

# Check List for Investing in a Business Mentor Program

By Tom Antion



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**Note: Checklist with “Tom’s Benchmark Answers” starts on page 6 then printable checklist starts on page 21 I suggest you read the entire document. It’s a big decision to hire a business mentor. The more knowledge you have, the better and safer investment it will be.**

# Introduction

Hello. It’s Tom Antion here. I’ve operated the longest running, most successful . . . and I dare say, as you’ll see later, the most unique online marketing mentor program ever. It’s been running continuously since I started teaching online marketing circa 1997.

I was an early adopter and actually started selling on the commercial Internet when it started around 1994. I never planned to be an online “guru”. I was just trying to sell my own stuff. I got so good at it, people started begging me to teach them.

Also, I might add. I didn’t get rich online selling “how-to-get-rich-online” stuff. I started selling products that everyone hates hahaha Public Speaking products. That spun off into lots of other products including golf, tennis, dog clothing and a bunch of other stuff unrelated to making money.

Over the years I’ve seen hundreds of programs come and go. Most were by younger people with zero business and customer service skills writing massively hyped up sales copy to sell you substandard moneymaking products. Virtually all of them are telling you how to get rich while they can barely make their car payment.

This prompted me to start a TV show which is currently in development in Hollywood called <https://www.Scambrigade.com> You can see the short trailer for the show there.

## Frustration

I understand the frustration small business owners go through when trying to keep up with all the changes online. Every day Facebook makes some kind of change. Every week some other social media platform arises where you “MUST” get on. Things I taught a few months ago as solid and legitimate search engine

optimization techniques will now get you banned. Heck myself and my staff work morning till night every single day and we have trouble keeping up.

This is why it's a worthwhile investment for you to get credible help learning how to maximize your profits from the Internet and how to keep up with the changes while only spending pennies on the dollar. Here's an example:

## **Get a Quote**

Go to any credible website firm and get a quote on a ten-page website (by the way, ten pages won't get you much credibility with the search engines). You'd be looking at from \$3000.00 to as much as \$10,000.00. Plus, they would hit you up for a maintenance fee of \$150.00 to \$1500.00 per month.

If you knew how to do it, . . . and anybody can learn this or bring it in house for an employee to handle . . . you'd pay about \$150.00 total with no maintenance fees other than hosting and a security certificate which you'd have to pay for anyway if the website firm built the site for you. **Note:** you can actually get free security certificates, but they're somewhat of a pain to maintain so paying for a one makes sense.

The website is just one aspect of all the things you must be doing online with email marketing, chatbots, text marketing, blogs, shopping carts, social media and a bunch of other stuff you have to have to be successful with the online part of your business.

Every single one of those items has a learning curve and without knowledge, you are susceptible to spending literally 100 times what it should cost. Don't let that happen to you.

## **Get Good Training.**

Getting knowledge of how to do all these things on a cost-effective basis, and also learning how to keep up with the changes can give you a massive and highly profitable web presence. The best part is that you'll only pay a fraction of the cost of hiring everything out to reputable firms . . . and that's if you can find one.

Here's the trouble and I like to use this example. Let's say you are an expert in your field.... Let's say it's air conditioning and heating systems. If I started talking

to you about the intricacies of refrigerants, how long would it take you to realize I have no idea what I'm talking about? . . . Maybe 20 seconds at the most.

So, how long do you think it takes a web person to realize you don't know what you're talking about when it comes to websites and online stuff? About the same amount of time. They know they can sell you any worthless thing they want and you wouldn't know any better. ...That doesn't happen to my students.

So, I implore you to get training and take control of the online part of your business NOW, because I can assure you it's not going away and it will continue to get more complicated and frustrating for you if you don't do something about it as soon as possible.

## **The “Done For You” Cruel Joke**

Once you start looking into Internet Marketing training you will undoubtedly see various programs called “Done For You.” In my experience these programs should be called “Done TO You.” These programs are almost always sold by people who know you don't know how involved and time consuming it would be to do the job right.

Sure, the price sounds enticing, but virtually always you get a substandard job (if you get a job at all) that can be downright dangerous.

I remember going after a scumbag in Las Vegas who was selling “Done For You” websites and hosting them for you too . . . all for a price that seemed reasonable to have someone do it all for you.

The websites were all lumped on one server that had absolutely no security protections. Even one of the website owners could easily get into another website owner's site. It was the worst case of incompetence I had seen. . . . and that's even if the people that bought the service could get the website built in the first place. People were telling me they had to wait months and still nothing was even started on their site. . . . Actually, they were the lucky ones rather than having a site susceptible to hacking.

I don't let these things happen to you. In fact, my students aren't even allowed to spend any money unless they ask me first.

# Your Checklist

To combat these kinds of rip-offs, I've created a checklist of questions for you to ask anyone you are considering to teach you online marketing. Of course, I want you to get into my program, but I realize some of you aren't in the position to work with me and even if you were, with the high level of service my firm gives, I can't help everyone.

So, the questions you should ask are below. Under each question I've given the answer for my program that you can use as a benchmark. I don't believe anyone can beat my program, but I'll be glad to hear about it if you find someone.

Then for convenience I repeated the questions you can print out and use to jot down the answers other people give you. The end of the document will be more details about my program and how we take care of people.

**Here we go:**

# Checklist and Questions You Should Ask Any Coach or Mentor Before Investing in Training

**Note:** Anyone refusing to answer any of the questions or who appears to be getting annoyed or dodging the questions should immediately be dismissed.

## 1. What have you sold besides “money making” related products?

**Tom’s Answer:** Public Speaking Training, Golf Supplies, Tennis Videos, Personal Protection Dogs, Dog clothing, Software, Reputation Management, Website Creation, Eulogies, Wedding Toasts, Speeches and receptions, video production and more that I’ve probably forgotten about years ago hahaha Plus I’ve helped my students sell hundreds of other things like bingo supplies, underwear, art restoration etc.

## 2. What year did you start selling on line and what was you domain name?

**Note:** This can be checked using the “Wayback Machine” at <https://archive.org/web/>

**Tom’s Answer:** 1994, Antion.com (this site started before the Wayback Machine existed)

## 3. Do you have any nationally recognized licenses?

**Tom’s Answer:** My Internet Marketing distance learning school is certified to operate by SCHEV the State Council on Higher education in Virginia which is recognized nationally and by the Department of Defense in its Military Spouse Scholarship Program. The SCHEV license took three years to get with tremendous scrutiny of background checks, surety bonds and all types of inspections.



My school is the only licensed dedicated Internet Marketing School in the Country. . . . Probably the world.



## SPOUSE EDUCATION & CAREER OPPORTUNITIES

Department of Defense Clearance to Participate in their Military Spouse Scholarship Program (Which is not easy to get)

**4. Do I get your personal cell phone number and do you guarantee you will answer or call me back within 24 hours?**

**Tom's Answer:** You get my personal cell phone number and unless I'm on an international flight, you absolutely will get a call back within 24 hours and in most cases unless I'm on stage somewhere, less than 1 hour. Guaranteed! **Note:** I rarely answer anymore unless I know you're calling because I get buried with Robocalls but I will call you back.



**5. Do I get unlimited consultation with you personally on a one-on-one basis?**

**Tom's Answer:** Yes. That's one of the claims to fame of my program and elsewhere in this document I discuss the importance of speaking to you one-on-one instead of lumping you in a group. I love talking to you to help you achieve your financial goals.



**6. Do you have a staff of subject matter experts that I can talk to on a one-on-one basis with unlimited numbers of calls?**

**Tom's Answer:** Yes, besides me, you have a team of subject matter experts and contractors trained by me where you get unlimited one-on-one tutoring and help on anything related to Internet marketing. But I will remain your main contact and strategist.

