

Online Marketing Academy's  
**5** Critical Skills  
To Consistent Sales Online

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## Introduction



Hey, this is Albie.

Let me start by telling you a story:

Five years ago, my business partner Elizabeta (before we knew each other), saw an ad on FB where a guy promoted a course about blogging. She paid a fortune for it, but it didn't return her investment (after several months) as he promised. Instead of earning from her website, she ended up paying for the traffic to it (lol)!

When she saw that she needed to pay for SEO experts, expensive SEO platforms, traffic, and Google algorithms, she switched to doing affiliate marketing instead.

She wanted to earn a lot and have enough money to pay for her kids' education, so she promoted many programs without landing pages and without building a list.

To make things worse, she believed this one guy on FB and lost a lot of money on Forex Trading. He promised

her significant earnings with his company, and she "invested" as he told her. When she was about to withdraw her money, she was told to pay \$5000 for their services. She felt like an idiot. She lost the money, and her credit cards were down to 0.

Clicking for credits one day, She saw my ad. We connected and start working together as business partners.

After working with over 40 different programs, we finally found a mentor who taught us the 5 Critical Skills, and we started earning consistently.



We knew that the money was in the list, but we didn't know how to create compelling landing pages and communicate with our members.

Our mentors showed us the skills we need to know to succeed online. Every successful person has a mentor behind them. Read autobiographies of famous people, and you can see that they all had a successful mentor. This book will be your starting point toward success. Consider Elizabeta and I your mentors and

implement everything which is written here.

Let me take a second to encourage you to read through this whole eBook. If you do, I will personally give you a free mentoring session if you contact me and let me know that you did. We will also give you a seven day free trial to the Power Lead System to practice and learn these skills. Why do we choose PLS? It has a squeeze page builder, autoresponder, link trackers, and a lot of additional free training, which will help you put all the "dots" to succeeding online. In addition, you will get a lot of pre-written emails you can edit and use as your own in the system. You have access to a lot and by implementing everything we will teach you in this book, you will gain a sense of how to create, promote your funnels, and communicate with your subscribers.

Online Marketing Academy's®



**Implementing the right skills  
to get right results**

=

**Time won or time wasted?**

I totally get it and understand that an hour is quite a chunk of time to read through this ebook but you know in the spectrum of things, an hour really is nothing compared to the next few years, either winning online, or time wasted because you haven't been implementing

the right skills in order to get the right results. So one of the best things you can do for yourself is really to read this ebook so that you'll be able to have access to the knowledge and strategies that we're talking about here. This is all so that we can give you the best advice. That makes sense doesn't it?

In fact I would encourage you to read this ebook over and over again until the skills and practical strategies are engrained in your mind. Just reading the whole book and taking a completely free trial of the Power Lead System, you can practically implement the Five Critical Skills. That's important if you're going to gain some ground working online and actually start learning how to succeed. You will obviously need access to the tools to do that, so we are really excited for you as you begin to implement these important things we will share with you.



Honestly, it's pretty easy to guess why you're reading this book now. You need financial stability, Right? For many of you, that simple goal has probably been very

daunting to achieve it and ten times harder than you possibly imagined. We completely understand that as we were struggling from 2012 and for many years afterward. We were in the same situation as you and the same frame of mind just a few years ago. But as we've told you, the Five Critical Skills is going to change all that. It changed things for us, and it will change it for you too if you learn them and begin to master them.

I know that you're probably saying, "you know Albie, why don't you just tell me what the five critical skills are" and so okay, let me answer that question for you. We're actually going to go over the Five Critical Skills in detail with you in just a little bit. But just to answer that simply, these skills are going to change things for you, it's honestly just as simple as an example of a good marketer and a bad marketer. A good marketer fundamentally has better skills than a bad marketer, right? It makes a lot of sense. It's a straightforward and easy answer, and that's actually what we're doing for you. We're helping you develop real marketing skills that's going to change the equation for you. Okay, so before we really get started, let me share some inside secrets with you:



Building your list is an essential part of the whole equation. If you don't get that right, you won't get anything right. You need to get up in the hundreds in your list before you will see much of anything happen. And then learn how to communicate with your list. A lot of people get like 20 people on their list and wonder why they're not succeeding. I didn't see much happen till I had a few hundred people on my list. We get sales every day now because we have thousands on our list. And we communicate with our list in a way that encourages people to communicate back with us. Additionally, if you do things correctly, you can see things happen immediately...but it has to be perfect, like a well tuned car engine. And to be honest, most people don't get it correct at the beginning.

At some point, you have to really get serious about your list. I would encourage you to build your list in PLS because it has everything you need to work on all the 5 Critical Skill sets. All the skills take real work, and you can only do one thing at a time. But realize that successful people work on the fundamentals each and



every day.



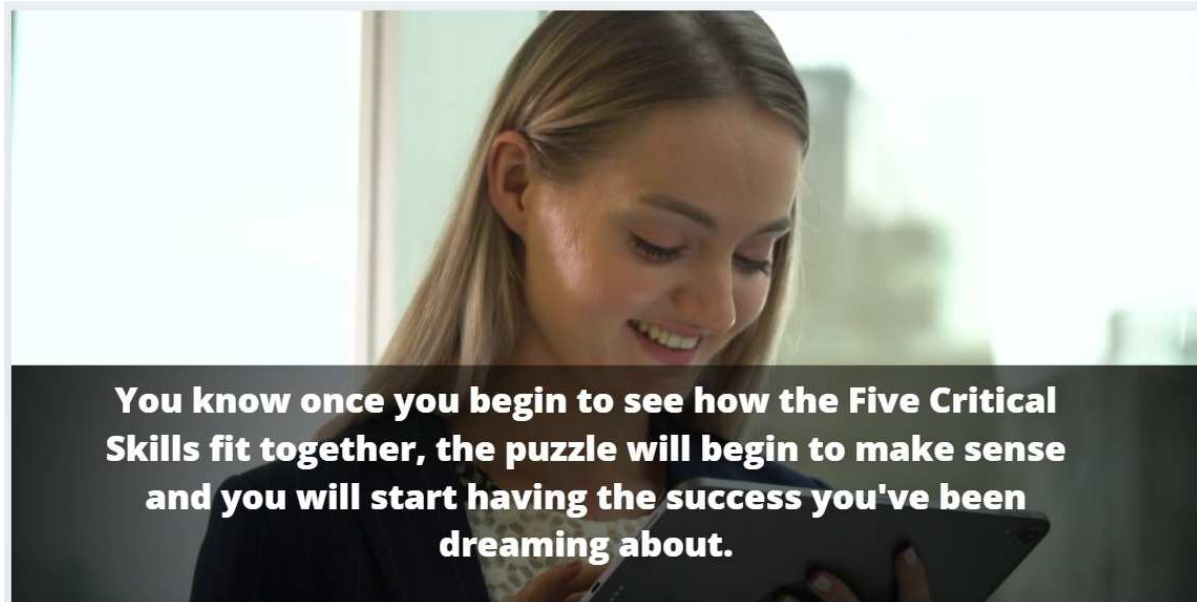
**\$1000's spent just in books and learning materials.**



You have to have faith in the process and in yourself that you can succeed. And success is really all about how well you master these skills. The more you read books that encourage you to succeed, the more "faith" you will have in yourself (as long as you are working each day on the fundamental skills).

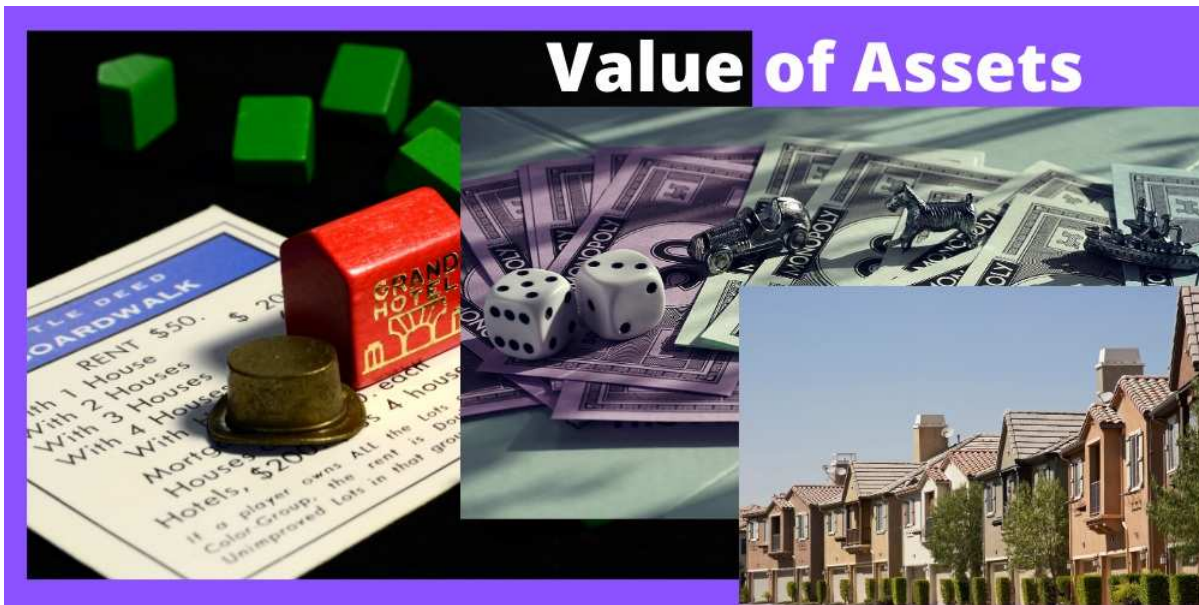
If you "believe" you can succeed but don't actually do anything, then this is called "delusion" and this is a bad place to be. I hope this does not describes you. If it does, change this by getting to work each day (even if it's just a little bit) and doing each step carefully and successfully.

Also keep your expectations in check. People expect huge results, but it takes time to get these skills in order and work properly for you. Money never follows "need". It follows work and determination to master real skills. The farmer can only expect a crop to come up that is planted correctly, watered, and cared for.



**You know once you begin to see how the Five Critical Skills fit together, the puzzle will begin to make sense and you will start having the success you've been dreaming about.**

## Assets and Building Yourself to be an Asset



Let's get into some reasons why even working on the internet in the first place is definitely worth our time and our money. I know you know this but building your own business allows you to work when you want to and to work around your own schedule and for most of you that's a key reason why you're even here today. Another key reason was actually summed up really well by the multi-millionaire, personal development expert and mentor Jim Rohn when he used to say: "profits are better than wages." I really love Jim Rohn. He's really awesome and unfortunately he died a few years ago but his words really changed my life and really hit home for me.



### More Benefits:

**"Profits are better than wages."  
Jim Rohn**

So what does that mean "profits are better than wages"? As you can see on a chart, you might have a bad month but with profits you have the ability to in time to double, triple or quadruple your your potential earnings. The idea that profits are better than wages is really true because even even on the positive side, wages are very consistent, on the negative side, they're very rigid and locked in. You know with wages, the positive is that they're consistent but there's no real upward movement.



In reality working a steady job and bringing in a consistent paycheck each and every month is great right but on the negative side you know getting a pay

raise or a bonus is something we only ever get every once in a while. People grind away each and every day at the corporate machine and unfortunately there's usually a limit to your earnings with a job. Even the best case scenario if you're very skilled, there's usually a ceiling on how much you can earn. However, earning with your own business is very different from a job where your earnings are consistent but flat.



Earning with your own business allows you to increase your assets, increase your skills and eventually keep increasing your monthly income and your profits each and every month until finally you succeed online and you're actually able to change your lifestyle and your net worth. Even if you just want to better your lifestyle a little bit, you can totally do that with the power of the internet and your online business.



So in addition here's some key points you should probably know about with earning your own profits. if you keep increasing your assets each and every month then you can keep earning in turn more and more. That's pretty great right! So there's an example that's easily seen from a simple game of monopoly. Don't you remember playing that game when you were a kid? In this game you can buy one house and then another eventually until you own four houses. Remember that?



Well, when you get four houses, this allows you to replace your houses with a hotel and if you do things correctly, earning from the hotel easily earns you back what you paid for the houses until you have lots of money to spare. Having houses and hotels that you can earn from, is called an "asset" and even though this is just a game, in reality this has been done endless times in the real world.



Even though we're not suggesting buying houses and hotels (even though that's a great idea too) we are suggesting buying assets that you can increase your earnings from. In the online world there are multiple assets that you can get. As you can continue to increase your assets each month, you can work every day not only on increasing your assets but increasing yourself as an asset. Increasing your knowledge and your skill and continuing to become more and more valuable to the marketplace each and every day is really the key to this whole thing.



**Online Assets:**

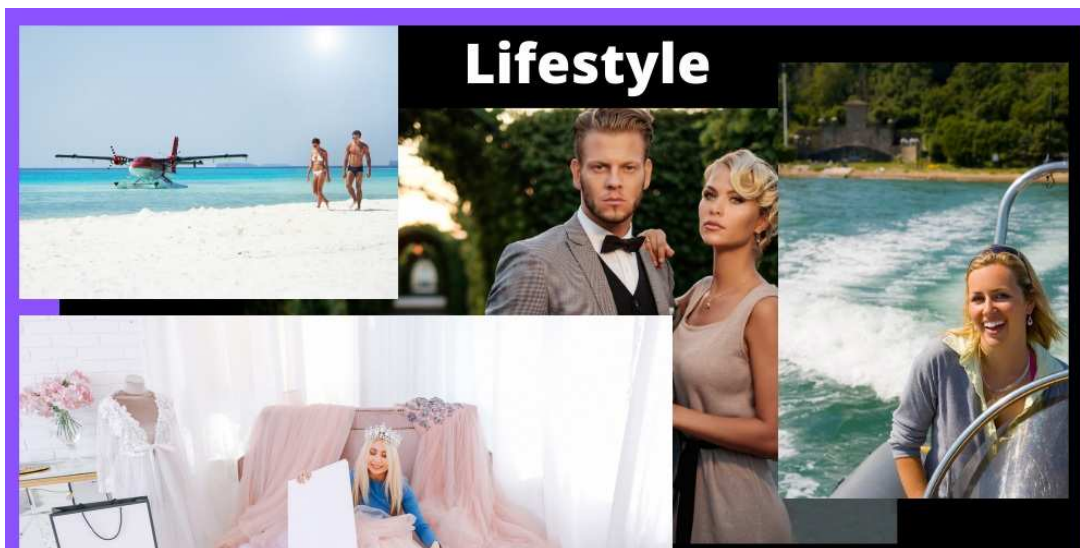
- **Increase your mailing list**
- **Increase your affiliate assets**
- **Increase your business value**
- **Increase your personal skill**



**You can increase these each month!**

It's been said that successful people just master the basics and as you're going to find out here very soon, the fundamentals, or the basic marketing pillars (if you want to call them that) are basically the same thing as the Five Critical Skills. As you begin to master these skills and to implement them daily into your marketing and perfect them, do you know what's going to happen?





