

THE **ULTIMATE**

# **ONLINE PROFIT**

**MODEL**

*The Ultimate Guide to Making  
**Six-Figure Monthly Income**  
on the Internet and Living  
The Dot Com Lifestyle*

By John Chow  
Foreword by Gloria Pirjol





# **The Ultimate Online Profit Model**

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## Foreword



With John Chow In Costa Rica

Like most people, I first heard of John Chow from his blog, John Chow dot Com. Here was a guy who was making over \$40,000 a month by blogging a couple of hours a day! Are you kidding me?

I watched in amazement as John's first book, Make Money Online: Roadmap of a Dot Com Mogul, rocketed to #1 on Amazon.com within the first week of release.

I have seen him work his marketing magic to get featured in such publications as The Vancouver Sun, the Globe and Mail, Ming Pao

Magazine, BC Business Magazine, the New York Times, and Entrepreneur Magazine. I've seen him on TV shows like the Lab with Leo Laporte and listen to him on the radio.

In addition to being honored by the Affiliate Marketing industry with an Affy Award, John is the Affiliate Marketing Awards winner for Best Marketing Affiliate Blog, and is the subject of a social media and blogging documentary for CBC television. They've even made a movie about him! [Living Dot Com premiered](#) at the Writers Guild Theater in Beverly Hills to a sold out house.

I am proud to be able to call John Chow my friend and my mentor. Read and enjoy his work. But most importantly, take action on it. The only difference between a goal and a dream is a goal is a dream with action.

Take action on what John teaches and you'll make your dreams come true.

*Gloria Pirjol*

## **Please Take This Information Seriously**

It is very important that you take action on the information I will be revealing to you. I want to see you succeed but I can not do it all for you. You are the one responsible for your success. I will give you the tools and knowledge you will need, but it is up to you to put them into action.

Please do not waste your time and mine by not taking this seriously. You should set aside enough time to study this book and take action on it.

One of the biggest reasons why most people fail to make money online is because they don't take their Internet business seriously. You are not just trying to make some extra incomes. You are building a real business. This is a business that can offer rewards far greater than any other business. Keep the following in mind when working on your profit model:

*"Would I run it this way if it cost me \$100,000 to start?"*

Seriousness increases with financial commitment. Pretend you have invested \$100,000 into your online venture and you will look at it and run it differently.

## Who Is John Chow?



If you have a blog or have been blogging for a while, then chances are you already know who I am, or at the very least you have heard of me.

I run one of the biggest and most profitable blogs in the world. It started in December 2005 and went from making zero dollars a month to making over \$40,000 a month in little over two years. And I did this working only two hours a day.

Today, John Chow dot Com is a multi-million dollar business. The site welcomes over 300,000 daily readers and followers. Over 100,000 people follow me on Twitter, and over 20,000 “Like” me on Facebook.

I live the Dot Com Lifestyle by spending summers in Vancouver, Canada and the rest of the time in Orange County, California. This assures me an average year-round temperature of 72F. Being able to work from anywhere in the world is one of the greatest benefits the Internet can provide for you.



I drive a 2015 Jaguar F-Type V8S convertible. That in itself isn't that impressive. A lot of people in Southern California have fancy sports cars. However, I didn't pay for my Jag. It was given to me for free, and in this book, I will show you how you can drive the car of your dreams for free.

My first eBook, *Make Money Online with John Chow dot Com*, has been downloaded over 200,000 times and helped tens of thousands of bloggers worldwide to increase their traffic and make more money online. I teach by doing. Everything I write about in this eBook, I have done, and I will teach you how to do the same.

I am sure you have read many worthless eBooks that all say the same thing. I guarantee you that this eBook is not like the rest. If you have read *Make Money Online with John Chow dot Com*, then you already know what kind of quality you are getting from me.

I did not get to be one of the biggest Internet marketers in the world by rewriting the same crap that everyone else rewrites. In this eBook, I will show you the three Internet business models that I use to make massive amounts of money online:

- The Affiliate Marketing Model
- Creating Your Own Information Product
- The Licensing Model

I will show you the advantages and disadvantage of each model, and help you choose the one that is best for you.

Let's get started.

# What Is The Dot Com Lifestyle?

The Dot Com Lifestyle means not only financial freedom, but also time freedom and location freedom. There are many people who make a lot of money, but they have no time to spend it because they are working so much. In addition, they are usually locked down to one place because they can not escape their work.

There are also many people who have a lot of time, especially during the great recession with so many people out of work. They have time, but they have no money and they are also locked down to one place as well because they have no money to travel.

The Dot Com Lifestyle means having it all: time, money, and location freedom. This eBook will show you how to achieve that.

Now, it never fails when I am talking about this subject during a keynote or seminar, someone will ask, "If I can make \$1 million working two hours a day, why don't I work eight hours a day and make \$4 million?"

If that is you, then you have missed the point. Money is not the important thing here--time is what's important. Making a lot of money is easy. It is really not that hard to do. However, every one of us has the same amount of time. We can have unlimited money, but we will always have limited time. So if you want to work eight or more hours a day, go right ahead. I'd rather take my daughter to swim with the dolphins while everyone else is at work.



The Dot Com Lifestyle requires a paradigm shift and most people will not be able to wrap their heads around it. You have been conditioned since childhood to do things a certain way, and when someone comes along and says there is a better way of doing it, all our defenses go up. This is why very few will be able to achieve it. They all want it, but because of past conditioning, they will not be able to achieve it until they can break free of their self doubts and limitations.