**7. Do you have a membership site that I get access to that has a substantial amount of current training?**



The longest running, most successful Internet Marketing Training Program Ever

**Tom's Answer:** Yes, but it's not all current. There's 19 years' worth of stuff on the site. I tell all students if I spent all my time keeping everything current on the topic of Internet Marketing which changes by the second, I wouldn't have time to talk to them or anyone else. The way I use the site is to direct you to exact study modules when appropriate. Without direction, the site would overwhelm you and you might make a decision based on something that has recently changed, which I don't let you do.

**8. Do you have any events where I attend with you personally with no more than ten other participants?**



*Arrival at the Retreat Center. Myself and an employee are in the picture so it's a very small group.*

If so, is it included in your fee, or do I have to pay extra for it?

If so, what are the estimated fees and/or expenses?

If you the leader can't be there or cancel your appearance for whatever reason, will you reimburse my non-refundable expenses?

**Tom's Answer:** This is something you can't get anywhere else. You get an immersion weekend at the Great Internet Marketing Retreat Center in Virginia Beach, VA. This is my estate home where as part of your year-long program you actually live with me for an entire weekend . . . Thursday through Sunday. During the weekend you are tutored and trained by me and my entire staff and you shoot videos in our HD TV Studio on premise.



Retreat Center where you'll stay.

The visit is included in the entry fee to the program. You just have to get to Norfolk International Airport (ORF) where we pick

you up in a limo. You have absolutely no expenses or upsells during the weekend. All meals are included. It is possible I might mention some inexpensive program or



You'll shoot video in our HD TV Studio. We have five different sets in the studio.

service while you are here, but there is no need to buy anything while you're here.

Another note on this is that I don't even allow anyone to come to the retreat center before they are ready. This means that everyone here will be at a good level and not eating up time on simple questions they should have known before they got here. The average person takes about 4 months of training before they are cleared for their visit.

If for some reason I'm incapacitated or unable to be here forcing a cancellation, your non-reimbursable expenses will be covered by me. This has never happened in over 17 years since the Retreat Center was started. If weather or act of God prevent the retreat from going on, then everyone takes care of their own expenses.

## 9. Do you promote me individually in any way?

If so, how?

(**Note:** one scammer promised to introduce his students to lots of big shots. All that turned out to consist of was a list of his student's names that he gave to the assistant of the big shot. There were no personal referrals at all.)

**Tom's Answer:** Yes. Depending on your topic, you will be featured on the Popular "Screw the Commute" Podcast <https://www.ScrewTheCommute.com/> or I will record a special episode just for you.



## 10. What is your refund policy? Do you adhere to a three day "right of rescission" and will you put it in our agreement?

**Tom's Answer:** I absolutely adhere to a three day right of rescission. (This means that within three days you can change your mind for any reason, or no reason at all and you will get a refund. **Note:** this is not an absolute legal right in all types of transactions so it must be in writing and it must be agreed to by both parties. I put it in my agreement and tell prospective mentees about it as a matter of course. I do not want to be accused of high-pressure sales tactics. If someone you're considering as a coach refuses this and starts giving you the mumbo jumbo that this deal is good only today, OR accuses you of not being a serious student for even asking such a thing, etc. etc. etc., RUN!)

With regard to my refund policy, once you start taking up my personal time with your one-on-one consults, there are no refunds. If after your first call with me, you don't think we are a good fit, then no harm/no foul we go our separate ways and you get your refund.

I totally prefer that if you're just wanting to try things out, that you don't join at all. I'm \$1000.00/hour with a 3-hour minimum for my consulting with a track record selling successfully online for 25 years, so eating my time up for free is not really appreciated. I've found that those kinds of people don't have much success anyway and are more susceptible to wild claims of other people selling training.

## 11. What is the total cost of your training?

**Tom's Answer:** My training has a unique pricing structure that makes all the other “gurus” mad. When I first started this program, people at my level were charging \$50,000.00 to \$100,000.00 to teach what they knew to small business people. As a small business advocate, I knew that charging that much upfront would put many small businesses in a risky financial position. Also, knowing what I know about rip-offs, if they got all their money upfront, I knew there was no incentive for the coach to work that hard on behalf of the client.

So, I came up with a never-before-heard-of pricing structure that put the risk on me instead of the business owner. I charge a relatively small entry fee to my program and then I charge a percentage of your net profits that's capped so you're not stuck with me forever. “Net” means you have to make money for me to get my percentage. So, for me to make big money, you have to make way bigger money. By that time you'll be expert at online marketing and won't need me anymore. It's a totally fair deal. Also, you know I won't disappear on you because I won't get my big money.

Since I don't know when you will be reading this, I don't want to put the price here. The current price will always be at: (before you look at it check out the next question.) <https://www.GreatInternetMarketingTraining.com>

## 12. Do you finance the investment with no credit check and zero interest?

**Tom's Answer:** Yes, I do. I've done very well online over many years which puts



**No Credit Check  
Zero Interest**

me in the unique position to finance the entry fee with no credit check and zero interest. With a reasonable down payment, I'll finance it for you over the course of the year with no interest, or if you put it all on a credit card, you get a \$500.00 discount.

Call to arrange a deal that fits your budget. 301-346-7403

### **13. Can we lock in the price and delay our start time?**

**Tom's Answer:** Yes. I realize people may need to finish up some other obligations before they devote themselves to my program. Locking in the price protects you from price increases that have been constant since the program started 19 years ago. The price increases are because of our high level of one-on-one service. We couldn't possibly keep up those standards of service with a high-volume program. Plus, we would not be able to get the results we do if we spread ourselves too thin trying to take care of too many people.

### **14. What other costs are associated with your training?**

**Tom's Answer:** You will have hosting fees for your website \$5 to \$15/mo. You'll pay about \$20/month for a premium responsive theme for your website and a high-quality builder that lets you make changes yourself inhouse for free. No web person needed.

You will eventually need a merchant account to take credit cards. There are monthly fees involved with that from \$20 to \$50 / mo, but you can start for nothing with PayPal.

When you learn about paid advertising on Facebook, Google, YouTube, and other places you can get started when you're learning for as little as \$5.00 a day. Once you learn, how much you spend will not be significant because you should be making money or at least breaking even for every dollar you spend ... all the while putting customers into your database who could buy things for years to come.

Your biggest expense will be for your Shopping Cart System. I say "system" because it comprises more than your shopping cart. It will be your email broadcast system, autoresponder system, affiliate system, upselling and coupon systems and lots more systems all rolled into one. Currently that's about \$129/month for the pro version, but you can start as low as \$60/mo.

All of this is basically chump change compared to what you would spend to start up any kind of brick and mortar store. If you have one of those already, you know exactly what I mean.

Once in a while I'll come across a handy utility that does some great marketing function like running contests, putting out marketing quizzes and a variety of tasks and they are usually not too expensive.

**15. Are family members included in the price, or do they have to join separately and pay another fee?**

**Tom's Answer:** In my program all family members are included as part of the deal. My goal is to do everything I can to help you and your family succeed.



**16. What exactly are the deliverables I am paying for?**

Consultant's Time?

Consultant's Staff Time?

Videos

Audios?

Retreat Visit

Extra Training? (Like my School)

Publicity?

Other:

**Tom's Answer:**

**Consulting Time** - With my program you are paying for unlimited consultation with me personally by appointment. I might add that I'm known as a severe fanatic and I take consultations every day of the year including evenings, weekends and holidays. You have unlimited consultation by appointment with my inhouse staff Monday through Friday during normal business hours. My contractors are more flexible on scheduling so evenings are possible with them. **Make sure you absolutely get an answer to this question in writing because some consultants sell you one-on-one time that's only good on Leap Years during solar eclipses LOL**

**Video** – We shoot HD videos for you in our studio during your trip to the retreat center **PLUS** you get a separate trip where you come back for a half day in our studio where you are the only one there. On both occasions we prepare you, shoot, edit, put on graphics and give you finished high quality videos. People shoot website welcomes, traffic driving videos and any kind of training you want to get on video. On your separate trip, as in your retreat trip, you will have a working lunch with me.

