The Guru's Apprentice Series

The Good Stuff Nobody is Telling You

by Will Edwards

My Blog
Free Books
Our Audios
Our Movie

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Introduction

For a long time, I wasn't sure whether or not to write this book. Why? Because, once published, these ideas will cease to be secrets and perhaps some of them may even lose their effectiveness over time. So it has been a real dilemma. However, as you know, I decided to go ahead and publish. I have a number of reasons for doing this and I thought I would start by explaining them.

One of two things will happen as a direct result of this publication: either this book will become a runaway success or it will completely flop – I don't really see any other alternatives. Now if it flops, that's ok, for you, because you will be able to continue to use these secrets to give you a competitive edge.

On the other hand, if the book becomes a runaway success – and I believe it has every possibility of doing so – then you will be right there ***in-the-money*** for once because I am also giving YOU full Master Resale Rights! Just so you are aware, my first book in this series – *How the Jerk Got Rich* – has sold well over 2,000 copies at the time of writing!

So, either way, you are going to love this little book!

If you feel just a little excited by the prospect of being in at the start of something big, then that's great - I am really excited too! But I do have another reason for publishing. I want to convey a message to you my fellow Internet Marketer.

My Message is this: there ARE secrets. The secrets in this book were not passed on to me by anyone – they are all the product of my own thinking and research. To be sure, that thinking has been influenced by my reading, but the secrets themselves are all my own.

So my intention in writing this little report is to let you know this: if I can find my own secrets, so can YOU! Once you learn to ask your brain the right questions, you will be amazed to find that you will begin to get answers. Those answers will become your own secrets – and those secrets you will keep for yourself.

Once you learn how to generate your own Internet Marketing secrets, you will become unstoppable. You will wonder why you spent so much time and money on all those eBooks that are now cluttering your hard disk. And you will finally begin to succeed in this truly amazing business!

That said, I am now going to share with you what have been my own **top ten** Internet Marketing secrets that I have been using over the past couple of years. I hope you will enjoy reading them and enjoy applying them.

How I Got to Page #1 in Google

I have consistently managed to maintain excellent organic search results for my main Personal Development site …

www.whitedoveBooks.co.uk

It has remained on the first page of Google, for several highly competitive search terms, for well over a year, so far. Here's how I did it …

1. I analysed the competition
2. I adjusted on-page factors
3. I put a link to my home page on every page of my site
4. I built links (mainly using secret #2)

So let's go through each of these steps now in some detail …

Analysing the competition

I analysed the top ten sites for each of the search phrases I was targeting; simply typing it into Google to find the competition and then using 'View' 'Source' in Internet Explorer you can easily find out most of this information.

To find the number of inbound links to a competitors site, just type *link:www.site.com* into Google.

What I was looking for were the following factors:-

- Keyword/Phrase – How many times used on the page?
- Word Count – How many words are on the page?
- Title – Is the keyword used in the Meta Tag <title>?
- Keywords - Was it used in the Meta Tag <keywords>?
- Description - Was it used in the Meta Tag <description>?

- Links – How many outbound links are on the page?
- Links – How many incoming links point to the page?
- First Sentence – Keyword used in 1st sentence?
- H1 (Heading) Tags – Keyword used or not?

Now you can use a Spreadsheet to hold your answers to all these questions. I would suggest you analyse the top ten sites for your chosen keyword/keyphrase.

Once you have that information, you are ready to get the on-page factors right. I noticed that some pages did well in Google even though they had very few incoming links. This was very encouraging because I had very few links too!

I systematically went about adjusting all of the above factors so that, initially, my site was in the **middle of each band**. For example, take keyword density: that’s worked out by dividing the number of keyword occurrences on the page by the number of words on the page and then multiplying by 100 to get a percentage figure, like this:-

(Number of Keyword Occurrences / Number of Words on Page) x 100

Get your Spreadsheet to work this out for you!

Looking down my Spreadsheet, I discovered that the ‘band of acceptability’ for my main keyword phrase on Google is: **between 1.1% and 5.1%.** You can do this calculation for each one of the keyword phrases you are targeting, thereby discovering the band of acceptability for each phrase.

Now that’s useful information!

Of course, the above is only an example, the actual ‘band of acceptability’ for Google may be much wider or narrower – that is something we cannot know. However, here is empirical evidence that proves that the above figures are acceptable, for that particular key phrase, to Google's algorithm – right now!

Using this method you can also work out the band of acceptability for each and every one of the keyword phrases you intend to target.

Now I did similar calculations for ***all*** of the on-page factors I mentioned above. You might be able to think of some extra factors to analyse, but those are the actual ones I used. I then had an **exact blueprint** for where to start my on-page optimisation.

Adjusting On-Page Factors

I worked on adjusting each of those factors on my Home Page to be somewhere around mid-band. Now there is more to it than that - see my next secret - but that ***is*** where you start.

Now then, each day I checked my ranking and for a long time nothing really happened. By the way, there are various online methods and tools you can use for checking rankings, but I use the free tool Googlemon.

