



ATTENTION: Forward-Thinking Entrepreneurs of ALL experience levels...

**Here's your chance to attend
the most powerful business
building event in the 11-year history
of Early to Rise...
at the lowest price we can offer!**

**It's NEVER been more affordable to secure your
spot at THE event that can catapult you into real wealth.**

But you must act NOW.

THIS OFFER EXPIRES IN 36 HOURS



Dear Friend of Early to Rise,

Imagine it's mid-November 2010.

And most of North America is busy bundling up for the first chills of winter.

But not you.

You're wearing shorts and a T-shirt.

You're wearing flip-flops and sunglasses.

And you're THOROUGHLY enjoying the warm, ocean air as it caresses your skin in Delray Beach, Florida...

...one of America's most charming and alluring beach towns.

You're on vacation!

Well... sort of.

You see, this is unlike any other "vacation" you've ever taken before.

That's because... on THIS vacation... you're ALSO finding out how to MASTER one of the most lucrative businesses in the world.

And it's a vacation that... quite literally... can change your life forever.

Where are you?

And what, exactly, are you doing?

You're at the **Early to Rise (ETR) 2010 Info-Marketing Bootcamp** at the lovely Delray Beach Marriott Resort.

And you're sure glad you came.

At this life-changing event...

- You're getting armed to the teeth with ALL THE LATEST TIPS, TECHNIQUES, SECRETS, STRATEGIES and SHORTCUTS on how to build and **run a super-successful info-marketing business...**
- You're making friends with many fellow entrepreneurs who share the same dreams and aspirations as you do. New friends you can stay in touch with... encourage... and even partner with in the near future...
- **You're meeting some of the world's most esteemed and distinguished marketers...** and finding out face to face - EXACTLY how they did it... and how YOU can, TOO... (And hey... you may even be able to partner with these superstar marketers as well!)
- **You're assembling A COMPLETE GAMEPLAN for building YOUR OWN Info-Marketing business...**
- You're getting more and more excited and optimistic about your future....
- And you're doing it ALL at a gorgeous seaside resort in one of North America's loveliest tropical settings...

Yes... **ETR's 2010 Info-Marketing Bootcamp** is the PERFECT way to revolutionize your career, lifestyle, and retirement plans...

... **in a very, very short period of time.**

What Is "Info-Marketing?"

In a nutshell, Info-Marketing is **developing and marketing products based on ideas, advice and - of course information.**

Here are some typical info-products:

- E-letters
- E-books
- Teleconferences
- Special reports and white-papers
- Membership websites
- Online videos
- Home study courses

As you can see, "info-products" are nothing like traditional "bricks and mortar" hard goods... like flowers, jewelry, and computers.

And that's the real beauty of it!

With an info-marketing business...

- You don't need a storefront or office building. **Your computer is your storefront...**
- Your overhead is practically nonexistent...
- Your profit margins can be astronomical...
- And you're free to work anywhere you can find a decent internet connection (which... these days... is just about anywhere in the world!)

All this and more is why we firmly believe that the info-marketing business really is "The Greatest Business In The World."

**"Networking Opportunities =
Hundreds of Thousands of Dollars"**

If you want money to almost accidentally dump into your lap, I suggest you get your butt in a chair at the next Info-Marketing Bootcamp.

I bumped into one info-marketer at the morning coffee bar (a guy who runs a group where dozens of people pay him \$25,000 a year for coaching) and suggested we work together.

I've started one project with him where he connected me with a nationally renowned speaker and personal friend to Bill Clinton (among other influential leaders) and this is a relationship that could easily stretch into the hundreds of thousands of dollars.

Oh, and that's only ONE of the projects that's come from meeting the people at this event.

Books, courses and newsletters are great, but you don't start making real money until you build relationships with people in the biz.

And the best place to do that is face-to-face at these Bootcamps (preferably when they're at the cocktail parties).

Rob Gramer
Palm Beach Gardens, FL

And here's the best part about THIS year's event.

**YOU'RE invited to attend ETR's 2010 Info-Marketing
Bootcamp...at a HUGE Discount!**

Before I go any further, please allow me to introduce myself.

My name is Laura Rodini. I'm the Chief Operating Officer of Early to Rise.

And I'm really hoping to see you this November in Florida...

Interested in joining us?

Here's all you've got to do.

Simply register for ETR's 2010 **Info-Marketing Bootcamp** below... and you're **GUARANTEED** the **BIGGEST** discount we can offer on all the wealth-building privileges we've got in store for you at this year's event.

That's it!

Pretty easy, isn't it? But you know what?

I'm going to make it even **EASIER** for you to join us in Florida this November.

You know the admission fee?

It's **FULLY-REFUNDABLE** through **October 1, 2010**.

That means if you... for **ANY** reason... decide that you don't want to attend **ETR's 2010 Info-Marketing Bootcamp**, you can simply let us know at any time until up until October 1, 2010...

... and we'll cheerfully refund you every penny.

No quibbles. No qualms. No questions asked!

If you need to cancel after October 1, we'll give you every cent as a full credit towards a future ETR event.

During the conference, if you are not 100% thrilled and delighted with the event, let me know before 5pm of the first full day and I'll give you a full refund.

And here's something you'll really like.

Register today, and you'll **lock in the largest discount we can offer on this event.**

How much of a discount?

Check this out.

Normally, attending an **ETR Info-Marketing Bootcamp** costs \$1,997.

But when you register today – for the next 36 hours ONLY – you'll "lock in" an attendance fee of only \$1,497.

That keeps an extra \$500 in your pocket...

... just for guaranteeing yourself admission to the most powerful info-marketing business building event in our 11-year history.

It's our way of rewarding "forward-thinkers" and "fast-movers" like you!

