

PROFIT COPILOT
PRESENTS

THE EASY PEASY
NEWBIE GUIDE

THE TOP SECRET PLAN FOR
WORLD DOMINATION

Part 1 - The Blueprint

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Whoa! From broke lone parent to TV show

The sweat was running down my forehead, across my eyebrows and down my cheeks.

'Hold it together man', I told myself.

So I took a deep breath in and **held it** for as long as I could.

'Scared' doesn't even begin to describe how I felt.

Looking down at this baby in front of me, I realised that I **was the only person** going to provide for him.

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While holding my son the gravity of the situation was beginning to hit me. My chest tightened. My head started spinning. And then the room. My knees wobbled.

This must be what an outer body experience feels like.

I could barely look after myself, let alone a baby.

Most of my windows were smashed and covered up with wood, we had no heating, no hot water, nothing.

Take a look for yourself...

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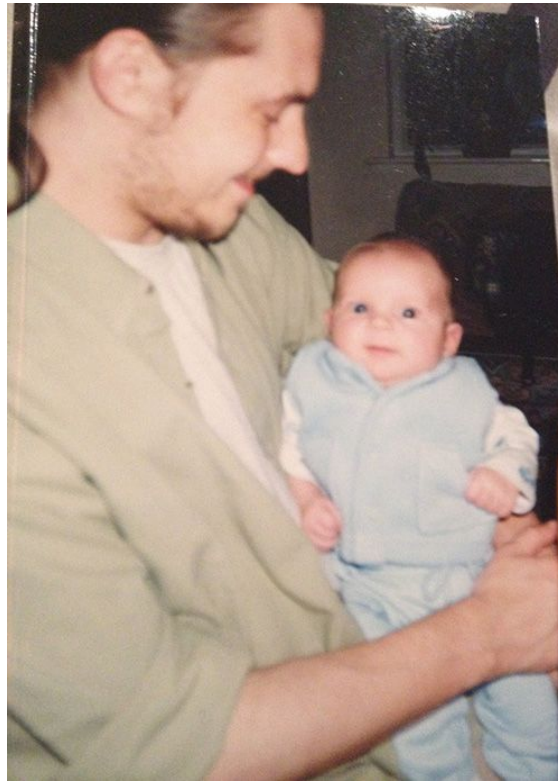
Home sweet home?

But at least **we did have** a roof over our heads and I was grateful for that.

I didn't choose to become a lone parent, but nothing would hold me back from being the best dad I could be.

And that's where we started.

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What it's really all about, for me

I say 'we' because everything I've done, and continue to do, is for his benefit, to provide my son with the life he deserves, first and foremost.

That was the day I decided to throw myself into - not only building a profitable business - but also making a difference in the world around me.

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I put energy into delivering valuable information and nailed myself to the cause, so devoted I became that, I guess through a perceived sense of authenticity and niche authority, eventually my stuff was being broadcast on the airwaves.

I had been given my own TV show.

But you're already many steps ahead from where I was.

For example, you already have a blueprint in front of you that didn't exist when I started. There were no guides, no products to teach us, it took us years to figure it out.

You're benefiting from those years of struggle. But it's incredibly joyful and rewarding for me to know that you're

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going to avoid all that, and jump straight to the good stuff, a formula that actually works.

And who knows, one day you might surpass what I consider 'success' - **and I truly hope you do :)**

Oh and this is where we live now:



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Go from zero to hero, today



And that's where I come in, to take you from complete novice to having your own fully functional, potentially highly lucrative Internet business by the end of the day.

That's right, today, you and I, by working together as you follow my instructions across all 9 videos, we are going to

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build your first profitable Internet business by the end of the day.

This is the first PDF in the course... a loose transcript of the first video - with a few extra bits. It's really an introduction to the material, what to expect from it, and how to get the most value from it.

So in just a couple of hours imagine how proud you're going to feel when you sit back and look at what you've achieved today, and think about how far you've come by taking a major step forward on your journey towards independence, freedom and security and peace of mind.

Because I've created this training specifically for people just like you, there are no more obstacles holding you back, you now have a clear plan to follow that you can tap

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into that will show you how to unleash your true potential anytime you need to.

This training course is designed so anybody who follows my instructions can build a successful online business within minutes, anytime you want.

Simplicity is the key

My approach is all about results through simplicity.

