

Don't forget to turn up your computer speakers!

Tom Antion's Internet Marketing Master Class Part I

Benefits and
Revenue Streams



GreatInternetMarketingTraining.com



Announcements

- 🎤 Please leave an honest Google Review at <https://g.page/InternetMarketingTrainingCenter/review?rc>
- 🎤 I will be giving you massive value in this masterclass, but there's always something else to learn.
- 🎤 To get the full value of this masterclass you should look at and analyze the links I give you.



Benefits of Electronic Marketing

- 🍷 Speed to Market
- 🍷 Low Cost / No Cost / Low Risk
- 🍷 Massive Distribution
- 🍷 Celebrity Status
- 🍷 Income When You are Closed / Sleeping
- 🍷 Additional Income from Existing Clients
- 🍷 High Gross Profits



Revenue Streams

- 🔊 Direct Sales
- 🔊 Joint Ventures
- 🔊 Residual Income
- 🔊 Membership Sites
- 🔊 Ebay
- 🔊 Google Adsense
- 🔊 Other Ad Networks
- 🔊 Teleseminars / Webinars / Podcasts
- 🔊 Mentor Programs / Coaching / Retreats



Direct Sales

- 🍷 Create Product (Part V)
- 🍷 Write Sales Copy (Copywriting901.com)
 - Multiple Sales Letters and Other Vehicles
 - Split Testing
- 🍷 Drive Traffic
 - Basic SEO
 - Paid
 - Viral (Bonus 3)



Examples of Direct Sales

- 🔊 ScrewTheCommute.com/prospeaking
- 🔊 ScrewTheCommute.com/wakebook
- 🔊 antion.com/publicityhoundTOC.htm
- 🔊 ScrewTheCommute.com/wordpresscourse
- 🔊 screwthecommuter.com/ultimateguide/
- 🔊 screwthecommuter.com/fundraisers
- 🔊 screwthecommuter.com/mentortraining/
- 🔊 screwthecommuter.com/retreatcenter/



Examples of Direct Sales

- 🔊 screwthecommute.com/videoweekend/
- 🔊 <https://youtu.be/BompIM9Y0zM> VSL
- 🔊 screwthecommute.com/speakervideo/
- 🔊 Infomercials:
 - <https://youtu.be/CGRJuFQnBSs> Speaking
 - https://youtu.be/TCP6WdjN_uk Marketing
 - <https://youtu.be/eK8pkTjWesU> School



Examples of Direct Sales

Email with no sales letter

Subject: Last Chance Flash Sale on My New Book

Dear xyz:

Only a few hours left. Grab your copy before the price goes up.

I've lived by this simple, yet powerful business plan since I was 10 years old and it's made me many millions of dollars.

“One Sentence Business Plan: How to Simplify Your Business, Use Automation, and Wildly Increase Your Bottom Line”



Examples of Direct Sales

I'll even give you the sentence right here. The book tells you how to implement the 4 parts of the sentence.

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

Regular price will be \$27.00

Flash price until 3PM today \$17.00

<https://goo.gl/JtVkxr>

Go get your copy NOW before the flash sale is over.



Examples of Direct Sales

Catch ya
Tom Antion

P.S. We have a new website critique service.
This is an unbiased, highly detailed report from both a
marketing and technical perspective along with
suggestions to fix deficiencies

<https://goo.gl/A8ndYr>



Examples of Direct Sales



Cart Contents → Checkout → Confirmation

Your Shopping Cart

Quantity	Product	Price	Total	Remove
1	Website Critique and Written Report Get an objective review of what is good and bad about your website and what you have to do to fix the bad stuff.	\$497.00	\$497.00	X

Coupon code (optional):

Subtotal: \$497.00

Total: \$497.00
(before shipping & taxes)

© 2020 Antion & Associates - All rights reserved. Powered by [KickStartCart.com](#)



Joint Ventures

- Collaboration with another marketer
- Can put you on the map
- You must say and do the right things
- Product must be appropriate
- There must be enough money involved
- You must have some conversion rates
- You must give the product to the joint venture partner.



