

**“How A \$250  
Gamble Paid A Years  
Worth Of My  
Household Bills!”**

**‘Immediate Action Guide’**

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In the content we go!...

Who else wants to know how to make Cash Windfalls large enough to pay off all your bills for a year!?!

I know it's a big promise. Well, this is a big method that works so well. Let me begin by telling you a story.

A few years ago I joined an online forum where wannabe guitarists gather to talk about equipment, techniques, and to critique each others's work.

Many times they talk about how it's hard to make ends meet while pursuing a career in music. How it's a struggle to get gigs, be it in studio or in a live group. As well as how it's a struggle to get noticed or connect with the right people.

It's no surprise. Artists hate selling. They hate marketing.

The attitude is the exact opposite of marketers. Music artists don't care about ROI. They don't care if a song produces money. The most important thing is that people find them impressive.

When you move in those circles, it doesn't take long to discover the snobbishness of the whole community towards marketing and commercialism. Which is ironic because Commercialism drives the music industry which in turn drives the drives albums sales. So these guys wouldn't be able to work if it wasn't commercialism. But, nonetheless there's always talk of "selling out" and how "mainstream" is drivel.

Anyway, this snobbishness is such an important subtlety that you should always look for. What is the snob factor in any community.

Let me give you an example... not only am I a guitarist but I'm also a sound engineer. Now, my sister bought a Bose stereo setup because it sounds good to her and it's cheap.

When she asked me what I thought about it I nearly had a fit because Bose is for suckers. But to her, there's no discernible difference. It sounds great to her-- But I hear the lack of compression and distortion in the sound quality. To her it sounds crystal clear, even brilliant and most consumers would agree.

To most people I'm an annoying music geek. I refuse to listen to MP3s, as the frequency clipping that occurs to condense songs down to mp3 size cuts the top end sound and bottom end sound out the sound. Sounds like deep fried crap to me, but I see folks on the subway with their crappy sound quality beats by dre headphones blasting their even crappier mp3 crap quality music. I'm disgusted, but their bobbing their head, in their own personal heaven.

I'm a music snob. And, guess what...

### **SNOBISHNESS! IS A GREAT HOT BUTTON TO PUSH!!!**

The snob factor is a way for you to connect.

Talk to an English football fan and use "Americanisms" like "soccer" or "defenseman" or "goaltender" or "netminder" or "upper ninety" and you'll be the laughing stock. Guys will spit out their beers and laugh in your face.

But say "flat back four" or "Sherringham's best position is in the hole" and you'll gain some instant credibility. They will listen to you as if you're a prodigy.

You'll instantly connect with them. This little hack shuts down their skepticism. It's a stealthy way to use their mentality in combination with their biggest emotional hot button to persuade them to do what you want.

It's just like the Internet Marketing community. There's a certain snob factor among certain groups. Just take a little browse through the warriorforum.

*(Did you see that? I was being snobbish. That comment would have polarized me - you'd immediately know which side of the fence I was on if we were having a conversation.)*

Back to my ingenious idea.

There is a certain snobbishness in the "high end" music club. These guys talk about vintage gibson guitars, Genelec studio monitors, Neumann condenser mics, Pro Tools vs Logic Pro vs Cubase, etc...

(Note: All my fellow music geeks know what I'm talking about, everyone else I'm sure that last sentence was confusing, don't worry it's supposed to be.)

The snobbishness in this community is directed at Mainstream artists or wannabe mainstream artists. These are the bottom of the barrel, least talented musicians which either find fame and fortune or drive you up 'jamming' in their garage. They sell their souls to do crappy covers of coldplay songs or they're actually coldplay. Yuck!

But, I digress lol...

Ok, so I found a thread where they were talking about a amateur guitarist in tennessee who had a guitar lessons website.

It was classic.

His marketing was a ghetto looking template website, but the guy was selling an insane amount of beginners guitar ebooks.

These guys were ripping on him. I mean really laying it on.

So I chimed in with one or two posts and pointed out that he was making more money in a week than they were making in an entire year. And he could afford to work for 3 months in the year and take 9 months off and travel around the world and work as he pleased.

