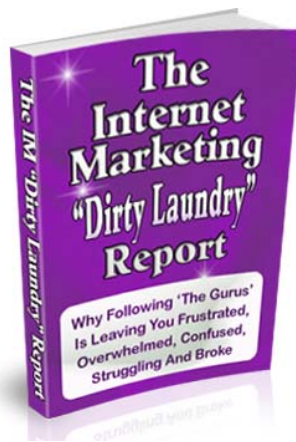


# The Internet Marketing 'Dirty Laundry' Report:

Why Following 'The Gurus' Is Leaving  
You Frustrated, Overwhelmed, Confused,  
Struggling And Broke.



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## In This Report:

- ✓ [Chapter 1](#): Why People are Frustrated, Overwhelmed, Confused, Struggling, and Broke...Despite the Glamorous Promises Being Made to You.
- ✓ [Chapter 2](#): The Get Rich Quick Myth - BUSTED!
- ✓ [Chapter 3](#): The *Bamboozler* In Hiding
- ✓ [Chapter 4](#): The "House Of Cards" Is Not Playing With A Full Deck
- ✓ [Chapter 5](#): What To Look For In A True System To Follow? (And what not to touch with a ten-foot pole!)
- ✓ [Chapter 6](#): Real Value, Real Results - Given To You For Free
- ✓ [Chapter 7](#): Does It Really Work?

### Nitro Blueprint



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## CHAPTER 1:

# Why People are Frustrated, Overwhelmed, Confused, Struggling, and Broke... Despite the Glamorous Promises Being Made to You.

Dear Aspiring Internet Entrepreneur,

I give up!

For a while I have contemplated writing this report for you. It started off on my list of topics for a future blog post. And over time it built up steam, to now (while flying back to Dallas) I write these words.

## What in the world am I talking about and why should you spend the next 15 minutes of your day to keep reading?

The answer to that question is the same answer to this question, *"Why are hundreds of thousands of people who are trying to start, launch, and grow an online business, with all of the information available showing you how to do that, still **frustrated, confused, overwhelmed...and no closer to the success of your desire than when you started?**"*

Over the previous 29 months we have been working with people behind the scenes to teach them exactly what we do to start, launch, and grow successful online businesses.

And even though we have never taught Internet Marketing to the general public, due to the success we have in our **real businesses**, we have been considered as both "gurus" and "super affiliates" and are given unfiltered access to what really happens in this crazy industry.

These two facts have given us amazing insight to the problems that plague the Internet Marketing Information industry.

## Have You Ever Experienced This? (We call it the “Bamboozler”!)

You purchase a product that makes some amazing claims on the results it will produce for you, even backed up with proof it will live up to those promises. But after you finish going through the product you are no closer than when you started?

Would you believe this is normal? In fact, in most cases it would be very difficult to see the results promised.

## Why Failure Is NOT Your Fault 90% Of The Time

Did you know that failure is not your fault the majority of the time? I’m serious. We are **prone to blame and beat ourselves up** for not succeeding. But, the crazy thing is, most of the time **it’s a failure of the process or system** we’re trying to follow rather than us.

**Picture this:** Someone has given you the task of putting a puzzle together.

Now **here’s the rub**, instead of just one puzzle, they **dump the contents of 5 different puzzles** on the floor. Not only that...they then give you the box cover **to only one** of the puzzles.

Let me ask you: **What are the odds** of you putting the puzzle together without **losing your sanity**? Next-to-none.

Now, let me ask you this: **Does that make you a failure?**

## NO! Of Course Not!

And it's because of two specific reasons - the *Get Rich Quick Myth* and the *Bamboozler*.

## CHAPTER 2:

### The Get Rich Quick Myth - BUSTED!

Over 3 years ago I wrote about the first one, **The Get Rich Quick Myth**, in a report you can get below. It was the main reason I believed people were frustrated, confused, overwhelmed, and ultimately not as successful as they desired in their Internet business.

It was called "[The Get Rich Quick Report](#)." It resonated with people on a level I've never seen before because it expressed what many people were experiencing, allowed them to realize why, and provided a solution they could follow.

"Your report is phenomenal! You never, ever hear this information from other Internet marketers! Finally, someone's willing to Tell The Truth!" - Jeff Gardner

You can [download that report here](#).