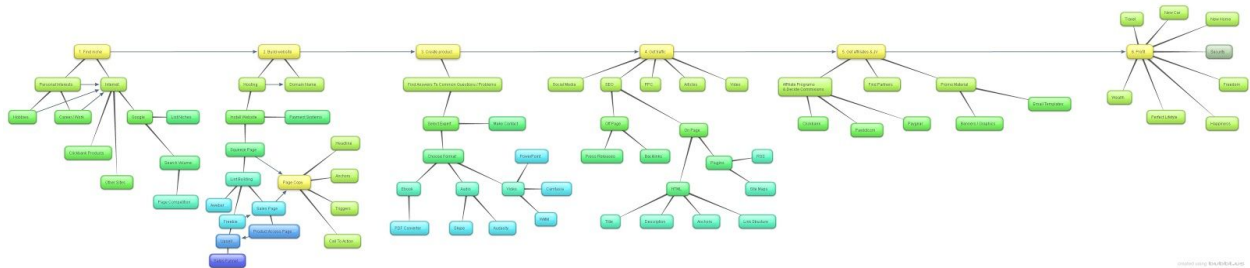
You see, before I created this approach, those of us who taught students how to create Internet businesses would end up developing these long, drawn out and overly complicated formulas to help students to understand the process.

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At the time, when we first started teaching people all those years ago, we thought it was the only way to effectively teach people. And in fact, almost everyone who teaches today still follows that boring and complicated formula, because they don't know any better.

Dinosaur, meet comet

I mean, just have a look at this mind-map.. This is a genuine mind-map, that has been used to teach students..



Snoozefest - what most of today's training looks like, yawn

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OK, you CAN follow that path, and you can see results... in a few weeks time, once you've got to grips with all the boring technical stuff and all the other obstacles. Each one of those steps in the mind-map is a potential hurdle for you and can slow you down.

There's a much better way, and that's why I changed things, so you can achieve the same thing in a fraction of the time, and see the same results, but only much quicker.

I mean, as Albert Einstein said "If you can't explain it simply, you don't understand it well enough."

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Why my training is different:

“If you can't explain it simply,
you don't understand it well enough.”
– Albert Einstein

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True dat, or whatever the cool kids say..

Simplicity works. The highest grossing movie of all time, Avatar, grossed over 2 billion dollars at the box office.. Yet it's story was a simple one.

Before I show you how this approach is made up of just 3 core 'results-driven' elements, I'll quickly explain why my training is so different, that's because it's designed with simplicity in mind.

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It's based in reality, managing your genuine expectations, not selling you a fantasy.

The approach is constantly being refined and adapted, and you will of course receive free updates as I discover them.

Because I've been making my income via the web for so long now, I've been able to create an approach that's loaded with shortcuts.

And because I've been able to weed out all the unnecessary stuff, there's absolutely no information overload or confusion.

So you'll now have a clear action plan that just works.

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It works so well because you're following my instructions as you watch 'over my shoulder' while I do it all live, in real time.

So that will give you the essential foundations you need on your journey towards next level profits.

Why this approach works

And that's what we're doing here, laying the foundations for a business that will stand the test of time, that will continue to provide you with stability, a business that you can scale and grow as quickly as you want to.

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Why this works so well:

- Proven system that consistently produces results
- Will last for decades to come
- Remarkably low cost to entry & zero risk
- Quick & easy to set up
- Requires little maintenance
- Infinitely scalable business model
- Profit from amount of value you deliver, and not the number of hours your work

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The perfect business model for the Interwebz

Get real about your business

So it's probably time to stop jumping from system to system, knuckle down and get serious with a formula that works. A proven system that consistently produces results.

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We're not reinventing the wheel here, we're sticking with what has always worked online, what works today and what will work tomorrow. This just works.

And because it works so well, it will last for decades to come - so there's no more jumping from this idea to the next, or hoping from this system to the next. I mean that's just a downward spiral isn't it; a never ending cycle. So it's time to stop that and get real about making an income from the Internet.

And because it's online, it's remarkably low cost to entry.. With zero risk. Because it's a web business.. A digital entity that only exists in cyberspace, there's no bricks and mortar.. No property to lease, no stock to manage, no shipping and handling to worry about. It's just simple.

It's quick and easy to set up.. We're talking minutes, and

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certainly by the end of the day you'll be in business.

And it requires little maintenance.. Check in every now and then, maybe spend a few minutes a day to check everything is running smoothly.