If your goal is to have time, money, and location freedom--the Dot Com Lifestyle, then let me show you the three Internet business models that can help you to achieve it.

# The Affiliate Marketing Model



Affiliate marketing is one of the most popular online business models. It's also one of the most misunderstood.

In a nutshell, affiliate marketing is where an affiliate (you) refers a customer to a vendor, and the vendor gives the affiliate a commission if a sale or an action takes place. You do not work for the vendor. Think of yourself as an independent contractor.

The affiliate model was pretty much invented by Amazon.com (they own a patent on it). If you referred a customer to Amazon, and that customer buys something from the site, Amazon will

give you 2% to 20% commission, depending on the product. Many well-known brands have affiliate programs.

The advantages of affiliate marketing are many. They include:

- No need to create your own products.
- The vendor handles all the hard work like delivery, invoicing, customer support, etc.
- You can do this from any where in the world.
- Easy to set up and get started.
- Low start up cost.
- Fairly easy to scale.
- Works while you're sleeping.

When done correctly, affiliate marketing is one of the best online business models you can use. I have been an affiliate marketer since 2000 and have made millions from it, but you have to know what you're doing.

The truth of the matter is, most affiliate marketers end up losing money because they do it the wrong way. It doesn't help that the industry promotes this way as the way to get rich.

When it comes to affiliate marketing, there is a right way and a wrong way. I'm here to teach you the right way.

## **From \$50,000 per Month to Zero**

The majority of new affiliate marketers getting into the business do what I call “hit and run” affiliate marketing. It’s the model they’re all familiar with because it’s the one they hear about the most. The hit and run marketing steps goes something like this.

1. Select an affiliate offer to promote.
2. Send traffic to the sales page with PPC/PPV/CPM/Solo Mailings/Media Buys/Etc.
3. MAKE MONEY ONLINE!

Some affiliates do very well with this model. Most lose their shirts. One of the few who has been able to make a go of the hit and run model is fellow British Columbian Tyler Cruz.

Tyler does hit and run affiliate marketing, and he’s very good at it. We have had numerous exchanges on IM where I tell him his type of revenue model is a house of cards that can come tumbling down at anytime because of the inherent flaws in the business model. Those flaws include:

- The customer doesn’t belong to you.
- You only get paid once.
- You have to keep spending money on traffic or the money stops.
- The advertiser may pull the offer.
- The advertiser may lower the payout.

- Google may slap your landing page.
- Your affiliate network will rip off your campaigns (this happens more often than you think).
- Competition will drive up advertising cost to the point where the campaign is no longer profitable.
- You can never tell anyone what offers you're running for fear of them copying you (this is why they try to get you drunk at the Affiliate Summit, so you'll talk!).
- You have to constantly hunt for new offers to run because you never know how much "life" your current offers have.
- I'm sure there's more, but that's all I can think of off the top of my head.

Tyler acknowledges these flaws, but he doesn't make changes that could put his business on a more stable footing. And one really can't blame him when he's pulling down results like this:

Month	Gross	Expense	Net	ROI
January 2013	\$74,277.30	\$50,927.39	\$23,349.91	46%
February 2013	\$103,961.00	\$72,516.36	\$31,444.64	43%
March 2013	\$80,204.00	\$49,320.34	\$30,883.66	69%
April 2013	\$98,526.50	\$64,892.30	\$33,634.20	52%
May 2013	\$104,600.50	\$64,402.12	\$40,198.38	62%
June 2013	\$142,606.00	\$90,158.83	\$52,447.17	58%
<b>Total:</b>	<b>\$607,175.30</b>	<b>\$392,217.34</b>	<b>\$214,957.96</b>	<b>55%</b>

As you can see, Tyler was able to increase his affiliate earnings every month, and make me look like an idiot. That all came to a

screaming halt in July when Tyler came face to face with the problems of hit and run affiliate marketing.

Monday, July 1, 2013 12:58

 **Tyler Cruz** 12:58  
all my campaigns died 😞

 **thetechzone@gmail.com** 12:59  
How???

 **Tyler Cruz** 12:59  
competition and offers going down

 **thetechzone@gmail.com** 12:59  
So you're income just went to zero?

 **Tyler Cruz** 12:59  
yeah

 **thetechzone@gmail.com** 12:59  
Damn!

 **Tyler Cruz** 1:00  
literally overnight

 **thetechzone@gmail.com** 1:00  
That's the problem with the type of affiliate marketing you do!

 **Tyler Cruz** 1:00  
yeah

 **thetechzone@gmail.com** 1:00  
I'm going to use the IM chat for a new blog post. 😊

The number one flaw of affiliate marketing is **the customer doesn't belong to you**. When you make an affiliate sale, you get a commission for your efforts. The problem is this commission is all you get. What you don't get is the customer. He belongs to the company that paid you the affiliate commission.

This company will then go and sell additional products to the customer and you won't see a dime of it--even though you were the one who brought in the customer. If Tyler grossed \$607,175.30 in affiliate commissions, imagine how much his advertisers made off those customers. By not owning the customers, Tyler left MILLIONS OF DOLLARS on the table.

Real businesses are built on repeat customers buying more and more stuff from you. How long do you think you can stay in business by using a business model that tells you to spend money on advertising to get a customer for someone else?