## To Summarize It...

Can we all agree that to be successful in anything in life requires skill in that area? Everything from hitting a baseball to making money requires the skill to do these activities. Of course that's true.

And skill is developed over time either through long, painful trial and error. Or it's developed by consistently following a proven system that develops a skill and allows you to produce your desired results.

Every "get rich story" you hear, although true, conveniently leaves out what it **really took** to get to the point where they could produce those dramatic results. (And I now realize they leave out something even more important, which is the "Dirty Laundry" part of this report.)

In my case, back in 2001 I created from scratch a brand new site that did \$102,386.28 in sales in just 6 short weeks. I went from nothing to \$102,386.28 in sales in 6 weeks.

Most people trying to sell you something will stop there and let you draw your own conclusions (i.e. you'll get the same result), but I won't do that.

Everything I just said is true, but like Paul Harvey says:

## ...And Now, The "Rest Of The Story"

However before my big "get rich quick" experience, I spent 4 years making anywhere from nothing to \$100 or a few thousands dollars a month. One month I even made \$10,000. During those 4 years I struggled, I had successes, I learned a lot...and I lost a lot.

**What really happened is I "got rich quick" because of the 4 years that led up to those 6 weeks.**

If you are willing to accept the truth after reading the "Get Rich Quick" report (most weak kneed, delusional biz-opp junkies will never even open it up for fear of actually learning the realities of life and making money), then...

## Then you are left with three options.

**One** is quit, give up on your dreams, your goals, and live an unfilled life of quiet suffering, frustration, anger, and pain.

Admit you are just not willing to accept the truth and move onto somebody else who is willing to sell you the dream so you can keep living in that wonderful fantasy world of Getting Rick Quick. But you know that it is (and will always be) a fantasy until you are willing to accept the realities of business.

**The second** is to keep on trudging and gain your own trial and error experience. And then, after many years, many thousands of dollars and many sleepless nights (and

possibly marriages) you'll experience a breakthrough that allows you to "get rich quick".

**The third option** is to take advantage of somebody else's learning curve and follow a proven step-by-step system that eliminates the "painful, costly, trial-and-error learning curve"... and enables you to do it all in just months instead of years.

So if you were like me, the solution would appear to be following a system. But that just opens up a whole new can of deadly worms...

**It's called the "Bamboozler."**

## **CHAPTER 3:**

### ***The Bamboozler In Hiding***

Since releasing the Get Rich Quick Report, there has been a proliferation of products people have been selling as online marketing "systems".

And over the past few months is when I realized the second major problem facing people in this Industry.

## **You are being given an incomplete system!**

Some people will find what I'm about to say shocking, others will nod their head and say that makes sense... and most will do both!

## **Here is the life of a typical product in this marketplace.**

The owner (let's call them a "Guru" for fun) either comes up with an idea for a product, or has a need to generate some fast cash.

They then slap all their ideas together into a product as quickly as possible, or worse yet, they create the "idea" for the product and then plan to create it "when needed" at the very last moment after it's already been sold.

Next they ***rush their product*** to completion and ***hype it up to high heaven*** (usually using the Get Rich Quick myths we talked about) so people will buy it like ants attacking a picnic.

If a "real company" looked at this process, they would laugh hysterically and think it was a joke or something dreamt up by a couple of drunk college kids.

Can you imagine Apple releasing a new product using that "system"?

In the real world new products go through a process first based on market research, product concept, validation, prototype, testing, improvement, small scale trial roll out and then, once it has made it that far and proven to be a rock solid product that produces the results promised, it's sold to the public as a product. (Unless you are called Microsoft and plan to come out with an operating system that starts with a V!)

**Let me step back for a second...**

Now don't get me wrong. Matt and I are ***a part of the Internet Marketing community***. Like any group of people, most of them are great people that are focused on **truly helping their customers**. So we're not trying to bash anyone. And quite a few people you and I know are not like this. Heck, we are probably one of the biggest buyers of new information around.

## **But Let's Get Real...**

...because, here's **the critically important thing to understand**.

Though most of these products possess good information, **a lot of what you buy is incomplete or mis-marketed**. In other

words, the only way you could realistically implement what you learn **is if you're already** a success.

How can somebody document and effectively teach something that was concocted within days or even hours?

It can't help but be incomplete; in fact it's virtually guaranteed to be incomplete.

See what I'm getting at?