So... exactly what do we have lined up for you at Bootcamp?

Take a look...

Your First-Class Privileges

Register for **ETR's 2010 Info-Marketing Bootcamp** today, and you'll also be entitled to a wide assortment of privileges.

For starters,

- **Complimentary Networking Reception** After Michael Masterson's opening presentation on Sunday, you're invited to join us for a cocktail networking reception. This is where you can sip drinks, nibble on gourmet appetizers, and get to know your fellow Internet entrepreneurs. (Many a business-building deal has been made at receptions like this one!)
- **Complimentary Daily Breakfast "Meet and Greet."** Each morning before you take your seat inside the ballroom, you'll be able to enjoy a delectable spread of breakfast delights while "chatting up" your fellow attendees. This is your chance to find a potential joint venture partner... or meet the perfect person to help you take your business to the next level.
- **Access to a Members-Only Bootcamp Website** where you can get copies of every single Power Point presentation put on throughout the conference and any other materials our experts offer during their sessions.
- **The Chance to Win an Assortment of Exciting Prizes!** We've got a stack of prizes that we're ready to hand out... and we'll give you ample opportunity to win them. In the past, we've given out some spectacular goodies, including copies of our experts' best-selling books... American Express gift cards... Flip cameras... Restaurant gift cards... We've even paid for a night's stay at the Delray Beach Marriott! We have even been known to give out free membership to our \$4,997 Internet Money Club. I can't tell you what we have in store for you this year... But rest assured, it will blow you away.
- **A First-Class Invitation to Rub Elbows with the Internet Elite.** Your admission to ETR's 2010 Bootcamp

includes entrance to a very special event: our Red Carpet Awards Banquet on Tuesday night. There, we will wine and dine you in celebrity style. And you'll not only break bread with some of our expert panelists, you'll also get to hear a special presentation from our Lifetime Achievement Award winner. (He's an absolute LEGEND in the direct marketing world - and he's promised to pack his presentation full of techniques that you can easily apply to your own business.)

- Best of all, you get **One-On-One Access to Our Expert Panelists**. They'll be strolling the hallways after each presentation... They'll be lounging at the bar in the evenings... And you might even snag an invitation to join a group of them for dinner! This is your opportunity to get no-holds-barred information from our experts... and ask them specific questions about your specific situation. This kind of interaction is priceless.

And that's just the beginning! You'll even get a few special surprises- courtesy of ETR - when you arrive at the Marriott.

[Guarantee your \\$500 discount to ETR's 2010 Info-Marketing Bootcamp now.](#)

Here's the deal...

If you're even REMOTELY interested in building a super-successful info-marketing business... **no matter what your experience...**

... then this is an offer that's simply just too good to pass up.

After all, at this event, you'll find out...

How To Master "The Best Business In The World" Straight From The Experts!

Running your own info-marketing business is as close to PERFECT as you can possibly get...

... if you want to make a living...

- WHEN you want...
- WHERE you want...
- HOW you want...
- And doing something you LOVE...

For example, take a look at Bill Bonner.

In 1979, he founded a small newsletter for American expats called *International Living*.

Overseas travel was a big passion of Bill's... and he wanted to help other Americans live better for less... simply by looking beyond U.S. shores.

That was the "big idea" behind *International Living*.

It was just a small "kitchen table" operation back then. Just a tiny black-and-white newsletter.

But over the past three decades, Bill's "kitchen table" operation has evolved into Agora, Inc. - a \$295 million per year publishing empire.

Now Bill lives in France... owns an enormous 38-room, 18th century French chateau... and travels around the world regularly.

Then there's Eben Pagan... a.k.a. David DeAngelo - the founder of *Double Your Dating*.

A few years ago, Eben was determined to find out how to meet and attract women.

Here's a snippet from one of his websites:

"I reached a point where I was so desperate to learn how to get a date with women, that I made a decision to "figure it out" for myself. I went out and read every book, went to every seminar and listened to every audio and video course on meeting women and getting dates..."

Then... once he got that area of his life better handled, he realized he could create and sell his own audio and video courses on how to meet and attract women!

So he launched an info-marketing business called Double Your Dating... which offers DVD home study programs, seminars, and other information products.

And he promptly went from \$0 to \$20 million in just six years...

... all before he turned 40.

Not bad, is it?

That's how lucrative the info-marketing business can be.

And then there's Rich Schefren.

Rich was a college dropout. But you'd never guess it by looking at his track record.

You see, Rich Schefren is one of the most successful info-marketers in the world.

In fact, he's brought in as much as **\$3.5 million a month online from his information-products!**

And he lives in one of Palm Beach County, Florida's swankiest neighborhoods (and drives a Porsche).

And there are many, many other entrepreneurs out there making an absolute killing in the info-marketing business.

And so can you!

When you own and run your own info-marketing business, you're in COMPLETE CONTROL of your own financial destiny.

No "glass ceiling" here!

Want to make an extra few hundred dollars a month while keeping your full-time job... or living at home?

You can do that.

Want to become a multimillionaire info-marketing superstar... like many of the speakers you'll meet at ETR's 2010 **Info-Marketing Bootcamp**?

You can do that, too.

All you need is to know is:

- **How to get started...**
- **What steps you need to take...**
- **What you need to do at each step...**

- **What resources you need...**
- **Who you need to know...**

And that's why attending **ETR's 2010 Info-Marketing Bootcamp** could have such a profound impact on your career and lifestyle.

Because that's exactly what our experts show you how to do.

They'll show you ALL the tips, techniques, secrets, shortcuts, and strategies (and pitfalls to avoid) so you can start making the most amount of money **as quickly as possible**.

Here's what you can expect at **ETR's 2010 Info-Marketing Bootcamp**.

Walk in with nothing. Walk out with EVERYTHING you need to build your own info-marketing empire.