Well, you're going to become more valuable to the marketplace and your earnings are going to keep increasing without a ceiling. It's really inevitable that your lifestyle is going to change just like so many other people online have done. you know honestly you can't do that with most jobs that i'm aware of.

## **5** Exactly What the Critical Skills are...

**+ 6 figure plan together for you  
and how you can scale your business**

## Our Story



Online Marketing Academy's  
**5 Critical Skills**  
To Consistent Sales Online

Elizabetha Kuzevska  
Albie Derbyshire

**Elizabetha: Macedonia**  
**Albie: Pasadena California**  
**We met in 2018 and started working**  
**successfully together online**  
**building teams and funnels.**

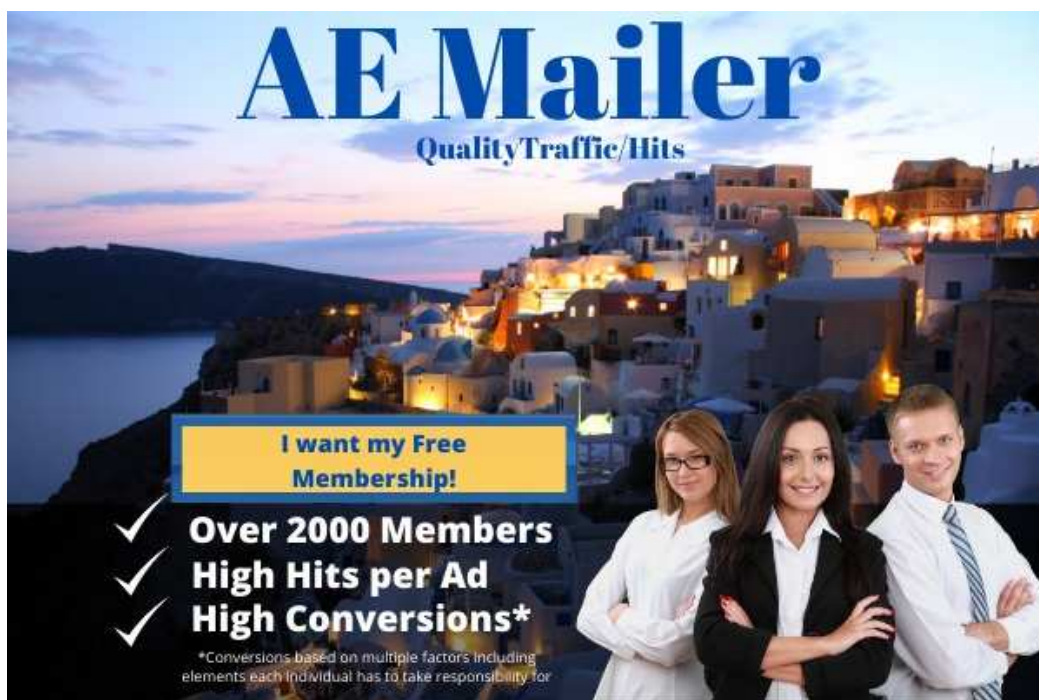
Now i want to get into who are, how can we help you and why we're qualified to do that for you. Elizabetha is from Macedonia and i'm from Pasadena, California. We both met in 2018 online and started working together successfully building teams and building our business online. So to start off we're team leaders with over three thousand members combined in AE Mailer, GDI Team Elite, The Prosperity Marketing System and finally the Power Lead System or PLS for short. These are all affiliate business models and honestly this is where we first started having success. We really love helping people. I think that's really part of the whole equation of who we are deep down. Also it's really a lot of fun building your teams bigger and bigger. So we're owners of a AE Mailer, an advertising site. We are online mentors, we're social influencers with over 100 000 followers on social media. Also we're bloggers with many personal blog sites.

So here's a little bit about AE Mailer for you. We're an

advertising site that is completely free to join. We help people just like yourself get free advertising to your business. We really pride ourselves on having been very effective in helping members to get thier ads seen to lots of prospective buyers. Just a note to be aware of: our niche is to people in the "make money online" arena. So if your niche is different you may not get the results you're hoping for.

Finding the right advertising method for your niche is very important. At any rate if you want to come and visit our site just go to [www.aemailer.com](http://www.aemailer.com).

We would really love to have you stop by!



These are some of our main blogs:

<https://Aemailer.club>

<https://www.mylifewithnodrugs.com>

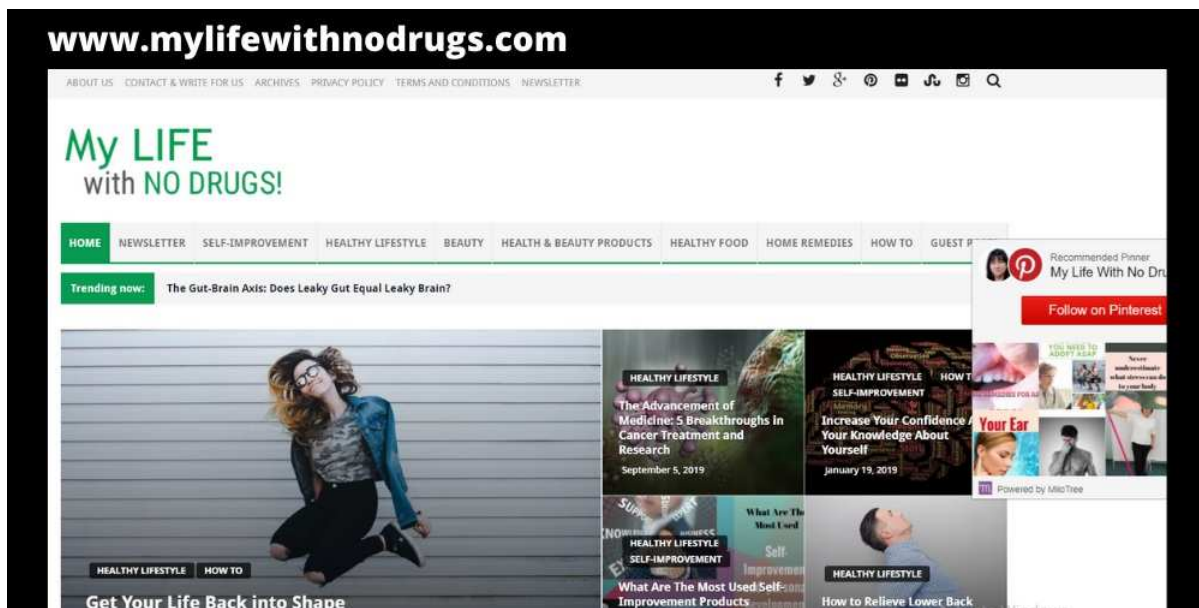
<http://www.sailingwithhalbie.com>

We have a lot of blogs. These are just a few in fact. Our

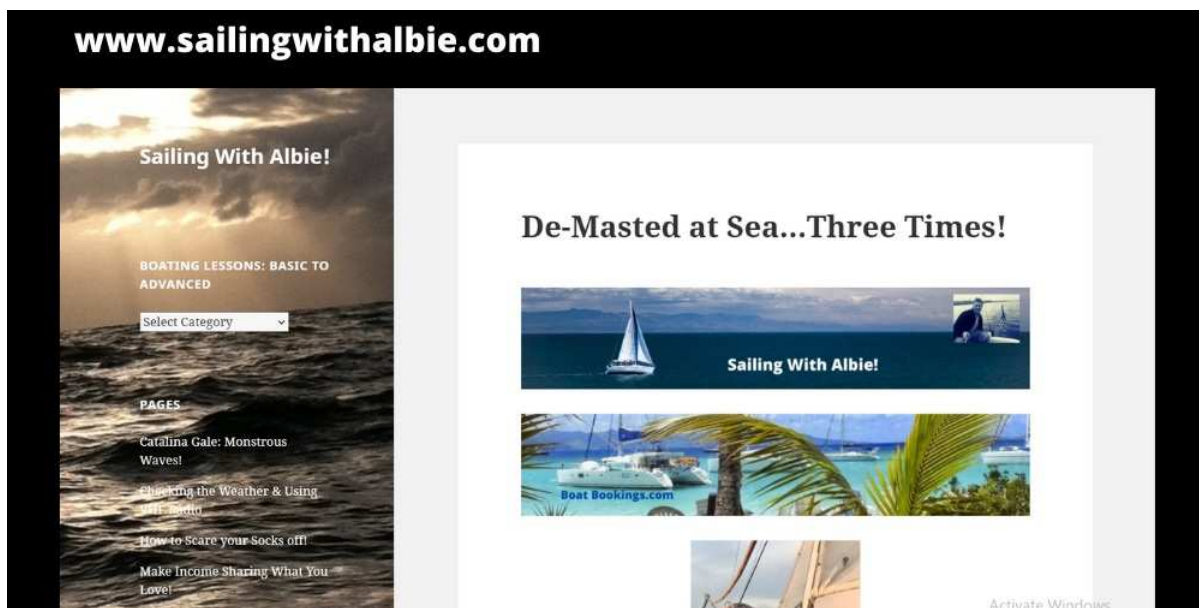
The 5 Critical Skills

main blogs are Elizabeth's blog

mylifewithnodrugs.com



and my blog sailingwithalbie.com.



So here's a little bit about Elizabeth. She's actually worked in finance for many years. She's an excellent marketer and has worked very hard to become so. Her blog, mylifewithnodrugs promotes a healthy lifestyle. This helps people to be able to take care of themselves and live better lives and you can actually

see a little bit about her blog if you ever want to check it out. Elizabeta's actually had this blog for many years and has a lot of followers.



Here's a little bit about me: I have a lovely wife Janette and two great kids. You know it's really the reason why we do everything that we do. As you may or may not know, I love sailing and being out on the ocean. I'm out there often. The ocean actually is an amazing amazing place but it's also very dangerous. I've been through 35 storms at sea, had a lot of adventures and come away with a lot of respect for the ocean. I was also a teacher for 20 years. I love working with kids and in 2012, the school I worked at, lost funding and all the teachers lost their jobs including me. I decided to go into internet marketing at that time. Basically you know, I worked 10 to 12 hour days. I spent thousands of dollars on different businesses, on mentoring, on programs and trainings and made very little money at all. I was very disillusioned in my first two or three months. I only made two or three hundred dollars. I think the only positive thing about the whole experience was that i didn't give up. In 2018,

I met my online mentor Alan and he dynamically changed things for me. He showed me the basics of internet marketing (which is what we want to show you as well) and this began to change everything for me. I started making sales every single day online and together with Elizabeta, everything changed for us as soon as we began to really identify what these marketing skills were and to implement them daily.

Online Marketing Academy's

## WHO ARE WE?

**5 Critical Skills**  
To Consistent Sales Online

- ✓ **Owners of AE Mailer**
- ✓ **Online Mentors.**
- ✓ **Social Influencers with over 100,000 followers on social media.**
- ✓ **Bloggers with many personal sites.**

**AE Mailer**  
Quality Traffic/Hits

- ✓ Super Affiliate Builder
- ✓ Master the 5 Crucial Skills
- ✓ Learn & Earn
- ✓ One Year Anniversary!

The graphic features a dark purple background with white text. At the bottom, there is a small inset image showing three people (two women and one man) smiling in front of a cityscape at night. The inset image has a dark overlay with white text listing 'AE Mailer' and 'Quality Traffic/Hits' along with a checklist of achievements.

So here's a few more details about us. We've already gone over who we are, all the members that we have on our team what we've accomplished online. We've gone over our social influence, many of our blogs and here's some reasons why we're confident to help you: We both have over 10 years of online experience combined, we both have had personal training from six and seven figure mentors from whom we paid thousands of dollars to be who we are now: successful entrepreneurs, team leaders and marketers who make five figures a year online and affiliate sales every single day.

Every famous and successful person has had a personal mentor in their lives. This is probably the most fundamental key point to this whole seminar: how important it is to have a mentor. It dynamically changed everything for me, dynamically changed everything for Elizabeth and it will dynamically change things for you as well!

**Why We're Confident to Help You:**

- **Trained by 6-7 figure mentors.**
- **Spent thousands of \$\$\$ dollars on coaching and mentoring.**
- **Now we're coaches, mentors who earn every day online.**

**YOUR SUCCESS IS our priority!**

The diagram in the center of the banner shows a cycle of five terms: GOAL, COACHING, WILL DO, REALITY, and OPTIONS, connected by red arrows in a clockwise direction. A hand is shown holding a red pen, pointing to the word COACHING.

## the Importance of a mentor



We're now going to show you some very famous people who were mentored and what a huge impact it had on them. We're going to first start with Mark Zuckerberg and how he was mentored by Steve Jobs. You can see how Mark Zuckerberg quickly found the need for experience based insight and advice and this was following and during Facebook's insatiable growth. Later Mark Zuckerberg thanked Steve (after he had passed away) by saying: "Steve, thank you for being a mentor and a friend. Thanks for showing that what you build can change the world. I will miss you."

You can really see how important Steve Jobs was to Mark Zuckerberg and how influential and instrumental he was in helping him. Here's some additional mentors and mentorees: Barbara Walters mentored Oprah Winfrey. Barbara Walters clearly had an impact on her career. Oprah once told Barbara Walters during an interview: "...had there not been you, there never



would have been me." That's really the power and depth of having a mentor.

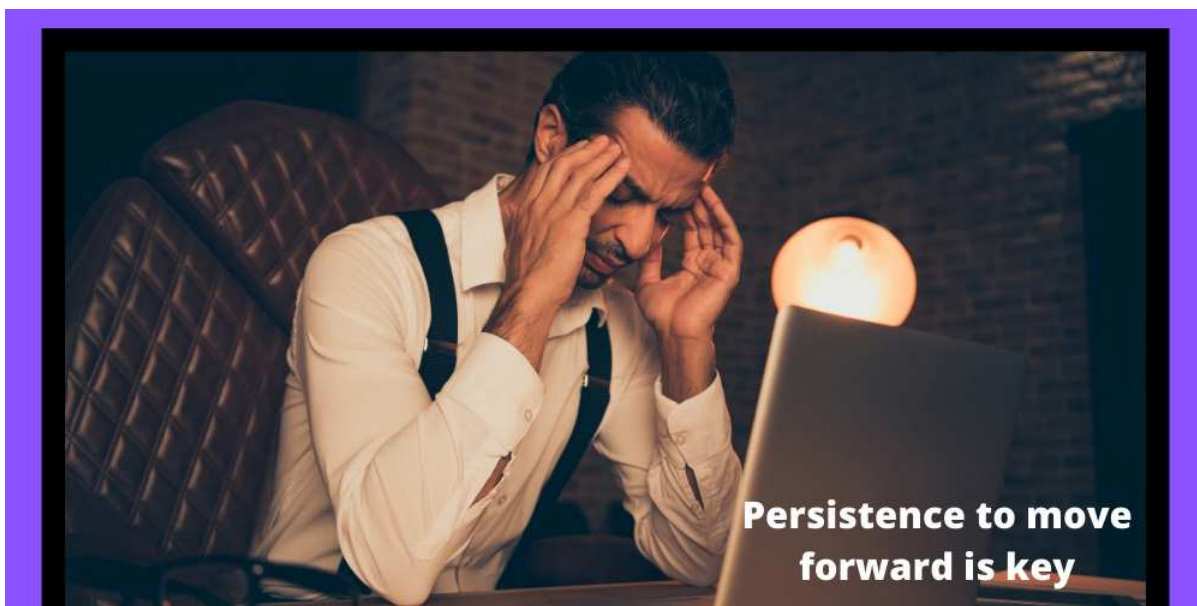
Okay, so here's a couple more: Larry Summers mentored Cheryl Sandberg and Warren Buffett mentored Bill Gates. You can see that Gates admits that over the years he has turned to Buffet for advice on various subjects and has often referred to Buffett as "...one of a kind." You can definitely see how having the right mentor, ambition to win and hard work definitely can equal success.