Again, is it any wonder you're confused, frustrated and flat out baffled about succeeding online? I think not.

Just like you can't complete a puzzle when it's missing most of its pieces, you can't have success online using an incomplete system.

## The purpose of this report...

...is not to cause discussion forum "chaos and crap". Unfortunately you just have to pass gas loudly these days for that to happen!

...nor to point fingers, sling mud, and any other unproductive, useless, negative feeding activity that keeps you from moving forward. I wouldn't want my time wasted like that and am sure you don't either.

It's **first to help you see what I see** (sometimes it's downright *disgusting*) so you can **make smarter, more educated decisions**.

**Second**, to make sure **all of us**, in our businesses regardless of what market we are in, **operate at higher standards**. That we focus on delivering what the customer needs and wants, in a way they can successfully use it.

More on **HOW** to do that in **Chapter 5**.

But first, I want to make sure you **REALLY get this**. So let's look at a frightening yet accurate comparison.

## Chapter 4:

# The "House Of Cards" Is Not Playing With A Full Deck

Let's look at something we are all familiar with but are not emotionally attached to (unless you are doing it right now!) - **building a house.**

If you want to build a house, of course, you need a blueprint to follow when building it. Without the blueprint it would be impossible to build a house you would ever consider living in.

So then, logically, **house = online business** and **blueprint = course teaching you a system.**

## The "Whole" vs. The "Parts"

But what would happen if the blueprint you were given was created by a plumber?

Yes, he has a lot of experience being **one part** of building a house. And he gives you an amazing blueprint on doing the plumbing of the house.

However, even with the best, most complete plumbing blueprint, **would you ever** be able to successfully build a house? Of course not, that is very obvious.

What if you also got an electrical blueprint, and a roofing one, and a cabinet one, and a dozen other blueprints. Would you then be able to build a house?

You might know the **theory** how to do a lot of different things, but you would be **completely clueless** how they fit together, the sequence that should be completed, and how the house should look when completed or what to do when different people give you **conflicting information.**

You would be sitting at your desk, frustrated, overwhelmed, and confused. It would be **impossible to move forward** and achieve any significant level of success.

Yeah you might be able to put a few wires together, nail a few boards together and be "active". But none of that activity moves you closer to having the dream house you and your loved ones can live in for the rest of your life.

Unfortunately a lot of the products out there being marketed as "systems" are really systems on just one very specific piece of having a successful business.

Right now you probably have great information on traffic, blogs, affiliate marketing, Adwords, Adsense, and a dozen other things, none of them making up a complete business.

## One Part But Not All The Parts

Imagine if you have the best blueprint in the world... for the second floor of your dream house.

How helpful would that be?

To have a successful house you need the **complete** blueprint. It starts with the foundation, then the first floor, then the second floor and finally the roof.

If you are missing just one of them it ain't gonna work.

But you see it time and time again. You are sold a "system" that **is really only one part of their system**, not the whole system. They either unknowingly leave out critical pieces or, worse yet, intentionally make it incomplete (yet still sell it to you as a complete system), and then make you buy the rest of the pieces.

Have you ever been "baited and switched" like this before?

## Missing The Details

Here is a real common one: You actually are given a big picture blueprint for all levels of your dream house. However it's missing the details of exactly what to do.

You get the big picture on what it should look like, but it never mentions you have to hang the sheetrock, use 2x4's with 6 inch nails, or put down the floor tile. It leaves out all the small but critical details needed to successfully build your dream home.

Have you ever gone through a product and were left thinking, "This sounds awesome, but **I have no clue how to implement it???**"

## For Seasoned Pros

Then, finally, you have the complete blueprint and it also has all the details, but it gives you everything in the wrong order. It has you hanging the sheetrock before putting in the plumbing.

Or it's full of information, steps, and shortcuts only seasoned pros should do. But if you tried following it your first time, it could easily turn into a disaster.

The reality is, once somebody becomes successful they know how to do what they are doing now (all of the seasoned pro shortcuts and techniques) and teach you that. But it's missing everything you need to become a seasoned pro so you can actually use those shortcuts and techniques.

## Everybody's Talking About It

This frustration has slowly been rumbling around the industry.

Rich Schefren, a great Internet business coach, had a [blog post](#) recently voicing his frustration on this very same topic. Seminar after seminar he sees people sell some "magic bullet" package of crap from the stage and people rush back to buy it. However there is almost a zero percent chance they are getting anything that resembles a true system that's complete and useable.

