Would You Like Me To Hand You A $30 MILLION DOLLAR Profit Blueprint ...For Free?"

From the Desk of Ryan Deiss

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Dear Friend,

If you want to *exponentially grow your revenues in the fastest time possible*, this is the most important letter you’ll ever read.

Here’s why.

Over the past two years, my company has spent more than **fifteen million dollars on internet advertising** - and as a result, we’ve made an amazing discovery that is **consistently growing profits by 1,500% ...across more than 23 different industries**.

**Here’s How It Works**

When you spend $15,000,000 on traffic, you’re going to get a LOT of traffic. (It got us well over 50 million visitors.)

*But the traffic isn’t the big discovery.*
The big discovery is how we **ultimately cracked the code on turning complete strangers into money ...over and over again.**

### 3,000 Split Tests Reveal The Fastest Path To Explosive Revenue

In the past 24 months, we’ve performed more than 3,000 split tests across 23 different industries ...and *they all boiled down to one thing.*

We found - that no matter what you’re selling, there’s pretty much a “universal formula” that can **dependably turn complete strangers into paying customers like clockwork.**

In fact, after performing over 3,000 split tests, and analyzing over **one BILLION emails** sent to our customers and subscribers, we’ve been able to ...

### Uncover A Simple Five-Step Process That Generates More Revenue

Now here’s what’s really amazing.

Even though the process is fairly simple ... And even though we’ve proven it across 23 different industries ranging from “Survival Nuts” to “Business Consulting” to “Industrial Water Purification” and even to “Legal Services” ...

The fact remains that **you and I have an incredible advantage because ...**

### Hardly Anyone Is Using It!

And the reason why is simple:

* *I’ve never publicly shared it.*

...Until today.
But Now I’m Willing To Hand You This Exact Process

I’ll tell you why I’m doing this in a minute, but first - let me take it one step further for you.

Not only am I going to **give you the exact blueprint for free**, I’m also going to help you come up with a custom plan to apply what you learn to your business.

Think about that. You’re literally getting a custom tailored plan on how to apply this incredible process to your specific business ...free.

Here’s What This Has Done For My Business. *What Can it Do For Yours?*

In case we haven’t met, my name is Ryan Deiss and I’m the Founder and CEO of Digital Marketer.

If you’re in business and you use the internet to attract customers, there’s a pretty good chance you’ve seen our company.

Every year, we hold the largest events in the world for small business (and big ones too) that are harnessing the power of the Internet to drive sales.

We’ve worked with celebrities like William Shatner, to best selling authors like Tucker Max, to silicon valley aces like Guy Kawasaki ...and countless other businesses across the globe.

In fact, over 400,000 (and counting) entrepreneurs and businesses look to us every week for sales and marketing advice to help them do one thing: **GROW PROFITS**.

But A Few Years Ago, It Was Different.

I’ll be the first to tell you that I’m not one of those “instant success” stories you might read about in magazines or whatever.
The fact is, I bootstrapped this company (as well as a half a dozen other companies) and it wasn’t always easy.

My partners and I started it on a shoestring budget ...and for the first few years, it was pretty lean.

Like so many other businesses, we invested a small fortune in our company and worked like dogs ...often sleeping at the office, missing meals, and essentially working around the clock.

And like so many other business, we hit our share of roadblocks. In fact, for the first few years, our growth was flat.

But that was until we discovered a process that ...

**Grew Our Revenues By 1,500% LITERALLY.**

Lots of people like to throw exaggerated numbers around so let me give you the specific growth that happened.

In 2008, we discovered the “root concept” of the formula I’m going to share with you.

That year, our revenues went from $488,000 to $2,700,000 ...and for the first time, we were able to start seeing a return on all the blood sweat and tears we’d put into building the business.

Then in 2009, we began to refine the process, and our revenue went from $2,700,000 to $9,800,000. We just barely missed the 8-figure mark, but still that’s an increase of 363% in one year ...all because of what I’ll be giving you, for free.

Then from 2010 through the first half of 2011 we lost our way. Instead of focusing on the our 5-step process we started chasing "shiny object" marketing tactics that sounded great but failed to deliver any REAL value.

As a result, our growth stalled, and while we didn't go backwards we had to work hard to maintain.
In short, our business was STUCK. (Maybe you can relate.)

Fortunately, while on a team retreat in the summer of 2011, we remembered the simple, 5-step process that brought all our early growth.

**We focused our efforts, simplified our processes and that year we doubled again and crossed the $20,000,000 mark.**

(That's what I call getting UNstuck!!) In that time our staff also grew to 107 people and we move into a new 7,000 square foot office right in the heart of Austin, Texas.