It doesn't matter if you know nothing about building an info-marketing business.

Come to **ETR's 2010 Info-Marketing Bootcamp**... and at the end of 4 days... you'll have everything you need to launch your own info-marketing empire.

EVERYTHING you need to know about building your own info-marketing business is covered at this event.

For starters, you'll find out how to...

- **Build your own profitable email list is as quickly and easily as possible.** (Your email list one of the most... if not THE most important aspect of your info-marketing business. We'll show you how to build a large, highly-responsive email list of buyers hungry for your products and services as quickly and easily as possible) ...
- **Identify the right "keywords" for your website.** (This is something that a lot of would be "info-marketers" get wrong at first. And it winds up completely derailing their efforts. You'll find out the same shortcuts that we and our experts use to identify the right keywords for your business...achieve high search rankings... and enjoy a constant flood of fresh traffic to your website)...
- **Write persuasive copy that compels your readers to buy NOW.** (It's one thing to attract visitors to your website. And it's a whole 'nother thing persuading them to TAKE ACTION... and buy your products or services. That's where writing great copy comes in. You'll find out how to write WORDS THAT SELL... even if you *think* you can't write OR sell at all!)
- **Use social networking websites like Facebook, Twitter, and YouTube to build your business.** (You might think that sites like these are for tech-addicted teenagers... but social networking websites have evolved into highly-effective marketing vehicles. The thing is... most people have no idea how to use social networking websites to build their business. And they'll even get themselves into a little trouble. if they're not marketing themselves wisely. We'll show you the RIGHT way you should use social networking sites to build your business... and what you should avoid doing like the plague.)
- **Take advantage of the exploding "mobile" market.** Mobile "smartphone" devices like the iPhone, the Blackberry, the high-end Nokia phones, and the Palm have taken the world by storm. There are now literally billions of MOBILE phone users. And a fair chunk of them now have smartphones. Soon... it will be standard. What's exciting about this is that you can get your name and message out to millions of mobile phone users and let them know about your business. But how do you "cut through all the clutter" and reach your target market on their mobile phones? What do you say when you reach them? And how can you persuade them to TAKE ACTION and purchase your product or service.. while they're still on the phone? We'll give you all the details.
- **Use online videos to explode your online sales.** It goes without saying that online videos have become

one of the fastest-growing communications mediums in modern history. YouTube is now the 4th most visited website on earth - after Google, Facebook, and Yahoo - all of which show millions of videos per month as well. And if you use online videos wisely, you can see an exponential increase in traffic to your website... and astronomical profits. (We know of a woman who raked in \$25,770.23 in monthly revenues from online video marketing... in one of her very first months at it!) At this year's Bootcamp, we'll show you how to create traffic-pulling online videos from scratch in just minutes... even if you're a complete "technophobe!"

- **Use "E-Zines" and article marketing to build your credibility... establish yourself as THE expert in your field... and ratchet up your profits.** (Writing articles about your niche market and posting them online is one of the easiest and cheapest ways to establish yourself as a recognized expert. The only challenge is... ANYONE can do it. The thing is... there are a lot of BAD, BAD articles online right now. We'll show you how to write the kind of articles that show you know what you're talking about... build your reputation... and ultimately boost your bottom line.)
- **Use "Pay-Per-Click" advertising to add to your bottom line** (One of the fastest, easiest ways to get quality traffic to your website is through Pay-Per-Click advertising. You've seen Pay-Per-Click in action before. It's the right hand column in Google... under "Sponsored Links." The big challenge with Pay-Per-Click... though... is that if you don't know what you're doing... you can lose a lot of money. And FAST. We'll show you an EASY, virtually "BULLETPROOF" way to use Pay-Per-Click advertising... even if you've never done it before... and bring in a flood of qualified, eager buyers to your website almost immediately.)
- **Make your website "search engine friendly."** (Hey... these days... ANYONE can throw up a website for the whole world to see. But without the right Search Engine Optimization (SEO) strategy... who is going to find it? Getting your SEO right is one of THE most critical aspects of your Info-Marketing business. And if one thing's for sure, this is when it literally pays to listen from the very, VERY best in the business... because even some self-proclaimed SEO "experts" get this part of their marketing strategy *completely* wrong. At ETR's 2010 **Info-Marketing Bootcamp**, we'll show you how to get your SEO right the first time... so your website will get DISCOVERED by your target market.)
- **Create profitable info-products from scratch.** (Believe it or not... this is much, MUCH easier than you might think. In fact, it's entirely possible to create profitable info-products from scratch - and offer them online for sale - in just a few hours. Sometimes in just minutes! And then... you can take that product... tweak its format a bit (for example, transcribe a recorded teleseminar into a written PDF)... offer it in its new format... and multiply your profits almost immediately! But how do you choose the best info-product for YOUR business? Which format should YOU use? DVD? MP3? PDF? Online Video? And how much should YOU charge for your info-products? You'll get all the details at ETR's 2010 **Info-Marketing Bootcamp**.
- **Build an internet-based info-business in 12 easy steps.** Hey... I know just about EVERYONE loves "step-by-step" directions on how to do something. I'm one of them! And I know that building an online business can seem overwhelming. So overwhelming... in fact... that many people don't even give it a shot... because they simply don't know where to start. If you've ever felt that way, then you'll really enjoy this presentation: We'll "hold you by the hand" and show you the exact steps you need to take to build your own info-marketing business from scratch. It's not complicated. And it won't take up a lot of time. Simply follow along each step... and you'll have your own info-marketing business up and running in no time.

By the way, this is only a tiny, tiny fraction of what our experts could cover at **ETR's 2010 Info-Marketing Bootcamp**.

You'll find out EVERYTHING you need to know.