Now we're going to go more into depth about the Five Critical Skills. We're going to show you how they interact with each other and when you begin to master them how you're going to start seeing the puzzle pieces start coming together for you. Before we do though, I want to share something with you real quick. A millionaire mentor once said to me that "your failures are like the soil that your success can grow out."

Another one said, "success is a lack of failure." When

you bring both of these quotes together. the bottom line is that failing allows you to realize what not to do so you can move forward and know what to do! The idea here is not to encourage failure but rather to encourage you that the failures that you've had in the past and the failures that you will still have in the future, are just there to help you and to guide you into the correct path. They're there to show you what you did wrong and what you can do right in the future.



Okay, so I want you to know that even after you begin to understand the Five critical Skills, you're going to still need a lot of time and patience to learn how to implement them correctly into your marketing. These skills are not learned overnight. In fact, it takes lots of time to begin mastering them and implementing them correctly. You're going to fail many times in the process and don't be too hard on yourself. Everything takes time to learn things properly. I want to share with you some of the reasons why I even came across the Five Critical Skills at all:

It all began with mentor Jim Rohn when he when he used to say: "Formal education will earn you a living but self-education will earn you a fortune."

**"formal education will earn you a living but self education will earn you a fortune."**  
Jim Rohn

You can see the difference between the two and it's this quote that actually drew me to my online coach and mentor Alan. I was so tired of jumping from one business to the next and and decided to actually do what Jim Rohn suggested and focus on self-education and to study marketing.



## What the Five Critical Skills Are



So let's get into some of the the finer details of the Five Critical Skills. The first skill is "Effective Advertising". As I've shared with you before, many people go and start advertising but they don't know if there advertising is truly effective or not. They also don't know the market and they think that everybody's going to love the product and service that they they promote. Imagine that you're starving for a second. What are you looking for? Food or some cosmetic products? It's the same with the market. It would be better to find out what people are already looking for and then offer that. The chances that they will buy your products are then much higher.



The next thing about effective advertising is this: the only way you're actually going to see if your offer is compelling or not is to track it and see how many subscribers and conversions that you get from each market that you advertised in. That's basically what we've done. We spent years tracking our advertising, seeing where we got the best results (we're going to share these same results with you also). I want to show you the exact advertising sites we use:

<https://aemailer.club/category/mailers/>

You can see from this list of ad sites that we use Safelists and Mailers to the majority of our advertising. The thing is that most people who use these sites get little or no results from them. But this is because they don't know how to use them properly. The key to successful marketing using Safelists is to be able to create your own effective capture pages (Critical Skill #2). Also realizing you're not looking for sales right away. Your goal for advertising is to get subscribers -

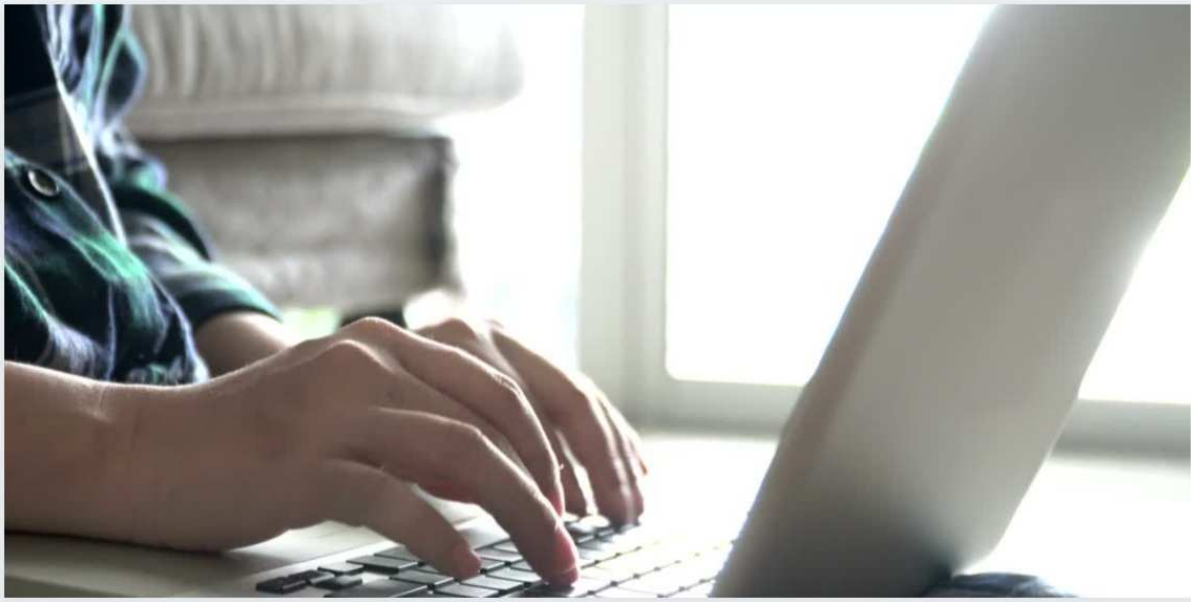
period. Then build a relationship with your list with your automatic emails (Critical Skill #3). When your emails are written correctly, you can get replies and interaction with your email list. Building communication with your list is the essential spark you need to create "know, like and trust" with your list. This is eventually what will get you a sale. And these sales will come in every day, if you do it correctly. But it takes a while to get the system working for you. It doesn't happen overnight. Also, having clever funnels to pull your list through is the next key to sales (Critical Skill #5).

So as far as advertising is concerned, you will then need to learn how to track your hits to these Safelists and what your conversions are. You really have to make sure what safelists are working for you and those that are not. Also don't forget that just because one safelist doesn't work for you - it may be because your audience is not connecting with your advertising capture pages. I've realized over time that you have to edit, re-edit and review your splash and capture pages over and over again and measure your hits and conversions to create the ad pages that will convert the best. Also testing different pages and finding which ones work the best is also a key. The thing about tracking is that this takes time and work to figure out how to track your links. We use two systems to track our links. The first system we use is the Power Lead System. You will see in the next chapter some details about how to use PLS to track your links. We also use Clixtrax to track our

conversions. You can find out your conversions using PLS (and they do a great job, but strictly for finding your conversions, Clixtrac is easier.)

<https://www.clixtrac.com/?aff=25239>

Learning advanced tracking for your links is a whole course in itself and is beyond the scope of this eBook. However, as I mentioned before, there are some practical details about basic tracking in the next chapter. Watching the webinar about this, will also help you as you can see the pictures and examples better. Also I will give you a clue on advanced tracking and how to track your links properly. Once you set up your tracking link inside Clixtrac, then you will be able to find the "conversion code". Add this html code to your opt in page (if possible) or your welcome sales page (that they come to after opting in). Then set it up so Clixtrac will send you an email every time someone converts. You can then also check your conversions inside Clixtrac to see what source they came from. The final word on tracking is that you should get a mentor to help you learn it effectively or it will take you a long time to learn it and to learn how to track your conversions is even harder. You can find more info about mentors in the last two chapters of this eBook.



Okay, so the final thing I want to mention about advertising is that the more advertising you can get, the better. Many people think that if they find one good source of advertising, that this is enough. I have never found this to be true. It takes real work to advertise every day and you should get into a daily routine of advertising consistently to be effective. I would encourage you, if you use Safelists and Mailers, to open two new gmail accounts specifically for advertising. This will help you so that you don't "kill" your regular email address. You will get a lot of email ads to these two emails and you don't want these ads to ruin your main email account. There are whole eBooks written on the best way to advertise with Safelists (if that's what you choose to use as an advertising method) and you should read these. There is a whole section written in the Power Lead System on using Safelists. You will find more about this in the next chapter.

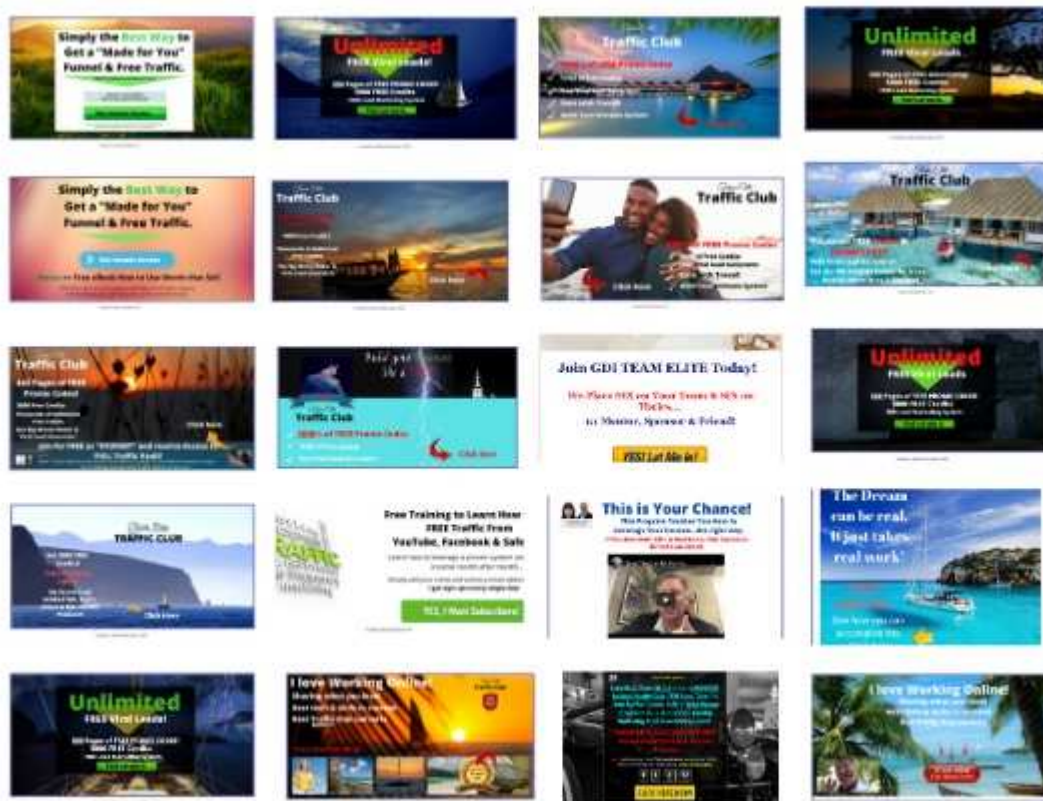
So coming back to what we were talking about - advertising. So as you learn to track your links, you



should start off by trying to get 1000 hits a week to your link. This will get you moving in the right direction. You need a 1000 hits at least usually to see if your ads are effective. If you're getting at least two subscribers per 1000 hits, then this means you're on the right track. When I say "hits", I'm not talking about how many people you send your ad to. I'm talking about how many people actually visit your web link (your capture page link). If you use the Safelists and Mailers we advise you to use, then you should not get "bots" visiting your site. Using the wrong ad sites can destroy your ability to be effective in your advertising. If you see you're not getting at least two subscribers per 1000 hits, then this either means two things: 1) You're using the wrong ad sites or 2) Your capture page is not converting. If you use the safelists and mailers we suggested, then most likely you're only dealing with problem #2 and your capture pages need more work so that they convert. You can also learn about almost every kind of advertising inside the Power Lead System, such as Facebook Marketing, Youtube Marketing, other Social Media Marketing, Email Marketing, SEO etc...

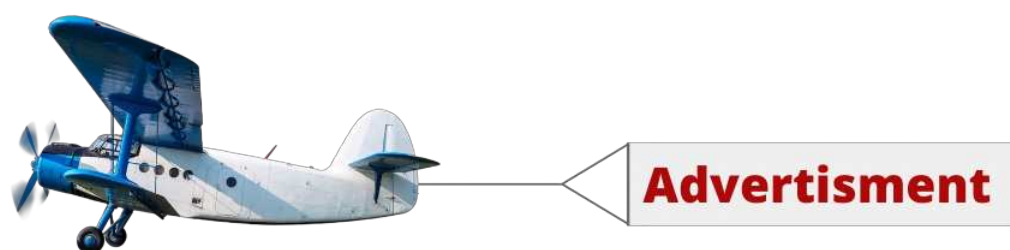
The last thing I want to mention about advertising is that after you're successful at getting two or more subscribers to your list with 1000 hits a week, then you should work next on getting more than 2-3 subscribers per 1000 to your ad site (capture page). This will mean working more on your capture pages to get them working better. The next thing is working on getting 2000 - 5000 hits a week to your site. Then you can

move on to 5000 - 20,000 hits a week. However, in your quest to get lots of hits to your site, don't spend your whole day on this (or all the time you have allotted to work on your business). You will need to work a little each week on all the skills.



Critical Skill number two is "Effective Capture Page Making". As you can see we use the Power Lead System because it gives our new members the tools that they need to be able to make effective capture pages very easily and also has the right tools for our advanced members. The thing about creating effective capture pages is you need to get into your prospective buyers "head" so to speak and start thinking about what "they're" looking for and why "they" need your product. You basically have two seconds to capture their attention and you have to be unique in how you do

that. For instance, your headline needs to "speak to them". It must get their attention. And to do this, we're always thinking about what people in our niche (the "make money online niche) are looking for. And the two things they are all looking for is more traffic (so more people will see their offers) and having success online. So if you can offer them ways to get this in a convincing way, then you will get subscribers.



The reason I'm telling you all this is because making a capture page is one thing but having the wisdom and knowledge to know what to say on that page is another. This is where we will help you and mentor you on learning this skill when you start getting good at making your own splash pages. You can start getting subscribers every single day to your list and eventually you can start controlling how fast you build your list. There's a vicious cycle between skill number one (effective advertising) and skill number two (effective capture page making). I'm going to go into a little bit more detail with you about it right now. So you know

you can have the best advertising in the world but if you have a terrible capture page then all that advertising is for nothing and it's the same thing vice versa if you have the best capture page in the world but you have terrible advertising then it's going to have the same effect. You're gonna have terrible results.

As a new marketer you find yourself caught up in this vicious circle. Asking yourself the question: "was it my advertising that was bad or was it my capture page that was bad?" That's where we come in. We have the experience and the understanding to know the difference between which problem you're having and that's where we can help you to find the solution. Really that's the importance of having a mentor and that's really where we come in to help you one-on-one to be able to show you and help you identify things that you're doing right from the things that you need help with.