*Now - this is where it gets interesting...*

While we were getting our own business "unstuck," we also started to perform small tests using this process in other industries. We wanted to see if it would work universally - "across the board" ...no matter what type of business.

That's when we stumbled into one of our weirdest (and most surprising) successes to date...

**How A Tiny Little Website Turned Into A $10,000,000 Empire Almost Overnight**

In October 2011, we decided to invest in a small website that was publishing information products and selling them to the “survival” market.

This business was *completely foreign to us* because “survival” is totally unrelated to our “core business”, which of course is in the “business growth” space.

But we really wanted to see what would happen so we took a gamble and invested in it.

**The Investment That Made $26,301.36 Per Day ...And Counting!**

When we first started working in that business, the site was making around $30,000 per month in sales...and that was in a GOOD MONTH.
That’s an average of $1000 per day. (Again, in a GOOD MONTH...most months it did less.)

Fast forward to today and we’re doing an **average of $800,000.00 in sales per month**. That’s $26,301.36 per day!

*And the best part is, it’s growing by 20 - 40% per month!* 

Assuming a 3X - 6X multiple (which is pretty standard for this industry), that business is worth anywhere from **$9,000,000 to $18,000,000**, but with a growth curve like this we're in no rush to sell!!

**I’ll tell you how we did it** in a minute, but you need to see the big picture first.

See, that little survival site was just the first time we experimented with this formula in a new industry.

Since that first experiment, we’ve been deploying the formula over and over again, and the result is ...  

**$30,000,00.00 Per Year!**

Fast forward to today and we have businesses across 23 different industries.

We’re in the "business growth" space with Digital Marketer.

We’re in the “survival” space with SurvivalLife.com and AbsoluteRights.com...

...and in addition to the media/publishing sectors we also own and operate businesses in the industrial water filtration industry, the home improvement/ DIY industry, the financial industry, and **even in the legal services industry!**

*And it’s been the same thing every time:*

1. We’d discover a business that was failing, flat, or just plain stuck.

2. We’d apply this formula to its marketing and sales process.

3. The revenue would skyrocket.
So by now you’re probably wondering ...

**If This Formula Is So Great, Why Are You Giving It To Me For FREE?**

Fair enough. I’ll be straightforward and tell you that my intentions are largely self serving.

See, this formula is simple, it’s efficient, and it’s brutally effective.

We’ve seen it create a 300% increase in revenues in a matter of days.

And I’m sure that once you get it, you’ll want to deploy it in your business immediately.

And when that happens, you’ll basically have two choices:

1. **You can do it yourself.**

   You can architect the perfect system based on the five components of the formula, you can write the ads, you create the marketing materials, and you can perfect the sales letters.

   Then you can build your own opt in pages, craft your own follow up messages, configure your own shopping cart, program your own upsell funnel, and do all the other “tech stuff” associated with actually deploying a system like the one I’ll be giving you.

   And if you decide to do that, great. I wish you the best of luck. I assure you it’s worth the effort and time you’ll invest!

2. **But your other choice is to get my team and me to do it FOR you.**

   If you choose to do that, I’ll help you create the perfect “sales angles”, I’ll help you craft the ultimate “lead magnet”, and we’ll hone your main pitch so that it’s a **cash cow that works for you 24/7.**

   Then we’ll map out your upsells, your cross sells, and your back-end product
sequences.

Then we’ll create a powerful follow up sequence that turns leads into customers.

And we’ll create another one that turns customers into repeat buyers ... and finally, we’ll hand you a perfectly detailed “build sheet” so you can turn it over to the tech team and let them do all the “tech stuff” for you.

Because let’s face it. The money’s in marketing and selling your products ... not in slaving over complicated computer code for days on end ... trying to “tie it all together”.

And if you choose to have us do it for you, it’s reasonably priced.

Depending on how complex you want everything to be, you can walk away with a turn-key, automated sales marketing system for anywhere between $15,000 to $25,000.

And with that said, let me address something you're probably wondering about ...

This Is NOT A Sales Pitch
In Disguise!

Look. If you want my team to design everything for you, we’d be happy to. But if you don’t, no problem.

You won’t be pressured, hassled, or cajoled into it.

This isn’t some “bait and switch” thing where you’re stuck trying to ward off some aggressive sales person who won’t leave you alone.

Instead,

You’re Getting A Complete Customized Breakdown Of Our Proprietary System ... Specifically Tailored To Your Business!
You’ll discover all five groundbreaking steps that literally took my company from a bootstrapped startup to a $30 MILLION DOLLAR PER YEAR EMPIRE in just five short years.