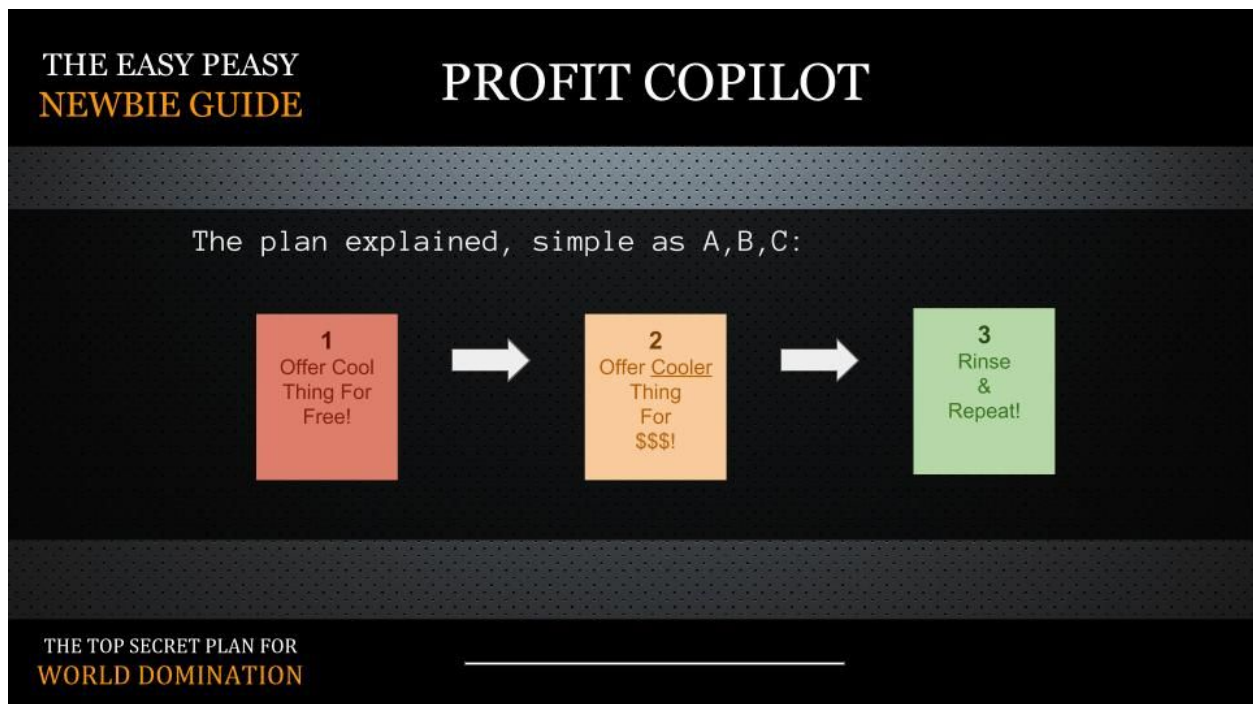
Or if you want to, it's very easy to invest more time and scale things up. I will explain how to do this in the Next Level Profits video.

It all comes down to this, you profit from amount of value you deliver, and not the number of hours your work. So you're no longer trading hours for dollars.

The 'foolproof' blueprint

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So, as you can see, this is a screen capture of my computer monitor.



The golden formula - A solid foundation

Right now, in front of you are the 3 results-driven elements that we need to focus on to build your business. This is the actual process, the mechanics of our sales engine.

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And remember, once we have this system set-up, it all runs automatically, on autopilot.

Step 1:

The very first thing we do is provide content that is perceived as valuable and will genuinely help our website visitors. It could be a PDF report, an MP3, a video, an article, anything that will help move you visitor from where they are now, to a little further along wherever they want to be.

We will return to this in video number 5.

So you take them a step closer to solving a problem, or improving a situation, or giving them a new skill.

Something that they already have desire to do.

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Step 2:

Once they have the cool helpful freebie, and they can see for themselves how much value it delivers, we then ask them to purchase an advanced or premium version of the product.

Not everybody will buy, but that's OK, we only need a small number of people to buy because of the amount of money we make on each sale.

I go into more detail with this in video number 8.

Step 3:

We rinse and repeat this process, both on the engine we've just built, and in other niches. So we're continuously

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growing our revenue. I mean, OK you can stick with just one website and that's fine, but we want to have a variety of income streams.

We never put all our eggs into one basket, we diversify our strategy, so if one website goes offline or hits a problem, we have other revenue streams to keep us in business.

And then, once we know where the money really is, which of our engines are bringing in the most revenue, we scale those ones up.