Free on-line ranking check …

http://www.googlerankings.com/

Get Googlemon and loads of other great tools here …

http://www.cleverstat.com/

I knew that I needed to improve the number of links pointing to my page and I came up with an original way to do it – that is in the next section. However, the first thing I did was I put a number of links at the foot of every page of my site; including a link to my home page; and in each of those links, I made sure I used my keyword/phrase in the anchor text like this …

```
<a href="http://www.yoursite.com">Keyword Anchor Text</a>
```

Every day, I continued to monitor my position using Googlemon and tweak my on-page factors a bit, taking care to never step out of the boundaries indicated by my Spreadsheet.

I then knew I had to work on the off-page factors – i.e. the links pointing to my page from other sites. You are probably well aware that getting incoming links pointing to your site will improve your rankings. Well I wanted an ***easy*** way to do it!

How I Got Loads of Free One-Way Links

It was very simple. I thought to myself: how am I going to get my link on other people's sites without paying for it with a reciprocal link? The answer is something you may have seen other people do – provide some tool or something useful that people will want to use/publish which has your link in it.

As an example, take a look here …

http://www.xe.com/ucc/

As you can see it's a nice little currency converter. If you were running a site related to finance, you might like to have the tool on your site – and, as you can see, you can. You just paste a bit of html into your page and – voila!

If you go to Google and type-in '**put this tool on your site**' you will see lots of sites doing this. The reason, of course, is that they get a free one-way link every time. If you have a good tool, there will be a viral effect too!

If you are a programmer, you could make good use of this idea; if not, you could easily hire a programmer to write a similar tool for you to do something useful and then give it away from your site. Anyway, not being a programmer - and being a bit of an old skinflint - I wondered what I could do to use this technique.

This is what I did:

1. I started a Webring
2. Edited the Navbar to include my Site link on the Navbar
3. Waited for people to Join
4. Every time someone applied, I visited their site
5. If I liked the look, I granted the Application

In case you are not familiar with what a Webring is, it’s a bunch of sites on a common theme, all linked together. People have to apply to the Ring Master (owner of the Ring) to join. The Ring Master approves/rejects applications.

Now think about this: every time someone applied to join my Webring, it was like someone saying to me, ‘**can I put a free one-way link to your website on mine?**’

You might think I would just say ‘yes’ every time, but I didn’t, I only accepted quality sites. Now this, coupled with what I covered in the previous section were all I did to get my **page #1 rankings in Google**!

Understand, it didn’t happen overnight, I had my plan: -

- Monitor
- Tweak
- Grant Quality Link Applications

… and slowly, over time, I started to climb the rankings.

The people I used for my Webring were www.webring.com

Sadly, they seem to have wised-up and closed this little loophole but there are many other sites offering Webrings so you can still use this idea. For example, although I haven't used them myself, these people seem to allow the technique …

http://www.crickrock.com/

And there are likely to be plenty of other webring sites that you could find with a bit of research.

More important still is to think about the principle involved – ask yourself: how can I get my link onto other people's sites without paying for it with a reciprocal link?

There are many answers to that question! You could design an Adsense template, for example, and give it away. Put a small link to your site at the bottom and make it a condition of use that the link remains in place. Make the link unobtrusive and many people will simply leave it in place – and you will get free one-way links.

These are just examples of the principle. So use your own imagination to see what you can come up with – bearing in mind that these examples do actually work!

How I Sell to My List with Free eBooks

This one is again, entirely my own thinking and it works really well. If you are going to use it, you will need to buy a product. Sadly, not everything in life is free - but we are going to use it in a slightly unorthodox way and you will see it will more than pay for itself in quite a short time!

The idea came about when I was first looking into eBook rebranding. Unbelievably, I have actually bought about six eBook compilers. Why? Because one way or another, none of them quite did what I wanted – and *still* I need to find a really good PDF Rebrander!

Anyway, I was giving away free eBooks from my site – these were mainly written by other people - and I wanted a way to use that technique to generate extra traffic. I was also selling my own eBooks; and my eBook Compiler – at that time – didn't do rebranding.

So there I was looking for a Rebrander that would rebrand ***any*** eBook – I wasn't sure whether or not such a tool existed, but that's what I was looking for – when I came across this little beauty …