If you simply apply a fraction of what we give you to your business, I promise you’ll see amazing results.

But I’ll take it one step further ...

**If You Think Your Time Was Wasted, Yet Me Know And I’ll IMMEDIATELY Give You $200.00 As Compensation.**

Seriously - *there’s no way this formula shouldn’t work for you,* and that’s why I’m so confident that I’ll PAY YOU $200 if you think you wasted your time in finding out about it.

So think about it this way:

The worst that can happen is you get paid $200 for “wasting” around 45 minutes learning about a formulaic process that’s responsible for $30 million dollars a year across 23 different industries.

But the best that can happen is you decide to implement and deploy the process in your own business ...*and see exponential growth as a direct result.*

*Either way, you’re coming out on top so it’s literally impossible to go wrong.*

However ...

**This Is NOT For Everyone. Here’s Who I CAN Help:**

In order for me to grant you access to my proprietary process and allow my team to spend time with you (on my dime), you’re going to need to meet some strict (but reasonable) criteria.
Here it is:

1. **You have to have a solid business already.**

This offer is for people who are up and running already and simply want to run a lot faster and a lot farther.

If you’re brand new, don’t have a business, and don’t have a product or an idea, then this is not for you.

2. **You must have a good, solid product/service and a good reputation.**

Everything we do together will not only be bringing you more clients, sales, and profits, but we’ll be doing it in a way that creates MASSIVE goodwill in your market.

And in order for us to do that, you need to have your act together. In other words, *you need to be legit.*

3. **You cannot be in the “get rich quick” or “adult” space.**

Look. Those industries are just a disaster waiting to happen and we’re not going to go anywhere near them.

*I don’t care how lucrative it might be.*

So if you’re not complying with FTC guidelines and regulations, or if you’re selling porn or something like that, we can’t help you.

**But if you’re providing your marketplace with a good product or service ...at a good value, and you’re keeping your nose clean ...we can hit it out of the park.**

4. **You MUST follow directions. (Don’t worry, I won’t ask you to do anything weird.)**

After all, if you don’t actually implement the stuff I give you, you’re not likely to make any money, and what would be the point of that?

That’s it! Those are all my requirements.
Here’s What I Want You To Do Next

If you meet the criteria above and would like to talk to one of my company division managers personally about getting you incredible results, then I’ll happily set aside some time for you.
Here’s how the process works:

First, you’ll need to fill in an application. Don’t worry, it’s simple and unobtrusive. I just need to know what you’re selling, get an idea of what you want to accomplish, and so forth.

I’m also going to ask for a “real person” deposit” of $100.

**Don’t worry, I could care less about your $100.**

I’m just using it as a “filter” to keep the time-vampires at bay.

I’ll give it back right after you hang up (unless we take you as a client - and in that case, we can apply it to your balance.)

Here’s What Will Happen After That.

Once I have your “real person” deposit and your application, Jeryl from my office will call you and set up a time for us to talk.

She’s been part of our team for 10 years and will be contacting you in about 48 business hours at the most to get you on the schedule.

Your initial call will be between 45 and 60 minutes and it’s with one of my division managers who work directly with me to literally run my entire company.

(NOTE: You will NOT be speaking to some random “sales rep” on some outsourced “sales floor” somewhere. I’m giving you access to the same VPs on my payroll that I personally depend on to grow my business. **There are only TWO people in my entire organization who are qualified to help you with this, by the way.**)

We’ll painstakingly review your goals, your offers, and so forth ... **and we’ll deliver a custom plan to grow your revenues** ... based on the exact same process that’s generating $30 million dollars a year for our company right now.
And if you want to outsource all the grunt work to us and have us implement and deploy everything for you, great! We can talk about it. And if you don’t want to do that, - that’s OK too.

**We’ll return your deposit as soon as we hang up.** No biggie.

And if you tell me I’ve wasted your time, I’ll give you DOUBLE your deposit back immediately.

So you literally can’t lose.

**WARNING - TIME IS A FACTOR**

This opportunity is extremely limited because of the intense one-on-one time needed in order to provide you with results.

Therefore, it is physically impossible for us to work with more than a handful of people.

Also, you should realize there’s a very large demand for personal “do it for me” help from my company, and what I’m offering to you is unprecedented. So with that said, know that the window of opportunity won’t be open long.

*If you feel like this is right for you, click here, leave your application and let’s talk.*

Talk soon,

Ryan Deiss