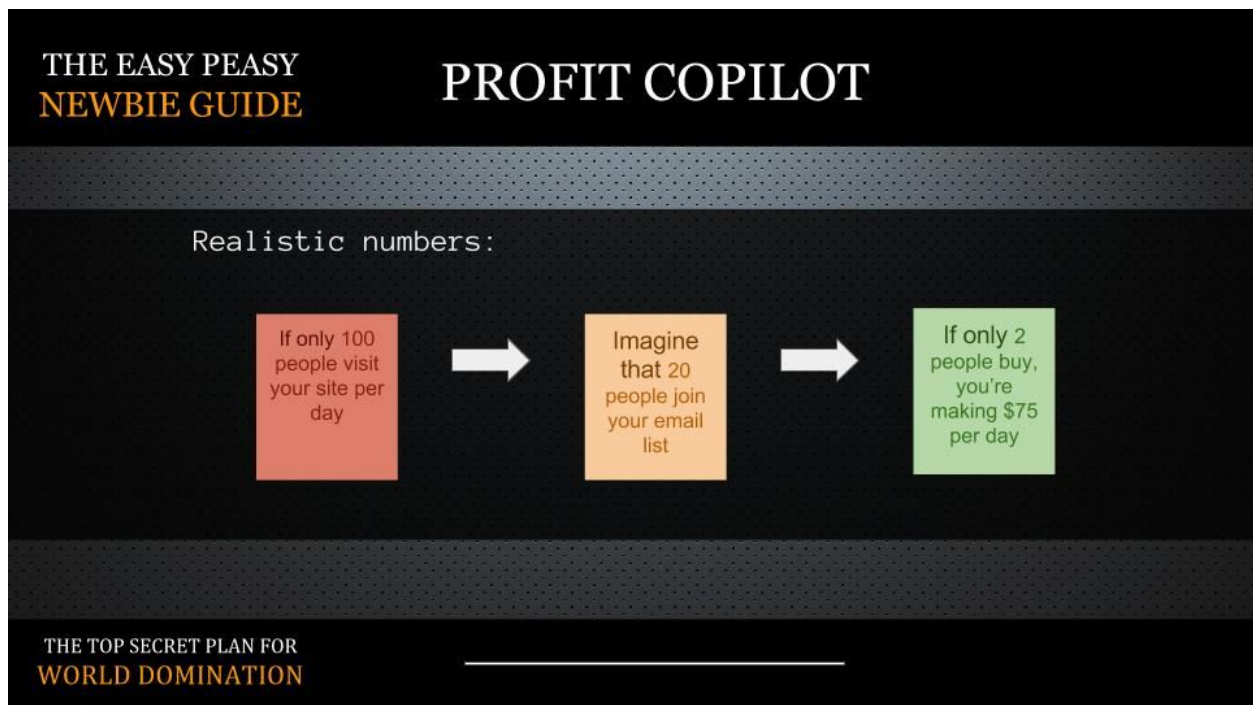
I will explain more about this in the Next Level Profits bonus video for you.

Unlimited profits

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So now let's look at the numbers, and I'll be conservative here, so we're keeping our feet firmly on the ground, and we're not throwing around crazy numbers. We are being realistic, and if anything, we are underplaying the numbers.

I go into more detail about this in video 9.



Yeah! keepin' it real

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But for now let's imagine that you're selling, or recommending that your email list buys a product that costs... let's say... around \$50 - just a cheap digital product that is affordable enough for anyone to buy, and imagine you're earning a 75% commission on each sale.

So if we're sending a very small number of people to our webpage, only 100 people a day... not many at all, I mean just one of my websites gets between 10,000 and 50,000 people a day, so the numbers we're using here are miniscule.

If only 100 people a day look at your web page, and just 20 of them decide to join your email list... so again, we're underplaying the numbers here, then you have a 20% conversion rate.

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I've heard of people getting up to 80% conversion rates, but it's rare. Generally, 20% should be your absolute minimum.

Now, if only 2 people decide to buy, then based on a \$50 product, the total earnings to you is **\$75 per day, from a single website.**

That's not bad right? I hope you can see how much potential there is, and why so many people are earning ridiculous amounts of money from this system.

Imagine if you had 10 websites following this exact formula, that's **over \$700 per day.** And we're still downplaying the numbers, the conversion rates, and the number of sales, so in reality, the sky's the limit and it's up to you to decide what would make you happy.