The secret to making money online is that the big money is not in the initial sales. The big money is in the sales after the first sale. The problem for you as an affiliate marketer is you only get paid on the first sale. Have you ever wondered why there are affiliate programs that pay 100% commissions? It's because they're making a killing on the backend, which they don't have to share with their affiliates.

The backend income is why successful affiliate marketers eventually develop their own products for affiliates to sell. My products include IM John Chow, Blogging with John Chow, WP

Blog Videos, and Work From No Home. I pay affiliates 50% when they make a sale, and I am happy to do so because the customer belongs to me and I get 100% of the after-sales, which is where the real money is.

## **An Affiliate Marketing Model That Works**

Too many people think of affiliate marketing as a game. It's not. It's a real business, and real businesses are built on repeat customers. A restaurant can't survive with first time customers only. The Apple Store, or any retail store, would go under in a few months if their customers only visit the store once and never visit again.

If someone buys one Apple product, then he is likely to buy another product from Apple. The same thing holds true for affiliate marketing. If someone buys a Clickbank product from you, he is likely to buy another one. But that will never happen if all you do is hit and run marketing, because you'll never see that person again.

Repeat business is the key. It's a lot easier and cheaper to market to a repeat customer than it is to acquire a new one. In fact, the average business spends seven times more in marketing cost to get a new customer than it does to keep an existing one. When you're doing hit and run affiliate marketing, what you are in fact doing is spending that 7X more money to acquire a customer for **SOMEONE ELSE!** Can you see now why most hit and run affiliate marketers don't make money?

## **The Affiliate Marketing Model That I Use**

My affiliate marketing business model is more complex than the hit and run model. It will require more work on your part but unlike the hit and run model, you will make way more money with it. Here are the steps:

1. Choose a series of affiliate products in the same niche to promote.
2. Create a free eBook about the niche to give away.
3. Create a squeeze page offering the free ebook.
4. Send traffic to the squeeze page.
5. Capture the lead coming to the squeeze page.
6. Deploy an email auto responder to build the relationship with your new subscribers.
7. Recommend affiliate products and services to solve your subscribers' problem.

The main difference between my model and the hit and run model is I'm building a customer base. Instead of sending leads directly to the advertiser's sales page to buy the product, and never seeing them again, I send them to my own squeeze page to capture their emails so I can market products to them for weeks, months and years to come. This is a far more powerful marketing method.

## **The Money Is In the List**

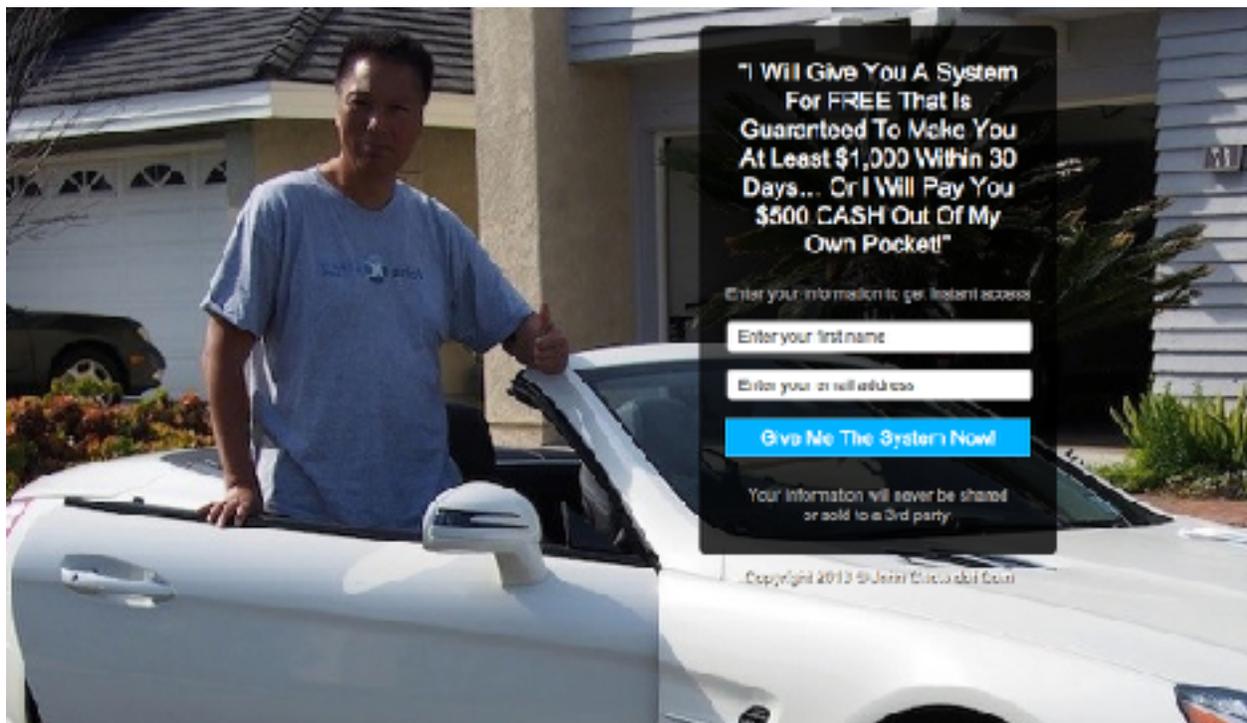
I've said many times before that the money is in the list but it bears repeating. The money really is in the list. Look at all the really big affiliate marketers. Guys like Frank Kern, John Reese, Shoemoney, etc. They all have huge mailing lists. And because they have huge lists, they don't have to spend hundreds or thousands per month on advertising. John Reese refers to his list as his ATM. He just goes to it whenever he needs to make a withdraw.