Geez, I'm pretty sure if I was trying to learn how to start, launch, and grow a successful online business today I would be lost, frustrated, overwhelmed, and confused too.

**What can you do starting today to successfully move forward? What's the solution?**

And no, it's not buy something.

It's instead, **follow a TRUE system.**

With a **heavy emphasis** on the word **true** and **system.**

## **Chapter 5:**

### **What To Look For In A True System To Follow? (And what not to touch with a ten-foot pole!)**

I'm not going to tell you "this is the system" to use because we are all unique and different and believe in making choices for ourselves based on the information available. However I will give you the **criteria** I use that has worked very well for me over the years.

And I can't comment on what other people sell or offer because we are 100% focused on using and always enhancing our own system we use in every site we launch, business we start, and client we work with. It's called the [Nitro Blueprint System](#).

But over my 11 years of marketing online, I have become extremely clear what a **real system that works** has to look like so you can make a smart educated decision that is more than hype and slick sales messages.

### **Here is the 5-Point Checklist:**

**1) They Do What They Teach:** Knowing about something and actually doing it are two different things. You want to learn from somebody who is teaching from what they do on a daily basis to start, launch, and grow online businesses.

**The worst thing** is learning from somebody who has never done it themselves - they are just telling you what they think works... or what they heard other people talk about... or what they think people want to hear.

**Next up the ladder** is somebody who has successfully done it once, but was never able to duplicate that success. In essence they could be labeled a one-hit wonder, the "*Who Let The Dog's Out*" of Internet Marketing!

**Another variation** of that is somebody who successfully did the Start and Launch part years ago, but for the past 3, 4, 5 years or more they have only been in the Growing Phase of their online business. So what they are teaching you on the critical Starting and Launching Phases is outdated or it's been so long ago for them it's become a bit fuzzy.

**The best case scenario** is the information is coming from somebody who is actively Starting, Launching, and Growing online businesses. So you know the information you are receiving is tested, proven, current, accurate, and useable.

**A VERY important side note...** is what they do and teach based on building a long-term lucrative business or is it based on short term gimmicks and fads requiring you to always be working to stay ahead of the curve.

Obviously you want the time you invest in building your online business to **pay you for the long-term**. However if the time you invest is in the latest fad, you will always be working hard to keep it working (or moving onto the next fad) and, congratulations, you now have a turned your business into a grueling job.

You want to make sure the system you follow is based on **building assets** that will pay you for the long-term, can grow and expand and is not capped in the opportunity, and is duplicatable so the skills and experience you gain **can be used over and over again**.

**2) They Know How To Teach What They Do So Others Can Create Results:** Knowing what to do and knowing how to teach others how to do it are two very different skills.

It's easy to skip over things that now "come naturally" to them, but you would never know to do or think about. Or they talk at an advanced level they are at and not at a level you are getting started with.

It's not easy to take something as complex as starting, launching, and building a true online business and be able to successfully teach others how to successfully do that for themselves.

**3) They Have Documented Results Of Others Following Their System** (especially from "newbies" starting from scratch... not just seasoned pros).

This is the solution to Item #2. Are other people like yourself able to use their system and get results?

The key phrase is "other people *like yourself*." If you are just getting started, but only people who are already successful are able to use their system, then that doesn't help you!

It's easy for somebody with a website, a list, and previous knowledge and experience to use an idea from a product and create a great testimonial. It's a totally different story for somebody starting from the beginning to create great results.

**4) Make Most Of Their Money Outside Of The Internet Marketing Information Niche** (ie: their system is proven in the real world).

I'm sure you have seen the people who make all of their money selling you information on how to make money online, even though they never made much (if any) money prior to selling how to make money online information. And to top it off, what they teach you is not how to do what they do (sell and make money online information), but instead tell

you to do things that they themselves are actually not doing.

Their business of teaching other people how to do what they do should be just one part of what they do, not all of it.

In fact it's quite common and a great thing for people who are successful to want to help others achieve that same success as well. If it was not for people sharing their expertise and knowledge, we would never be able to learn and grow.

**5) Not a "Johnny Come Lately":** If somebody recently had a fast rise, usually tied to a short-lived fad, that means they haven't experienced the long-term aspects of a business. Their system might be OK right now, but most likely not in the long-term... or at least it is unproven for the long-term.