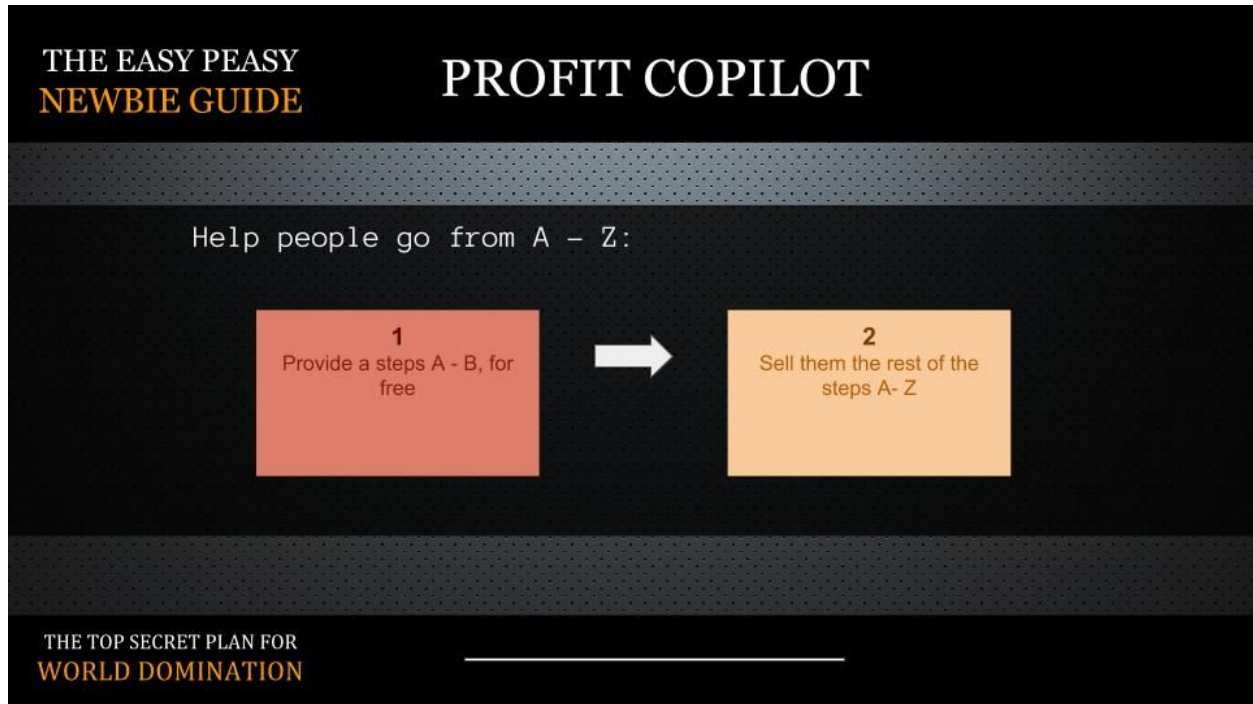
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The nitty gritty

So, how does this REALLY work? What's the mechanics behind it? Well, again, it's simple.

Imagine there's a guy who wants to benefit himself, he wants to improve himself in some way, maybe he wants to get better with women, he wants to improve his dating skills. Big niche online, lots of potential there.

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Don't give way the farm, just a couple of eggs will do

And that's it, that's the basic structure we're going to use.

This is absolutely the best, most solid foundation you can have if you're looking to build and grow revenue online.

For example, I drink my own kool aid. Look at this is process right now. I'm giving you, the newbie, the

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golden formula for potentially life changing success. And I'm giving it to you in the hope that when it comes to buy my next thing, you'll realise the true value of grabbing it with both hands.

You see, we deliver value, then offer a better option, and profit from it.

Simple, right?

And remember, we don't have to create any products, I'll show you how you can get everything you need in video number 5 or 6.

We don't have to write any content.

You know I love writing and producing content but that's not for everybody so let's take another shortcut.

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Also, we don't have to spend a fortune on advertising, and I'll show you some free traffic sources too.



We don't have to learn how to code or any boring programming stuff, everything we do is really simple and we focus on getting results instead of wasting time with complicated tech stuff.

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So thank you for reading this and I'll see you in the next chapter.

Mick Meaney

A handwritten signature in cursive script that reads "Mick Meaney". The signature is written in a light grey color and has a decorative flourish at the end of the word "Meaney".

P.S. And now, by breaking the fourth wall I reveal the whole point of giving this stuff to you; I will eventually try to sell more stuff to you. Shocking, I know.. Imagine the headlines: '***Outrage as marketer tries to sell stuff***'.

This is of course part of a much larger plan; to build trust and rapport with you... and to give you a formula to model, to replicate in your own niches, so you'll keep buying more of my stuff because you know it's good and it works.

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So while the info you've got here will absolutely help you, there's much more available.

And how do you get your hands on this awesome training? Well, I'm sure glad you asked...

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