

THE MCFALL REPORT:

FROM: Brett McFall
8.25am, Tuesday 24th January, 2005
Deep, deep in the Blue Mountains, NSW, Australia

How to make money from one of the greatest ... *and least-understood* ... business-building secrets of all time

Dear Friend,

This message is so important, you should print it out IMMEDIATELY. It may be one of THE most powerful articles I've ever written for you.

I have something important to tell you (*particularly if you're in business and you sometimes lay awake at night wondering how to get more money coming through the front door*).

Did you know that...

Rabbits poop twice? They semi-digest their meal the first time. Poop it out. Eat it up and digest it again, before pooping the hard brown pellets that we see when we go walking.

Amazing, but true. In fact, disgusting, but true.

But think about this: Are you a rabbit?

Do you digest the same "crap" every day?

I personally see and hear people digesting the same piece of "crap" all the time - particularly when it comes to one of the greatest business-building secrets of all time. "Crap" like...

"No-one makes any money using the 'secret'"

That's so much bull it's not funny.

In fact, let me put it bluntly:

**If you do not effectively use this "secret"
in your business, you are losing tens of thousands
of dollars a year. And most likely, hundreds of thousands.**

Now, I don't particular mind if you don't like the secret ... or don't understand it ... or don't know how to use it (*you don't need to, and I'll tell you why in just a second*).

You know why I don't mind?

Because whether you like it or not, the world is moving at lightning quick speed towards this secret, and they're doing it whether you agree with it or not.

They're playing there. They're researching there. And yes ... they're shopping there.

Do you know what this incredibly misunderstood .. but amazingly powerful ... business-building secret is?

Did you know that 55 MILLION PEOPLE use it at any one time?

*Forrester Research 2004

Yep.

Everyone from farmers to housewives. From househusbands to Doctors. Home business owners to WHOEVER. They're gravitating towards it ... FAST. And growing more and more reliant on it. In fact, they're spending hundreds of millions of dollars.

This business-building secret is:

The internet.

Oh and before your subconscious mind tells you that you're not interested ... wait till you discover what I'm about to show you.

(Do you think I'd be talking to you about it, if I didn't think it could help you? Good, now...)

Tell me this: HOW MANY OF THOSE 55 MILLION PEOPLE would you like to shop with you?

Maybe ... 0.1%? *(That's just 1/10th of a percent)*

Would that be okay? Well that's 55,000 people my friend. Reckon you could improve your bottom line a little bit even if just a small percentage of these people shopped with you?

It's a no-brainer right?

Yet many business owners make the absurd decision not to listen for even 5 seconds about how to grab hold of this growing crowd. The "technology" scares them off. *But who cares about technology?* Only the medium changes, not the principles of business.

These are the same people, I might add, who then go and throw-away \$10,000-\$40,000 on a Yellow Pages ad that gets ignored like yesterday's news. Now that's absurd.

Let me put this another way ...

Would you love to be able to advertise your business on TV?

That'd be cool right? Particularly if you could reach that same quantity of people - 55,000 - and invite them to come in to your business, yeah?

Wow, that'd be great. Except of course for the \$100,000-\$250,000 price tag you'll be slugged for the "opportunity" (*read as, "gamble"*) to reach these people (*and you pay that whether anyone responds or not*).

Are you crazy?

What if I could show you how to reach this many people and ONLY pay for it AFTER they've come to you. So, ONLY after you've succeeded in getting them to respond (*in other words, paying for results, not advertising*)? Would that be a better investment?

And what about if you could do it for a fraction of the cost of TV advertising?

So... you'd get the exposure and custom that you currently want from TV ... AND ... you'd get it at bargain basement rates.

How? It's staring right in front of you!

Using the internet you could put your business in front of tens of thousands of people who right now don't even know you exist. Maybe you've already tried and maybe you've failed. Well, are you going to give up? Can you really afford to?

Now perhaps you're thinking: "***What good would the internet be to my business anyway? I only sell to the local area - how am I going to sell anything to the world?***"

Well, lets look at an example, shall we?

Okay, let's say you're a hairdresser...
(it's a good example because we all know what a hairdresser does for a living)

Now, how the hell is a hairdresser going to cut someone's hair in say ... Swaziland?

Answer is, they aren't going to.

They can get their own hair cut, okay? But what you, as a hairdresser, could do is this:

- **Offer them ... and anyone else around the world ... an audio product** on how to care properly for their hair (e.g. "*Hairdresser Reveals 5 Easy ... and Natural ... Trade Secrets For Keeping Your Hair Silky Smooth And Tangle Free*").

Now, what if you charged only \$4.97 for the 20 minute long recording that you make on your own computer with a teeny-tiny cheap-as-chips microphone? Oh, and what if you made it downloadable so that you had no delivery costs? And, what if just 1% of that 55,000 people took you up on your offer?

Let's see: 1% of 55,000 people = 550 little souls

And if each of them buy your \$4.97 product, you'll make \$2,733.50

Hello? Did you read that? That's...