I understand the desire to help others by sharing what is working for them right now so other people can do the same.

However, if you're goal is to have a successful business that builds up valuable money-making assets, lasts for the long-term, and is not some quick fix fast result that dies as fast as it starts... then make sure that is what you are following.

Otherwise you will always be chasing the quick fixes, fads, and fast bucks.

While in that same time you could have built a solid, successful business that allows you to quit your job, make more money than you've ever have, and be secure that your financial success will be there for years to come.

## A "Problem" With This Approach

I am going to tell you something that WILL SHOCK YOU and you will have a choice, to accept it or not.

## **It will take work!**

If you are still reading then great! That loud crashing sound you hear was all of the delusional junkies who actually believe they will get rich quick without doing anything... the ones that think work is a four-letter-word.

We could hype this up to astronomical proportions and get a few bucks from them. But in our business we want to work with long term customers and clients who go out and use our proven system to start, launch, and grow successful online businesses, create success, and keep coming back for more to be even more successful.

But work, as you probably think of it, isn't accurate.

## **Our Definition of "Work"**

**Work smart**, not... unfocused, unproductive, wasted, scattered, frustrated work.

And following **a true system will allow you to work smart.**

It will show you what to do right now today, then what to do after that is done and then what's the next step... and on and on. It will keep moving you forward in the right direction, so you are never left guessing what to do next. You'll know what to focus on and or what's also unnecessary.

And it has safety systems in place. Because the creators know where you will usually struggle, they will have put in extra effort for those areas. They will **have gone the extra mile for you**, showing you exactly how to do what needs to be done and quickly get past the roadblocks you will run into.

Instead of feeling like you were sold something and left out to flap around helplessly on your own...

...you instead feel like you have **somebody right there next to you, guiding you through every step of the system** until

you reach that Eureka point and "get it" just like every other successful member gets it too.

Pretty soon the results are rolling in and now **you are seen as the shining star everybody else is looking up to** just like you looked up to other successful members.

## Chapter 6:

### Real Value, Real Results - Given To You For Free

Right now you are probably waiting for "hard sell" on some wonder system.

Sorry to disappoint you ☺

I'm not writing this to sell you anything today.

However, I also do not want to raise the awareness of this problem and then leave you hanging without a solution.

Instead we want to give you something to help you.

Over the next 5 days we will be giving you a lot of information and tools to help you in starting, launching, and growing your own successful online business doing what you love.

Consume it, use it, and get results with everything we are giving you for free.

Then, after we have proven to you that the system we use every day in our company (and thousands of people just like you have used to create successful online businesses), then make the decision that this is a true system you can use to create the success you desire online.

Once I have proven to you that the [Nitro Blueprint System](#) will give you the results you want, you will want to become a member of this elite community of successful members.

Use this link: [www.NitroBlueprint.com](http://www.NitroBlueprint.com)

(Yes, the domain was registered 29 months ago. That was when we first started working on turning what we do into a system that meets all of the criteria above and goes beyond anything we know of in the market to produce real results for you. **The Nitro Blueprint System is the "Anti-Dirty Laundry" product!**)

## What *IS* Nitro Marketing?

Our core business, since 1999, is based on partnering with clients and being the marketing and business building experts of very successful online businesses. We are the secret "*behind-the-scenes*" people, while the people we partner with remain the "face" of the business providing the content we sell for them.

With more than 80 successful websites we've started, launched, and grown in dozens of markets in our portfolio, we have the experience of **doing** what we are giving you in our [Nitro Blueprint System](http://www.NitroBlueprint.com).

What we are giving you is the exact blueprint we follow, and every member of our team follows, to quickly start, launch and grow very successful online businesses.

### Chapter 7:

### Does It Really Work?

**Does it produce results - for us?**

We used this system to first break the million dollar a year mark in 2003 and are on track to do \$15 million in 2008, double (\$30 million) in 2009 and surpass the \$100 million dollar milestone.

Plus 80% of that business you will never see or know about because it's outside of this "Internet Marketing" market. We are actually making most of our money doing what we teach, not teaching it.

## **Does it produce results - for others?**

We have had 2 Beta Test groups of people (ranging from total beginners to experienced veterans) use the exact system you receive when you get the [Nitro Blueprint System](#) today.