Instead of chasing down soccer moms trying to give their kids \$30 an hour guitar lessons. Both posts ended up getting sticky status.

I had a direct link to a short PDF document in my signature. People would click on the link and then read a 3-page, 800 word essay. At the end of the report there was a simple white background opt-in with a headline that said...

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Print out this document and read it multiple times

**Don't share it with anyone**

This is our secret.

Name:\_\_\_\_\_

Email:\_\_\_\_\_

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The report must have been passed around because the list grew to approximately 480 within about 3 weeks. It sat there for months and I never looked at it because I didn't have anything to sell.

So one day I had an idea. I exported the list to my hard drive, cleaned out the garbage which cut my list down to 250 quality leads. Then I imported the list into Paypal masspay. Which you can find here: <https://www.paypal.com/us/webapps/mpp/mass-payments>

After that I immediately sent out a broadcast message that said:

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Hi Greg

As you can see, I've just sent you a dollar.

Obviously, that's not a lot of money. But, I did it for two reasons.

- 1) I needed to get your attention. You signed up for this list but I've never made any contact with you.
- 2) The second reason is because I want to show you a really cool way to get your future students to chase you... instead of the other way around.

You can download a PDF file here: [download link]

Take Care,  
Timothy

P.S. There's no charge, you can download it right on that page.

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I got the idea to do this reading about Gary Halbert's infamous crisp \$1 bill letter tactic. You can see it here: <http://swiped.co/file/famous-dollar-letter-by-gary-halbert/>

So 89% of the people who got the email clicked through the URL.

They landed on a page that read like this....

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An ingenious way for guitar instructors to turn the tables.

## **How to Get Students To Chase You!**

How would YOU like to be the one turning people down?

If you're a guitar instructor or a music instructor of any kind, then you'll no doubt have had your fair share of rejections.

And if you're like most of us, you would have fantasized about being in a position of having so many offers, that you could pick and choose

only the best clients and leave the needy, cheap, annoying ones for your competitors.

Allow me to let you in on a shocking secret...

## **That fantasy may not be as far-fetched as you thought!**

I've discovered a loophole that you may find very interesting.

Download this eye-opening report by right clicking on the image below (click and hold if you're on a mac) to save the file to your hard drive

**[Image of a PDF]**

Take care  
Timothy

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Once they downloaded the PDF I'd employ my simple "Lead them on" technique to get paid. People would read the report which built up so much tension... and then left them hanging. To get the conclusion, they were asked to email me for a free walkthrough on how to implement it all. More than 170 of the people on the list emailed me and I sent them a 50 page PDF detailing everything, along with a salesletter in a additional PDF.

The sales letter gave them a unique opportunity to get their hands on information & resources that they desperately needed for just \$799. (As opposed to paying a marketing consultant \$5,000 or more)

With all the pre selling the reports did, all I had to do was put a very average to the point sales letter in front of them and they were ready to buy.

The actual product in this case was an interview I did with a big time guitar school owner giving powerful real insider information. There were case studies and additional interviews and he also agreed to allow me to make copies of his large swipe-file of mailings he got from famous former students over the years. Plus, he allowed to share his rolodex of influencer in all 50 states that aspiring instructors could use to get referrals to make jump-starting their business even easier.

I sold 109 copies in three weeks! That's over \$87,091!!

Then I pulled it from the market. My landlord at the time would only take 6 months rent in advanced. So, I paid 6 months worth of rent, which was \$1,300 a month at the time. My rent didn't include lights, so I called Con Edison and negotiated a 6 month payout. I bought a 6 month supply of toothpaste, toilet paper, and a few other things. Basically I went crazy at costco lol.

Then I put what was left in savings and did not touch it for 6 months, then took from that same haul to do the whole thing over again.

The Guitar School owner got 10% of the gross, so he got over \$8,709.10 to talk to me for an hour(great for him). So, my profit was \$78,381.90 before taxes. Not a bad return on investment at all :-). All I spent to get it was a few forum posts and \$250.

And, that's all there is to it folks. You can do this in forums, masterminds, facebook groups, membership sites, etc.

This method is only limited by your imagination. Alright, that's all I got.

Off to make money you go!