**Plus**, you learn lighting and equipment and how to use them. Also, my video guy has written three books on YouTube marketing so you will learn how to maximize YouTube.



Panoramic view of our production studio.

My social media person will teach you how to maximize the use of video on social media.

I've seen prices for just one of these videos go as high as \$1500.00 at trade shows and we had one super-prepared guy shoot 43 of them on his solo visit to our studio.

**Publicity** – I will record an interview with you and either make it a regular episode of <https://www.ScrewTheCommute.com/> or make it a special edition if the interview is not entrepreneurial in nature. You will be able to use it for promotional purposes.

I will teach you how to produce a super high-quality podcast. Many people charge from \$2000.00 to \$4000.00 for this training.

I have been on radio and TV all over the world and have had the best-of-the-best media trainers. As part of



We're heading toward 200 episodes of the very popular entrepreneurial podcast "Screw the Commute"

your menteeship I will media train you for radio, podcasts, TV and video. I will also teach you how to get free publicity.

**Retreat Center Visit** – Included in your mentorship is an immersion weekend for you and a family member at the Great Internet Marketing Retreat Center where



Breakfast at the Retreat Center

1700 students over 17 years can't be wrong ☺ All you have to do is get to Norfolk International Airport (ORF). We pick you up in a limo and you have no expenses while you're here as described above.

**Extra Training** – As part of your mentorship you get a scholarship to the only licensed, dedicated Internet Marketing distance learning school in the country <https://www.IMTCVA.org> certified to operate by SCHEV the State Council on Higher Education in Virginia. This is currently a \$19,100.00 scholarship that you can either use yourself or gift to someone. We had one mentee give the scholarship



to his 22-year-old daughter. She started making \$1100.00 a month after only being in school one month and after two months has replaced her income from her day job and is planning to exit because “it’s too expensive to go to work anymore.” Of

course, we can't ethically make income claims for you like this, but we just wanted to show you what's possible.

**Other** – I claim to have trained more professional speakers than anyone living. I dare anyone to dispute that. I've also done over 3000 paid presentations in 12 countries and I'm past president of the prestigious National Capital Area Professional Speakers Association. So, if you are so inclined to become a



Tom speaking to a group of entrepreneurs in Los Angeles

professional speaker, I have lots of resources (not all are included in the Internet Marketing mentee program) but I will be happy to discuss any thing about pro speaking on our one-on-one calls. I.e. I'm happy to discuss anything I'm qualified to discuss to help you reach your financial goals.

### **17. Have you ever filed bankruptcy for any business or personally?**

**Tom's Answer:** No, I have not, but I could have. I refused to go bankrupt when I was in the nightclub business in the mid 80's. Everything was going great until the drinking age went from 18 to 21 in a college town and I lost about \$400,000.00. I



The Anchor Lounge circa 1983. That's me making the bunny ears over one of the employees.

made deals with all the creditors to give me time and I paid off every last penny. I was not about to screw over people who had trusted in me.

**18. Have you ever used another name or another version of your current name?**

**Tom's Answer:** No, but I know a scammer that has.

**19. Have you had any liens or judgements against you or any company you are or ever have been, associated with?**

**Tom's Answer:** No, and I never have.

**20. Have you ever been arrested? If so, what for?**

**Tom's Answer:** Yes, I was returning from doing a fundraiser and a guy attacked me at a very crowded BWI airport. Some bystanders thought I attacked him. Drugs

were found on him. I ended up having to pay him \$400.00 for his shirt getting torn with no criminal charges filed and the judge was lecturing me. I was so mad, I was starting to give the judge lip with this being BS and he was on drugs and my attorney was shushing me. LOL. Remind me to tell you the entire story sometime.

**21. Have you ever been convicted of a crime? If so, what for?**

**Tom's Answer:** No. Absolutely not.

**22. Have any of your partners been arrested and/or convicted of a crime? If so, what for?**

**Tom's Answer:** No. Definitely not! But I know some companies who have convicted felons in them.

**23. Have you ever had your assets frozen by a State or Local government? If so, what for?**

**Tom's Answer:** No. Definitely not! But I know others who have had their assets frozen for fraud, right now as you read this, they're selling Internet marketing services.

**24. How many credit card chargebacks have you had in the last three years?**

**Tom's Answer:** None and in case you don't know, a chargeback is when the customer wants their money back and the seller won't give it to them. The customer then appeals to the credit card company to get their money back for them.



On a rare occasion a fraudulent customer will unfairly do a chargeback . . . say for instance the refund period was 30 days and six months later they try to get a

refund. Or they obviously use and wear out the product and then try to return it damaged. But for the most part, chargebacks are rare for legitimate companies.

## **25. Have you ever sued or threatened to sue a client? If so, what for?**

**Tom's Answer:** No. I have not. I think once or twice in 42 years of business I may have threatened to turn a couple people over to collections, but it wasn't for my mentor program. I can barely recall, but I'm sure it was for some product where the customer was clearly a rip-off.

## **26. How many students have you had in this exact program?**

**Tom's Answer:** I've had a little over 1700 students in my mentor program.

**End of Checklist and Tom's Answers. Printable Checklist is below.**

## **Other Things to Keep in Mind**

Also, you might want to audio or video record the question and answer session and date your notes because scumbag coaches will simply say, "I never said that." You should both record and add a section to the agreement that includes all the things conveniently left out from the agreement. **Note: Make sure the you don't violate any recording laws. The safest way is to inform the person they are being recorded and get their agreement to be recorded on the recording.**

My agreement is short and not in legalese and really doesn't include every little thing I'm going to do for them. But, I never balk at allowing the new mentee to put in things I've promised them and I've never had a dispute EVER about what's in there as opposed to what I delivered. In fact, I deliver way more than I ever actually put in the mentee agreement.

**Here's a rule of thumb for any business dealing:**

**The first person who refuses to put things in writing is the first person who will screw you over.**

**There are no exceptions to this rule** even though scammers will come up with a bunch of things that may sound plausible, but are total BS.

**Example:** “My attorney has to approve anything I sign.” I call BS easily on that one.

“You just stood up in front of 500 people and claimed all this stuff you were going to do for them. None of it is in your agreement that you want me to sign in a hurry because you have to get on a plane.” That’s BS

# Abbreviated Checklist to Print

**Note:** Anyone refusing to answer any of the questions or who appears to be getting annoyed or dodging the questions should immediately be dismissed. Of course, you can add any questions that you feel are important to you.

**Date:** \_\_\_\_\_ **Time:** \_\_\_\_\_ **Phone/In Person/Skype, etc.**

**1. What have you sold “besides money making” related products?**

**2. What year did you start selling on line and what was your domain name?**

**Note:** This can be checked using the “Wayback Machine” at <https://archive.org/web/>

**3. Do you have any nationally recognized licenses?**

**4. Do I get your personal cell phone number and do you guarantee you will call me back within 24 hours?**

**5. Do I get unlimited consultation with you personally on a one-on-one basis?**

**6. Do you have a staff of subject matter experts that I can talk to on a one-on-one basis with unlimited numbers of calls?**

**7. Do you have a membership site that I get access to that has a substantial amount of current training?**

**8. Do you have any events where I attend with you personally with no more than ten other participants?**

If so, is it included in your fee, or do I have to pay extra for it?