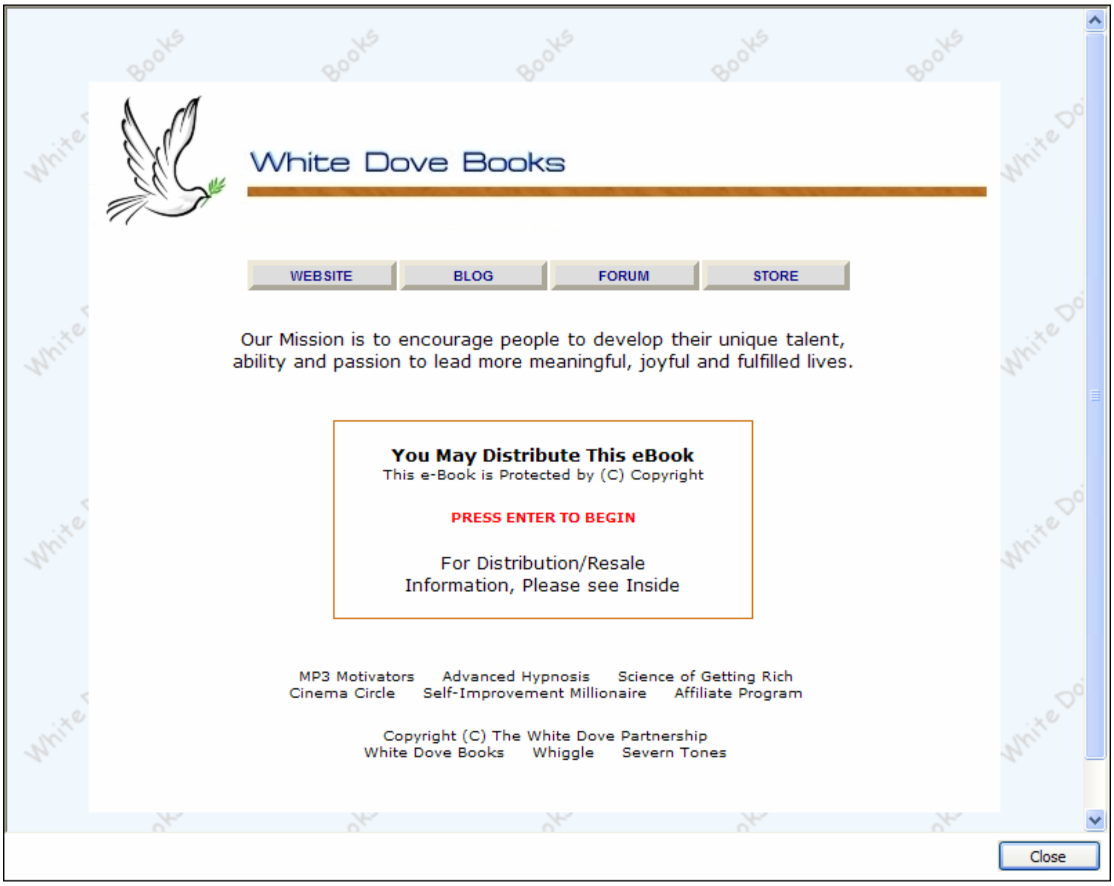
Product Brander

Now what this tool does is this …

You can take any eBook – EXE or PDF and brand it with your marketing message i.e. an advert for your site/product or whatever. Oh, by the way, you can also brand software with it too!

You remember my problem? Well this seemed like the perfect solution so I bought it and I am using it constantly – that's why all of the ***free*** eBooks I give away are in EXE format.

Cody Moya has done a really excellent job in my opinion and you may like the product just as it is but what I wanted was this: I wanted to be able to display a splash screen when the book was run with a message like this …



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Information, Please see Inside

MP3 Motivators   Advanced Hypnosis   Science of Getting Rich
Cinema Circle   Self-Improvement Millionaire   Affiliate Program

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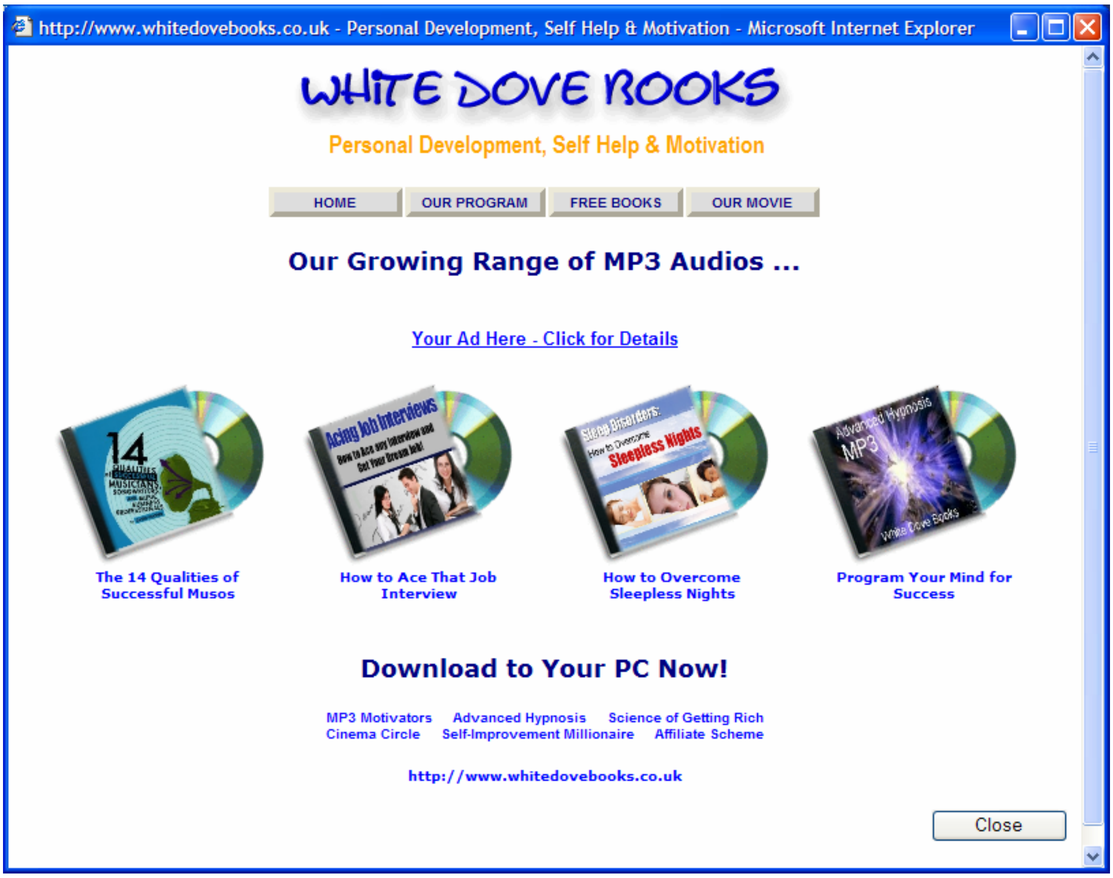
White Dove Books   Whiggle   Severn Tones