If you want to become a big affiliate marketer, you absolutely need an email list. That is your customer base. Without one, you'll just be another hit and run affiliate marketer working for peanuts. Stop building other people's customer base and start building your own.

My recommended email service is Aweber. I've been using them for years and they are by far the best in the business.

Aweber offers a free trial account for all new customers. The account is just like a normal Aweber account and includes unlimited email campaigns, newsletters, broadcasts and follow ups. It's a great way to test drive Aweber to see what it can do for you. Your satisfaction is guaranteed. If you find that email marketing is not for you, contact Aweber within 30 days to cancel your account and owe nothing.

Aweber works seamlessly with LeadPages, it is by far the easiest way to create a squeeze page, landing page, sales page, email capture page, etc. With LeadPages, you can have a page up and running in less than five minutes.



The above email capture page was created in about three minutes. The LeadPages interface makes it super easy to add custom titles, headlines, copy, and video. The system integrates with all major email marketing providers, including Aweber. With LeadPages, I've been able to create new landing pages pretty much on the fly. This has allowed me to test and tweak multiple landing pages to find the highest converting one.

LeadPages and Aweber are two must-have tools for all Internet marketers. Super easy to use and no coding knowledge required. I wouldn't have a million dollar Internet business without them.

# Creating Your Own Information Product

By far the most profitable Internet business model is to create your own information product. What is an information product? I'm glad you asked!

Information products are "virtual" products. They include eBooks (like the one you're reading right now), downloadable software, membership sites, videos, etc.



Unlike physical products, information products offer a very high profit margin because the cost of goods sold is nearly zero. For example, my web host gives me 10 Terabytes of monthly data. That's 10,000 Gigabytes, or enough data to download over TWO MILLION copies of this eBook every month. So whether I sell one copy or two million copies, my cost is the same. Other advantages of the model include:

- Highly scalable business
- Pretty easy to automate
- Pricing is based on value
- Easy to create

Most bloggers have enough blog posts to make many ebooks. That is how I created Make Money Online with John Chow dot Com. I took all my blog posts about blogging and turned it into an eBook and used that to capture email addresses.

There are two types of information products: the kind you give away, and the kinds you sell for money. A good information product business will have both.

My information products include *IM John Chow, Blogging with John Chow, WP Blog Videos, and Work From No Home.*

Combined, these products have generated over \$1 million in sales in the past year.

As great and profitable as having your own product is, most Internet marketers shy away from creating their own products. This is because the barriers of entry are very high. How is that possible when I said information products are easy to make and cost of goods sold is near zero?

## **You Need a Brand to Sell It**

Unless you're a well know brand, it's really hard to get other affiliates to promote your products because nobody knows you.

The solution around this problem is to partner up with a well-known marketer and get him to put his name on it. This was how

*Work From No Home* came about. The creator of the product, Peng Joon, was still a relative unknown in the Internet marketing space at the time, so he partnered with me to launch the product. We generated over \$200,000 in sales in the first month.

## **The Start-Up Cost is Very High**

While the operating cost of the information product model is low, the start-up cost can be crazy high. For example, the sales page for *Blogging with John Chow* cost \$7,500 to create.

Then there is the cost of the video production team, the content writers, the affiliate manager, launch contest prize money, etc. Creating an information product can easily cost five figures, or even into six figures if it's a big product launch.

When creating an information product, you can't just do one. You need to do a series of them. If you're selling just one product without any upsells or continuities, you'll be leaving a ton of money on the table.

For *Blogging with John Chow*, I had the main course which sold for \$47. Then there was a \$97 upsell to an automation course. Then a \$47 per month continuity. Creating these extra products takes more time and money, but it needs to be done or sales will suffer greatly.

If you have the start-up funds and the branding power, then creating your own information product is the most profitable of the three business models. I make more money from creating information products than anything else.

I feel that all Internet marketers should eventually create their own information products. Not only can it make you a lot of money, it will also elevate your brand. One of the reasons I wrote a real book was just for that purpose.

By writing a book, I went from mere blogger to “published author” and that increased clout got me a ton of press and speaking engagements, which elevated my brand even more.

I didn't really care if the book sold or not. Just having a published book instantly made me the expert, and it became the ultimate business card. Instead of passing out business cards at networking events, I would pass out copies of my book. I don't care how fancy a business card you gave out - if I gave that person a book, he won't even look at your business card.

To start down the information product super highway, I highly recommend your first product be a free eBook. You can either sell it for a small fee, or give it away for free to build your email list. Down the road, you can turn the eBook into a real book with [Amazon Create Space](#). The book will be the start of your brand-building process.

## The Licensing Model

I have done really well with the licensing model. This model combines the advantage of the affiliate model and your own product model, while getting rid of most of the disadvantages.

Instead of going through the time and effort of creating your own suite of information products, you license them from an established source. This can save you tens of thousands in development cost.

This savings can not be overstated. It's not just the development cost. Licensees have access to help on marketing and training as well. This can really save you a lot of headaches down the road, when you encounter the many speed bumps (and there will be a lot of them) on your Internet journey.