If so, what are the estimated fees and/or expenses?

If you the leader can't be there or cancel your appearance for whatever reason, will you reimburse my non-refundable expenses?

**9. Do you promote me individually in any way? If so, how?**

**10. What is your refund policy, do you adhere to a three day "right of rescission" and will you put it in our agreement?**

**11. What is the total cost of your training?**

**12. Do you finance the investment with no credit check and zero interest?**

**13. Can we lock in the price and delay our start time?**

**14. What other costs are associated with your training?**

**15. Are family members included in the price or do they have to join separately and pay another fee?**

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Other:

**17. Have you ever filed bankruptcy for any business or personally?**

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**19. Have you had any liens or judgements against you or any company you are or ever have been, associated with?**

**20. Have you ever been arrested? If so, what for?**

**21. Have you ever been convicted of a crime? If so, what for?**

**22. Have any of your partners been arrested and/or convicted of a crime? If so, what for?**

**23. Have you ever had your assets frozen by a State or Local government? If so, what for?**

**24. How many credit card chargebacks have you had in the last three years?**

**25. Have you ever sued or threatened to sue a client? If so, what for?**

**26. How many students have you had in this exact program?**

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**Signature of Consultant/Coach/Mentor if possible**

# More Things to Watch Out for and Details of My Program

When you are considering getting training or mentoring in anything moneymaking related, . . . actually in any field . . . you have to be darn careful who you deal with. The make money arena is flooded . . .let me adjust that to “tsunamied” . . . with people who will create a big fake persona and take your money leaving you with very little to show for it.

You might say, “Well Tom, you just want me to give you money for the same moneymaking training everyone else is selling. How stupid do you think I am to think that yours is any better than anyone else’s training?”

My answer is, “I don’t think you’re stupid.” That’s why I’m giving you a checklist where you will be able to carefully compare what others are selling to what I’m providing so you can make a logical decision about what is right for you.

I don’t really think there is any program out there that can come close to the value and enormous credibility my program provides. I certainly don’t want you to think I’m coming from a place of arrogance when I say that. I’m simply coming from a place where I’m a fanatic about giving service that I know is crazy better than anyone else will give you and I have a massively long track record of giving that service to several thousand people over many years.

Again, without coming from a place of arrogance, **I double dog dare you** to take each item here and see if anyone else will give you something as good or better as what I’ve been giving to people for over 20 years now. I’m pretty sure much of it you’ll find you can’t get anywhere else but here.

## OK, let’s get started.

As I mentioned in question 11, over 20 years ago I turned the Internet world upside down. People at my level were charging small business entrepreneurs \$50,000.00 or \$100,000.00 up front to teach them Internet marketing. I saw lots of complaints, and lots of people charging back their credit cards when the training didn’t come



Go ahead and try to find someone better to teach you than our dad. Look how good he is potty training us.

through, or was woefully substandard. I saw people losing their homes and I saw people paying 30 percent interest on their credit cards because the slick people who sold them the “supposed” training had ironclad agreements so no one could get their moneyback if they were unhappy.

Even the few coaches that weren’t outright frauds didn’t seem to have much incentive to go the extra mile for their students since they got all their money up front.

As a small business advocate my entire life, all of this just didn’t seem right to me. Small businesses were going under because they couldn’t get the help they needed to figure out the Internet. The ones that paid enormous amounts of money upfront pretty much shot all their working capital and were forced out of business while still paying off what they owed to their “coach”.



Promo Shot from Tom's Anti-Scam Consumer Advocate Show ScamBrigade.com

I was torn with what to do about this. I knew I was worth as much or more than those other coaches and I knew I would actually bust a gut to help my students. But I also knew it wasn’t reasonable or fair to charge them enormous amounts of money up front and put them in a dangerous financial position. I mean these weren’t big corporations. These were mom and pop and solopreneurs trying to make it for their families. Apparently, those other coaches didn’t care as long as they got their money.

## **Tied to Your Success**

This is when I came up with the idea to help these small companies by tying myself to their success. I decided to charge people an entry fee that was just a fraction of what others were charging upfront and then charge them a percentage of their net profits that was capped at \$50,000.00.

So, for me to get my \$50,000.00 they would have to net \$200,000.00. And to be even more fair, they were not stuck with giving me money forever. Once I got my \$50k in commissions, they had no further obligations to me. PLUS, with my built-in incentive they knew I would not disappear on them, because I wouldn’t get my \$50,000.00

Well, this touched a nerve with two groups of people. The first group was the small business owners who would now have a chance to get the training they needed without putting themselves on risky financial grounds. The other group of people were the expensive up-front money coaches who were bitching at me for doing this. Hahaha Most of them have disappeared or have banded together to push other fraudulent ways of taking your money.

Oh, and one more thing I did to help out the small businesses. I even offered to finance the entry fee at zero interest. It helped them get started even more and sent a clear message, . . . that I know I'm going to come through with my part of the bargain . . . which is to mentor them and let them use my entire staff to help tutor them one-on-one.

In all these years I have no credit card chargebacks and no refund requests because I do what I promise and have a massive track record spanning more than four decades (even before the Internet came around) to back up what I'm saying.

## **100% Success Record**

Do I have a perfect track record of every student making their \$200,000.00 and going on to greater Internet riches and fame and stardom? **LOL HECK NO!** I wish I did. When you make things really easy to get in to, you do attract people who want the riches, but aren't willing to do the work. They're always looking for the next magic bullet and they're very distracted by shiny objects LOL

Part of the deal in my mentor program (I'll explain why I call it a mentor program in a minute) is that you must check in weekly. I always tell people that does not mean "Weakly" hahaha. It means every 7 days or so or sooner. Weekly is the bare minimum. **I know the more you check in, the more likely you will be to make money. There's no exception to that rule.**

What I can tell you is, that virtually everyone that complies with that simple rule makes money. Virtually everyone who disappears for weeks or months at a time never makes money.

**I TELL EVERYONE UP FRONT BEFORE THEY JOIN.** "Just like any other business, you must pay attention to it and work it, or the chances of success are slim to none."

## Mentor and Joint Venture Program

The reason I call my training a “Mentor Program” instead of a “coaching program” is that the coaching field (sorry to say this if you are a conscientious professional coach) is flooded with people that never did a darn thing in their life and they want to be your “life coach”. They think it’s easy money just pretending to be a coach to people that don’t know any better.

A mentor is a trusted advisor. Mentor was the trusted advisor to Odysseus in Greek Mythology. I’d rather be a “trusted advisor” than lumped in with those lifeless life coaches. And even though some of the scammers are catching on, the Mentoring field is not yet oversaturated.

## Uncle Tom Wants You

If you’re someone who is coachable and has a drive to either start a business, or improve the one you have, I definitely want to work with you. That should be obvious by me writing up this document. What I want you to know is I don’t ask for something for nothing. I want you to know what you’re going to get.



I also suggest that if you seriously are going to take some training, you can use what you see here to compare it with whatever other program you are considering. I’m confident you will see that the value here far surpasses anything out there.