… and when the book was finished, I wanted to display an advert for my own product. Something like this …


http://www.whitedovebooks.co.uk - Personal Development, Self Help & Motivation - Microsoft Internet Explorer
WHITE DOVE BOOKS
Personal Development, Self Help & Motivation
HOME
OUR PROGRAM
FREE BOOKS
OUR MOVIE
Close

Our Growing Range of MP3 Audios ...

Your Ad Here - Click for Details

The 14 Qualities of Successful Musos

How to Ace That Job Interview

How to Overcome Sleepless Nights

Program Your Mind for Success

Download to Your PC Now!

MP3 Motivators Advanced Hypnosis Science of Getting Rich
Cinema Circle Self-Improvement Millionaire Affiliate Scheme

http://www.whitedovebooks.co.uk

The first thing I was concerned about was: is this ok to do - i.e. is it ethical? Well I wrote to Cody, who explained that his product does not change the book in any way, it is simply a loader, so there should be no problem with eBook vendors.

If you are at all concerned about this technique, you can always contact the supplier of any free eBook you intend to supply and ask their permission to brand it in this way.

When you use the tool, you knock-up the splash screen to be added - in simple html – and you upload it to your site. Then you run the Brander Software and point it to your splash screen. It creates an EXE file for you – and each time the EXE file is run, your splash screen is displayed first!

Now you can get the software to display the page you added both at the beginning and at the end, but you remember I wanted the end page to be different to the start page.

The way I got it to display my ad at the end was to use the following bits of code in my splash screen page …

This Bit Goes in the <head> Section …

```
<SCRIPT LANGUAGE="JavaScript">
<!-- Begin
function popUp(URL) {
day = new Date();
id = day.getTime();
eval("page" + id + " = window.open(URL, '" + id + "',
'toolbar=0,scrollbars=1,location=0,statusbar=0,menubar=0,resizable=1,
width=800,height=600,left = 112,top = 84');");
}
// End -->
```

This Bit goes in the <body> Section …

```
<BODY
onunLoad="javascript:popUp('http://www.yoursite.com/yourpage.htm')">
```

… and that does exactly what I have described. You get a different end page to the opening page – exactly what I wanted.

But it gets better because now, **every single time** I want to promote a new product to my list, all I do is change that link in the html on the page on my website i.e. …

http://www.yoursite.com/yourpage.htm

Then the next time anyone runs **any** book of mine - **even the ones they already have** – they see my new promotion!

I don’t even have to send out an email - now isn’t that neat?

Of course, I do send out emails – I send out a Newsletter full of quality information and a link to my new free eBook branded in the way I have described - and that is how the vast majority of my sales are made!

By the way, if you want to use this technique, I have arranged a special deal with my friend Cody.

Just click on the image to the left for a genuine $20-off Special Offer!

How I Make Money Giving Away Free eBooks!

Here's a really sneaky way you can actually make money by **GIVING AWAY** free eBooks! I have been using it for some time with encouraging results. Thing is – I would classify it as a ***Grey Hat Technique***, so you must decide for yourself whether or not you are going to use it.

For some time I had the idea that it would be great to get *pay-per-click* ads in eBooks. You know the sort of thing – like Adsense. If you could find a way to do this, you could simply concentrate on giving away free eBooks – and there are plenty of people looking for free eBooks to give away. You might even benefit from a viral effect if the book is good.