And the best part is, if there's something you're wondering about... and it's something that isn't mentioned on one of the presentations (although I doubt this will happen)...

... you can just go up and ask ANY of the experts on hand whatever it is you want to know!

That's one of the most remarkable things about this event.

You see... even though many of the experts that attend **ETR's Info-Marketing Bootcamp** charge up to \$4,000 an hour for their consulting services (and earn millions of dollars per year)...

... **you can just walk right up to them** during one of the breaks... in the restaurant... or even at the bar... and ask them any question you may have about your ideas... your business challenges... or whatever it is you want to know.

Now don't get me wrong.

This IS a VERY intense, power-packed event.

But at the same time... everyone is also VERY laid-back and approachable.

HINT: Head over to the bar in the Delray Beach Marriott in the evening... after the presentations are over... and take a look around. You're sure to find many of the presenters there unwinding and talking shop. And they'll be glad to have a drink or two with you and have a chat. It happens every night of Bootcamp... every single year!

And this is something that past attendees sure appreciate. How approachable everyone is... and how much valuable information they have to share.

Take a look...

What Attendees Have To Say About Past Info-Marketing Bootcamps

"Like Getting A Master's Degree In How To Build A Business On The Internet"

"This is a tremendous opportunity to get in front of the people who are the movers and shakers in the industry. Tremendous enthusiasm, this is extremely professional. It's like getting a masters degree in how to build a business on the Internet."

- Sharon O'Day, Hallandale, Florida.

"Exceeded Expectations... Best Return On Investment We Could Possibly Get"

"This event exceeded expectations. In our business - we're in a similar business to Early to Rise- we always measure everything by return on investment and I would have to say that as far as conferences and events, this is probably the best return on investment that we could possibly get. It's going to be worth ten to twenty times the amount we spent to come here."

- Paul Tracy, Austin, Texas.

"One Of The Best Experiences We've Had... Highly Recommended To Anybody"

"I've got to tell you this Bootcamp is one of the best experiences that we've had. I've been in the direct marketing arena for about twenty-five years, and I've learned a tremendous amount in the last two and a half

days of attending this conference. All the presentations were absolutely fantastic. You'll get a tremendous amount of information from attending this conference."

- Lou Betancourt

"All the speeches have been incredible."

"I cannot rave enough about this event. I've been to several boot camps and several marketing seminars in the past, and this by far excels every event that I've attended. All the speeches have been incredible. I recommend that anybody who is serious about information marketing absolutely attend. It's been a real thrill to listen to Michael Masterson speak, he has so much real advice that we can all follow and we can all learn from."

- Rebecca Eisele.

"Bowled Away With The Ideas, The Concepts... Couldn't Find This Information In Ten Years..."

"This event was fabulous. This is my second ETR event and I'm always just bowled away with the ideas, the concepts, the people presenting are leaders in their field and I couldn't find this information in ten years if I were just to be doing Internet searches. To have it all in one place is such a gift. "

- Martha Celestino, Santa Ana, California.

"Step-By-Step Process How To Get To Where We Want To Be In The Near Future"

"I've been very impressed. The speakers and the experts that they brought in to teach us have really given us a lot of tools. It was just very applicable to our business, and it was more a very step by step process how to get to where we want to be in the near future."

- David Patrick.

[Guarantee your \\$500 discount to ETR's 2010 Info-Marketing Bootcamp now.](#)

Why many people (of ALL experience levels) come to ETR's Info-Marketing Bootcamp year after year

We're proud that our attendees get so much out of our Info-Marketing Bootcamps.

In fact, quite a few come back year after year.

Why?

It's simple, really.

You see, the internet is constantly changing.

For example, just a few short years ago, hardly anybody knew about websites like Facebook, Twitter, Flickr, or YouTube!

Hard to believe, I know...

Even Google hasn't been around that long... when you really think about it.

It's the same thing with mobile phone marketing... video marketing... blogging... and many other forms of marketing... both online and offline.

What was completely "off the radar" just a few years ago is now all the rage.

Everything is constantly changing.

And if you don't keep up... you're going to be left in the dust by your competitors.

The good news is... our experts cover EVERYTHING that's new and hot at each year's Bootcamp... ensuring you're right at the forefront of what's working NOW.

In fact, the way Bootcamp is shaping up right now, it's already looking to be **the most powerful home-based business-building event we've hosted in our 11-year history.**

We plan on covering EVERYTHING.

- ALL the fundamental skills you need to become an info-marketing MASTER...
- ALL the latest marketing techniques, tips, secrets, and strategies...
- ALL the latest developments in the internet marketing world (and how to take advantage of them)...
- ALL the latest success stories from the world's most successful online entrepreneurs (and exactly HOW they did it)...
- ... and much, much more

That's one of the biggest reasons why **ETR's Info-Marketing Bootcamp** attracts some of the biggest names in the business.

They want to hear... STRAIGHT FROM THEIR PEERS... the latest trends in the industry and WHAT'S WORKING NOW...

... just as much as the "newbies" do.

[Guarantee your \\$500 discount to ETR's 2010 Info-Marketing Bootcamp now.](#)

So who will be speaking at THIS year's Bootcamp?

Take a look:



Michael Masterson – multimillionaire entrepreneur, best-selling author, and founder of Early to Rise – will be on hand for the entire event. In fact, it is the ONLY ETR event that Michael attends all year!

In fact, he'll deliver the first presentation... which is always a special treat.

At each year's Info-Marketing Bootcamp, Michael never fails to deliver a presentation



that literally **FORCES** you to look at your business, your mindset, and your future in a completely different and almost revolutionary way.

Just last year, his presentation on "A Special Theory of Automatic Wealth" brought the entire crowd to their feet in a raucous standing ovation.

It was great stuff!