## Big Name People

Let me address this up front. Many people in the coaching and mentoring field spend their entire existence building their name up and virtually zero time actually coming through with what they’ve promised you. I’m certainly not against



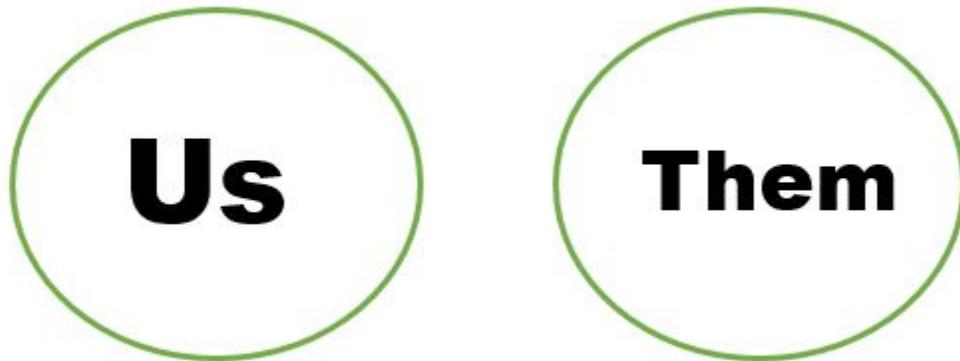
Fake Super Stars are everywhere.

people building their name up. In fact, mine is pretty darn big and I teach that as a way to exceed the average fee levels in your industry. **What I am vehemently against is building your name up and using that big name as an excuse to give little or no service to people who have invested in you.**

**Here's a bad and true example of how lots of bad coaches and mentors feel about you and just one of the actual thought processes I've personally witnessed from these people:**

“Hey. I'm a big shot and you're not. Just give me your money and shut up.”

I actually was having dinner with a seminar speaker before I knew he was a scammer and he got out a napkin and drew two circles on it. He said, “This circle is ‘us’ or you and I who know what's going on, and this other circle is ‘them’ who don't know what's going on. We can take them for all they're worth.”



The scammer that drew these circles on a napkin right in front of me went on to rob lots of people.

Why do you think I wrote the article “The Top 20 Seminar Scams” <https://www.Antion.com/top20seminarscams.htm> ? I saw speaker after speaker making up bigger lies from the stage at public seminars to steal your money. They would say and do anything to get it . . . then once they did . . . good luck learning any of the “secrets” they promised you.

If you're the type that just wants to brag about being coached by Mr. / Ms. Big Shot with nothing to show for it, then I'm not the right guy for you. And I know there are lots of people out there who will never do the work to be successful and just want to brag that they're “in the game.”

Again, if that's you, these bad coaches can smell you a mile away and will take every possible penny from you. So many people come to me after they've been fleeced and say, "I wish I would have come to you first." Well, I'm hoping when you're reading this you haven't been robbed yet, so here's your chance to get real training to help you reach your goals!

## **Dangerous Coaches**

Many sociopaths and people with narcissistic personality disorder are drawn to the coaching and mentoring business. I have a complete webinar about this. It's the first one at <https://www.TomAntionWebinars.com>

That webinar will help you watch for the signs that you are dealing with someone that wants your money, but has no plans to help you. These are professional level con people. They are chameleon-like in that they can be whatever they need to be to “groom” you to take your money. They totally think you are stupid and they are superior to you and they deserve your money because you are so stupid to give it to them.

## **What Have They Sold?**

One thing to watch out for underneath the idea of “dangerous coaches” is the question of “what have they sold?” Even coaches and mentors that are relatively honest may have only sold “how to make money” stuff and never really sold non moneymaking products.

With me, I never even planned to be Mr. Bigshot Internet Guru. I was just trying to sell my public speaking products. I got so good at it, people begged me to teach them and that's how this mentor program started. Since then I've sold lots of products like Tennis stuff, pet dog stuff, golf stuff, and protection dogs and lots more.

Plus, I've helped several thousand clients sell their varied products and services like bingo supplies, painting restoration, real estate, fishing stuff, tons of other stuff and I even helped a guy telling other guys how not to get ripped off when looking for a Russian bride . . . I guess you could say I was “colluding” with him instead of mentoring him hahahahaha.

## **Why My Program is the Best by Far**

I guess I'm getting in the face of others trying to sell you Internet training so I suggest you get them to match item-for-item what is included in my program and compare it to their program. You can expect this exercise to be somewhat difficult because the chances of you getting to talk to anyone at my level is virtually zero.

**Tip for You:** If you don't know me, I'm not expecting you to just believe everything I say about other people selling this kind of training. So, I want you to find out some actual proof on your own. I pretty much dare you to try to actually talk to any big-name person you can think of that's been in the game for 15 or more years. I can assure you they have people that will take large amounts of money from you to be "mentored" by them, but to actually talk to them.....Go ahead and try. Let me know how it goes.

My contention is that there is no way on earth they can come close to what I offer and they know it so they'll either double talk you or hide under a rock somewhere hahaha and that's if you could even talk to them at all.

So, below is a list of things that apply to my program and why it's the longest running and by far the most successful program on Internet marketing ever.

### **In My Program You Get:**

- **Unlimited one-on-one time with a 25-year multimillionaire Internet marketer, and lifelong entrepreneur who has been selling on the commercial Internet since there was a commercial Internet around 1994 . . . that's 25 years' experience . . . there's only a small number of them still around. You can't talk to any of them but Tom. Many of them are rip-offs, convicted felons, and the few good guys won't waste their time talking to you.**



Tom has a blast joking around with his mentees while training them.

Tell me. Where else on earth are you going to find a fanatic like me who is willing to help you one-on-one virtually any time you can be available? **I regularly help people all hours of the day, weekends, evenings, holidays or whenever they feel like making an appointment.** I use Skype, Zoom, join.me, team viewer, phone, text and messenger. My staff and I take over your screen when necessary to help you ....again ....one-on-one.

Also, who at my level will give you their actual cell phone number? I do and I actually answer or call you back? I know one scammer who gave out an

800 number, but he purposely never checked its voicemail. He told his assistant not to check it so refund periods would run out before anyone could get to him. He was also known to sell emergency calls and I heard he returned one of them 4 weeks later. He's a total scumbag.

**Why I do One-On-One:** When you are willing to give one-on-one service to people in coaching and mentoring programs, they love you for it, and you will service them better,

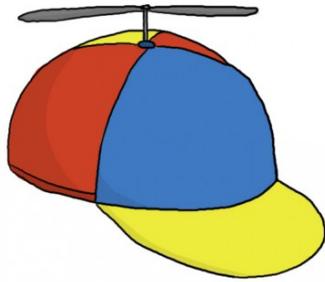
I understand that many people are not willing to do this. Let me tell you why I think that's a mistake. I can get greater results for the people that have invested in me because they are not lumped in groups of people who may be more or less advanced than they are.

If you are advanced and I'm talking to the beginners in a group call, you will wonder why you bothered to invest in me and probably quit. If you are a beginner and I'm talking to the advanced people, you're totally lost all the time and will probably quit.

To me it's a no brainer: I get better results for my mentees if I shut the world out and simply take care of them personally like I'm being paid to do. It's no wonder to me why most coaching and mentor programs fail miserably for themselves and their students. One of the main reasons is little or no personal attention. I guess that boils down to laziness or poor communication skills on the part of the coach.

One thing I have seen scammers pull in "Fake Mastermind" programs is they lump 100 people into the program. Then they use the advanced people to help the beginners. Any "hot seat time" is so limited it hides the lack of experience of the scammer running the program. Don't participate in a program like that.

- **Unlimited one-on-one time with each subject matter expert on my staff**



We lovingly call our staff technogeeks and propeller heads. All are competent and happy to help you.

to help you and tutor you on any technical or strategy issues you have with your websites, blogs, YouTube Videos, social media, email lists, membership sites, security certificates, mobile issues or just about any other issue you run into with regard to selling online. And I have trained them. So, you're also getting me through proxy and you still have access to me.

Do you have an entire team of people with this kind of experience at your fingertips when you need them with no extra outrageous hourly rates attached? I doubt it. **And they're with you for an entire year!**

- **A visit to the Great Internet Marketing Retreat Center in Virginia Beach, the only facility of its kind in the world, where you actually live with me and network with**



Back side and pool of the Only Facility of its kind in the world.