Anyway, I wrote to Google asking if I could do it – and their answer was **NO**! Now, I am **NOT** suggesting that you risk your Google account. However as you are probably aware, there are plenty of Adsense Alternatives and I have proved this technique works with at least one of them.

If Google doesn't like this technique, then other pay-per-click networks will probably not like it either - that's why I consider this technique to be Grey Hat i.e. it may also be against other pay-per-click advertisers Terms of Service.

Anyway, I have tried it and it works brilliantly and it turned out to be a pretty simple thing to do. All you need to do is put your pay-per-click code in the page ***called*** by your Javascript pop-up in the last secret tip above i.e. you put it in …

http://www.yoursite.com/yourpage.htm

And that's all there is to it.

You simply put your pay-per-click ads in there and just give away your eBooks. A percentage of the people who run your free eBooks will click on these ads and you will make money.

Again – **don't do it with Google because it is against their TOS**!

However, there are plenty of Pay-Per-Click Networks. Here is a list of Asense Alternatives you could try …

- Adbrite
- AdEngage
- Adgenta
- Adhearus
- AffiliateSensor
- AllFeeds
- BannerBoxes
- BidClix
- Bidvertiser
- CBProSense
- Chitika
- ClicksAdsDirect
- Clicksor
- ContextWeb
- Enhance Interactive
- ExpoActive
- Fastclick text ads
- InfoGrabber
- Intellitxt
- Kanoodle
- Nixxie
- Quigo
- RevenuePilot
- SearchFeed
- TargetPoint
- Veoda

I really believe that once this little technique gets out there – and there is nobody (*except me of course*) doing it at the moment, it will revolutionise the way ***free*** eBooks are used!

How I Went Straight into ClickBank on Page #7

When I realised that ClickBank only allows you to have one product in the Marketplace, I was at first disappointed.

However, I now sell absolutely ***everything*** through ClickBank – not Paypal – even though it costs me a bit more to do this and here's why: every item I sell through ClickBank is taken into account in their calculations for Marketplace Rankings.

Of course, the higher you are in the rankings, the more affiliates you will attract, so this is a very desirable effect.

I discovered that when ClickBank calculates the ranking of products in the Marketplace, they do so on the basis of the amount of revenue generated by your **account**. So this means that if you have 50 products all selling through ClickBank using the same account, and they are all making you a few bucks per month, then your overall ranking will be the total of all those items!

When I launched my last product in *The Guru's Apprentice* series, it went straight in to the ClickBank Marketplace rankings on page #7 of the Making Money/Self Employment category. This was quite a decent ranking when you consider **I hadn't sold any** of that product at that time.

Don't underestimate the value of this little tip!

When I sell anything at all - even sometimes when I sell a WSO (Warrior Special Offer) people are actually helping me to drive my ClickBank product up the Marketplace!

How I Overcame the Landing Page Problem

Another limitation of the ClickBank system is that if you are a vendor, you can only have ONE Landing Page. ClickBank give your Landing Page a Hoplink for Affiliates to promote but although they do allow you to sell multiple products through your account, you can only have a single Landing Page!

That fact is a bit of a limitation if you want to sell more than one product through the same account as I did. I wanted to sell loads of products and I also wanted to find a way to allow affiliates to promote them all through the same ClickBank account. As it turns out, there are products on the market that you can purchase that get around this limitation. However, I found a great solution that works really well – and cost me nothing.

All you need to do is add a bit of Javascript to your Landing Page; and add a different snippet of code to each additional sales page you create. The ClickBank Hoplink system will continue to work in the normal way allowing Affiliates to promote your main product using the standard Hoplink. However, they can now also promote your additional products simply by adding a hash character (#) to your sales page url, followed by their ClickBank Nickname like this:-

www.yourdomain.com/yournewsalespage.html#nickname

Get the Code You Need from here …
http://willmaster.com/possibilities/demo/CBproductLink/

Get a complete description of how it works here …
http://willmaster.com/possibilities/archives/wmp20030325001.shtml

How I Got Google to Index ALL My Pages

I recently added the full text of a couple of books to my website. I added the contents page of each book to my site map and sat back confidently waiting for Google to index the new pages. The contents page had hyperlinks to the remaining pages in the book and it's a PR5 site, so I thought there would be no problem.

A few weeks passed and I discovered that Googlebot had visited my site a couple of times but had not indexed the new pages. I racked my brain, studied the html, posted on the Warrior Forum for suggestions etc. I did everything I could think of but although Google did 'see' and index the contents pages, it didn't follow my links into the new pages as I had expected.

Anyway, the solution was simple: I created a Google site map and submitted it and soon after, Google indexed all of the new pages. You might think this would be obvious but it wasn't to me - after all I ***did*** have a site map. What I didn't have was a Google-approved site map - and that made all the difference.

OK, so how do you create a Google-approved site map? There are no-doubt other methods, but this is what I did. I'm not very much into XML, so I first tried to find a web-based tool that would build me an XML site map automatically. I tried several free tools and they all failed. I have over 1,000 pages on the site and none of the free tools I tried seemed able to cope with my linking strategy.