Say you want to start a sandwich shop, but you have no experience in it. You think your chances of making it will be greater by going it alone, or by buying a Subway license? The answer is obvious.

Yet, when it comes to Internet marketing, most people go it alone, and they lose a ton of money because they're doing hit and run affiliate marketing, or running banners that send their readers away (and they wonder why their sites gets no readers).

If you're thinking the licensing model looks like the franchise model, you are correct. Licensing is the same as franchising. A

franchise like Subway grants a licensee to its franchisees which allows them to use the Subway system. Instead of trying to figure out everything himself, the new franchisee follows the proven system for operating a Subway.

When you have very little experience with Internet marketing, it makes sense to follow a proven system, and that's what the licensing model can give you. It also gives you something that no affiliate program can give.

## **The Customers Belong to You**

Unlike the affiliate model, the customers belong to you with the licensing model. Should the company sell something to the customer at a future date, you will receive a commission for it. And this is for the life of the customer.

Remember what I said about the real money being in the sale after the first sale? With affiliate marketing, you only make a commission on the front end sale. You get nothing on the bigger backend sale. With a licensing model, the customer is yours and you make money whenever they buy something in the future. Let's look at a case study to see how powerful this model is

One of the companies I deal with offers both an affiliate model and a licensing model. During a promotion, I sold 450 copies of a \$10 ebook. The company followed up with these buyers and sold an additional \$24,000 worth of products. If I was an affiliate, I would have made 50% on the \$10 eBook, or **\$2,250**. Not bad at

all. However, as a licensee, I get 90% commission on the eBook and 50% on all backend sales, or **\$16,050**. Which would you rather have? I also get the customer's email address to build my own mailing list.

As you can see, the licensing model is extremely powerful. If I was just an affiliate, I would have made only \$2,250 and would have left \$13,800 on the table. Plus I wouldn't have owned the customer.

Remember that real businesses are built on repeat customers that buy from you over and over again. Spending money to get customers that you'll never see again is a sure fire way for you to go broke. Yet that is exactly what the vast majority of new affiliate marketers do. The average affiliate will find an offer, send traffic to the sales page, and hope that he makes more than he spends. Most of the time, he'll end up spending more than he makes. Even if he comes out ahead, he's still really behind because he doesn't own the customers.

## **My Own Business Education**

A perfect example of the licensing model is [My Own Business Education](#), or MOBE. This company was started by Matt Lloyd of Perth, Australia in 2011, and rocketed to \$150 million in sale in only five years. Most of that money went back to their licensees.

MOBE was the company that I sold those 450 ebooks for, and made \$16,050. They offer both an affiliate plan and a license

plan. As I've shown, the license plan is way more profitable. MOBE offers 90% commission on their front end products, which is unheard of in the affiliate marketing industry. They also give 50% on any backend sales for the life of the customer.

I first discovered MOBE at a mastermind event in San Diego. I met the founder Matt Lloyd and got a license shortly after. Five years later, I was presented with a check for \$4,125,554.00 at the [Supercharge Summit](#) in Las Vegas for being a top licensee.



You can use MOBE as a stand-alone business or as an addition to your current Internet business. For me, MOBE has been a great addition to my information product mix.

The one thing I was lacking were high-end products. Most of my products are under \$100. However, the really big money is made with an ascension model that offers customers ever more expensive products. MOBE has products costing up to \$100,000.

A great example of ascension is Apple. You start off by buying an iPod. The next thing you know, your entire house is filled with thousands of dollars of Apple products!

### **Big Ticket = Big Profit**

Most Internet marketers limit themselves by not having a big ticket offering. They either feel they can't create a \$10,000 product or they can't sell it. However, when you look at the numbers, you start to realize that is where the money is.

Let's say you want to make \$100,000, and you have a choice of two ways to do it. The first is to sell a \$10 eBook. The second is to sell a \$10,000 mastermind. Which do you think is the easier path to \$100,000: selling 10,000 eBooks or ten masterminds?

Of course the answer is the ten masterminds. With the \$10 eBook, you would need to sell 1000 times more products to equal the income generated by just ten \$10,000 products. Yes, it does take more effort to sell a \$10,000 products than a \$10 product, but it won't be 1000 times more effort. It might take four, five, maybe ten times more effort, but it will never be 1000. The best part is, you don't have to be the one doing the selling.

One of the biggest selling point of MOBE is the phone sales team. As far as I know, MOBE is the only top tier direct sales company that has a phone team to do the selling for their licensees. The licensee still gets up to 50% of the commission even though the phone team did all the work. It's a pretty sweet deal. The phone team is responsible for more than half my MOBE income.

## **MOBE Motors Program**



The [MOBE Motors Program](#) allows any MOBE license to drive the car of his/her dreams for free. It started off as the MOBE Merc Program. However, I convince Matt that not everyone's dream car is a Mercedes. I was driving around in a \$130,000 SL550 for free while the program was in place. I picked up the Jaguar with the switch to MOBE Motors.

The program rewards producing licensees by paying the lease on any motorized vehicle. It doesn't have to be a car either. As long as you can sit in and control it, and it has a motor, MOBE will pay for it.

Every \$1,000 in commissions earns you 1 MOBE Motors point. Each point is worth \$120 in lease payment. There are five levels:

- 5 points gets you \$600/month lease payment
- 10 points gets you \$1,200/month lease payment
- 15 points gets you \$1,800/month lease payment

All you have to do to qualify for the program is get five points, or just \$5,000 in commission. You then choose the points level you want, then head down to the dealership and get your new car. Find out more about the program at [MOBEMotor.com](http://MOBEMotor.com).