Main Building of the Retreat Center

a very small group for an immersion Internet Marketing and video production weekend.

In the Internet marketing arena, no one else anywhere cares about you enough to bring you into their home and train you morning till night for a three-day weekend. Yes, there are some people that will let you visit during the day to show off a little, but to actually stay there and get advanced training.....hahaha . . . not a chance.

My retreat center visit includes limo pickup and drop-off at the airport, all meals, all accommodations, training from morning till night each day, HD

Videos of you shot by my crew, no upselling, i.e. you get an entire immersion experience as part of your deal with me. You have zero extra expenses. All you have to do is get to Norfolk International Airport and we take it from there. Try to get just that portion of the program anywhere else.

- **A separate one-on-one visit to the Retreat Center where we shoot video in our TV Studio with you.** My video guy shoots, edits, puts graphics on and provides you with as many videos as you can shoot in half a day. During that visit, you also, get one-on-one training on YouTube Video marketing and Social Media Video Marketing by my subject matter experts. We've had people . . . . who I prepared ahead of time by phone . . . . knock out . . . listen to this. . . one guy did 43 videos and another couple did 50 videos.



Here's another panoramic shot of our TV Studio which you get to use when you're a part of my program.

**I have personally seen companies at trade shows selling the same videos and charging from \$700.00 to \$1,500.00 for just one short video.** You can call up any video production company in your area. Tell them you want to rent a studio for half a day, you want HD video of you for 4 hours and you want them to edit it and put on graphics on all the videos. Hahaha

You better be sitting down when you get the quote. And that quote won't even include the half day of training on what to do with the videos that very few people are qualified to teach you. You get as many videos as you can shoot and training on what to do with them all included in your mentorship.

Are you seeing why this is the longest running, most successful program on this topic ever? You should quit reading and go sign up at

<https://www.GreatInternetMarketingTraining.com> right away....oops I got carried away there for a second. LOL

OK What else do you get:

- **Interviewed on my popular “Screw the Commute” Podcast** either as a regular episode or special edition which exposes you to thousands of more people who probably don’t know you. Some big shows are charging \$3500.00 or more for podcast appearances.



- **Password protected access to our enormous mentee membership site** that has thousands of pieces of training on virtually all aspects of Internet marketing.



- **And this is a big one.** You get a scholarship to my distance learning Internet Marketing School which is the only licensed, dedicated Internet marketing school in the country. The scholarship is \$19,100.00 and you can either use it yourself or gift it to someone else. It’s a totally separate



legal entity scrutinized heavily by the State of Virginia and certified to operate by SCHEV the State Council on Higher Education in Virginia. Having both me and the school is the deepest training you could ever get on this topic.

The reason I did the school in the first place was to give people a safe place to learn in the face of the unregulated Internet marketing industry. Nobody goes through any scrutiny at all. They say whatever they want, and most of it is too small potatoes for the Federal Trade Commission to get involved.

The scammers know this so they take your money with impunity knowing they will most likely get away with it.

It took me three years to get the license for my school. I and the staff had to go through background checks. I had to be bonded. I have to get security bonds every year to cover student refunds if I went out of business. We have to recertify yearly and go through spot checks of all student records. I can get a \$1000.00 fine per student per occurrence for any violations found. **NOBODY ON THIS EARTH IN THE INTERNET MARKETING FIELD HAS GONE THROUGH THAT KIND OF SCRUTINY.** This gives me massive credibility as compared to all the hypesters who brag about enormous income with no one looking over their shoulder.



## Publicity Training

Get as much publicity as you can. Publicity doesn't really mean you are credible. Plenty of scammers know how to dominate the media, but you will still be "perceived" as more credible if you have news outlets talking about you, quoting you, and/or interviewing you.

If you do this long enough, you won't have any competitors because what you offer is so superior to what they offer they'll never catch up. That doesn't mean you don't keep telling people about it.

**Tip for You:** Marketers sometimes forget that new people hear about them all the time. Some product or service you think is old news is brand new to people that haven't heard of you before. That's why I periodically bring out things I created years ago. I update them if needed and reintroduce them to a new audience. This keeps increasing my income because



Tom's been on radio and TV and in print all over the world. His book he co-authored with Joan Stewart AKA "The Publicity Hound" tells how he did it. Plus, training on this is also included in your mentorship.

**the new people hear about the new stuff I come out with AND they also hear about things that I previously released, but they weren't around at the time to hear about it. This means new people on your list have the opportunity to spend more money with you because they can buy both old and new stuff.**

Hey, and I'm not done piling on the benefits of my program. Obviously, I want you to join my program while I help you sell more of your own products and services. I'd much rather you be with me and get all this tremendous value than go somewhere else and get poor value and maybe even get ripped off. So, yes join my program if you want all these benefits in one place. Again, I'm off on a tangent because I'm getting really excited.

Ok let's get back to more benefits of my program.

## **In my program you'll learn how to:**

- **Create world-class websites** for about a hundred bucks and don't tell me you can't do it. . . . I had an 82-year-old lady do it.
- **Create world-class membership sites** for about three hundred bucks . . . create a monthly passive income for yourself and your family.

**Tip for You:** Creating recurring revenue streams on line is an extremely low risk way to make an insurance policy and regular income coming in when life gets in the way because of sickness, expensive home and/or auto repairs, and any number of family emergencies. ... or maybe you just want to take a break and go on vacation and not feel guilty about it.

**Think you're invincible? I did too until last January when I got severely injured in a hunting accident and spent a week in intensive care after an emergency surgery. Guess what. Money was coming in the entire time I was in intensive care and during my recovery period over the next six months. I want you to totally concentrate on recurring revenue streams whether you train with me or not.**

- **Handle all your social media and any new social media that comes on the scene with a few clicks of the button . . .** instead of the highly time-consuming agony of trying to think up stuff all the time and manually putting it up haphazardly. We teach you all that.
- **Create digital products that are 97 percent profit** and I have to say; you have to be pretty pitiful not to be able to make money at 97 percent profit.

These products include eBooks in both PDF and Kindle formats, online courses, video courses, audio products, transcripts and whatever else they invent in the future. We'll keep up with new developments and teach them to you. Many brick and mortar business stay alive because of their digital online product sales.



This is just a small sampling of my e-books both under my own name and pen names. I've got tons of other digital courses bringing in money every day and I want to teach you how to do the same thing....and I'm darn sincere about it!

Digital products can either be from things you already know or topics you can research. There's no shame in putting out quality products even if they're not your favorite subject. I even show you an Interview technique that can get you a quality product on just about any topic you can think of.

- **Copywriting** – If you've been following me for a while, you've heard me harp on copywriting for years. Copywriting is how to put together words that make people want to buy your stuff.

**I've identified this as the number one business skill in my entire 42 years in formal business and really since I was ten years old writing copy for my little kid side hustles.**

You need copywriting for sales letters, videos, blog postings, articles, flyers, posters and once you learn these techniques, they will invade all your business communications and you will get more people to give you larger amounts of money.



If you really like writing, other people will pay you to write their stuff for them. **I have a full blown \$297.00 copywriting course to teach you this that's included for free as part of your mentorship. You can see it at: <https://www.CopyWriting901.com>**

- **How to do a quality podcast** like <https://www.ScrewTheCommute.com/> and how to turn it into an additional revenue stream for your business WITHOUT having to have thousands of downloads per episode.

A lot of these podcasters are just trying to get a



few ads on their shows from somebody else and they're making pennies. I show you how to make big money.

**Tip for You:** For years I pooh, poohed podcasting because it was nothing more than an ego trip for the hosts with nobody really making any money. Things have changed.