So I created a simple text-only site map using Xenu which is a completely free tool. You can get it here …

http://home.snafu.de/tilman/xenulink.html

It crawls your site and you can get it to produce a report of all the urls it finds. It worked beautifully.

Next step was to get that report into Notepad and then save it using UTF-8 encoding which Notepad can easily do – just use the ‘Save-As’ option and choose UTF-8 coding. This is important for Google!

Last step was to go to Google and submit the site map ... http://www.google.com/webmasters/sitemaps

Well, there you are - how to get **ALL** your pages indexed by Google.

How to Get Your Customers eMail Addresses

When you sell something, you enter into a different relationship with your visitor – they become your customer. Most marketers recognise the value of having an established Customer List; as distinct from your Prospect List. The problem for many people is how to get your customer's names and email addresses after they purchase.

Here's how I do it …

On the Thank You page for the product download, I offer an unadvertised free bonus of some kind. To get the free bonus, they simply type in their name and email address. The link to the free bonus is then sent via autoresponder. A particularly effective bonus is to offer a free course. That way people understand the logic of why the email address is required. Most people will decide to opt-in – provided your extra bonus is of real value.

Once you have your customer's names and email addresses, make sure you don't abuse that trust. If you do, they will eventually decide to unsubscribe from your Customer List and then they will no longer be your customers. Instead, send then extra, valuable information. You know why they became customers, so you also know what they are looking for – you may be able to help them.

A quick word here about my own Customer List: if you are on my Customer List, you can rest assured that you will not be bombarded with emails enticing you to purchase from me. I have created my Customer List with the express intention of finding quality Affiliates. I want to get my Customers promoting my products – this topic will be the subject of a future book in this series!

How to Protect Your Downloads

You may not have considered this before, but it is possible to write little applications in html and then compile them using your EXE eBook Compiler.

Of course, this tip is limited to Windows users, so you would need to deal with that up-front; however, it is a great little idea because you can do anything in an EXE eBook that you can do with html!

As an example, here is a simple way I invented to protect downloads of electronic products. When someone pays, send them an EXE eBook with your download links embedded!

Name the eBook … **install.exe** for example!

Most eBook Compilers allow you to specify a password and an expiry date so this gives you a perfect way of providing access to your downloadable digital products, for a limited time, without allowing the user to see the download url!

Some eBook Compilers allow you to specify the number of times an eBook can be opened, so instead of using the date as a way of expiring your download app, you can use the number of times the book is opened. You could perhaps set this number to about 5 – any legitimate user should have been able to download the product after 5 attempts!

I hope you can see that this little tip could save you a packet!

You probably already have an EXE eBook Compiler so you can put this idea to use right away. However, if you don’t have one, take a look at here …

http://www.whitedoveBooks.co.uk/compiler/compiler.htm

As you can see, it’s a pretty decent compiler – but the really great feature, as far as I am concerned, is that you can also resell it for profit - and I am well into profit using this little gem!

How to Generate Your Own Secrets

As I said right at the start, all of the tips in this book are the result of my own original thinking. There may be other people who have thought of the same ideas – but I did not get them from other people; I got them from my own brain!

Here is something that must have happened to YOU at some time in your life …

You were at some social event and somebody asked about a particular movie, piece of music or book. For example, somebody asked the group a question like,

“Who was in The African Queen”?

… and you knew that you knew … but you were unable to answer - and the more you tried to remember the name, the more you seemed unable to recall.

That has happened to you hasn’t it?

Then several days later, when you were not thinking about it at all; when you thought you had forgotten all about it – the answer came …

“Humphrey Bogart!”

… and you wondered where it came from!

That is proof positive that the brain works on things without your conscious knowledge; and although this particular example is only a memory-retrieval task, nevertheless it does prove that your subconscious mind answers questions!

It is a truth that your brain can also problem-solve subconsciously; and when you learn to ask your brain the right questions, you will be simply amazed – at first - when you actually start getting answers.

So my final tip for you is this: learn how to use that great computing power you have built-in. To do this, simply formulate your question. Literally, ask … and you shall receive!

Ask questions like …

“How can I get my link onto other people’s pages?”

… and learn to trust your own intuition. When the answers begin to come, you will come to know that this principle actually works.

Sometimes, the answer will be something like this …

“Somebody else will have solved that problem!”

… and you will just need to do the research on Google.

Other times your own original answer will shock you! The only one of the above secrets that I researched on Google was the solution to the ClickBank Landing Page problem. All the others were my own original thoughts.

<u>You</u> can generate an amazing array of your own original secrets, just as I did. You have exactly the same hardware (brain) - you just need to learn how to use that part of it that is shrouded in mystery – the subconscious.

So go to it my friend – and here’s wishing you success!

Master Resale Rights

You are granted Full Master Resale Rights to this book! That means you can make money in the following ways: -

☑ **MAKE MONEY** - Using the techniques fully explained in this book - you will begin to make money immediately you apply them.