But that's no surprise... when you really think about it.

After all, Michael Masterson is one of the most successful and respected direct marketers in the world.

His track record speaks for itself:

- He's been involved in the successful start up of dozens of multimillion dollar businesses including one that topped \$100 million and one that is \$300 million plus and still growing.
- He's developed a loyal following of more than 450,000 subscribers to *Early to Rise*, which he's dedicated to helping success-oriented people achieve their financial and personal goals.
- He's the author of the Wall Street Journal, New York Times, Business Week, and Amazon bestseller *Ready, Fire, Aim: Zero to \$100 Million in No Time Flat*. His other books include the bestsellers *Automatic Wealth*, *Seven Years to Seven Figures*, *Automatic Wealth for Grads* (all of which have appeared on one or more of the bestseller lists above), as well as *Power and Persuasion* and *Confessions of a Self-Made Multimillionaire*.

At **ETR's 2010 Info-Marketing Bootcamp**, Michael will reveal the most powerful wealth-building secret he knows... and how to apply it to your own info-business immediately.



Rich Schefren. Rich has built, run and sold multimillion dollar offline businesses in the fashion industry, and the hypnosis industry.

More recently, Rich has continued his offline success into the online world.

He has orchestrated teleseminars with marketers like Jay Abraham, John Carlton, and many others.

Currently Rich maintains an elite marketing coaching program, where many of today's top internet marketers and service providers are among his clientele.

Rich's own programs sell out quickly because of the outstanding results achieved by entrepreneurs at all levels - from one person home-based businesses to multi-million dollar ventures aiming for more.

Many of the program's graduates are now Internet marketing experts in their own right.

At this year's Bootcamp, Rich will reveal the one key secret that helped his clients bring in \$500 million in revenues in 2009...

... and how YOU can apply the same secret to your info-marketing business... even if you're just starting out...

... or you're already a well-established info-marketing pro.



Drayton Bird. Internet marketing is simply direct marketing done online. And with more than 50 years spent in direct marketing, Drayton Bird has more experience and knowledge of what works in direct response than just about anyone in the business



today. The legendary David Ogilvy said no one knows more about direct marketing than Drayton Bird.

In November 2003 the Chartered Institute of Marketing named Drayton Bird one of the 50 living individuals who have shaped today's marketing. His book *Commonsense Direct Marketing* is the best-selling British work on the subject and published in 13 languages.

In addition to serving as creative director to four of the top five ad agency groups, Drayton is a direct response entrepreneur who has made, risked, and sometimes lost his own money on everything from body-building exercises to swimming pools to hair pieces. He has worked with many of the world's leading brands including American Express, British Airways, Ford, Microsoft, Nestle, and Visa.

While most marketers have suffered terrible - even catastrophic - decreases to response during the recession, Drayton and his team tell us they've quietly been handing clients some of their biggest and most profitable marketing breakthroughs.

Including....

- A 42% increase in replies and a 23% higher conversion to sale for a company in the home improvement industry ...
- A 60% boost in inquiries along with a 29% decrease in costs for a client selling vacation packages ...
- A 400% increase in test drives for an auto dealership - through the use of a simple mechanism on the Internet virtually anyone can use ...
- A 92% explosion in sales from a single email to a list of prospects to which a full-scale direct mail package previously sent had been a wretched failure ...
- PLUS, a 4-page letter and follow-up to only 1,500 lawyers - selling home improvements, holidays, cars, insurance, credit scoring, and legal information - resulting in gross sales of \$2.2 million!

At this year's ETR Info-Marketing Conference, Drayton has promised to reveal "the single biggest mistake I've seen people make in my nearly 50 years of marketing." He says, **"Avoid this common mistake and your success is virtually guaranteed."**

You may not have much interest in "direct marketing." But may I let you in on a little secret? Online marketing *is* direct marketing, except online it's done with electrons instead of paper. All of the direct marketing methods that work so well offline work just as well online too. Spend time with Drayton Bird, and he will turn you into a knowledgeable direct marketer to ensure your online success. Master the art of direct marketing, and you will quickly and easily master the art and science of selling online.



Perry Marshall. In a few short years, Perry transformed himself from a salaried sales engineer to a wealthy Internet entrepreneur and the most quoted authority in the world on the subject of Google AdWords and pay-per-click advertising. He has helped over 100,000 advertisers save literally billions of dollars in AdWords "stupidity tax."

A self-made multi-millionaire from Internet marketing, Perry is in constant demand as a consultant, coach, and speaker. He has been referenced by the *Washington Post*, *USA Today*, *Entrepreneur*, and the *Chicago Tribune*.

His Chicago company, Perry S. Marshall & Associates, consults both online and brick-and-mortar companies in over 200 industries on generating sales leads, web traffic, and maximizing advertising results. Prior to his consulting career, he helped grow a tech company from \$200,000 to \$4 million in 4 years, and the firm was sold to a public company for \$18 million.

Perry is the author of several books including *The Ultimate Guide to Google AdWords* as well as hundreds of

articles on sales, marketing, and technology.

At the 2010 ETR Info Marketing Conference, Perry is going to share with you how to market your products and services on the *Google content network*.

Do you know about the Google content network? It reaches 80% of global Internet users, making it the world's #1 ad network. It has an audience larger than any other ad network or single web property - even Google.com! Yet most Internet marketers don't understand the Google content network very well.

Your ads can reach users on hundreds of thousands of web sites in the content network across all industries, from large well-known sites to niche sites and audiences. In his session, Perry will reveal how to bid on the content network as well as how to find traffic sources on the network.

With the Google content network, your ads are served on web pages all over the Internet. Normally, Google chooses those pages for you. But Perry will show you some powerful ways you can laser target certain kinds of pages, demographics, and web sites by custom shaping your approach. He will also show you how you can pay Google for leads instead of just for clicks.