**Podcast listenership, which is free, has exceeded Satellite Radio. New cars can now play podcasts on command right from their dashboards. And with 15 million Alexa devices in people's homes in the USA alone that can play podcasts on command, it's past time for you to get in the game.**

**At the time of this writing I've done 175 high quality podcasts and I studied for months before I released my first episode. You get the benefit of this knowledge keeping in mind others charge many thousands of dollars just to learn how to produce and market a podcast.**

- **How to get your videos on Roku TV and Amazon Fire so 50 million people can see your stuff in an entirely different medium. People are literally charging you up to \$25,000.00 to set this up and thousands of dollars a month to keep it updated. Your training on this is included in my mentorship program.**

I was one of the first marketers I know of to do this in a serious way. Normally, I'm not an early adopter because the cutting/bleeding edge is called that for a reason hahaha. It's got the most glitches, it's the most expensive and the most hassle. In this case, I felt this was such a great opportunity.



This is the opening screen on my Roku TV Channel that so far is getting me 1000 more video views per week. How would like me to teach you how to do this?

As I write this, people that never heard of me are watching 3500 extra videos of mine a week. And these videos are on a lousy topic of public speaking which most people hate and certainly don't go to their TV to learn.

Others with better topics are getting 8000 – 12000 people that never heard of them to see their videos in the first week alone. This is an emerging field and an unbelievably powerful way to market yourself.

I'd be happy to teach it to you.....and it won't cost you an extra \$25,000.00 In fact, it won't cost you anything extra if you make the wise decision to join my program. <https://www.GreatInternetMarketingTraining.com>

**Tip for You:** Any time you can get into a different medium where you've never been seen before, I suggest you do it so long as it doesn't cost a fortune to do it. If you went on the open market just to have someone show you how to do this, it costs between \$10,000.00 and \$25,000.00. In that case I wouldn't advise you to do it. But with my training and a couple hundred dollars to get in front of a current potential audience of 50 million people in a medium that's growing like crazy. I would say it's a mistake not to go for it. By the way the medium I'm talking about is called "On Demand TV". I'm on both Roku and Amazon Fire and you could be too.

- **Professional Speaking Training** – I’m going to make the bold claim right here that I’ve taught more professional speakers than any person living. How can I make that claim? I’m past president of the National Capital Area Professional Speakers Association and I’ve been asked to teach at the prestigious National Speakers Association and its chapters and affiliates over 100 times in 7 countries. Audience sizes ranged from 50-350 pro speakers.

Add to that the fact I have the best selling ever professional speaking training system online and I’ll go back to double dog daring you to come up with someone who has taught more pro speakers than me.

Although all my speaking materials aren’t included in the Internet marketing mentorship, some of them are and when we talk one-on-one I’m going to talk with you about anything . . . anything legal that is hahaha . . . that helps you make money. So, if you need strategies . . . and I have a ton of them . . . that make you a better speaker both in your onstage performance and on the many things you need to know about the business of speaking, I’m all in.



You don’t have to speak in front of groups. I will tell you though that speaking can really accelerate your online success and vice versa.

P.S. I also have a 24-week intensive pro speaking mentor program that has several levels. You can check it out at <https://www.ScrewTheCommute.com/prospeaking>

- **Media Training** – This is different than getting free publicity training which I mentioned above. This training is how to act, dress and techniques to use when you do get your free publicity to maximize it. Heck I know people that were on Oprah and never made a nickel from their appearance. I want you to get the most out of every appearance whether it’s radio, TV, in print or on a podcast.

People charge \$3000.00 to \$20,000.00 for this kind of training. It's all included in my deal and again, you might wonder how I have the right to teach all this stuff. Am I a Jack-of-all-Trades and master of none? ...

Hardly. I've done over 1000 radio, TV, podcast and print interviews and have been featured on the Canadian Broadcast Network, The Australian Broadcast Network, and even the "Tokyo Today" show along with hundreds of media outlets in the USA.



Tom was called to critique the President's speech to congress.

I've also been trained by two of the best-of-the-best . . . Joel Roberts and Starley Murray. . . . Both massive luminaries in the media training world. Plus, I've had training from Judy Jernudd a 30-year veteran of Hollywood talk shows and Alex Carroll the king of getting on and selling on the Radio.

I'm frequently a repeat guest and on one show I was invited back 13 times. So,



Starley Murray preparing me for a repeat appearance on KABB San Antonio. You can see more of my media tour for my anti-scam show at <https://www.Scambrigade.com>

I think I might know a little about teaching you how to be great on the media and **my training also includes critiques of your media performances and training and role playing prior to your appearances.**

- **Remember:**

- We're still in the "You Will Learn" section**

- **How to Make a One-Page Sales letter Site and Drive Traffic to It. . . .**  
Bringing in money reasonably quickly doesn't have to be super complicated.

With today's high quality, powerful, yet inexpensive tools you can make really fast progress towards achieving your financial goals.

- **How to Use Paid Traffic and Ads to bring immediate and highly targeted traffic to your site . . . and how not to lose your shirt doing it.** Even though we are experts and have been for many years with search engine optimization we no longer rely on it for traffic.

Yes, I still teach the basics so you don't shoot yourself in the foot with the search engines, but the reality is you could go a year or more trying to get high Google rankings and never get anywhere. Even if you did get somewhere, Google could change at any time and all your work is worthless.

Paid ads are the way to go. I teach you various places to advertise where literally in a matter of an hour or two you have the traffic you want visiting your sites.

- **Keyword research and how after 25 years of doing this my strategies are being forced to change because of voice search. . . .** Maybe you've done some keyword research. Maybe you have an enormous list of words people type to find you (I doubt it LOL) but do you know what to do now because most people are talking into their mobile devices instead of typing in a word or two into google? . . . again, I doubt it. I teach you the latest techniques to make absolutely sure you can be found.

**Tip for You:** Lack of keyword research is the number one mistake people make that want to be successful online. Because of that, it's the number one episode of my podcast. You must get good at keyword research and it will pay off tremendously for you. The return on your investment of time (ROI) is enormous because you use the keywords in so many ways. They are used in your website/blog, in articles, in videos, in audios, in social media posts, in links and in paid ads.

- **How to Maximize Your Engagement on Social Media . . .** without getting people to react to your posts, you are simply wasting time on social media.

I'll show you how to get lots of comments when it really counts.

- **How to Install and Use Chatbots to Automate Your Correspondence with Your Followers . . .** people love to get the information they need from you immediately. Chatbots are amazingly powerful and amazingly cheap but they can be a little bit intimidating to set up. I show you how.



Meet my little buddy Screwy. He helps you find the info you need instantly. If he can't help you, he tells me about it so I can help you. Check him out by messaging me at <https://www.Facebook.com/AntionAndAssociates>

- **How to Automate Your Business . . .** at least major portions of it so you don't pull your hair out as you become more successful. I've served as many as 150,000 email subscribers and 40,000 customers using the tools and techniques I teach you. You'll have way more time to do the important things in your life if you let me show you how.

My little buddy Screwy who you met just above is only one way to automate your business. You won't believe the simple things I teach you that can save you enormous amounts of time and typing.

- **To Go Viral at Will . . .** You don't have to have millions of views to go viral. Yes, I could teach you how to do that, but unless you got lucky, you'd probably lose lots of money on the promotion. Small, inexpensive or free

highly targeted viral promotions can bring you in tons of subscribers and sales with virtually zero risk.

- **How To Make Money with Affiliate Products** . . . these are products that other people create. When you recommend them and someone purchases, you get a commission. There are tons of way to market them, and I'll be glad to teach you all of them.
- **The other side of the affiliate coin** . . . This is where other people sell your products and services and you give them a commission. This is how you have an army of people promoting your stuff and you only pay them if they sell something.

I've paid out an enormous amount of money over the years and I'm thrilled to do it because someone else was out there marketing my stuff and finding customers I probably wouldn't have found.

