! Ok now! I was happy for have crushed my weekly reco is starting to becoming big!!! Today is diamond commissions day

Total Commissions Earned		
See my Report for: Total Commissions Earned		
3 Easy Steps To View Your Commissions		
1) Use the Drop Down menu below to view your Commissions for a particular week.		
2) Refer to the text below the drop down menu to see which weeks have been paid.		
3) Your total Commissions earned for your 'selected week' are noted near the bottom.		
Show Commissions for the week of: Sun Jan 17, 2016 to Sat Jan 23, 2016: \$428.50		
We have paid all Commissions Earned up to and including the week of Sun Jan 3, 2016 to Sat Jan 9, 2016. <small>Commission payments history</small> We pay Commissions every Wednesday (11 days after each "Commission Week" ends).		
Lead Lightning \$7 Buyers	\$6.00	Details
Lead Lightning Residual Commission totals (Silver)	\$0.00	Details
PLS Residual Commission totals (Gold) <small>50% matches included in total</small>	\$310.00	Details
\$147 Free Ad Secrets (Diamond) <small>25% matches included in total</small>	\$112.50	Details
Social Profit Academy Generation 1 (Platinum)	\$0.00	Details
Social Profit Academy Generation 2	\$0.00	Details
Total Earned Commission for your 'selected' week:		\$428.50



Rob Fraser
September 9 at 8:20am

Having a record week so far! All I can say is to keep taking action. Persist even when you don't feel like you are getting results. Consistent and determined action will eventually pay you what you are worth!

No matter where you are, just keep moving forward!

That's all I did and am doing.... [See More](#)

Lead Lightning \$7 Buyers	\$30.00	Details
Lead Lightning Residual Commission totals (Silver)	\$0.00	Details
PLS Residual Commission totals (Gold) <small>50% matches included in total</small>	\$260.00	Details
\$147 Free Ad Secrets (Diamond) <small>25% matches included in total</small>	\$300.00	Details
Social Profit Academy Generation 1 (Platinum)	\$400.00	Details
Social Profit Academy Generation 2	\$0.00	Details
Total Earned Commission for your 'selected' week:		\$990.00
<small>NOTE: PLS Residual Commissions (Gold) do not include the 4.97% CC processing fee. All other Commissions already include CC processing.</small>		



Account Load Notification from Paylution

Dear Frank,

Priceless Possibilities - Power Lead System has loaded **USD \$3,119.67** to your account at 09-30-2015 14:40:48 GMT+00:00.

Message from the sender is:



Frank Calabro Jr. ▶ Official Power Lead System
Follow · September 30 · [🌐](#)

This is WHY you want to use Power Lead System to build your business and own all of the products. Getting paid to build your list ... priceless!!! (results not typical)

Like · Comment · Turn On Notifications · Share

👍 47 people like this.

🗨️ View 6 more comments



Antonio Lopez Man!!! tryin to get there!

Like · Reply · 🗨️ 1 · September 30 at 12:49pm



Teresa Lacey Who is paylution?

Like · Reply · 🗨️ 1 · September 30 at 1:26pm



Chris Mollo Dizzamm!

Like · Reply · 🗨️ 1 · September 30 at 2:01pm



Elias Gonzalez Wow!!!

Like · Reply · 🗨️ 1 · September 30 at 7:25pm

Okay look, I can spend the next 3 days sitting here importing screen-shots into this ebook, but you get the idea right? I literally don't have the time to put them all in here. There are new ones coming in every day.

You can see more at the bottom of my [**“Insider Success Report” HERE**](#) if you like.

Or you can *get in* directly via the [**7-day Trial Signup form HERE**](#), and let's get you moving!

All The Best and Happy Money-Making!

Well, we've reached the end! I hope you've enjoyed reading this guide and you've gained a greater understanding of what it takes to have a really profitable internet business.

From this point it is up to you to do the work to make the dream a reality (yes... you *do* have to do some work, it's true).

I congratulate you in advance for when you [join our Power Lead System group](#). I look forward to working with you very soon. If you decide it's not for you, *no problem*.

Just remember to **never hold yourself back** from making whatever you want to happen, happen.

Only *you* can restrain yourself from creating great things.

To your success!



Alan Cosens

alancosens@alancosens.com

[AlanCosens.com](#)



alancosens.com