Online Marketing Academy's  
**5 Critical Skills**  
To Consistent Sales Online

**Capture Page Creation = Control of Your List**

Critical Skill number three is "Effective List Building" and building your list is really all about mastering your

advertising, mastering your capture page making and having a really good strategy about what to promote and how to promote it to get lots of subscribers. You're going to find that if you're not succeeding with skill number one and skill number two, then really you're not going to be building your list very fast and that's the key to building a big list: it's not only building it big but building it fast. I mean can you really imagine spending the next 10 years building a big list? You need to build it but much faster than that!



Critical Skill number four is "Effective Communication with your List" and really, it's effective communication that is like the spark that ignites your "list" so to speak. Without that spark you can have the biggest list in the world but nothing will happen. Honestly this skill is not easy to learn it takes time patience, correct scripts to learn from and a mentor to help you understand what you're doing right and what you're doing wrong. Honestly I spent a year on my own trying to learn this skill on my own and failed miserably. To tell the truth,

I almost gave up three times. It's not until I joined a team, learned from my mentor how to how to effectively communicate, did I begin to succeed. Nevertheless, here are some tips on succeeding with communicating with your list:



The biggest breakthrough I had creating effective communication online (and the first step to creating a sale) was a simple "call to action" in my emails. I would simple end the email with "if you're interested to find out more, simple reply back to this email with the subject heading: 'tell me more' and I will." The second breakthrough was having effective scripts to share with those who did ask me to "tell them more". A sample script for this would be to say hello, build a little repport with them and then share a bit of your online story with them. Then transition it to asking them if they would like to join your team. Be direct or they will not understand where your going. A sample email script I use looks like this:

"Hey (name). So nice to meet you! 😁

Do you mind me sharing my story with you (name)? It might help you:

In 2012 our school lost funding and I lost my job as a teacher (been a kindergarten teacher for 20 yrs)

So over the years I was in 40 different business opportunities and never had real success with any of them.

Sure I made some money here and there but my biggest problem was consistent online sales.

Anyway my online business changed when I came across my seven figure income mentor.

My mentor taught me a lot of things but the most important was how vital real communication is with your new prospects and team. Today we have over 104 paying members on our team with over 9 leaders and it keeps growing daily. We make sales every single day and often It's because of our team and not even our personal efforts anymore. Before I used to have trouble even making a sale maybe once a month.

Anyway, my business partner (from Macedonia) and I (from California) have had a lot of frustrations for many years working online until we were mentored by a professional and began making consistent income.

We also teach these same principles to everyone on our team. We actively promote the

*[add the system you want to promote here]* together because we found we were making

more and more monthly income online than any other program we've worked with and now encourage everyone to join us. We promote differently than most people and will share all our methods and best

traffic sources with you. Would you like to join our team (NAME)?

~Albie"

<<<===== End of Script

So advertising will take a big chunk of your time. But the next big thing to work on is writing your own emails and communicating with your list (Critical Skill #4). I know this may sound "scary" but don't be scared. Just realize you will get better and better at this over time. I was honestly intimidated too but I knew I had to get better, so I just wrote one email a day and eventually I got better. Know that I was bad for quite a while before I got better. And you have to start somewhere. There is a lot to learn about writing emails and you will find a lot of content and help inside the Power Lead System about setting up and writing emails (see the next chapter). However the formula to writing good email copy can be summed up basically here: 1) Think about what pain your subscriber is having, (such as having to wake up early every single day to go to work instead of being able to work on their own schedule from home) and then share how that pain affected you. 2) Then describe how you got past the pain and succeeded (or are beginning to succeed or how someone you respect succeeded). 3) Then transition to a call to action and how they need to contact you for you to "share more" with them on having success online. Also you can use other online "hero's", your mentor or sponsor and share their examples of success



to help make your case and your email work. My mentor Alan has a very comprehensive training of this and you will have access to his training after the seven day free trial of PLS is finished. You only need to send me an email at "SailingWithAlbie@gmail.com" for me to send you the information to access his awesome free training.



Also realize that building your list (Critical Skill #3 and communicating with them (Critical Skill #4) IS the most important part of the 5 Critical Skills. All the five skills revolve around this. If you lose focus on this, you will begin to fail and we're telling you this now so that you will succeed. So don't lose your perspective!

So Critical Skill number five is "Effective Funnel Page Building" and this is kind of like having your own "Walmart" except it's your own online store where people can come in and buy lots of affiliate products from you. When you get this to work for you, it's really great. The only problem is is that you actually

have to have all these other skills that proceeded, such as skill one, two, three and four to be working effectively in order to have an effective funnel. I mean, can you imagine having a funnel but not having anyone to actually go through the funnel? That's why having an effective list is so important and and communicating with your list so you can bring them through your funnels. Make sense right? In fact, getting new prospects onto your list is also part of an effective funnel. As far as building funnels, you know honestly I think the best way is to learn from pre-made templates that are made for you already so you don't have to go out there and learn everything from scratch. Then you can create your own funnels without too much trouble. You can also copy similar ideas and learn from your mentors how they made their funnels. This is exactly what i did. You will also find videos on setting up a complete funnel inside the Power Lead System under "Websites" Tab and then "Sales Funnel Duplicator". Simply click on the "Click here" link and a whole page of videos will come up!

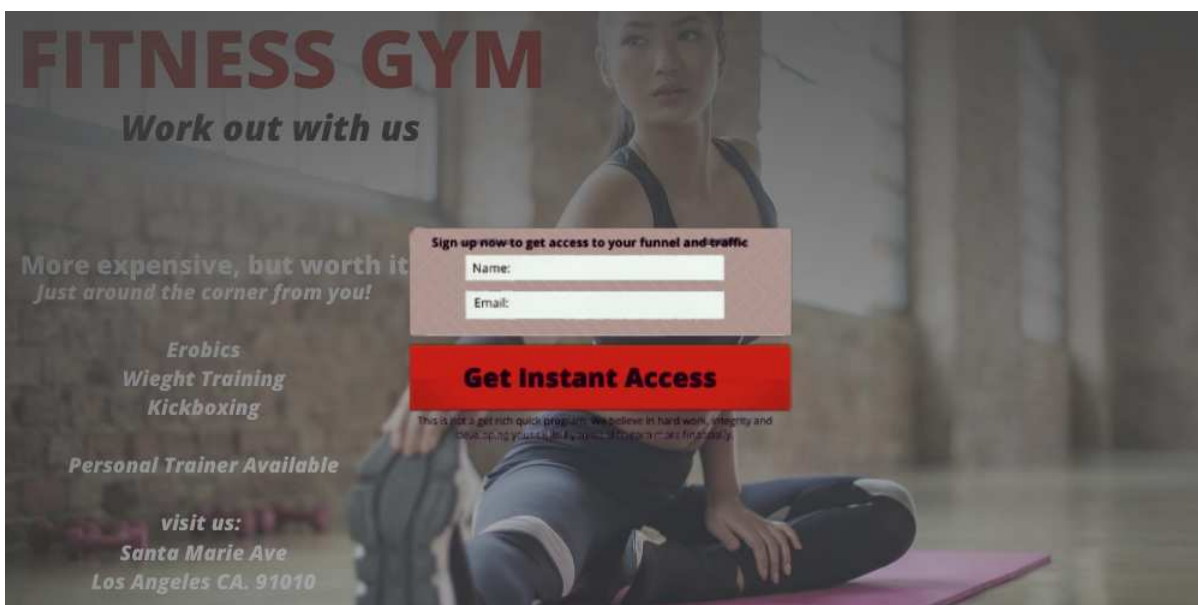


Okay, so you don't really have to become a super "techie" person as there are programs out there that can help you build funnels without too much trouble. Honestly we use the Power Lead System because PLS has an excellent funnel page builder. Having a mentor available to help you give you suggestions on your funnel is really important so you build them correctly. Once you have made the funnel, then you need to understand the correct strategies to get your prospects, your team members and customers to go through your funnels and make sure that they're working correctly. Having the right affiliate products in place with the correct information to give back to your customers and making sure that everything is looking professional is really vital!



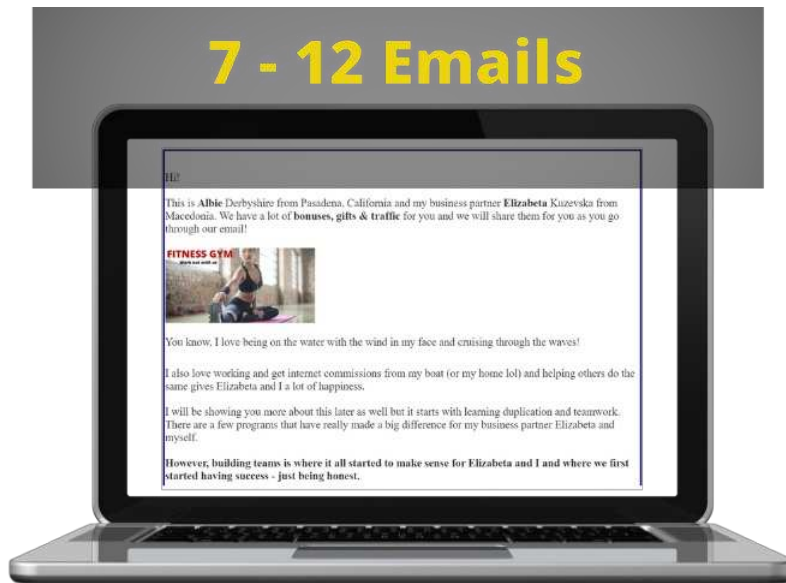
So now we really want to give you some solid reasons why creating capture pages, building up your list and building funnels is so essential. Imagine with me you're on Facebook, Instagram or Twitter and then some ad interrupts what you're doing. You see it, read it and

then continue back to what you were doing before. You want to read more about it at the end of the day but then - what do you know - you can't find it anymore! As a customer you might have lost a really great opportunity but as a marketer you might have lost a sale. So as a marketer, it's your job to make sure that you don't lose your prospects. Remember if they don't subscribe to your capture page, you're going to lose them forever.



All right, now let's turn the clock back and imagine that you had done it correctly. For your prospect everything is exactly the same except that when they clicked on the ad, you asked them to put their email on there to get more information. Your prospect then got a welcome email about the product. They got it the next day and the day after that and so on. As a customer you learn something new about the program, the product or the service every single day. According to the stats your prospect needs seven to twelve emails to decide to join you in the program, buy

the product or pay for the service, so understanding this is critical.



So I hope this overview of the Five Critical Skills has been helpful for you! Just to sum everything up, the first skill is to have effective advertising, the second is effective capture page making, the third is effective list building, the fourth is effective communication with your list and finally the fifth is effective funnel page building. In the next chapter, we are going to learn how to access the awesome training, tools and some practical things that will help you to implement the Five Critical Skills.

A promotional banner with a black border. On the left, it says 'Online Marketing Academy's' in grey, followed by a large red '5' and 'Critical Skills' in bold black, and 'To Consistent Sales Online' in smaller black text below. On the right, there is a small photo of a woman and a man smiling. Below the photo is the '5 Critical Skills' logo. At the bottom, a white box with black text contains the testimonial: '"Learning these skills changed everything."'

## Tools & Training in PLS



Online Marketing Academy's  
**5 Critical Skills**  
To Consistent Sales Online

**Everything you NEED to Succeed!**

Now I want to introduce you to some great tools, some really great training, some bonuses and practical things that are really going to help you start implementing the Five Critical Skills and help you get off to a great start. I want to show you exactly why our whole team is using this awesome marketing platform called the Power Lead System. It's really like having the controls of the spaceship in the palm of your hand because it allows you to control all your marketing from one place (which is really awesome).



So not only does PLS give you all the training that you need to be able to market almost anywhere, but it gives you all the tools that you need to be able to build whatever size funnel that you need to have success. Then it gives you a compensation plan that enables you to go after earning six figures or more online. The training itself is going to save you so much time and money. I mean you won't have to go out there find the training for "Marketing on Facebook" and then have to purchase it somewhere else. Just having it available to you right there in your back office will make it so convenient for you along with the great training PLS has set up you inside your back office on Youtube Marketing. You can see how you can access it all from the Power VIP Club by simply going to your PLS back office and then going to the home page. Then go to the "Training" tab and then go down to "Power VIP Club" and click on it. Once you're inside, create your

username and password and log in.



Also once you're inside, all you have to do is go to the "training" tab and then go down to "Youtube ads". In addition you can see all the tons of stuff that PLS has for you inside the Power VIP Club. Look to find "Social Media Marketing", "60 Minute Copy, Internet Lifestyle", "Email Marketing 2.0 and Affiliate Marketing". This is just the "training" tab! Not only that but there's a [new training tab](#) and much much more. Also if you go to the PLS homepage (which incidentally can be found under the getting started button) then simply go to the "training" tab and press "Endless Free Leads". Once you register for free, you'll be able to access this course which will help you understand how to literally get endless free leads from Facebook, Twitter, Instagram and LinkedIn. Do you realize how much it would normally cost to share all this awesome training with you? This course by itself by Max Steingard is normally priced at three hundred dollars but you get it completely for free just for joining PLS. You're also



going to learn how to do email marketing inside of your back office. Basically go to your Power VIP Club again, go to the "training" tab and then go down to "Email marketing 2.0". They're basically going to show you all these videos about "Email Marketing 2.0 Made Easy." I really can't believe all the videos that they're giving you for free inside of here! Honestly, I paid twenty dollars for two courses on email marketing that really didn't help me out very much at all and here you are getting all this for 10 times more value than what I got (completely for free) just by joining the Power Lead System. Take a look at this video: #2: "Automating your email marketing efforts" and this one: "The five cornerstones to access a successful email marketing campaign." It's really unbelievable!

By the way, all this training is part of what you need to learn Critical Skill #1: Effective Advertising. We will also send you a special training in our main help website <https://AEmailer.CLUB> . After you join, Elizabeta, myself or your sponsor in our team will give you the passwords so that you can access the training that will go through each step of how to become effective in your advertising.

See webinar video for pictures and more details (However, realize that this eBook has far more information than the webinar): <https://screencast-o-matic.com/watch/cYIII78i8s> ).

In addition, if you go to your home page and you click on "Promote Your Business" tab you can go to "Traffic Generation Online" or "Traffic Generation Offline" and

they have a lot of useful information inside. For instance, if you go to "Traffic Generation Online", you can see all the different subjects that they're going to help you out with, like personalized videos e-cards, virtual postcards, search engines, signature files, safe lists, traffic exchanges, easy video marketing, press release articles, banners, email swipe, and text links.

That's everything they're going to help you out with online but let's go and see what they give you offline: They're going to be able to help you with "print resources", "apparel store", "personal calls", "newspapers" and "qr code generator". It's just really amazing - all the stuff they're going to give you. Even the things that they give you offline really amaze me! This is really just the tip of the iceberg with the Power Lead System. Just with the "training" for instance, I haven't even got to some of the best parts! Yet you know if you go to "Roadmap to Riches" for instance. it's a fantastic ebook on how to use PLS effectively. It really helped me out a lot and it seems like I'm always learning something new with PLS.