\$2,733.50!!

And we've hardly even started!! I've also been conservative haven't I? I didn't say 50% of the people online would buy your product. I said let's suppose that you were able to reach just 1/10th of a percent of people online...

... and then only 1% of THOSE folks

... took you up on your offer. \$2,733.50 is what you could make while you sleep.

Do you see the potential here?

Now, it doesn't matter if you're not a hairdresser. *You at least know what a hairdresser is ...* and the best part is, this income has nothing to do with them carrying out their profession of hairdressing. IT'S AN INFORMATION PRODUCT based on knowledge which is already in their head.

So how you need to think is:
“What knowledge is cooped up in that little brain of MINE that could be valuable?”

Just like the hairdresser, you probably have some knowledge which could benefit others, right? **Well, why not let the world gain from it.** Not just your local neighbourhood. Or the “target market” that your local newspaper sales rep says you've got.

Think bigger than that. Yes, the world really is your oyster (*your Mum was right!*).

I personally sell information products - *virtually identical to the hairdressing idea I just gave you* - right around the globe. Except I sell them for \$99 ... \$397 ... \$2,000 and more. And based on what we've just talked about, you don't have to be a mathematician to realise the business potential there, true?

One of those products alone made me \$180,000 over 3 months in 2004. Solely through the internet. Solely through one information product. And to people in 5 different countries. What's more, the cycle can continue for as long as I keep the website up.

Now, do I say that to impress you? No, I couldn't care less. I let you know this because:

I CAN'T write advertising for clients anymore. I DON'T write copy for clients anymore.

But I can still help people in another way. And so can you. If you know how.

What if you were to start out with a \$4.97 product. Then as you got confident, increased the value to say **\$49.97**. Perhaps adding more information and tips ... perhaps some more audio ... or video (*I showed you how to do that recently - <http://www.instantvideogenerator.com>*).

Can you do the math?

If you use the same conservative conversion rates, you'd be talking not \$2,733.50, but...

\$27,483.50!

How would you like to add that to your bottom line? And all with NO EXTRA STAFF. And no SUPERANNUATION to pay. And no HOLIDAY PAY, etc, etc.

The internet becomes your employee.

And a very important point is: we've only talked about the 55 million people online at any one time. Not about the cumulative total over a week, or a month. The numbers are simply staggering.

Well I have some other news for you:

YOU DON'T NEED TO KNOW ANYTHING ABOUT THE INTERNET IN ORDER TO START YOUR JOURNEY!

Now you're probably thinking, "*Okay McFall, you're pushing it now!*"

But I'm not. Here's why:

I'm here to tell you that you do not need to become a computer geek in order to create an internet based business ... or supplement your current one ... through the internet.

"Huh?"

Well, what you NEED to know is where all the pieces go.

You DO NOT need to know how all the pieces operate. It's like this:

You want to be the GENERAL of the army ... not the soldier in the trenches.

Read that again. It's important.

That's right, if you just knew how all the pieces fitted together to create a powerful web presence, you'd already be ahead of 99% of the world. *Why?* Because 99% of the world thinks they have to "know computers" in order to make a business out of the internet.

Wrong. Wrong. Wrong.

You just need to understand the principles. You can get any half-computer-literate person to do the rest for you. To fight the battle. To put all the pieces together.

You need to be the GENERAL of the army. Not the soldier in the trenches. *Okay?*

Now, being the soldier can be a lot of fun (*I sure love it - but that's my choice*). But if it's not your cup of tea, you don't have to do it. The internet world has some of the most helpful people anywhere, just ready to help you out.

Ever been into an electronics store before?

Where the staff who work there actually LOVE electronics? So they're not really salespeople like you'd find in K-Mart or similar, who are just "getting their hours in." But people who will actually stand there and tell you about why Light Emitting Diodes actually light up the way they do.

They love it. And they love to tell you all about it (*unfortunately it's usually while they've got 5-10 people waiting in line for them - but that's not the point*).

The internet ... *for some reason* ... is FULL of people like this. In fact, there's never been a community like it anywhere before in the history of the world.

One forum that I visit a lot has over 3,800 messages. All “question & answer” messages. People helping others. NO advertising. Just people asking questions about stuff they don’t know - and others who do know, freely giving of their time and expertise.

It’s great. And it’s reassuring when you need help.

Which all means ...

**You don’t need to know everything about the internet
in order to turn it into a profitable business for you.**

Now, I gave you just one idea of how a hairdresser (*or anybody really*) could create a business on the internet. I could give you stacks more.

Like, for instance:

- **Do you know you could sell other people’s products on the internet, and they’ll happily pay you 50% of sales?** Yeah. You could check out which products are selling well on the internet, and join their affiliate program. Which means you could instantly become a sales person for them on commission.

Thing is, if you know a few secrets, you could actually outsell them! And yep, they’ll pay you 50c for every dollar you help them earn. No franchise fees. No licenses. No nothing. *Isn’t that interesting?*

Now pause for a moment and follow me...