Brian T. Edmondson. Brian is an author, speaker, and Internet entrepreneur specializing in generating website traffic and building responsive email lists. He is also the director of ETR's Internet Money Club.

After leaving his "Wall Street" job in 2001, Brian found true success and independence through the power of the Internet.

He has launched several websites, including one that grossed over \$50,000 in sales in the first week and has masterminded many multi-million dollar Internet businesses. He now works full time online from his home outside of Philadelphia, PA (or anywhere there is an internet connection).

Brian is also known for his ability to generate "big profits from a small list". In one example he generated over \$15,000 in 7 days from a list of only 1,286 subscribers. Brian is co-author of *The Ultimate Success Secret* with Dan Kennedy.

At this year's Bootcamp, Brian Edmondson will "hold you by the hand" and show you the exact steps you need to take to build your own online business from scratch.

It's not complicated. And it won't take a lot of time. Simply follow along each step with Brian, and you'll have your own online business up and running in no time.



Jennifer Stevens. Jen writes most often for the publishing, travel, and investment worlds. She brings a journalism background to her copywriting work - she was a business reporter and editor for years before moving to an affiliate of Agora, Inc, where she ran *International Living* magazine.

Her "insider" editorial background makes her uniquely suited to help clients not just write marketing copy - but create and position new products as well. Clients rave about her "hands on" approach and the multi-year controls she produces.

Jennifer wears other hats as well. When she isn't writing marketing copy, she's writing travel articles and is the author of AWAI's *Ultimate Travel Writer's Program*. In past incarnations, she wrote marketing studies for the Foreign Commercial Service in Paris and taught high school English on an East African island, where she served for two years as a Peace Corps Volunteer.

Jennifer Stevens has traveled the world over in her adventures as a top travel writer and copywriter with international clientele. Her articles have appeared in a variety of travel publications including *International*

Living and Trade & Culture. She is also a successful copywriter, working from her home in the beautiful Rocky Mountains.

In her presentation, Jen will share with you the secrets of how an amateur (you) can write copy like a pro (her) in no time flat.

Not sure what to say - or how to say it - when you sit down to write? You'll banish that uncertainty for good once you know Jen's "red tomato technique" for choosing and communicating the ideas that will sell your products best. This is the technique that in the last year completely transformed the copy one of her clients sends out - taking a business that was \$1 million in the hole and turning it into banking just shy of \$1 million a month today.

This easy, straightforward technique - born in the garden - will guide you in everything you write, from home page copy to emails and sales promotions to the products you create. It works no matter what you're selling. And you can put it to use fast - whether you're just launching your business or it's already established. So you can be confident your copy is always working for you to capture new buyers and sell to them again and again.

Jen will "demystify" and simplify copywriting - and hand you the tools and techniques you need to create a strong website fast, one that attracts prospects and turns them into buyers quickly. She'll share:

- The two most important elements to pay attention to in your copy (get them right and it almost doesn't matter what the rest of your copy looks like).
- How to quickly and effectively evaluate copy from an outside copywriter so you can tell at a glance if it's "right" or not.
- How to get out of your own way when you write - so your copy is easy to read... and works...



Joshua Boswell. Shortly after he got married, Joshua Boswell landed a job working for a nationally known motivational speaker. Starting out as office help, Joshua quickly became the owner's right-hand man. It was not long before he too found a passion for speaking, training, and improving other people's lives.

After four years of traveling around the country giving seminars, Joshua started a technology company designing custom database driven web sites. With a focus on working with non-profit organizations, the technology company quickly became involved in a number of fundraising efforts.

Since then Joshua has helped earn millions of dollars for non-profit, political, and for-profit organizations alike through powerful direct mail packages, email campaigns, websites, brochures, and events. Clients include Sony, Toshiba, St. Jude's, B&B Electronics, Corel, Microsoft, and many others. In addition, he's the proud (and busy) father of nine children.

Joshua currently works as a freelance copywriter, specializing in direct response and marketing consulting. He is also a specialist in the creation of e-books, DVDs, audio CDs, e-classes, and other information products. And at the Info Marketing Conference, he'll reveal his formulas for creating great info products quickly, easily, and affordably.

"One of the biggest challenges you and I face as Internet marketers is coming up with a system, product, or service that people will cheerfully buy," says Joshua. A few rare folks among us are creative geniuses and can pull this stuff out of their hat at will. But what about the rest of us? What do we do?

At the ETR Bootcamp, Joshua will show you more than 9 methods for finding, developing, and deploying in-demand products and services. You'll learn his proven systems, templates and procedures for creating these products, even if you are "creative-challenged" and have no idea what you'd like to sell or offer your list.

What's more, you'll get Joshua's secrets for developing products and services at little or no cost and in a

matter of days, not weeks or months... without you doing hardly any of the work. You'll also receive a system for testing your idea long before you roll out the newly minted product or service to ensure that your profits will be high and your headache low.



Noah St. John, Ph.D., is founder and CEO of SuccessClinic.com, an international success training company. Since 1997, he has taught thousands of people in over 50 countries how to use his breakthrough methods to reach their goals faster, easier, and with less stress.

He is the author of six books including the #1 best-seller *The Secret Code of Success*, *Permission to Succeed*, and *The Great Little Book of Affirmations*, which has been translated into six languages.

Noah has been featured in over 2,500 media outlets including CNN, ABC, NBC, CBS, Fox News, National Public Radio, *Parade*, *The Washington Post*, and the *Chicago Sun-Times*.

Fun fact: he once won an all-expenses-paid trip to Hawaii on the game show *Concentration* hosted by Alex Trebek, where he missed winning a new car by three seconds (he had not yet learned *The Secret Code of Success*).