One day I went to the help section and i was looking through all the different tabs and I saw this: "Get better the email deliverability" and this one: "Cool gmail trick to reach inboxes". When I actually applied this to my autoresponder, I had really great results. Again this is all part of Critical Skill #4: Effective Communication. I mean. if you don't get your emails into their inbox, then it won't matter what you say, will

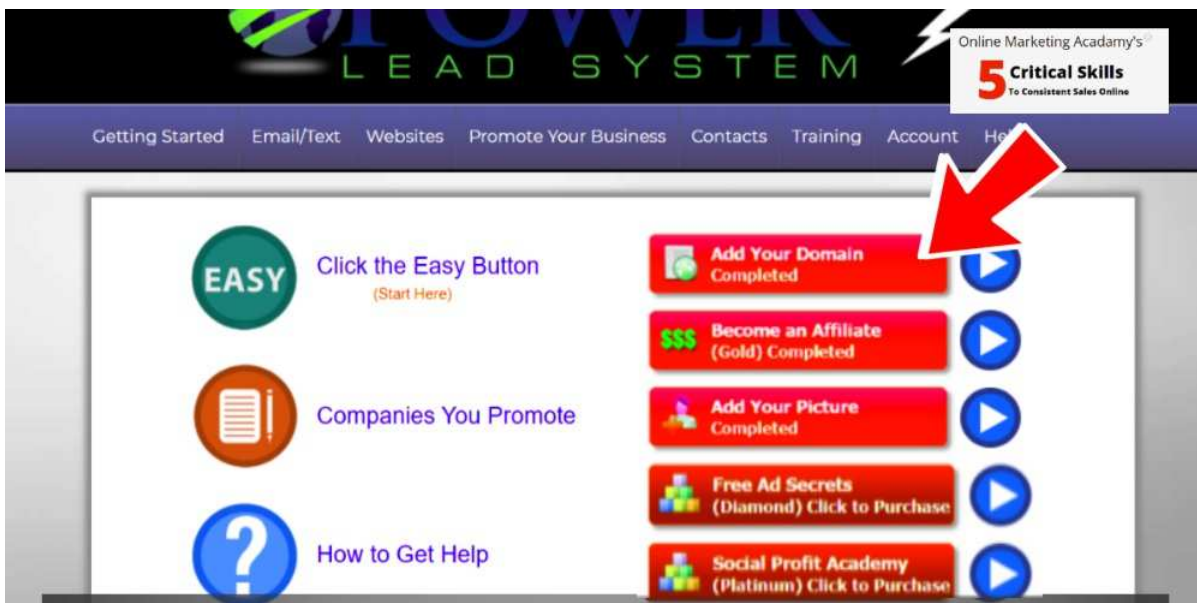
it (lol)!

One more thing I want to share with you about the Power Lead System training is if you go to the main "training" tab and then go to the main training area (when you click on it) it's going to take you to a page where you can get all the different training that's available to you. If you go to the schedule area you can actually see the information how to join their the live facebook presentation every single week and there's a link right there to join. This live presentation starts every wednesday at 10 pm eastern and you can really get all your questions answered and listen to a real live person who knows what they're doing and share with you about PLS. Not only that but you can also check out the replay 24/ 7 on the link there.



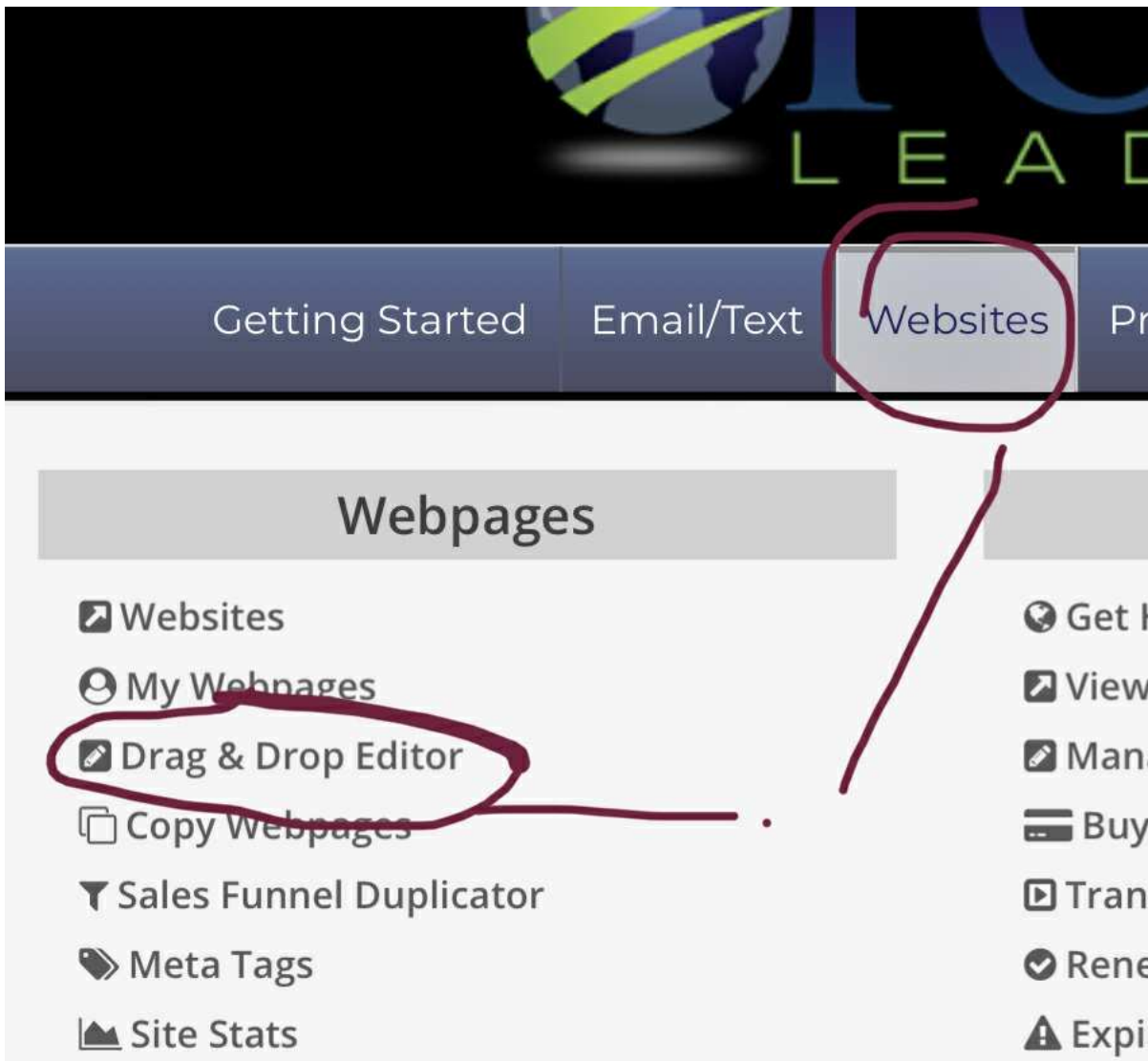
So we've gone through the training and everything that the Power Lead System does to help you to be able to market online effectively. Now I want to go into the great tools that PLS has. The Power Lead System is

going to give you all the tools that you need to build the capture pages, splash pages and opt-in pages and connect these to a very powerful autoresponder so you can build your list. First, before you can do anything in PLS, you have to set up your domain (go to home page and click the first red bar on the right and click on it and follow the directions to turn it green to get started with that). By the way, you can also set your domain to either http or https (protected) from here. You can see more details inside.



After you've got your domain set up, then follow these directions: you can see when you go to your home page inside and go to the "websites" tab and the "drag and drop editor" sub tab, that you'll get the commands that you need to begin building the pages that you need to build for your funnel. If you want to begin with a very basic capture page, you can start with a "custom template" and this is really great for beginners. If you click the button: "uses an opt-in form survey". Then you can scroll down and see an instructional video on

how to use all these different templates to build the capture page that you're looking for.



Be sure to watch the 'Daily Tip' videos in the training area. Doing

[Click Here for 'Beginner Training'](#)



POWER LEAD SYSTEM

Getting Started Email/Text Websites Promote Your Business Contacts Training Account Help

Create a WebPage:

- With a Custom Template
- With a Blank Template (for Advanced Users)
- With our new Drag & Drop Editor!

**Basic Capture Pages**

**Advanced Capture Pages**

**Moderate to Advanced Capture Pages**

Verizon LTE 7:06 PM

AA mycompanyadmin.com

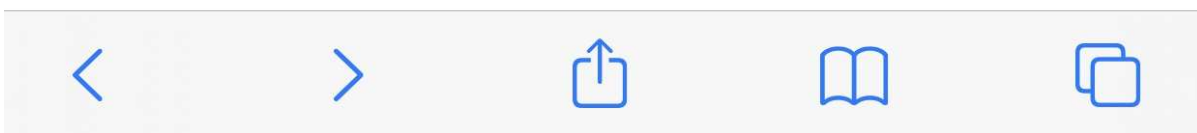
mail/Text Websites Promote Your Business Contacts Training Account

Create a WebPage:

- With a Custom Template
  - That uses an Opt-In form (Survey)
  - That does not use an Opt-In form
- With a Blank Template (for Advanced Users)
- With our new Drag & Drop Editor!

Getting Started | Email/Text | Websites | Promote Your Business | Contacts | Training | Account

For: Albie Derbyshire Account ID 752201 Go To Website Log Out

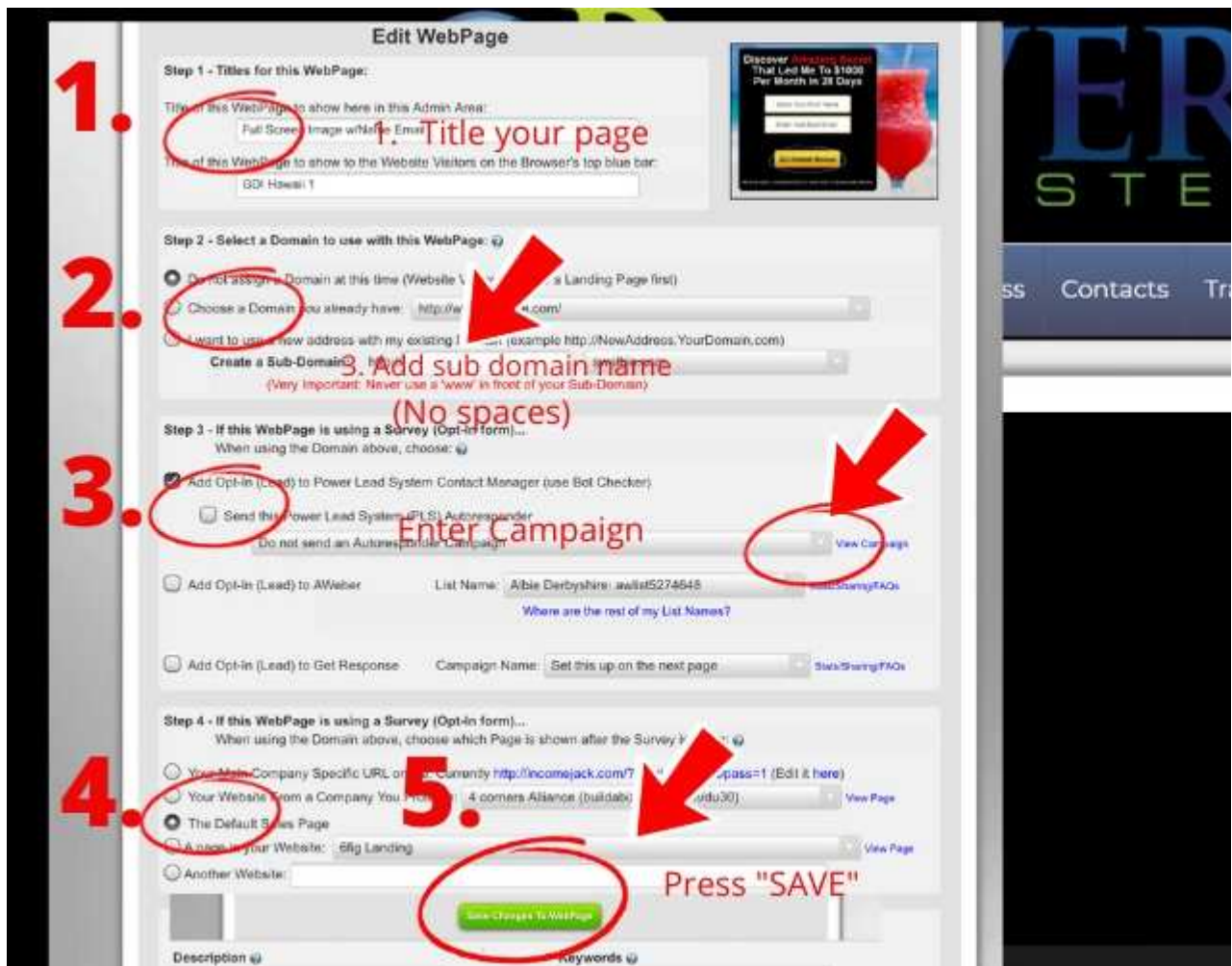


Let me show you how easy it is to make your very first capture page: First I'm going to click on the capture page image with two bars to enter your name and email address. Then I'm going to choose my template. Then all I have to do is give this capture page a title. I'm going to call it "Albie's first capture page" for instance. Then I'm going to add that title again right under it on the second line. Now I'm going to scroll down to step number two and add my sub domain: I'm going to call it albiesfirstcapturepage and you notice there's no spaces. You can make your own creative subdomain name.



Next I'm going to go to step number three and I'm going to set the autoresponder campaign. I'm going to simply click the arrow and click right here where it says: "Four viral funnels." Next I'm going to go to step number four and make sure that the default sales page is showing. When you get to become a little bit better at this you can add your own website in here where you want someone to go after they subscribe. Then when you're done with this part, save the changes (click the green button at the bottom). By the way, understanding your autoresponder, your email campaigns inside your autoresponder and building capture pages to get new subscribers is all part of Critical Skill #3: Effective List Building.





Next, a new sub page will come up and you can then add whatever picture you want to be on your capture page. As you can see you have a lot of choices once you're done picking the background picture that you want. Then just simply click "edit text". Now once the page has come up, all you have to do is either leave the words that are already in here for you or change them a little bit. I'm gonna change them right now and simply put in the sentence: "UNLIMITED FREE LEADS PLUS: Earn on Facebook, YouTube, Social Media, Blogs & More!" Honestly you can put any title in here that you like but this is a good one to begin with if you're in the "make money from home niche).\* Now I'm going to change a little bit of the text to be red so I'm going to just highlight it. Just go up to the "text

color" button and click on the color of red and there you go!