- **How to Profit from Private Label Products** . . . You can purchase the rights to these pre-made products for as little as \$5.00. I show you how to make them your own and get their value way up so you make big profits with them.

## On and On and On

I could probably go on for another 50 pages talking about all the things you would learn in my program. I think by now you've gotten the idea that I give, give, give and that's what helped me hit multimillionaire status nearly 20 years ago.

It wasn't by overpricing and overhyping things and grabbing ill-gotten profits (which I could easily have done) because of my name recognition. It was from using my one sentence business plan. . . . I actually wrote an entire eBook about how to implement my one sentence business plan. Here it is in case you never heard me talk about it before:

*I create quality products, that people actually want, at a reasonable price and I service the customer after the sale.*

If every company on earth would just live by that simple business plan, I think we would all be a lot better off. LOL

### **Another Warning and Double Talk Example**

I just have to relate a story that I personally witnessed by a smooth-talking female speaker at a seminar. Here's what she said,

**“You get unlimited one-on-one consultation with me personally via teleseminar.”**

When all the bamboozled, starry-eyed, overly-excited people in the audience were oohing and aahing, I was in the back of the room thinking, “What? . . . Did I just hear what I thought I heard?”

This was double talk and out-and-out fraud at its finest. This was messed up in so many ways. First – “teleseminars” are group calls and in no way are they “one-on-one”. Second - They are scheduled at certain times. They are booked once a week or once a month, but in no way are they unlimited.

The entire audience thought if they joined this lady's program . . .and I use the term “lady” benevolently . . . they would get unlimited one-on-one consultation with her when in fact, they got NONE.

This kind of talk and clauses run rampant in the fake coach/mentor community. Please watch carefully so you don't buy the proverbial “public speaker in a poke”. hahaha.

## Your Action Plan

So, I think I've beat you to death enough about the value of getting into my program. If you don't get it by now, I guess you don't get it. Hahaha

I'm not going to go through all the inflated values of each part of my program like two-bit hustlers do from the stage or in sales letters. Anyone with half a brain can go check prices like I outlined in getting videos done.

You can call some of the top people in media training and see how much those things cost. You can take a paid advertising course for a couple thousand dollars. Go check how much publicists cost and see the monthly retainers even charged by the terrible ones. Go check tuitions at big licensed and accredited schools for Internet classes taught by people who never made a nickel selling anything online.

Check prices at social media firms. Check prices on high end retreats. Get prices on one-on-one time with the top people in this field. You get the idea.

This is why I believe I can legitimately claim:

**My Mentor Program is the Best Anywhere,  
Anytime, or by Anybody  
And I want you in it!**



## Here's how it works if you join my program

- If you already know you want to join, you can go directly to <https://www.GreatInternetMarketingTraining.com> and sign up online.
- If you have questions or need better financing, you can email me at [orders@antion.com](mailto:orders@antion.com) and follow up with a text to 301-346-7403 (If an email doesn't get through for some reason, I don't want you to have to be sitting there wondering why I'm not responding.)
- You can ask me all the questions on the checklist.
- Once you sign up, we will send you our actual agreement. You can look over it all you want. You can ask questions from me directly. You can suggest additional clauses that protect you further.

Once you are satisfied with our agreement you sign and return it and you still have three days to change your mind.

- After all the paperwork is done, you send me links to anything you want me to review before our first call along with notes on what you “think” you want to accomplish in the program.

The reason I emphasize the word “think” is that once I get hold of you and get to know you, I will probably see things and potential in you that you didn't see in yourself. So, over time your emphasis may change.

- You book your first call with me. Make sure you leave at least one hour available for the call. The first part of that call is an orientation to the program. You learn how we communicate efficiently and you are introduced to the other team members and what they are expert in.

The second part of that call is my thoughts on the review of what you have now. **Just a side note, if you don't have anything online, that doesn't bother me at all. In fact, in many cases I like it better because my team**

## **and I don't have to clean up the mess you created hahahaha**

- At the end of that call and every call from then on you will be given exact things to accomplish. When you accomplish them, you book another call where myself, or whatever subject matter expert you are working with for that particular assignment will review what you've done and help you over any sticking points.

Keep in mind we are all about quality and we will not move you forward if what you have done is substandard. I want you to build a quality reputation online right from the start. You will rarely hear me say something is "good enough." It's more likely I'll say, "This is good. Let's make it better."

- I can go as fast as you can go. If you finish an assignment in a day, you book another call. If you're working part-time and it takes 4 days, that's OK. You book another call as soon as you are ready. You're not racing against anyone else but yourself.
- You check in a minimum of once a week. Checking in means you have either talked to me or had a call with one of the other team members. If you are working on something that takes longer than a week, you send an email update to let us know you are diligently working the program.... Remember – in all my experience virtually all the people that check in weekly (not weakly hahahaha) make money. Those that disappear don't.
- You are not allowed to spend any money on Internet stuff unless you ask me. Part of my value to you is preventing you from spending money on things I know to be worthless or not appropriate. You probably don't have the experience to know those things yet and people write great ads that make the product sound great, but it may not be. I'm going to protect your money.
- When I know you are ready, you will be cleared to attend your Retreat Center Immersion Weekend visit. We don't allow anyone to come until I know they're ready for several reasons: 1.) You don't want to waste the highest-level access to someone like me by not being prepared and asking every simple question you could have learned before you got here and 2.)

Everyone else that did their homework will hate you for wasting their time if I have to answer all your simple questions.

- You can book your separate trip for your personal video day anytime our studio and videographer can be available. On that trip you will be responsible for your lodging and transportation. You will shoot video for half a day and be in class for the other half. Your videos will be sent to you after editing and graphics are done. A working lunch is provided by me.
- I will help you make the decision of using your scholarship to my school <https://www.IMTCVA.org> for yourself or gifting it to someone else. You have to be careful if you gift the scholarship to be sure the person is serious. We are highly regulated by the State of Virginia and you will be obligated to do 4 lessons a week minimum or we must issue a probation letter and if you ignore that, we must expel you. So, you don't want to waste a \$19,100.00 scholarship. (4 lessons a week is not that hard to keep up with.)
- You get a 25% discount on all my other products (you won't really need much)
- You can make a significant income referring my products and services. Commissions range from a tiny \$4.50 to a whopping \$3835.00. Commissions can be even more if you refer me for a speaking engagement where I sell at the back of the room.

**Ready to Get Started?** Sign up right now at <https://www.GreatInternetMarketingTraining.com> and in a day or so we could be talking, or email me at [orders@antion.com](mailto:orders@antion.com) and text me at 301-346-7403 with questions or if you need better financing. Oh, and one more thing. If you pay your entry fee all at once, you get a \$500.00 discount. Call/text for details.



"I can't wait to help you achieve your goals!"

## Let's Do a Rough Recap of the Value

Hey I told you I wasn't going to do that hustler technique of inflating values of stuff compared to what you pay for my program.

So, you do it yourself.

Open market cost of all the things in Tom's program \$ \_\_\_\_\_

Current investment to join Tom's program for a year \$ \_\_\_\_\_

Guestimate of the value of things Tom provides I can't get anywhere else.

\$ \_\_\_\_\_

Are my entry fee and back end commissions out of my profits worth it to me to have all this highly experienced and credible help I need to create / improve my business?

Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, sign up <https://www.GreatInternetMarketingTraining.com> , call or text.

If no, good luck.

**And one last question.** Please answer honestly. Is Tom correct in saying his Internet Marketing Mentor Program (Please check your honest answer below)

**is the Best Anywhere, Anytime, or by**

**Anybody? Yes \_\_\_ Yes \_\_\_** hahaha This is too much fun!