## **MY Top Tier Business**

[My Top Tier Business](#) (MTTB) is a system developed by MOBE. MTTB combines the low start-up cost of affiliate marketing and gives the same benefits of being a product producer by allowing you to own the customer, and earning a commission on every after sale, for life. I have been testing it and the results have been nothing short of amazing.

I believe MTTB will become the number one way for new Internet marketers to make money online. The program offers a 21-step

system for making your first \$1,250, \$3,300, or \$5,500 commission online, even if you have zero internet marketing experience.

MTTB is designed for the newbie Internet marketer who wants to build a real long-term internet business by following a proven business model instead of trying to make it on his own.



**Rajiv Kumar**

First 6 days Income, i have joined this on 27th of June 2013, and so far made \$338.20 or I can say \$50+ every day....I am delighted...I am sharing this for newbies like me who just joined the system and still waiting to take action..guys, its really working, so you can make it too...just get going, i wish good luck for you.. :D

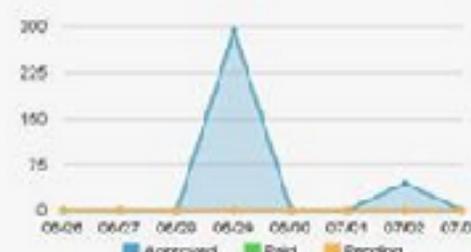
Rajiv Kumar  
Logout

Commissions (USD) earned

**\$ 338.20**  
Approved

\$ 0.00  
Paid

\$ 0.00  
Pending



Date	Approved	Paid	Pending
06-06	0	0	0
06-07	0	0	0
06-08	0	0	0
06-09	200	0	0
06-10	0	0	0
07-01	0	0	0
07-02	25	0	0
07-03	0	0	0

My own results has been pretty amazing. Since starting in September 2012, I have made over **\$4 million** with it. I received a Million Dollar Club ring for the achievement. The ring has a retail value of \$15,000.



My Million Dollar Club Ring

I should point out that I am the exception and not the rule. You should not expect to make \$100,000 in your first month with MOBE.

I am not going to sugar coat this by saying it's easy. This is not a get rich quick scheme, and it does take work. But if you have the dream of living the Dot Com Lifestyle, this business can get you there if you follow the steps.

## **By Application Only**

In order to qualify for the program, your application needs to be accepted and you need to actually go through and complete each of the 21 steps (all of these steps are simple, easy-to-follow, and can be done in your spare time) and work with your coach. Yes, you get a personal coach for free as well!

To ensure we get high quality applicants, we have put up a \$49 application fee (refunded if your application is rejected). If your application is accepted, you will receive the following at no additional charge:

- The Internet's only Done For You direct sales system that will deposit \$1,250, \$3,300, and \$5,500 commissions into your bank account without you ever having to pick up the phone
- Personal 1-on-1 coaching with a Top Tier Coaches
- Daily training lessons, videos, and webinars
- Twenty-one simple steps to making your first \$1,250 online even if you have no computer skills whatsoever
- Insider access to the most effective sales funnels and best-selling products in the home business niche today
- The secret "4th ingredient" to my master Sales Formula that can instantly double your income overnight
- A professional sales staff that will make phone sales for you
- Done For You product fulfillment, payment processing and customer service (MOBE handle all the "grunt work" for the programs sold to your leads)

- Access to a traffic-generation team that will get qualified leads for you



**Deborah Henderson Robertson**

Just finished the 21 step beta testing of MTTB and got access to the 30-Day Traffic System....just looking at Day 1 and it is freaking amazing....those who are struggling, tired, frustrated with trying to make money online....get ready...your life is about to change!!!  
WooHoo!

Of course, this is a very limited offer because we have because our coaches can only work with a limited number of people at any one time. The sooner you get your application in, the higher the chances that you'll be accepted.

If you're ready to start making money with the ultimate online profit model, then I invite you to apply today.

**[Click Here To Apply for MTTB](#)**

## My MTTB Bonus

I have created a special over-the-top bonus just for readers of this eBook. If you apply for MTTB from this book, you will receive the following at no cost:

- Lifetime access to MTTB Elite (\$997 value)
- The complete WP Blog Videos Library (\$497 value)
- Free WordPress installation and setup (\$150 value)
- Free VIP upgrade to Supercharge Summit (\$300 value)
- \$10K In 10 Day Video Series (\$1997 value)

That's nearly \$4,000 in bonuses and it's all yours for free when you [apply for MTTB](#).

**Here's the kicker.** If you decide that MTTB is not for you, then your application fee will be promptly refunded. However, you can **keep these bonuses as my gift to you**, just for trying MTTB. That's right. Even if you refund the MTTB application fee, you get to keep the entire bonus package! That is how confident I am in the system.

[MTTB Elite](#) is a special membership site I set up to help new applicants get started on the right track with the licensing model. Inside, you'll find ten-plus hours of video training covering everything you need to know to make money in this business.

You'll also find my entire WP Blog Videos library. WP Blog Videos is made up of seven modules that will take you from how to register a domain name to RSS, SEO, email and social media marketing.