Noah knows first-hand what it's like to be stuck even AFTER spending thousands of dollars on traditional success programs. One night, he had an epiphany that changed his life, when he realized that the Naturals of Success are unconsciously competent at allowing themselves to succeed.

That's why "self-help" programs have failed so many - because of a little assumption that's costing you a fortune!

In Noah's session, you will learn:

- The hidden cause of self-sabotage and the "foot on the brake" syndrome.
- Why so many smart, talented people hold themselves back from success.
- How to make more money doing something you are already doing.
- What motivational speakers DON'T want you to know.
- A no-fail formula for dumping your "head trash."
- A proven, practical system to remove the hidden blocks to more wealth and fulfillment.

Real estate success coach Tim Taylor says, "Just ONE idea Noah shared with me saved me \$3 million and at least three years of my life!"



MaryEllen Tribby. You know MaryEllen as the former CEO and Publisher of Early to Rise. She's spent 25 years in the direct marketing and publishing industries. She's a best-selling author. She's headed up multi-million dollar companies.

But she's got a **special edge** that none of our other presenters have...

You see, she started her own business (Working Moms Only). From scratch. Just this year.

Last year at this time, **she was in the same boat you are.** She had an idea. She had a passion. She wanted to venture out on her own.

And she DID IT - with a start-up budget of just \$10,000. (She even turned down offers from several investors so she could "go it alone!")

In the first 24 hours of launching her business, MaryEllen had **\$5,000 subscribers.**

She quickly grew her subscriber list to OVER 10,000 names! And **in 45 days, she had made \$155,000.**

Today she has a month's long waiting list for her personal coaching program, a board made up of Hollywood's elite, and a message that's inspired many thousands people along the way. And **she's on track to break the \$1 million dollar mark** - in her first year of business!

At Bootcamp this November, she promises to be straight with you about exactly what it takes to build and grow a business online today. She's not going to sugar coat anything. She's not going to leave one secret out.

It doesn't matter if you're a beginner or a veteran businessperson - MaryEllen will reveal her best secrets for how you can "take that first step" toward creating the business of your dreams.

In fact, she hinted that she plans to disclose **the single most important skill an entrepreneur (or any level of businessperson) can develop...**

It's not copywriting. It's not marketing. It's not business management. And NO ONE offers lessons on how to do it. But at Bootcamp, MaryEllen will "break the silence" and tell you everything you need to know about how to master this skill and use it to your own advantage.

And that's just for starters...

I've also got something extra special planned... And the only way you'll get ALL the details is to attend Bootcamp.

You see, for the first-time ever, two of Agora, Inc.'s top list builders have agreed to reveal their secrets.

Because I'm lucky enough to work at an affiliate of Agora, Inc., I've become friends with many of the brightest hacks in this business. I say that as a compliment! They're responsible for bringing on millions of names to the financial list of another Agora, Inc. affiliate.

But their appearance at Bootcamp is conditional on my keeping their identities quiet.

"Mr. X" first honed his skills in the "early days" of the Internet. While at a Baltimore ad agency - where his clients included a major airline, state lottery agency and national aquarium - he

Meet Your Sales-Doubling Emcee!



After graduating from the University of North Carolina where he was a member of the nationally ranked football team, Tom became the youngest stockbroker ever hired by a prestigious Wall Street firm. By his second year Tom had become one of the highest producing brokers in the entire firm.

picked up some of the biggest secrets of our industry... tactics that work to this day to bring in long lines of new, paying customers.

Much of his initial success came from "pre-historic" search marketing techniques, display advertising and email marketing efforts.

But that was just the beginning...

Being introduced to the "Agora Model" 5 years ago helped Mr. X turbo-charge his skills, resulting in the acquisition of 3 million free readers and over 250,000 paid subscribers for one of Agora, Inc.'s top producing affiliates.

Today his campaigns are seen by hundreds of thousands of users across a diverse group of financial and news websites, publishers and lists.

Then there's "Mr. Y"...

Mr. Y. was first introduced to online marketing in 2001, running banner and email advertising for 70 affiliates. Back then was the "wild west" of online marketing - all they needed to do was have a presence on every site and access to our partners' lists, and they'd make money.

But since joining this particular affiliate, Mr. Y has learned that all names are not equal. He knows how to find the best sources of names, both free and paid. And he's helped bring in millions of free readers and over 300,000 paid subscribers.

These "mystery men" will head up our Special List Building 3.0 Panel - where they'll give you time-worn tricks they've learned to build your list fast, make sure your names are profitable, and how to accelerate growth into hyperdrive.

It's the first time they've ever spoken publicly about these secrets - you won't want to miss the list-building, income-boosting ideas they have to offer!

Let Our Expert Panel Show You the Shortcut to Success

As I've mentioned before, every year, **ETR's Info-Marketing Bootcamp** attracts many of the world's most successful direct marketers.

It's like a "dream team" of the direct marketing world... all in the same place at the same time.

THESE are the caliber of marketers we invite to present at our Info-Marketing Bootcamp.

Literally the most successful, well-established, and wealthy info-marketing experts in the world.

And what's really great about this is that they all had to start at some point themselves.

What I'm saying is... because many of them have taken "the entire journey" from no info-business at all to info-business magnate...

... they know the shortest, fastest way to achieve similar success... purely through experience.

"Been there... done that" as they say.

And they can give you all the "shortcuts"... before you even get going!

Anthony Robbins then hired Tom as his National Sales Trainer and National Sales Manager. During Tom's tenure, the company's sales more than doubled each year he was there. Tom was one of the first people Anthony Robbins personally selected to lead his prestigious Mastery University seminars.