Take your right arm and stretch it out in front of you. Close your hand and point out your index finger. Now bend your arm and bring your index finger to your chin. Hold it there. Now, say it with me... “Hmmmmmmmm.....”

Next...

- **Do you know that just by emailing a newsletter (*where you give away good information*) to your prospects and customers, you’ll naturally make more money?** Yes. Simply because you contact your customers more often and make them offers, they’ll spend more with you. It’s just a fact. You don’t even have to ask for the sale.

Before the internet you had to send letters. Which were time-consuming, costly and slow. Today ... you can do it all in the next 5 minutes if you wanted to. Via email

Yet the principles still apply. Keeping in front of your customers regularly increases your sales.

“The Lazy Way To Advertising Riches” is a course of mine. I never mention it. It just sits on one of my websites. I don’t even run advertising for it. And believe it or not, whenever I write an issue of my newsletter - I get 2 or 3 sales. Now understand, I don’t refer to it in any way!

Just by the mere fact that I’m communicating with my subscribers, I get sales. That’s it. ***Would you like that in your business?***

The internet can do it for you in a jiffy.

Okay, am I starting to get through here? Isn’t it time you at least took me seriously and just got a whiff of what you could do by using the internet?

Have you perhaps already tried some “stuff” on the internet and you’re struggling? Well why is that? 2 reasons:

- 1) You haven’t put into action what you know (*so you’re procrastinating*), or
- 2) You still don’t completely understand how to do it (*so you don’t have the skills to do it properly yet*)

Well what are you going to do about that situation? Have you achieved your goals yet? Are you waiting for the good fairy to come along and make it all better? Or do you need to take action right now to get things moving in the right direction?

- What if you could discover how to create your own audio information product that you could sell for \$4.97 ... or 49.97 ... or \$499.97? Might that be useful?
- What if you knew how to make 50% commission on hot selling products that virtually sell themselves?
- What if you knew how to send out a newsletter to thousands of people at once? All in less than 5 minutes?

What if you could ask every single question you have, and have it answered on the spot?

Could sure change your results right?

This year I’ve been involved with bringing some of the biggest seminars to this country that have ever been seen on this misunderstood topic - the INTERNET. Have you attended one yet?

Seminars that have been sold out WAY before the start date. Sometimes 475 people in the room. Seminars where the attendees have left with their minds absolutely blown. Gob-smacked at what they discovered. And loaded up to the gills with information that could literally change their lives.

If you haven’t taken advantage of this, why not? Are you sure that blocking this sort of cutting edge information is doing you good?

If not, then you need to do something in the next 60 seconds. I’ll tell you what in just a moment.

Let me ask you this:

Would you be prepared to listen?

Would you be prepared to just listen to how you might be able to change your current world?

You know what? I think you just might. You’ve listened up to this point. So you must have a slight bit of curiosity about this incredible marketing tool and business medium - the internet.

What you need to do is take that “interest” and turn it into a...

... DECISION.

And that’s what I want you to do right now.

I don't want you to buy anything. I don't want you to hand over any cash. I don't want you to put your life on hold. **I don't want you to do anything** but make a decision.

A decision to take the first step.

Right now, stop what you're doing and go to this website:

<http://www.worldinternetsummit.com>

It's my brand new event here in Australia. And quite frankly, you need to be here. Even if only for the incredible mental stimulation.

There's an opportunity available to you ... and perhaps a partner as well (*for free*) ... to discover something new. There's also an opportunity for you to walk away with nearly **\$40,000 in gifts** just for getting your bum into gear and getting yourself to take action.

And it doesn't even matter if you disagree with everything I've said here, you owe it to yourself to at least find out about this. It's too big an opportunity, don't you agree?

What have you got to lose?

Except thousands by NOT finding out about it. By not tapping into the world wide web. By letting those 55 MILLION PEOPLE shop with someone else and not you.

I suggest you find out what it's all about. THEN ... and only then ... make a decision either way. But at least do yourself a favour and know what you are or aren't missing out on.

What you're about to find out at www.worldinternetsummit.com could literally be a turning point in your life. There's a reason why this event has travelled all over the globe for the past 12 months. There's a reason why many are trying to copy it. Because smart people the world over are desperate to find out HOW to become the General of their lives.

Are you?

Do you want to be the general of YOUR life?

If so, then do yourself a favour by clicking below right now...

<http://www.worldinternetsummit.com>

Whether you do or don't won't make a huge difference to my life. But I certainly hope you decide get in the race for your sake. It's in moments like these that your future can change forever. And all it takes is to change the amount of knowledge in that little ball of grey matter in your head.

Oh and if you have any questions, call me. (02) 4754 1060 (*please don't hand this out - I answer it personally and only want to chat with folks who have serious questions*).

Warmly
Brett McFall

P.S. Only 11 special-value seats are left. So read the information at <http://www.worldinternetsummit.com> quickly if you can.