☑ **MAKE MONEY** - Resell this book and keep all of the profit for yourself. This could bring you thousands of dollars especially right now while the information is completely fresh and never before released.

☑ **MAKE MONEY** – Your customer also automatically receives Master Resale Rights to this book. This is a valuable bonus for you because the retail value of this book is significantly higher when sold with rights.

You may **NOT** give this book away! It MUST be sold. You can sell it for any price you deem fit. However, remember that it automatically includes Master Resale Rights; and so can command a higher price than similar books offered without.

You may **NOT**, under any circumstances, change any part of this book – however since this is a great product as it stands, I know that you will not want to!

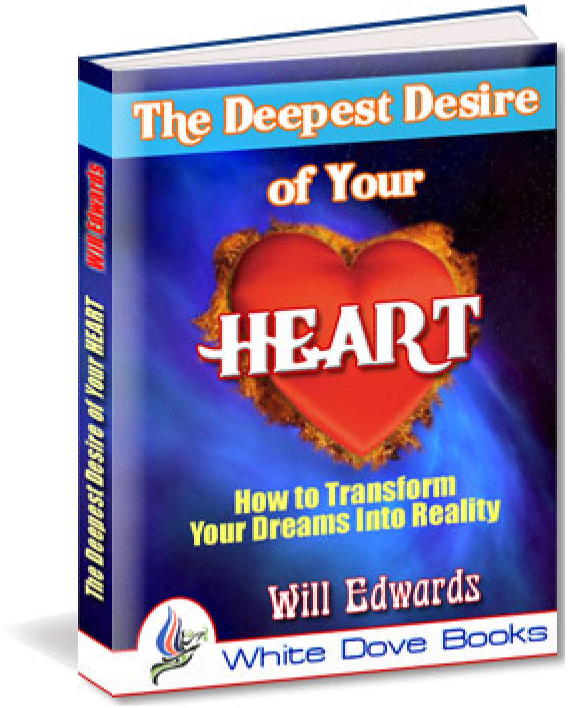
Finally, do watch out for our other products with **Master Resale Rights**; and here's wishing you great success!

The Personal Success Series

The Deepest Desire of Your Heart

by Will Edwards

Find and Fulfil Your Unique Purpose in Life



Using the exact methods taught in our program, very many people are already producing amazing results in their lives; and so can you.

Our outstanding program represents the culmination of many years of research into the application of the principles of success; and everything you need to accomplish the most amazing transformation of your life is included.

- ☑ **Discover Your Unique Calling**
- ☑ **Stay On-Track to Achieve Your Mission**
- ☑ **Overcoming Obstacles**
- ☑ **Getting from Theory to Making it Happen**
- ☑ **Professional Tips and Exercises**
- ☑ **Identify Your Most Important Activities**
- ☑ **Complete System to Optimize Time**
- ☑ **How to Ensure You Achieve Your Goals**

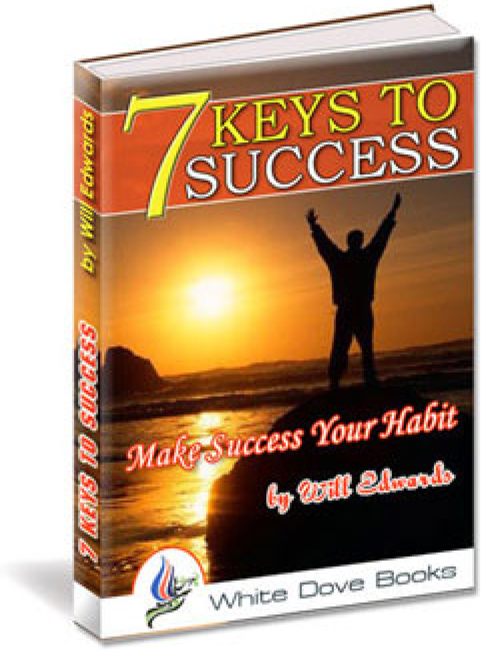
Click Here for More Details …

The Personal Success Series

The 7 Keys to Success

by Will Edwards

Your FREE Gift from White Dove Books!



The 7 Keys to Success began as a Movie at the White Dove Books site. We then made it into an eCourse for our subscribers. Now finally, it is available as a FREE eBook.

This book contains an important message. I hope you will get your copy and work with us to change the world.

- ☑ **Commitment**
- ☑ **An Open Mind**
- ☑ **Persistence**
- ☑ **Flexibility**
- ☑ **Faith**
- ☑ **Thankfulness**
- ☑ **Passion**

☑ **INCLUDED** – You may give away this book as a free gift to your friends. You may use it as a free bonus. It may NOT be sold. You can help us to make a real difference by getting this important message to the people of the world.