Verizon LTE 7:07 PM

AA mycompanyadmin.com


Previous Menu | Logout

# POWER LEAD SYSTEM
































Getting Started Email/Text Websites Promote Your Business Contacts Training Account Help

**WebPages:** [Edit Basics](#) > [Edit Background](#) > [Edit Text](#) > [Review](#)

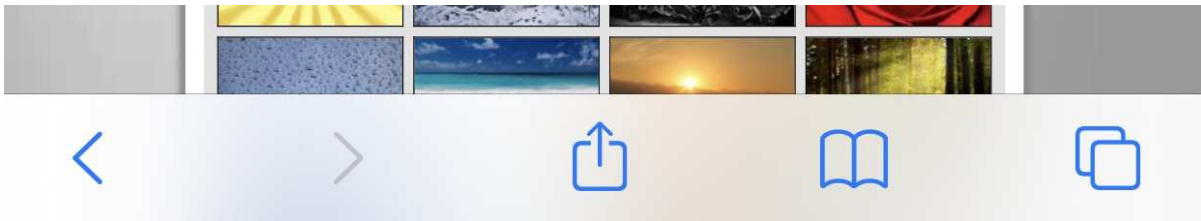
If you have clicked the BACK Button to get here, you will need to Refresh this page (F5).

Keep the Current Background: 

Or click on the Background you want below:

White Background			
			
			
			
			
			
			
			

# The 5 Critical Skills



**DO NOT TOUCH THIS!!!**

Tip: This WebPage is in "Source" mode. After editing this page, you can fix it by moving your "FORM" tag back up to your page and your "FORM" tag to a lower position in your page using "Source" mode.

Step A - 20

Discover **Amazing Secret**  
That Led Me To **\$1000**  
Per Month In **28 Days**

Enter Your First Name

Enter Your Best Email

Save Changes and Move to the Next Step

**Press "SAVE".**

## Edit the text

A sample **headline** could be:  
UNLIMITED FREE LEADS PLUS:

A sample **sub headline** could be:  
"Earn on Facebook, YouTube, Social  
Media, Blogs & More!"

POWER LEAD SYSTEM

Getting Started | Email/Text | Websites | Promote Your Business | Contacts | Training | Account | Help

WebPages: Edit Basics > Edit Background > Edit Text > Review

### Edit Sales Page Text

Tip: This Rich Text Editor (RTE) moves FORM tags around. So if your Opt-In form stops working after editing this page, you can fix it by moving your <FORM ... > tag higher up in your page and your </FORM> tag to a lower position in your page using "Source" mode.

**New Feature!** Use Custom Variables on your Webpage to display special functions and your On-File Information!

Step A - BODY

Source | Styles | Normal (...) | Font | Size | A | B | I | U | S | [List Icons]

{%InternalFormValues%}

UNLIMITED FREE LEADS  
PLUS: Earn on  
Facebook, YouTube,  
Social Media, Blogs &  
More!

Save Changes and Move to the Next Step

POWER LEAD SYSTEM

Getting Started | Email/Text | Websites | Promote Your Business | Contacts | Training | Account | Help

WebPages: Edit Basics > Edit Background > Review WebPage

Your new page is online!

View your WebPage

Edit your WebPage

Getting Started | Email/Text | Websites | Promote Your Business | For: Albie Derbyshire | Account ID 752201 | Go

**View your page.**

If for some reason it does not show, go back to sub tab "Edit Basics" and "SAVE" page again. Then go to Review sub tab and "View" again



**UNLIMITED FREE LEADS**  
**PLUS:** Earn on  
Facebook, YouTube,  
Social Media, Blogs &  
More!

Enter Your First Name

Enter Your Best Email

***Get Instant Access***

We hate spam. Your information is never sold or shared with anyone.





I thought it looked better if all the middle letters were red so that's what I did. Now you're going to scroll down and save the changes. You can see if you want to view your page, just press "view" and there's your page. When someone puts their name and their email right here and presses "get instant access" they're going to be on your email list and they're going to get all the messages that the Power Lead System is going to send them in their email. Pretty great, don't you agree!

There are more examples of the exact same page when all I did was just change the background image inside the video. For instance here's a few and all that was just by scrolling down and clicking on the picture that I wanted. You can see more details inside the picture below or by going to the Five Critical Skills webinar:

(See webinar video for additional pictures and details: <https://screencast-o-matic.com/watch/cYlII78i8s>).

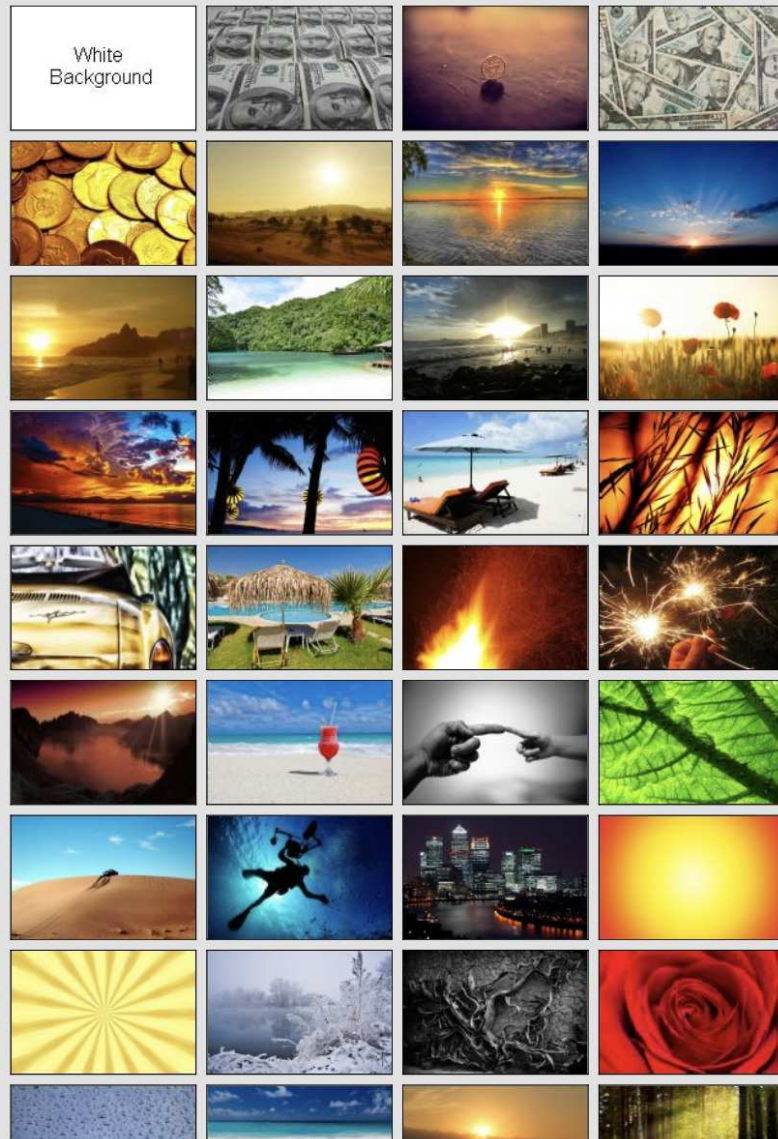


If you have clicked the BACK Button to get here, you will need to Refresh this page (F5).

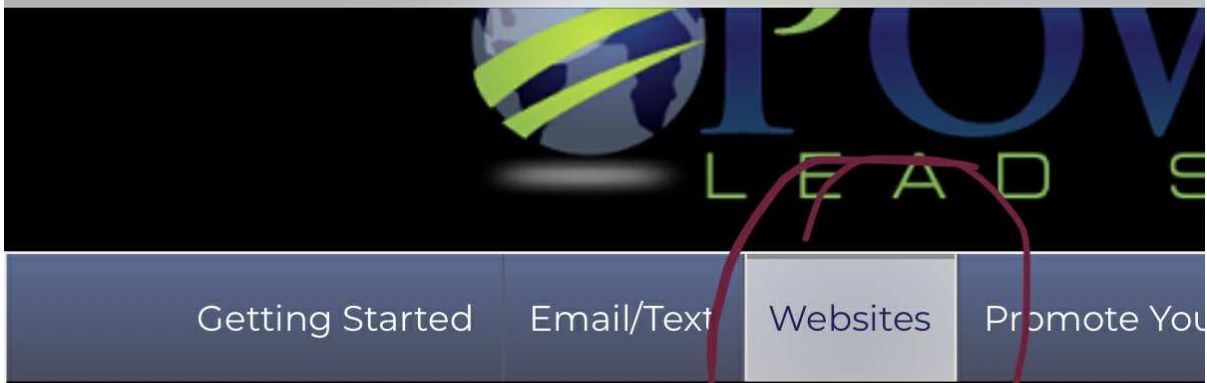
Keep the Current Background:



Or click on the Background you want below:



\*(Also If you want to learn how to set up pre-made pages already made for you, then just go to the "Training" Tab, press on "Beginner Training". Then scroll down to Day 9: "How to set up a sales funnel" and watch the video.) By the way, this is all part of learning Critical Skill #2: Effective Capture Page Building.



Getting Started   Email/Text   Websites   Promote You

### Webpages

- Webpages
- My Webpages**
- Drag & Drop Editor
- Copy Webpages
- Sales Funnel Duplicator
- Meta Tags
- Site Stats

- Get HTTPS / SSL
- View All Domain
- Manage Sub-Dor
- Buy a Domain
- Transfer Domain
- Renew Domains
- Expiring Domain

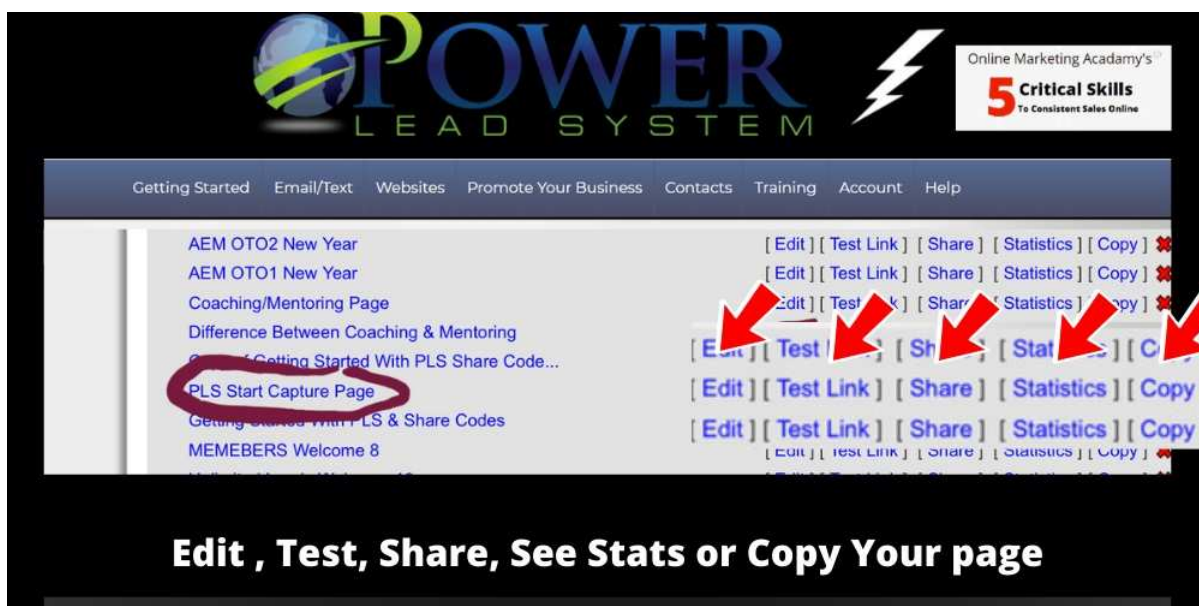
Be sure to watch the 'Daily Tip' videos in the training area. Doing so will help

[Click Here for 'Beginner Training'](#)

- Twelve
- Eleven
- Ten
- Nine
- Eight
- Seven
- New Funnel
- PMS Start Here Page\* II
- Coaching\* & Mentoring plus 9 Min Video
- WEBINAR\* part II
- WEBINAR \*
- Video Trainings List \*
- TEST Sales Page 1
- TEST Sales Page 2
- Webinar Web Address

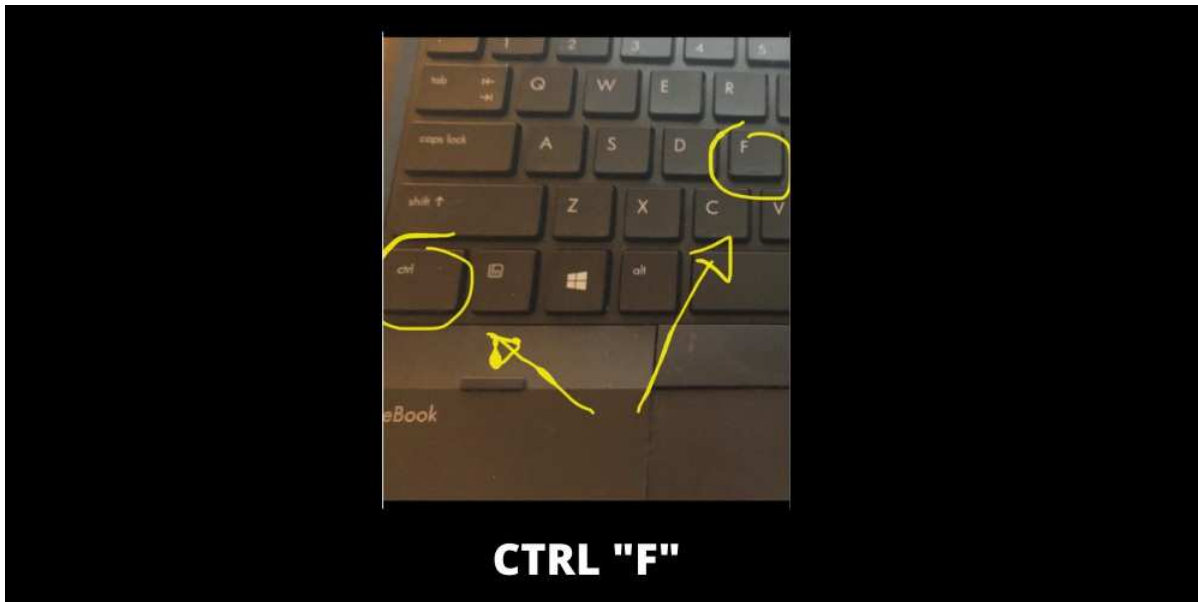


You can also see that if you go to "websites" and then "my web pages" sub tab, it'll actually bring you up to my favorite place inside of PLS. This is where I go every single day because it has all of my sub domains here and if you want to see the page we just made, all you have to do is just find the title of it. You can "edit" it, "test" the link, "share" it with anyone in your team with a simple share code, see the "stats" and how many clicks you've had to your page, or you can "copy" and make a whole new page (just like it) with a simple click. If you want to see the "stats" just click on it. Since I just made it, I've only had one hit.



In addition you can see inside the webinar video that I have endless pages because I've been with PLS for three years now. You can have endless pages as well! All these sub-domains are either capture pages splash pages opt-in pages or funnel pages that support my business. I love having the ability to be able to make endless pages (or have whatever page I need to

make) to support my funnel. If you have endless pages like I do one day, all you have to do is go down on your keyboard press "ctrl" and "f" and a little box will pop up at the top of your screen. Just type in it the name of the page and it'll show up in orange somewhere down your screen. PLS is really awesome and that's why I love using it every single day for my business.



