

Stripped-Down Marketing

by Lee Murray

Hi! In this short, straight-to-the-point little e-book, I'm gonna show you the fastest, easiest, most effective way to make a ton of money online very quickly... with the smallest amount of startup possible.

By "startup," I mean both capital and effort.

I don't want you spending days setting up your business. If it takes you days, then you're more likely to get distracted or frustrated... and quit.

Screw that.

If you're lost in a sea of buying unnecessary crap, then you're pissing away money that you could be using on traffic. No bueno.

Here's All You Need...

This likely isn't your first time hearing or reading what I'm about to share with you. And that's for good reason... because it's the truth.

However, I feel like I'm about to distill it down for you - perhaps more than anyone else has - and that, as a result, you're likely to be more inspired to take quick, decisive, effective action.

That was a long-ass sentence. ;)

The truth is, you can GET RICH online by having only 3 things...

1. A lead capture system.
2. Traffic.
3. Perseverance.

Now, I just deleted a BUNCH of text. And I'm essentially re-writing this sucker. I'm doing so for one major reason...

The shit I was writing doesn't REALLY matter.

As per my usual style, I began to elaborate on each of the 3 things listed above. I started going into depth about your lead capture system. What it is, why you need one, how to build one, etc.

Screw that.

If you're REALLY serious about making money online, you don't need to know this stuff. And you don't need to read a bunch of unnecessary words. I named this book "Stripped Down," which means no fluff.

So why don't I just give you the EXACT steps you need to take right now?

Yeah, let's do that.

To Make FAST Money Online, You've Gotta:

1. **Get an [autoresponder](#)** right now. You can't function without one. Follow that link and get yourself set up with a FREE trial. After the trial ends, your autoresponder is extremely affordable, and the price is based on the number of subscribers you have.
2. Then, **load up 7-10 promotional follow-up emails**. Visit [Passiveclass](#) if you want to grab mine and get a full lead capture system. Otherwise, find products to promote and use their vendor swipes. Look at [Covert Commissions](#).
3. **Build a squeeze page and thank-you page** in your autoresponder account. Their tutorials will show you how. Look for "Page Builder" or similar in their navigation. If you want a squeeze/thank-you page combination to model yours after, go to <https://Passiveclass.com>

4. **Start driving traffic.** Use [Passiveclass](#), [MyOnlineStartup](#), and a [Standard ClickMagick](#) account to discover traffic strategies that best appeal to your situation and personality.
5. **Keep loading emails** which contain your affiliate links. Vendor swipes are great. My Passiveclass DFY emails are even better! ;)
6. **Repeat steps 4 and 5** indefinitely.
7. Use [ClickMagick](#) to **track and optimize your results.**

Now obviously, this truly is stripped-down.

You'll obviously need some details, but you can get those as you go.

The hardest part of this whole process is *traffic generation*. It's also the most important. I want you spending 2-3 hours per day doing NOTHING but generating traffic and learning how to generate traffic.

My three favorite resources are...

1. [Passiveclass](#) (obviously)
2. [MyOnlineStartup](#) (another FREE course with great traffic training)
3. [ClickMagick](#) (get a Standard account, not a Starter account*)

ClickMagick is the world's leading click tracker.

You'll use this tool to track your traffic results. Their tutorials are second-to-none, and will show you how to optimize your results to maximum effect. I really mean that. Maximum effect. You'll want to read their e-book (it's available on the main page... easy to locate).

* But perhaps even more importantly, if you have a Standard account, rather than a Starter account, you'll have access to a course library that

does nothing but teach you paid traffic.

Each traffic source has its own full-on video course, as well as its own instructor. What's cool is that your instructors actually practice what they preach, and have earned millions... upon millions... upon millions...

Actually using the traffic methods they're teaching you.

Yes, you're learning from actual *multi-millionaires* who have earned their fortunes with the same exact traffic strategies they're teaching YOU!

It's honestly the best paid traffic training resource I've ever seen.

And it's worth the price of admission to your Standard ClickMagick account all on its own... let alone the fact that you're getting the world's greatest tracking and optimization software for your business.

[Grab Your ClickMagick Standard Account Here>>](#)

Alright, let's wrap this up...

Wait... Wrap This Up? ALREADY?

Yes.

I'm telling you with every ounce of passion I have...

You do NOT need to learn more right now. You need to DO more.

So again, here's your specific action plan...

1. **Get an [autoresponder](#)** right now. You can't function without one. Follow that link and get yourself set up with a FREE trial. After the trial ends, your autoresponder is extremely affordable, and the price is based on the number of subscribers you have.
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Yes, there's a learning curve here. I'm not denying that. So when I say you need to do more, and not learn more, here's what I'm really saying...

Earn as you learn, baby. :)

Get in there and get your hands dirty. Reading a million words in a massive e-book will NEVER teach you as much as buying one solo ad will... even if your results are total crap.

Watching a hundred videos in a \$10,000 high-ticket course won't give you half as many benefits as UPLOADING a dozen videos to YouTube will.

See what I'm saying?

You've GOT to be willing to screw up. Because if you screw it up, that means you tried. And you learned, in ACTUAL REAL-WORLD TERMS, what doesn't work. That gets you much closer to what does work.

Yes, use educational resources to guide you along the way.

Yes, harbor a healthy level of skepticism and caution.

But analysis paralysis is a real thing, amigo. And it will never make you a dime online. You've gotta be willing to put yourself on the line. Entrepreneurship isn't for the timid. And it's not for the lazy.

Learning stuff won't pay the bills.

Doing stuff may.

Which leads me to my final point...

“FAILURE IS GUARANTEED... SUCCESS ISN'T”

What do I mean?

If you're going to succeed online, you've gotta fight against gravity with all of your might. And even when you do so, success isn't guaranteed. You may fight with everything you've got... give all that you have... work ungodly hours performing difficult, thankless tasks...

And still never earn a penny.

That's just reality.

Building an email list, sending out promotional emails every day, never quitting until you've got a million subscribers on your list...

None of that guarantees success.

But NOT doing that stuff DEFINITELY guarantees FAILURE.

Gravity is automatic. If you don't fight against it, it's guaranteed to hold you down. And it will never stop holding you down until the day you die.

I'm not trying to sound bleak. I'm just trying to get you to understand what you're up against here... so that you've got a chance of fighting it.

But Let Me Walk Something Back...

If you do what I'm telling you to do in this book, I can't imagine a single scenario in which you won't become wildly successful.

In fact, I just mentioned growing a list of a million subscribers.

If you do that, and you're mailing to them every day, I very honestly can't imagine you not pulling in at least \$500,000 per MONTH!

Yes, each subscriber should be worth 50 cents per month... or more.

So a million subscribers equals half a million bucks a MONTH.

Is it a guarantee? Nope, we've covered this.

Is it likely? Totally likely.

Is it worth it to try? HELL YES!

Because if you don't try, what happens? Nothing, obviously. We've covered this too. Action doesn't guarantee success, but inaction does guarantee failure. You already know this to be true, don't you?

Listen, I want to thank you from the bottom of my heart for picking up this cheap little book. I hope it serves you to the extent I intend for it to.

Go back over our 7-step action plan and TAKE THOSE ACTIONS!

In my opinion, this will give you the very best chance of making your dreams come true... and fighting against gravity with a high-powered jetpack on your back. We can all use a jetpack, yeah?

All the best to you and your family,



Lee Murray
[Passiveclass](#)