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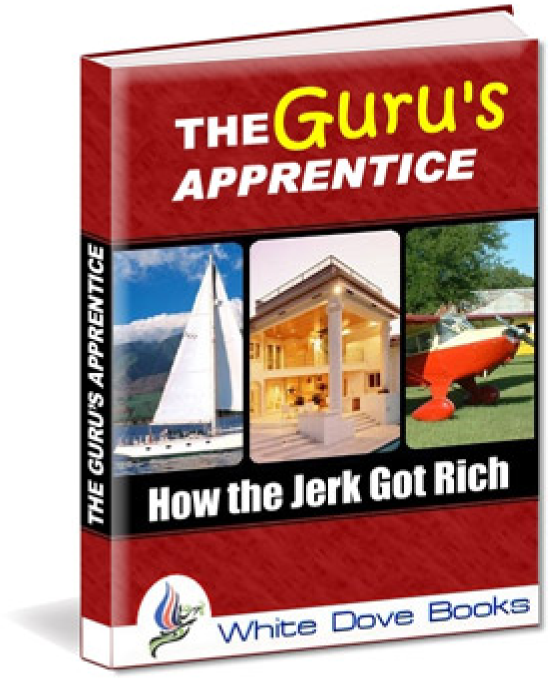
The Guru's Apprentice Series

How the Jerk Got Rich

by Will Edwards

How to use Subliminal Techniques to Write a Sales Page that Sells!



The first book in the *Guru's Apprentice* series deals with the techniques used by the infamous Rich Jerk. It shows exactly what you need to do to make the breakthrough and reach financial independence.

This cutting-edge report deals with the results of our earliest testing of the Rich Jerk's principles. You will find out exactly how the Rich Jerk used advanced subliminal techniques to market his products and how you can do the same.

☑ **INCLUDED** - *How the Jerk Got Rich* book revealing the subliminal techniques the Rich Jerk has used to generate **massive** on-line profit - secret techniques you can legally copy!

☑ **INCLUDED** - A Professionally written Sales Page complete with Professional Graphics - the cost of these graphics alone is far greater than the very small price of this offer.

☑ **INCLUDED** - Master Resale Rights to the book *How the Jerk Got Rich.* You may resell this book and keep 100% of the profits. You may also sell the Resale Rights for pure profit.

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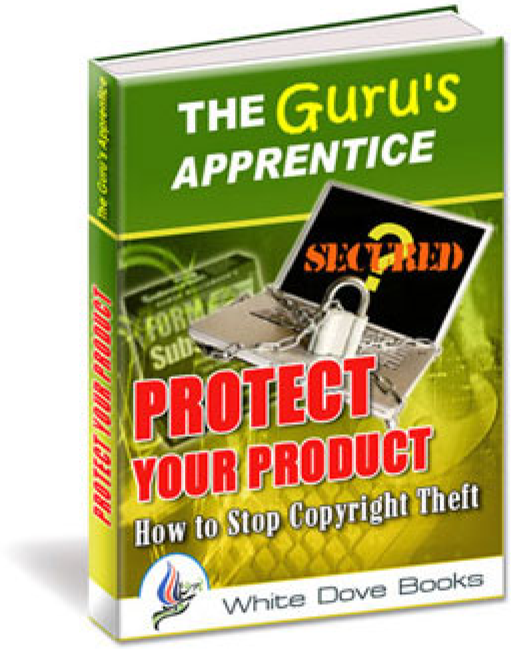
The Guru's Apprentice Series

Protect Your Product

by Will Edwards

How to Combat Copyright Theft of YOUR Digital Products



Do you know what is the biggest problem Internet Marketers are facing today? It is Copyright Infringement. That's when someone else steals your product and robs you of the profit that is rightfully yours! It is a growing problem for writers and publishers of digital products!

In this book you will find a simple, workable solution to the problem. It comes with Full Master Resale Rights too!

☑ **INCLUDED** - *How to Fight Copyright Theft* revealing the simple 6-Step system anyone can use to protect original work without paying for registration services.

☑ **INCLUDED** - Professionally written Sales Page complete with Professional Graphics - the cost of these graphics alone is far greater than the very small price of this offer.

☑ **INCLUDED** - Master Resale Rights to the book *How to Fight Copyright Theft.* You may resell this book and keep 100% of the profits. You may also sell the Master Resale Rights for pure profit.

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About the Author

Will Edwards is the founder of White Dove Books - the internet's leading website for Self Improvement and Personal Development. A graduate of the University of Birmingham (UK) he develops and teaches Personal Development workshops and he is a published author.

Within its first three years, White Dove Books was recognised as one of the internet's leading sites for self help and personal development; breaking into the top 100,000 sites on the internet at the end of 2005.

The INSPIRATION newsletter was started in 2005 as a way of providing helpful information including tips, articles and free inspirational eBooks to our visitors.

Today White Dove Books works in partnership with many authors and on-line publishers of inspirational material to provide a quality on-line service that serves thousands of people in many countries across the world.

Our mission is to help people to develop their own unique talents, abilities and passion in order that they may lead more meaningful, joyful and fulfilled lives.