The next thing that the Power Lead System is going to do for you is going to give you an awesome autoresponder. If you go to the "email text" tab, you can just go down to view "edit campaigns" sub tab and then you'll be able to see all the different campaigns that the Power Lead System has made for you. When I click on the "your campaigns" arrow, you can see tons of email campaigns created by PLS. They actually give you a lot of campaigns, a lot of different messages and a lot of options that you can use to send to people.

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Online Marketing Academy's  
**5 Critical Skills**  
To Consistent Sales Online

Contacts Training Account Help

Days To Delay: 1 Subject: Why you want to leave that? Save Changes Cancel

The new 3 Emails will be sent out in the Email Queue. Apply these changes to them when you're ready. Add

Place a "Trackable" link to a Web Page on our system in your email: Choose

Use this friendly message (caption) for your link: Add

Place a "Trackable" link inside your email: http://www.google.com

Use this friendly message (caption) for your link: Click here to Google! Add

Hi my name is Albie & my partner Elizabeta are your sponsors...

Did you see Jeff Aman's video on how he was able to leave his job in one year promoting the Prosperity Marketing System? Well, if not we can send it to you. But here are a couple highlights:

Basically, The Prosperity Marketing System is only \$12 a month and when you get your first member you get paid \$10 back. That's basically 100% commissions because the \$2 difference is the payment fee.

So my first question was how did Jeff Aman leave a 69k a year job and start his own business in 1 year. Here's how?

**Add your picture to each email & write a sentence or two about something interesting about yourself**

Use this friendly message (caption) for your link: Click here to visit my business! Add

Place a "Trackable" link to a Web Page on our system in your email: Choose

Use this friendly message (caption) for your link: Click here to jump to Your Page! Add

Place a "Trackable" link inside your email: http://www.google.com

Use this friendly message (caption) for your link: Click here for Google! Add

team and pays me each and every month on time. So when someone says that Darren is friends with them, I respect that. And to be honest, that gave me confidence in what Jeff said was actually the truth. Not only that but I've personally seen how fast income can be generated with the Prosperity Marketing System as I've been on the receiving end of checks from Darren for over six months...

Well, if I got your curiosity up, just reply back with the subject line: "share with me the video" and I'll send it to you! :)

All the best

Albie & Elizabeta

PS: Here's your free ebook "How to use Words that Sell" & Gifts: [here](#)

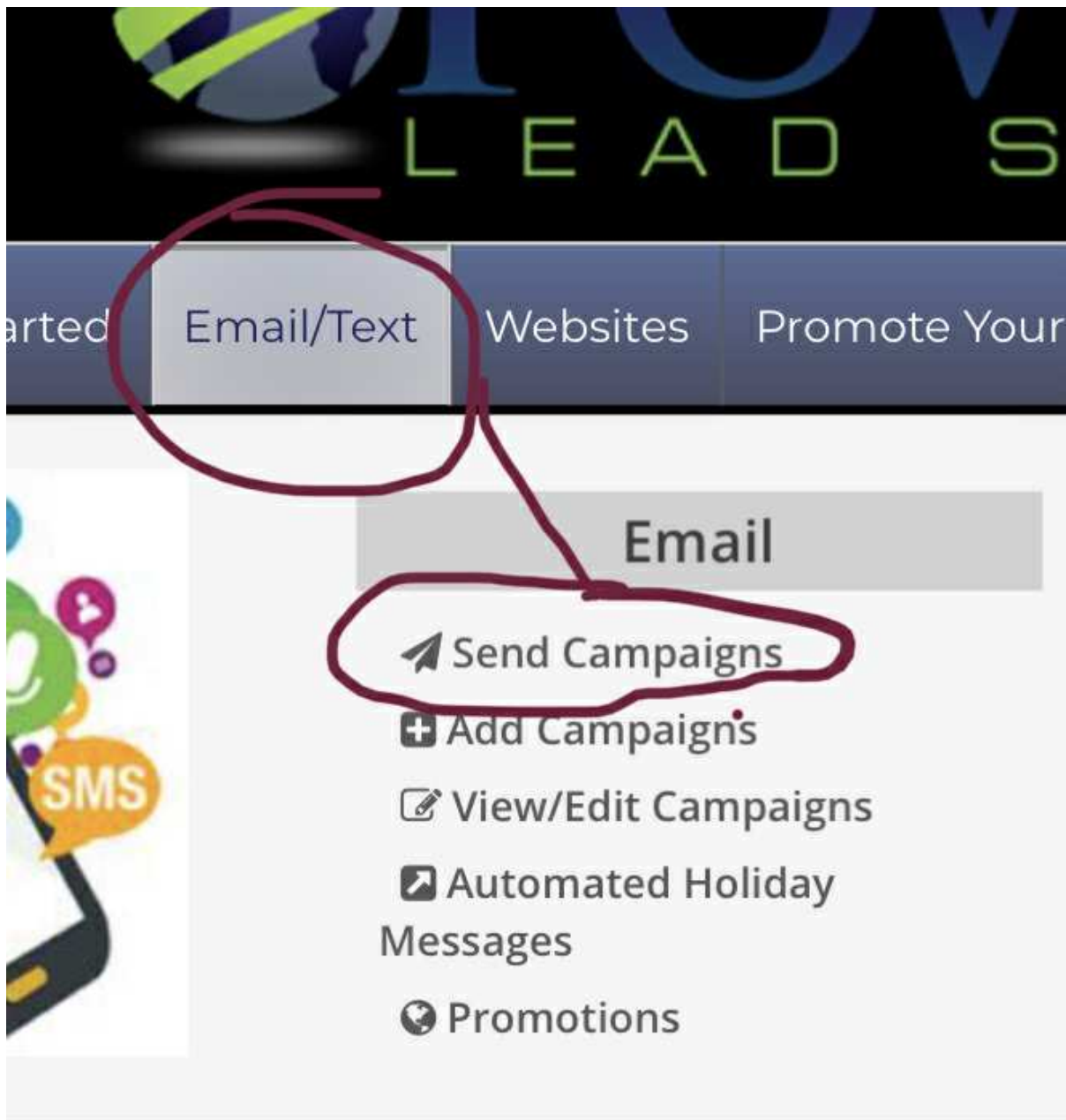
Also if you're looking for our Traffic Vault, or anything else, we may have

**Write your "call to action" sentence near the end of email.**

**"If you would like to know more then just simply reply with the subject heading: 'tell me more' and we will. "**

The next tool that the Power Lead System is going to give you, is the ability to send out a broadcast to your entire email list or whatever part of your list you want to send it to. So basically what you're going to do is go to the "email text" tab, go down to "send campaign", click the button and basically an instructional video is going to come up. It's going to go into detail exactly how to send an email to whatever part of the list or all of your list that you want to send it to. By the way, this is all basics to learning Critical Skill #4: Effective

## Communication with Your List.



## Include Yourself in the Mailin

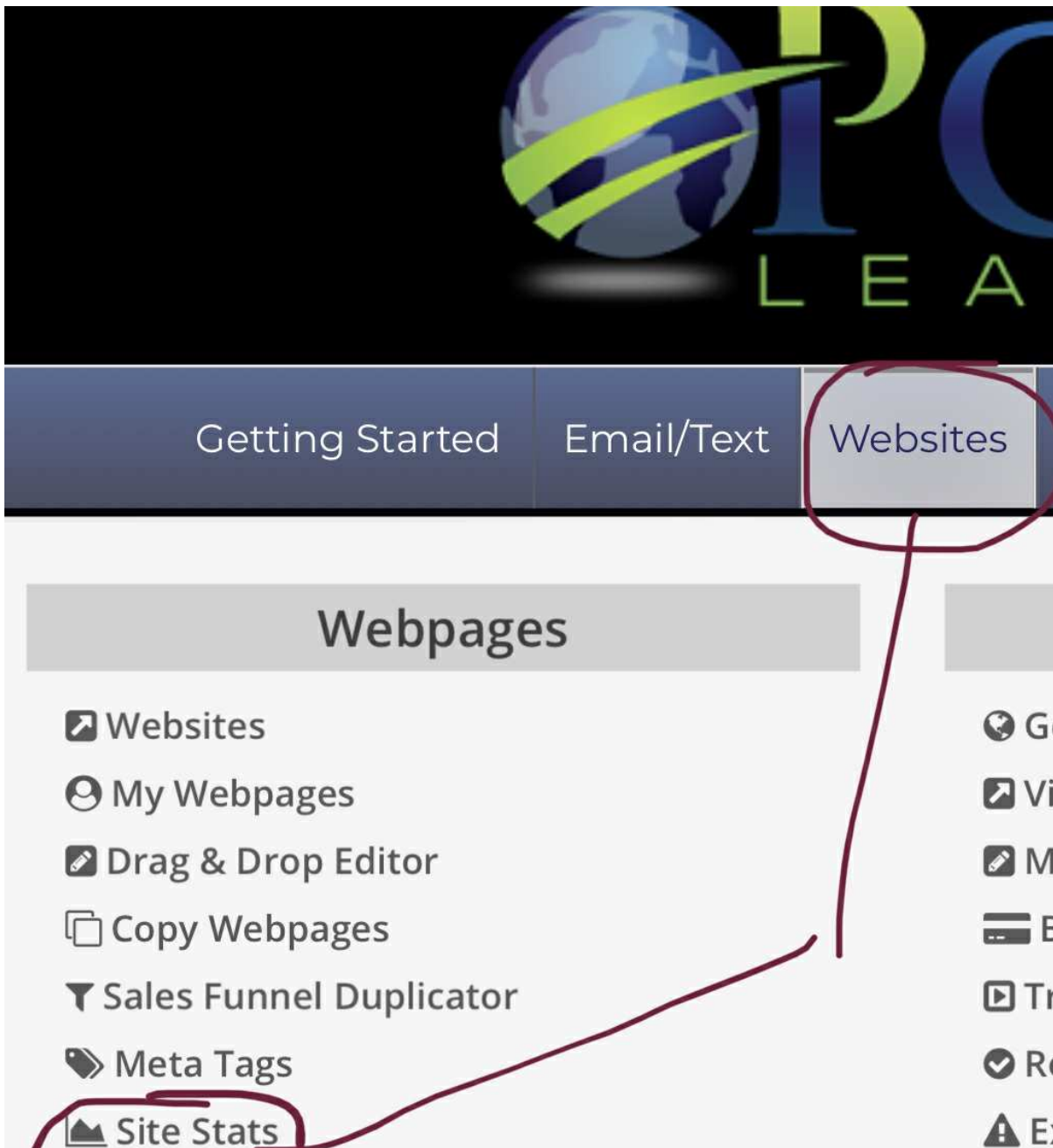
Send me the Campaign too.

## Send the Campaign to your C



can show you later.

So if you want to see your subscribers, then it's very easy to go to the "contacts" tab, "contact manager" sub tab and it'll bring you up to a page similar to this. Then you can actually see all your subscribers right there. If you press "all groups" it'll show you exactly what page those subscribers came from and as you can see there's a lot more controls on here to give you different variations of what you want to find out. By the way, learning how to check your stats on your capture pages is all part of Critical Skill #1: Effective Advertising.

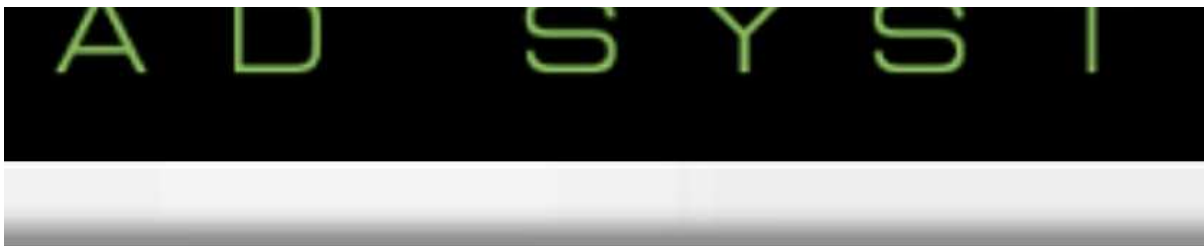


Be sure to watch the 'Daily Tip' videos in the training area. Do  
[Click Here for 'Beginner Training'](#)



### Send the Campaign

Select

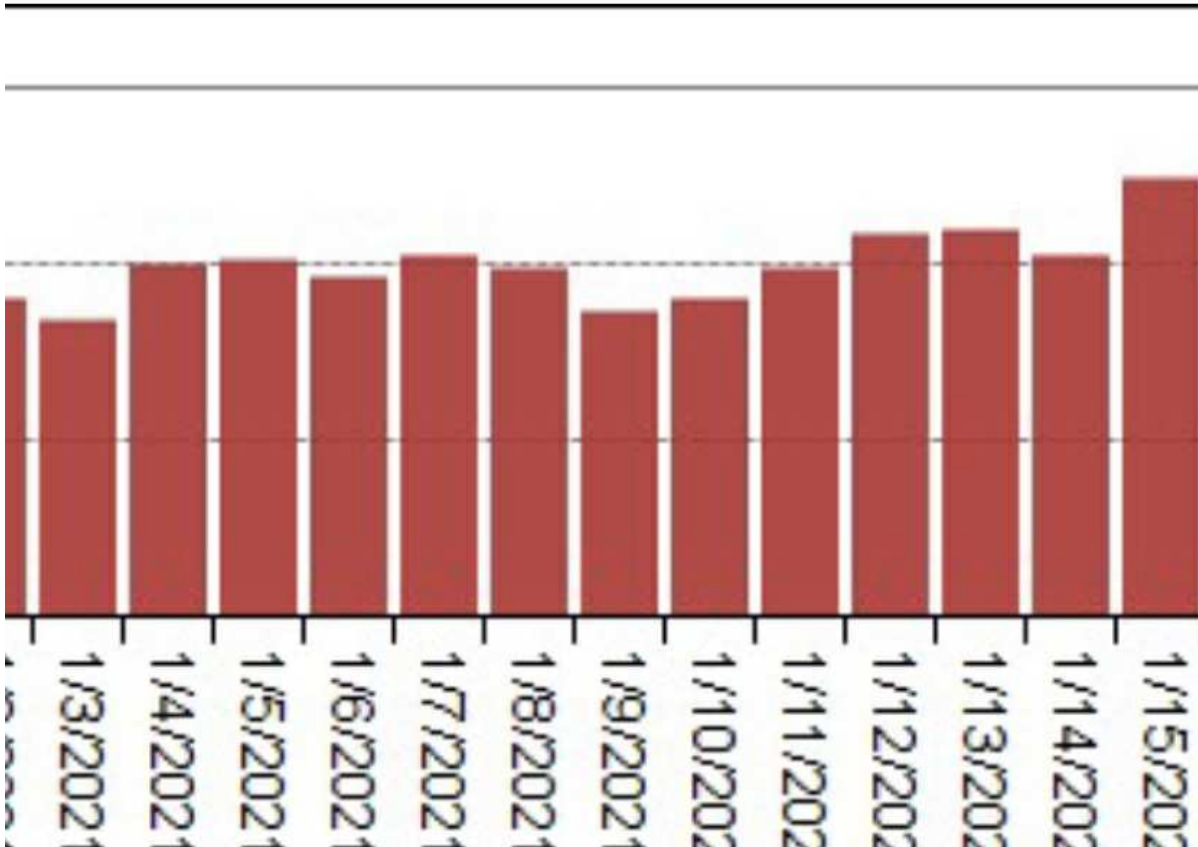


I have my own [Conversion Tracker Image](#), or my

ers [Most Active Pages](#) [Floating Capture](#)

View Chart By:  Day  Week  Month

Dec ▼ 26 ▼ 2020 ▼ to Jan ▼



The screenshot shows a dashboard for 'POWER STEM'. A table displays page statistics with columns for 'Hits' and 'Name'. Red arrows point to the magnifying glass icons in the 'Hits' column. Text overlays provide instructions on how to view specific data.