Joint Ventures

- You must be easy to work with.
- You must take the bulk of the workload off them.
- You can offer extra incentives
- You must have affiliate tracking software in place (<http://www.KickStartCart.com>)
- You must be patient



Residual Income

- ✿ Couldn't stop the money coming into my checking account if I tried.
- ✿ Insurance Policy
- ✿ I consider this different than membership sites which also bring in monthly income.
- ✿ Must understand basic affiliate marketing.
- ✿ Residual Affiliate Marketing



Residual Income

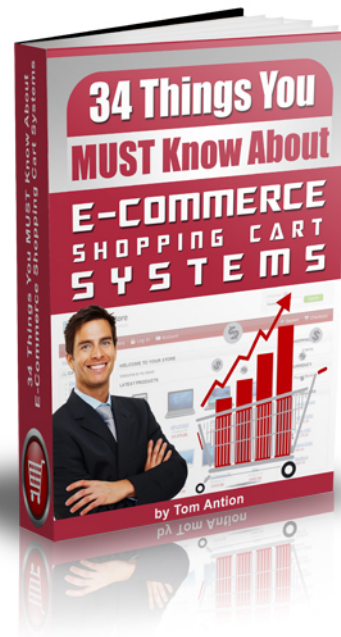
🔑 **Look for:** Membership sites, shopping carts, email programs, supplement companies, Hosting, or anything where the customer pays on a monthly or yearly basis.

🔑 <http://www.KickStartCart.com>

🔑 **Google:**
Residual affiliate programs
Recurring affiliate programs



Residual Income





Membership Sites

- 🍷 20 = 24000
- 🍷 Can be more work than straight residual income programs.
- 🍷 Member recruitment PLUS Member retention
- 🍷 You are simply locking off content
- 🍷 Wordpress
- 🍷 Wishlist member plugin
- 🍷 A couple other cheap plugins for full automation



Membership Sites



The banner for 'Amazing Public Speaking' features a blue background. On the left, there is a white silhouette of a person standing at a podium addressing a group of four seated people. To the right of this icon, the text 'Amazing Public Speaking' is written in a large, white, serif font. Below this, in a smaller white sans-serif font, is the tagline: 'The Largest Collection of Public Speaking, Presentation Skills, and Professional Speaking Information Anywhere In the World.'

\$97.00 / year



The banner for 'Copywriting 901' has a light beige background. On the left is a portrait of Tom Antion. To his right, the text 'Tom Antion Presents...' is in a small, dark sans-serif font. Below that, 'Copywriting 901' is written in a large, bold, black serif font. Underneath the title, the tagline 'The fast track to writing words that sell' is in a smaller, dark sans-serif font. On the far right of the banner, there is a close-up image of a hand holding a yellow pencil, poised to write on a piece of paper.

\$297.00 Lifetime

Membership Sites



\$497.00 Lifetime

<https://www.BrutalSelfDefense.com>

Tom Antion GreatInternetMarketingTraining.com



Membership Sites

Great Internet Marketing Training

The Training Site for Tom Antion's Exclusive Internet Marketing Retreat and Joint Venture Mentor Program

\$7995 Entry Fee Plus Commissions Capped at \$50K

<https://www.GreatInternetMarketingTraining.com>

Copyright © Tom Antion All Rights Reserved



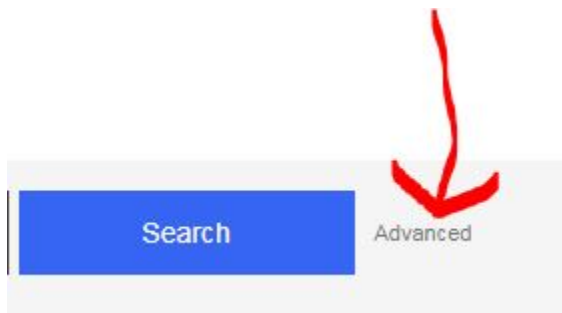
Ebay

- 🔑 Immediate Cash Flow & Lead Generation
- 🔑 Lots of help to show you how to sell
- 🔑 Can save lots of money buying things you need for your business
- 🔑 Can be fun if you like yard sales 😊
- 🔑 Digital products have come and gone and are coming back.
- 🔑 They own PayPal



Ebay

Advanced Search



Search including

- ☐ Title and description
- ☒ Completed listings
- ☐ Sold listings

Ebay



Sold Feb 24, 2020
HP Color LaserJet Pro M452nw Network Wireless Laser Printer
CF388A Low P/C 2230

Refurbished

\$259.95

Feb-24 05:33

Buy It Now

Free Shipping

[View similar active items](#)

[Sell one like this](#)

8 new & refurbished from \$229.95



Ended Feb 24, 2020
Dell 5210n Laser Printer (faulty) good condition

Parts Only

★★★★★ 1 product rating

\$70.36

Feb-24 05:28

From United Kingdom

Buy It Now

Free Shipping

[View similar active items](#)

[Sell one like this](#)