All the video tutorials were made with the absolute beginner in mind. You'll never feel like you're listening to some rambling tech geek. You'll have instant access to over 100 videos. I sell this product for as much as \$497, but it's your free when you apply and get approved for MTTB.

Additionally, you'll receive a free VIP upgrade to an upcoming [Supercharge Summit](#). This event will show you exactly what you need to do to make \$100,000 in the next 12 months.

The Supercharge Summit is an "international event tour" being held in the U.S., U.K, Australia, and Asia (with plans to expand). Every single speaker is an "in the trenches" online marketer – they are DOING what they teach, not just selling "how to make money online" products or putting on seminars.

You'll be learning from industry leaders like Russell Whitney, Scott Zuckman, Matt Lloyd, myself, and more. It's a great event to learn and network with liked-minded people, and you'll get a VIP upgrade for free with your MTTB application.

Last but not least, you'll receive **\$10K in 10 Day**. This was a mastermind held in the Bahamas where the top ten MTTB and MOBE partners shared their secrets to making \$10,000 in 10

days, and they have to do it without tapping into any of their resources. In other words, they have to start from scratch.

What these top earners reveal will really open your eyes to what is possible in this business.



**Sixty attendees paid \$1,997 each** to be in this closed room session (not including travel and hotel). We recorded everything on video, and those videos are actually for sale in the MOBE Marketplace for \$1,997.

However, you will be get all \$10K in 10 Days videos, plus all the other bonuses I've listed, for free, with your successful MTTB application.

Remember, I am so confident that you will get amazing value from this business, that even if you refund your MTTB application, you will get to keep this entire bonus package as my gift to you!

**[Click Here To Apply for MTTB](#)**

## **But Wait, There's More!**

I always wanted to say that! :)

If you decide that MTTB is something you want to do, and you can see that it'll make a tremendous impact in your financial life, you'll be given an opportunity to apply for a license and start having the phone team make you those \$1,250, \$3,300, and \$5,500 commissions. You'll also receive my **\$26,000 MTTB Elite Mega Bonus**. Here's what the Mega Bonus includes:

### **Your Own Sales Funnel Worth \$10,000**

I know you're probably looking at my sales set up and thinking, "How am I going to set up something like this all by myself?" Well, you don't because I'm going to do it for you!

You know that squeeze page that got you to download this eBook? How would you like one set up for you for free? How would you like your own eBook to give away to build your list? How about a complete email sales funnel that's proven to convert leads into sales?

The **minimum** I charge to create a sales funnel is \$10,000, and my clients happily pay it. However you will get it for free with your license. My sales funnel makes me over \$100,000 per month (that's why my clients happily pay \$10,000). Imagine having that funnel working for you. Now imagine getting it for FREE.

## **Mastermind Bonus Days Worth \$5,997**

I want my licensees to have the best training in the industry. During the past Titanium and Platinum Masterminds, I got together with other top earners to do a full day training. We have done three of these so far.

Imagine being able to “look over the shoulders” of the top people in this business and see how they’re doing it. Attendees paid \$1,997 to attend these sessions, and you’ll get the same access to all of them at no charge.

We recorded every Bonus Day session from every Mastermind, over 20 hours of training, and those recordings are available to you for free should you decide the licensing model is the online profit model that’s best for you.

## **Your Own Bonus Package Worth \$10,000**

Offering a bonus when someone buys from you is a great way to increase affiliate conversions. This is especially true during an affiliate contest with a lot of affiliates promoting the same thing. You need to stand out and give people a reason to buy from you instead of the next guy. A bonus does that. The better the bonus, the higher the potential conversion.

Having an awesome bonus to give away was the reason I won first place in the [\\$50,000 MOBE partner contest](#).

But how do you create this bonus package? Well, if you decide to join us, you won't have to worry about creating the bonus because **we are going to give a bonus package that you can give away!** Now you have the same secret weapon used by the top earners in this business. You will have the unfair advantage, and your commissions will go through the roof.

## **Summing It Up**

You'll receive a done-for-you sales funnel worth \$10,000. This is the very same sales funnel that's making me over \$100,000 a month with MTTB. The entire funnel is available to you for free. All you have to do is send traffic (we'll show you the best traffic source too) to your new sales funnel and watch the money roll in!

You'll also receive full access to the Titanium and Platinum Mastermind Bonus Days, where the top 10 earners shared all their inside secrets. Lastly, you'll be able to offer a \$10,000 bonus package that will put you head and shoulders above the average affiliate.

As you can imagine, this is going to be a time-sensitive offer, and **I reserve the right to pull it at anytime and without notice.** If you're ready to start making money with the ultimate online profit model, then I invite you to apply to MTTB today. I look forward to working with you.

**[Click Here To Apply for MTTB](#)**

## **Why Am I Offering All This for Free?**

You're probably wondering why I'm giving away so much value for free. After all, the MTTB application cost is only \$49 and even if you refund it, you get to keep over \$2,000 of bonus products.

Yes, I'm very aware that some people will apply for MTTB, get my bonus, and then get a refund. I hope you're not that kind of person, but that is a risk I take. There are three main reasons why I'm offering so much value for free.

### **It's Good Marketing**

The first is it's simply good marketing. I know offering a bonus increases conversion. I like to make my bonuses so compelling that a person would have to be brain dead to not take it.

Look at all the value you're getting - over \$2,000 (over \$17,000 if you get a license). These are not just made up numbers either. They're the actual price I sell these products for, and you get it for free. Good marketing is all about making great offers, and this is the best offer you're ever going to get.