The number of success stories from these two small groups is in the 100's.

They range from the **total beginner** with no previous business or Internet experience who used it to start his first online business and did \$125,000 in its first 12 months...

...to the already **established and successful business** that doubled, virtually overnight, by implementing some of our more advanced steps in our system.

**Here are what a few of the 100's of people who have successfully used the system had to say...**

### **From No Prior Experience To Making Money In First Week**

"With no prior online business experience I liked how I could go, step by step, and build a business from the ground up. It gave me valuable resources, from idea generating, to web site building. I was able to start from the beginning and **build an online business within 2 months with very minimal time invested.**

In my first week, I have generated over 200 unique visitors to my site and have already **made money in my first week!**" ~~Craig Amick [YourSportsGuru.com](http://YourSportsGuru.com)

### **Fumbling In Dark For 10 Years With No System, To \$1000 A Day**

"Even though I've been advertising on the Internet **for more than 10 years, I seriously felt like I was just fumbling around in the dark.** Sometimes, just by luck, I would hit a

home run. Often I did not. I had no system and no step-by-step plan to achieve success and get from idea to money quickly, UNTIL NOW! Once I started using the Nitro Blueprint System, it was like the light bulb went off! All the sudden, **I went from \$300 a day to \$500 a day to \$1000 a day in revenue.** If you just follow the step-by-step system, there's no way you can fail." ~~Jackie Lange [CREWealth.com](http://CREWealth.com)

### **Covers Every Aspect Of Building And Operating An Online Business**

"Following the Nitro Blueprint System, I got **more accomplished in the last six weeks than I did in the entire last six months** (maybe even the last year). I added a backend to an existing business, and as a direct result, **I've already generated 17 new sales and \$1305.98 in revenue.** I also put together and started implementing a plan to build a brand new business. If you're looking for someone to **walk you step-by-step** through the process of building or expanding a "real" online business, you've found them. I was flat blown away by the Nitro Blueprint System. They cover every aspect of building and operating an online business." ~~Tim Warren  
[PersonalDevelopment4You.com/blog](http://PersonalDevelopment4You.com/blog)

### **Member of 1st Beta Test Group Now Making Almost \$100,000 A Month**

"I recommend this training to anyone who wants to finally quit messing around, and start making money the right way. I met Kevin in May of 2006 and was part of his first Nitro Blueprint System Beta Test group that summer. His **step by step training gave me the system and spark I needed.** A year and a half later, I'm at almost 100k per month (all from home)!" ~~Eric Louviere [JobCrusher.com](http://JobCrusher.com)

### **The Extra Support I Received Was Exceptional**

"This training is amazingly simple and can be utilized even with a small business. Each of the **steps in the system are well explained and easily implemented.** The extra support I received was exceptional. With no internet experience I have created something of value for myself and others!" ~~Karis Johnston [EveryDayBirdHouses.com](http://EveryDayBirdHouses.com)

### **Passive Revenue Went To \$23,000 Per Month**

"Following the Nitro Blueprint System I **increased my website traffic 29-fold, the number of subscribers tripled, and my passive revenue went from a decent \$10K a month to a little over \$23K.** The step by step Nitro Blueprint System is a revolutionary way to do business that makes implementation easy and results almost immediate!" ~~ Monikah Ogando [OgandoAssociates.com](http://OgandoAssociates.com)

## Are You Ready To Join These Successful Members?

It Starts Today By  
Going Here And  
Getting Your Nitro  
Blueprint System:

[www.NitroBlueprint.com](http://www.NitroBlueprint.com)



Read the letter I wrote for you on that page.

It tells you the story of how I went from selling used golf balls at age 13 on a farm in small town Iowa, to failing at my first 3 online businesses, to **making \$102,013 in 6 weeks the first time I used the [Nitro Blueprint System](http://www.NitroBlueprint.com)...**

...to today, **creating a \$16 million online empire** using the [Nitro Blueprint System](http://www.NitroBlueprint.com)... it's a wild, crazy, tragic, and funny story!

And discover how the Nitro Blueprint System gives you a [proven step-by-step, A-Z online money making system](http://www.NitroBlueprint.com).

There is even a video waiting for you that shows you:

**"The 10 Simple Steps That Create Your Own Full-Time Online Income While LOVING What You Do"**

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