1 new & refurbished from \$249.99



Ebay

- 🔑 Never Bid on Anything
- 🔑 Sniping Service
- 🔑 <https://www.Bidnapper.com>
- 🔑 Misspellings can mean bargains



Google Adsense

- 🍷 Google will give you code to put on your site and feed ads to your site. When someone clicks on the ad, you get paid.
- 🍷 Must have high traffic
- 🍷 Perfect if you don't like people LOL
- 🍷 I used to make good money with this.
PowerPointStinks.com



TOM ANTION'S
powerpoint **STINKS!**

[PowerPoint Articles](#) | [Links](#) | [Other PowerPoint Opinions](#) | [Contact US](#)

[Learn how to get paid to speak Speaking](#) [Get a FREE MiniCourse on Great Public Speaking](#)

You can be a great presenter WITHOUT using PowerPoint

Powerpoint is the presentation software of choice for 99+ percent of people who have to convey information from the stage. I don't want you to think I created this site because I hate Powerpoint, or that I have anything against Bill Gates or Microsoft. In fact, I love Microsoft and I thank Bill Gates for creating it. I recommend Microsoft FrontPage all the time and I use tons of Microsoft products and I'm perfectly happy with them. . . . Powerpoint, however, is a different story because . . .

PowerPoint is Not Necessary for you to be a Great Presenter!

[Click here](#) to find out how to Wow! your audience without using PowerPoint.

© COPYRIGHT 2005-2011 Antion & Associates ALL RIGHTS RESERVED

BEST BUY Save up to **40%** on Appliance Hottest Deals. [Shop Now](#)



CATS IN SINKS

IT'S ABOUT CATS. IN SINKS.

What is Cats in Sinks? It's obvious. It's about cats. And kittens. Who like sinks. And basins.





Show me another cat in a sink!

E-mail: catsinsinks at blogjam dot com

Cats in Sinks News



Buy the Kittenwar Book:  

Never Touch Litter Again

Self-Flushing,
Self-Washing Cat Box
As Clean as Your Cat
www.CatGenie.com



Ads by Google



Other Ad Networks



<https://www.openx.com/>



Teleseminars / Webinars / Podcasts

- 🎤 Teleclasses are not dead – younger generation
- 🎤 <https://www.FreeConferencecallHD.com>
- 🎤 Also record locally at high quality.
- 🎤 Hold Q&A until the end
- 🎤 Can add copyright free music at beginning and end of recording.
- 🎤 <https://www.InternetAudioGuy.com>



Teleseminars / Webinars / Podcasts

- 🎤 Webinars still powerful – replays even more powerful. <https://www.HybridWebinars.com>
- 🎤 <https://www.TomAntionWebinars.com>
- 🎤 Record the first one live with guests. Get comments and read them aloud to get them on the recording.
- 🎤 Be careful not to time and date the recording.



Teleseminars / Webinars / Podcasts

- 🎤 If it's a free webinar selling at the end make a deal with the participants.

“Let's make a deal. I promise to give you (great stuff) for free and you can be sure I'm going to offer you something to buy later. So If I give you all this (great stuff), you promise to at least listen to what I have to offer. Is that a fair deal.”



Teleseminars / Webinars / Podcasts

- 🎤 Put social proof throughout.
- 🎤 My poll technique
I want almost all No's in the first poll
I want almost all Yesses in the second poll
- 🎤 Stay on as long as they keep buying
- 🎤 Have big bonus for those that stay on until the end.
- 🎤 Have bonus for those that show up 5 minutes early.



Teleseminars / Webinars / Podcasts

- 🎤 Podcasts are rapidly taking over
Exceeded xm radio listenership
New cars playing podcasts
Echo and Google devices playing podcasts
- 🎤 <https://www.ScrewTheCommute.com/automatefree> Grab the second download on the bottom of the page on podcasting



Teleseminars / Webinars / Podcasts

- 🎧 Make yourself the sponsor
- 🎧 Keep a Regular Schedule
- 🎧 Learn to record in high quality
- 🎧 Get in all the podcast directories
- 🎧 Book social media savvy guests



Mentor Program / Coaching / Retreats

- 🔊 Mentor Vs Coaching
- 🔊 Complete training course
https://www.ScrewTheCommute.com/mentor_training
- 🔊 You set the rules
- 🔊 Have a repository site
- 🔊 Zoom / Skype
- 🔊 Make an Experience



Mentor Program / Coaching / Retreats

- 🍷 Your House vs Hotels vs ??????
- 🍷 Travel Junkets
- 🍷 Set Boundaries
- 🍷 Hold them accountable
- 🍷 Get testimonials
- 🍷 Clear agreements