### **I Believe in The System**

The second reason is I truly believe in the system Matt Lloyd has created. It's making more money than I ever dreamed possible, and I know it can do the same for you if you follow the 21 steps.

I truly believe that once you see the full MTTB system and its potential, refunding it will be the furthest thing from your mind. Instead, you'll be sending me emails thanking me for introducing you to this business. I know because I get those daily. :)

## **My Success Depends On Your Success**

The third reason is my success depends on the success of others. You see, I get a five percent royalty on the licensees in my business. The more money I help them make, the more money I make.

I want my licensees to succeed. When I help them, I'm also helping myself. This is why I'm offering to set you up in this business with all my best tools and training. If I help you succeed, I'm also helping myself succeed.

Because my success is tied to yours, I will never do anything that could harm you financially. That'll be like biting the hand that feeds me!

I've already made a lot of money in this business, and now I want to help you make a lot of money, and I have a financial incentive to do so. I have the most successful team in MTTB because I give the most. I welcome you to join the team.

**[Click Here To Apply for MTTB](#)**

## **Good Luck and Happy Online Profits!**

That is it from me! I hope you enjoyed reading the Ultimate Online Profit Model and now have a much greater understanding on what it takes to have a really profitable internet business.

From here on out, it is up to you to do the work to make the dream a reality (yes, you actually have to do some work).

If you decide to [join MTTB](#), then congratulations! I am looking forward to working with you real soon. If you decide MTTB is not for you, then no problem. Just remember to never let go of the dream and keep working everyday towards your goal.

To your online profit success!

*John Chow*

## **Bonus Lesson**

I just couldn't let you go without giving you a bonus lesson. I have always believed in giving people more than they expect and to under-promise and over-deliver. So, with that in mind, I would like to offer you a little something to brighten your outlook on life.

### **You Are Already Rich**

As hard it may seem to believe, you are already rich. Now, you may not feel rich because the rent, car, and credit card payments are coming due and you have no idea where you are going to get the funds to pay for it. How can I possibly say you are rich given those circumstances? Well, let's look at the big picture.

### **You Live the Dream Life**

Thanks to the power of the Ultimate Online Profit Model, I have the opportunity to travel the world. Before my daughter started school, we used to travel over 100 days out of the year. If you lived in America all your life, you may not see how people in other parts of the world live. The terrible reality is the world is filled with people who do not have anything. To most of the world, you live the dream life.

Three billion people live on less than \$2 per day, while 1.3 billion get by on less than \$1 per day. Seventy percent of those living on

less than \$1 per day are women. Did you know that the kid making minimum wage working at McDonald's makes more than 75% of the world's population?

In many parts of the world, there are people who do not have food, never mind a Big Mac. They don't have access to medicine and can not see a doctor. They don't work in an air conditioned office. And as scary as it sounds, they do not have access to the Internet!

You may be struggling. You may be worried about your family finances. You may be making yourself sick thinking about the cost of your child's education. You may be living from paycheck to paycheck. The credit card companies may be hounding you. You may think there is nothing you can do about it. But there is something you can do about it. And you can do it starting right now.

## **Appreciate What You Have**

You can appreciate and be grateful for what you already have. To most of the world, you are living the dream life. You may think your life sucks but there are billions of people who would gladly trade places with you right now.

Take a look at all the things you have already – food, shelter, clothing, friends, family, toys, etc. I am sure you have enough food for dinner tonight and breakfast tomorrow morning. You've probably got enough change in your pocket to get a Grande

Mocha at the local Starbucks. You are living in a place with heat and maybe even air-conditioning. Your closet probably has a few outfits, and if you are female, I know you have got more than one pair of shoes! I bet you have a cell phone, a color TV, and a computer with access to the Internet.



I was born in a small farming village in Mainland China. This gives me a different perspective on life. China was not the mega powerhouse back then as it is today. My family's house (pictured above) had no electricity. There was no running water. I had to use a leaky bucket and pull it out of a well. We cooked on an open fire. There was no electric stove and no one knew what a microwave was. I walked the streets barefoot because I had no shoes.

When my family immigrated to Canada, we did not have any money. We lived in the Downtown Eastside, the poorest neighborhood in all of Canada. I only watched CBC on the TV because we did not have cable. I was a latch key kid because both my mom and dad had to work to make ends meet. You

could say my childhood sucked, but you would be wrong. It may have sucked compared to what other kids may have had. From my point of view, I did not have any problems. I only had blessings.

## **Negative Thinking = Negative Results**

Stop dwelling on the negatives and start focusing on the positives. Have you noticed that when you think about bills, all you get are more bills? That is the law of attraction at work. You attract to you what you are and you are what you think. Change your thinking and you will change your life. If you are always thinking, "My life sucks!" you will attract things that suck. If you appreciate the things you already have and start thinking "My life is great!" you will attract things that are great. It does not seem to make sense but that is how the universe works.

I recommend you take a few minutes each day and count your blessings. Then say "Thank you" that you have blessings to count. Many people in this world do not. It really is a sad fact that most people do not appreciate what they have until it is gone. Do not let that happen to you.

Start counting your blessings and appreciate what you already have and you will start to feel better. Your spirit will be lifted. Your fears and anxieties will go away. You will feel less stress and will not be in such a bad mood all the time. More important, you will open yourself up to all the blessings that the universe has waiting for you.