For 21 years as a corporate consultant, speaker, author, trainer, and coach, Tom McCarthy has successfully taught hundreds of thousands of people how to dramatically increase their level of performance in business and in life. He has presented more than 1,500 seminars, workshops, and training programs to corporations and associations in 21 different countries. Tom's content-packed seminars and books have been translated into 10 languages.

Ask them any question you've got... because there's an excellent chance you're going to get a detailed, thoughtful, and immensely powerful answer... solution... or series of action steps to take.

Building your info-marketing business in such a fashion... meeting the experts in person and finding out exactly how they did it... and how you can do it... shortens the learning curve almost exponentially.

I cannot overstress that!

The speakers we have lined up for this year's event are some of THE most well-known and successful marketers IN THE WORLD...

... and it's already looking like this year will be our strongest ever!

Come to ETR's 2010 **Info-Marketing Bootcamp**... and you'll put yourself **right on the cutting edge** of what's working NOW online.

[Guarantee your \\$500 discount to ETR's 2010 Info-Marketing Bootcamp now.](#)

And don't forget, you'll be doing it all at the gorgeous Delray Beach Marriott Resort!

Here's a little more about where you'll be staying when you come to **ETR's 2010 Info-Marketing Bootcamp**.

"It's Getting Hipper By The Year" - USA Today

If you've never been to our host hotel, the Delray Beach Marriott, it is quite a treat. It looks out on the ocean, for one thing.

So you can get up extra early and take a stroll along the beach. A lot of the rooms have a beautiful view of the sunrise over the water. There's a great pool and deck area, too perfect for families.

And you couldn't be closer to the action.

Just a 5-minute stroll down bustling Atlantic Avenue (locals just call it "The Ave"), and you'll pass dozens of boutiques, gourmet restaurants, quaint pubs and hip clubs, and specialty shops.

But don't take my word for it. *USA Today* recently featured a full page spread on our charming little town. Their thoughts?

"It's getting hipper by the year," they wrote. "Delray Beach is one of those 'insider secrets' but gaining more of a buzz all the time."

You're sure to have a great time the entire time you're with us.

- You'll be enjoying warm weather in November in one of America's finest beach towns...
- You'll be learning secret after secret on how to build your own information-marketing empire... straight from the world's foremost experts...
- You'll be spending time with new friends from all over the country and all over the world at a luxurious beachside resort...
- And you'll be priming yourself for a brand new income-generating opportunity that can completely revolutionize your lifestyle.

And don't forget... register today to GUARANTEE your

\$500 discount to ETR's 2010 Info-Marketing Bootcamp!

That's right.

You've got an opportunity... RIGHT NOW... to enjoy a rich, exciting, and life-changing event like this in a beautiful, tropical setting... **for a \$500 discount...**

... simply by clicking on the link below and registering RIGHT NOW to guarantee your spot!

And remember, at Bootcamp, you'll not only learn EXACTLY how to get your Internet business started or drive it to the next level, you'll also get:

- **Complimentary Admission to Our Cocktail Networking Reception and Daily "Meet And Greet" Breakfasts** - the perfect place to meet the person who can help you grow your business...
- **Access to a "Bootcamp Attendees Only" Website** where you can pick up all the materials given away at the conference...
- **The Chance to Win an Assortment of Exciting Prizes**, which - in past years - have included everything from a free night's stay at the Delray Beach Marriott to an iPod to free enrollment in our \$4,997 Internet Mooney Club...
- **A First-Class Invitation to our Red Carpet Awards Banquet** where you'll learn dozens of BONUS direct marketing secrets from an industry legend...
- **One-On-One Access to Our Expert Panelists** and the chance to pick the brains of these Internet and business-building giants and ask them any question you want...
- And much, much more!

[Guarantee your \\$500 discount to ETR's 2010 Info-Marketing Bootcamp now.](#)

But here's the thing.

The \$500 discount expires in 36 hours

Right now, we're offering you the lowest price you can possibly pay to attend Bootcamp. In just 36 hours from now, the price will jump. Why delay and pay more later?

NOW is the time to register.

Register now to guarantee your seat AND your \$500 discount.

And the cost of admission is FULLY-REFUNDABLE through October 1, 2010.

Register now, and if you change your mind for any reason at all, any time up until October 1, 2010 I will give you every cent back.

If you need to cancel after October 1, I will give you every cent as a full credit towards a future ETR event.

During the conference, if you are not 100% thrilled and delighted with the event, let me know before 5pm of the first full day and I'll give you a full refund.

And finally... remember that when you register... you're not only guaranteeing your \$500 discount to ETR's 2010 **Info-Marketing Bootcamp...**

... but you're also guaranteeing yourself an opportunity to find out who's making six and seven-figure incomes in

the info-marketing business... how they did it... what they're doing NOW to stay at the top...

and how you can, too.

I look forward to seeing you in Delray Beach this November.

Sincerely,



Laura Rodini
Chief Operating Officer
Early to Rise
August 2010

[Guarantee your \\$500 discount to ETR's 2010 Info-Marketing Bootcamp now.](#)

P.S. Don't delay! Remember... the \$500 discount expires forever in just 36 hours. So if you want to GUARANTEE your admission to **ETR's 2010 Info-Marketing Bootcamp** and collect a \$500 discount ... I strongly urge you to ACT NOW! You've got absolutely nothing to lose... and an exciting, fulfilling, lucrative career as a super-successful and super-wealthy Info-Marketer to gain!

P.P.S. URGENT! As of today, we've already filled over 44% of the spots we have open. The thing is...it is HIGHLY likely that the remaining spots could ALL be taken up FAST. Perhaps just a few short minutes from now! So if you *really* want to get in on this... before it's too late... you must register immediately.

[Guarantee your \\$500 discount to ETR's 2010 Info-Marketing Bootcamp now.](#)