Hits	Name
2137	Christmas Star Splash
1020	Davies Best Way
668	Rick Seo

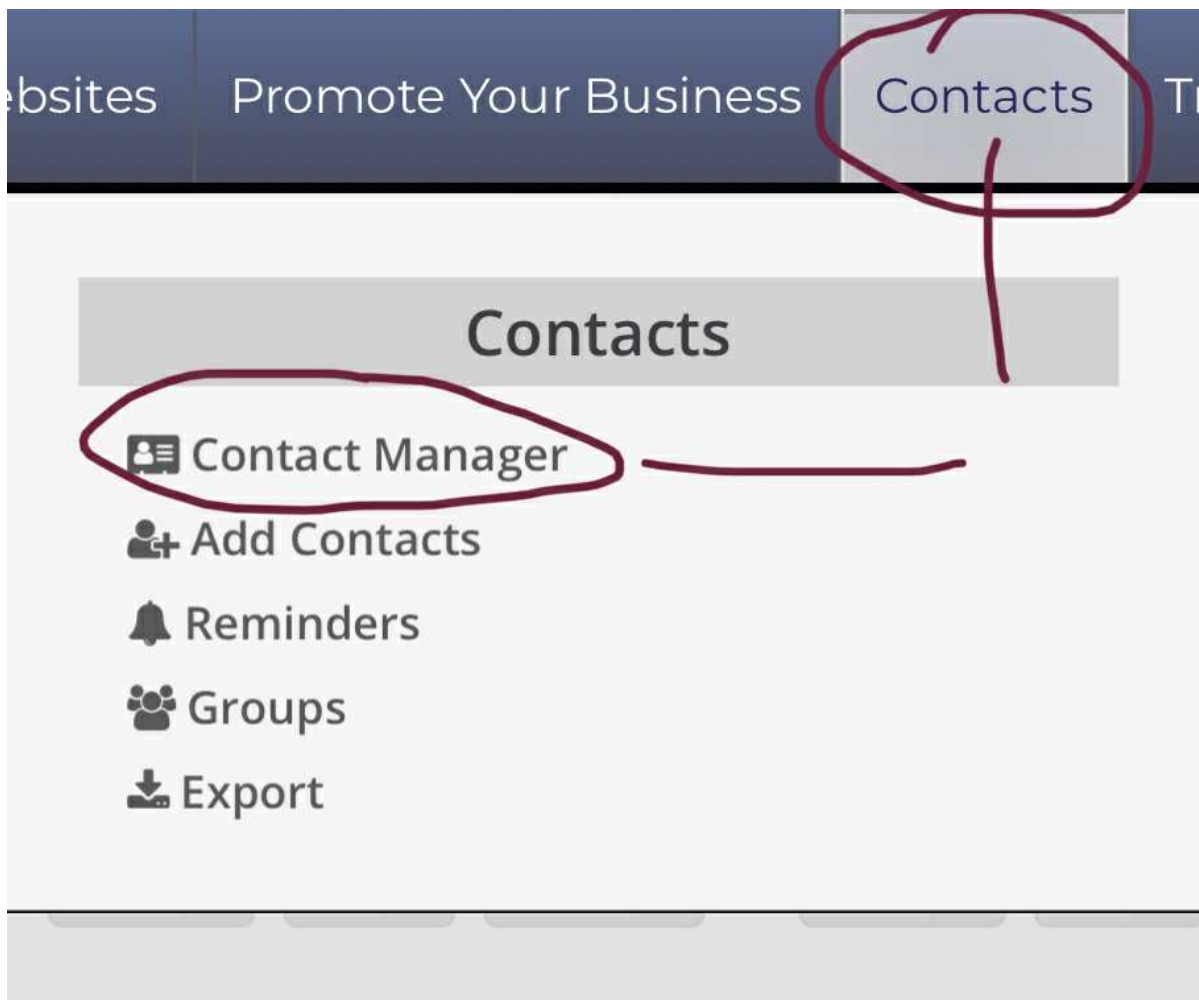
See your page stats  
Press magnifying glass to see specifics

**See your page stats and specifics...**

Also you can see who you're subscribers are from going to your "Contact Manager". Here are some illustrations:







**Page Location**

[www.swalbie.com/site/in](http://www.swalbie.com/site/in)

[www.swalbie.com/site/in](http://www.swalbie.com/site/in)

[www.swalbie.com/site/in](http://www.swalbie.com/site/in)

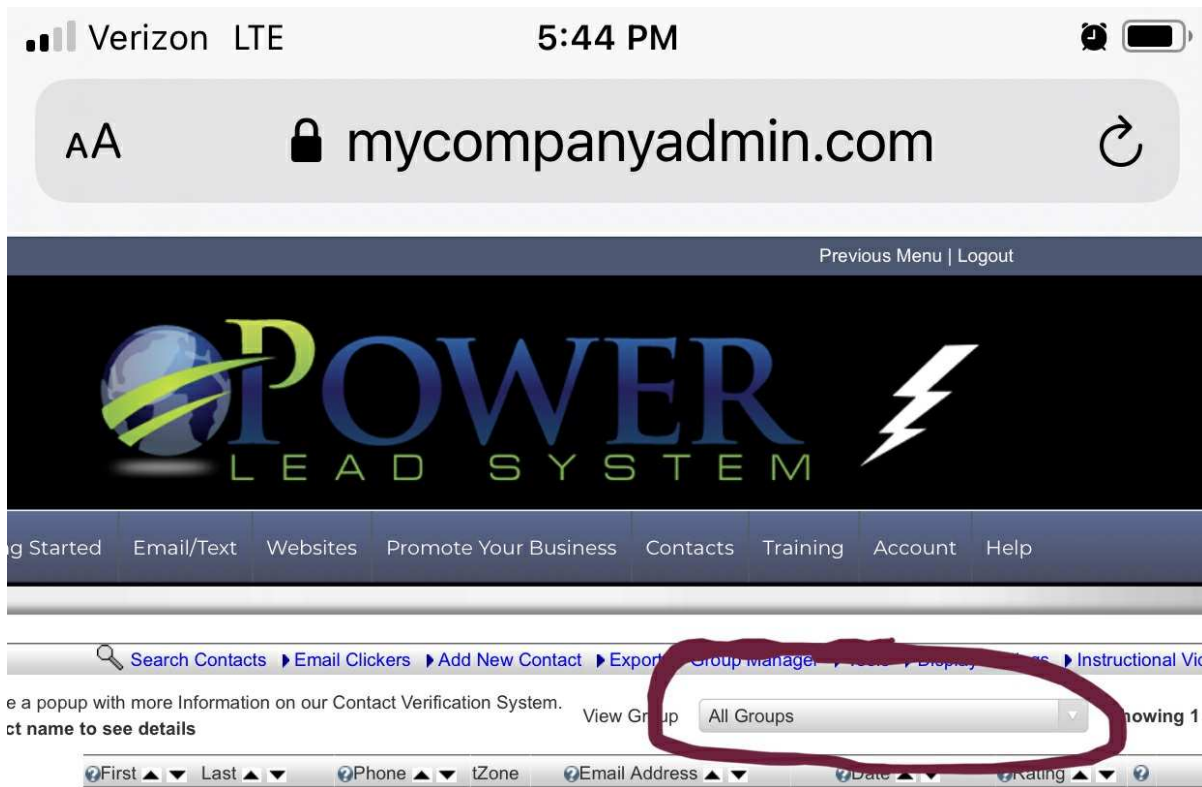
[www.swalbie.com/site/in](http://www.swalbie.com/site/in)

[www.swalbie.com/site/in](http://www.swalbie.com/site/in)

Go to "All Groups" and click on the capture page or opt

## The 5 Critical Skills

in page and your list of subscribers that you got will show up.



So I've gone through all the tools that the Power Lead System has and you know, in all my years working online, I spent hundreds of dollars just on individual tools to help me do my marketing. I mean you can spend ten to twenty dollars a month on just on tracking

by itself. You can spend another twenty to forty dollars on autoresponders. You can spend another forty to a hundred or more on on programs that allow you to build your own capture pages and you know that's a lot of money! That's \$50 a month at least right there and the cost of the Power Lead System only costs \$30 a month! It gives you all these tools plus a whole lot more I haven't even gone into. On top of that, it has all this training that I've shared with you as well. That's basically going to save you a boatload of money from having to go out there and buy all these different courses such as "how to market on facebook" and "how to market on twitter" etc...and you know that's really going to help you out a lot.

<b><u>Normal Marketing Costs (If you didn't use PLS):</u></b>	
<b>Capture Page Maker</b>	<b>\$20 a month</b>
<b>Ad Tracker</b>	<b>\$10 a month</b>
<b>Quality Autoresponder</b>	<b>\$30 a month</b>
<b><u>Total Monthly:</u></b>	<b><u>\$60 a month</u></b> ←
<b>YouTube Marketing Course</b>	<b>\$10 - \$20 One time</b>
<b>Facebook Marketing Course</b>	<b>\$10 - \$20 One time</b>
<b>Twitter Marketing Course</b>	<b>\$10 - \$20 One time</b>
<b>Instagram Marketing Course</b>	<b>\$10 - \$20 One time</b>
<b>LinkedIn Marketing Course</b>	<b>\$10 - \$20 One time</b>
<b>Full Email Marketing Course</b>	<b>\$10 - \$20 One time</b>
<b>Solo Ad Marketing Course</b>	<b>\$10 - \$20 One time</b>
<b>Safelist Marketing Course</b>	<b>\$10 - \$20 One time</b>
<b><u>Total :</u></b>	<b><u>\$140</u></b> ←



TOTAL VALUE \$285.75 PER MONTH!

**YOUR PRICE ONLY \$30.00 PER MONTH!**

*THAT'S A \$255.75 PER MONTH SAVINGS!*

**SPECIAL OFFER...**

TRY IT FREE FOR 7 DAYS AND GET  
INSTANT ACCESS TO ALL THESE AMAZING FEATURES

REGULAR PRICE: \$30 - **TODAY FREE!**



## Three Kinds of Income!



Now I want to show you the compensation plan how the Power Lead system allows you to earn three different ways and gives you the potential to earn six figures.

So the first way PLS allows you to earn is by making twenty dollars a month from all the members that you bring in underneath you. This is called monthly residual income. If you bring in four people underneath you, you would make eighty dollars a month.

The second way you can earn with PLS is by you teaching your team how to earn just like what you're doing. When you do that you actually can earn a 50% team override. This is a really powerful way of earning because basically what you're doing is you're earning from the efforts of others! However, developing the skills to be able to teach your team how to earn just like you do is not exactly easy but when you do master it it pays off big time!

1



## ***Free Ad Secrets***

Purchase price: \$147

Unlimited \$100 frontline commissions/Unlimited \$25 overrides

So the third way you can earn is from buying and selling high ticket assets. The Power Lead System's first high ticket item is called "Free Ad Secrets". I don't know if you remember early on in this video how I shared with you about monopoly and buying assets but basically this is PLS's first asset that you can purchase and sell over and over again. The purchase price on this asset is \$147 dollars and this allows you to be able to earn a hundred dollars over and over again each time someone purchases it from PLS directly "underneath you". Not only that but you can earn 25% overrides from those that you teach in your team how to sell this as well. This asset is called the "Million Dollar Secret to Get Unlimited Free Advertising." and you know you can see inside PLS all the videos that you can get and all the things that you'll be able to learn from purchasing this asset. So not only are you going to be able to earn over and over again from it but you'll be able to learn over and over again from it. As you can

see in your in your back office inside the Power Lead System that there is the "Free Ad Secrets" and this bar is red right now but if you purchase this asset it will go from red to green and if you want to see what the "Free Ad Secrets" is all about, all you have to do is just click on the button and a video will come up that will explain everything to you.



In fact, you'll notice that right here you can either make a one payment of \$147 and it's the best choice and save fifty dollars or you can make two monthly payments of \$98.50.



All right, so the second high ticket item you can sell on PLS is called the "Social Profit Academy" and this gives you all the training you need to become a total expert on Facebook. This asset costs 497 dollars and allows you to earn \$400 over and over again and 50% overrides from your team each time you teach them how to sell this as well. I'm sure you can imagine with me how much your business would take off if you were able to sell two or three of these each month!



**3**

**Master Traffic Institute**  
Purchase price: \$1,497  
Unlimited \$1,000 frontline commissions/Unlimited \$200 overrides

The final asset inside the Power Lead System is called "The Master Traffic Institute". This is going to teach you how to become an absolute master at advertising and traffic. The purchase price of this asset is \$1497 and yes, it allows you to earn one thousand dollars front line commissions and unlimited \$200 overrides from your team. You can imagine with me, how much your business would change if you sold one, two or three of these each month.

Going back inside of the home page inside PLS, you can see where the "Master Traffic Institute" is located at it's



the very last button at the bottom. Right now this button is red but if you click on it, watch the video and decide that you want to learn from some of the highest income earners in the country, you know you can purchase it and then you can earn thousand dollar commissions over and over again from your team. When you make a thousand dollar sale, that's a really really good feeling!

Okay, so as you may or may not know, the Power Lead System is completely free for seven days and I think you'll agree with me that's a lot of stuff that you get completely for free just for trying the PLS system out. Actually this is just the beginning of what PLS is going to give you and our team is going to go out of its way to help create and set up many more bonuses for you inside of your PLS back office. I want to show you exactly what we're going to do for you in addition to all this. Not only are you going to get the right tools to help you succeed online but you're going to get the right training to help you learn social media marketing, email marketing, solo ad marketing, and much much more. On top of this, you're also going to get the right compensation plan to help you to earn high monthly residual income, 50% team overrides for helping your team to succeed and also the ability to earn from high ticket sales. All of this so you have a fighting chance to get out there and start learning how to earn six figures online.



Not only that, but I want to show you exactly what our team is going to get, create and set up for you as well. Here's the additional things that we're going to create for you and set up for you inside your PLS back office just for trying this out:



We're going to set up a special branded capture page to help you. Share codes to help you make dozens of pre-made splash pages and opt-in pages to help build your list, a sales page to send your prospects to when they opt in and all your pages set up to your autoresponder campaign. And by the way your autoresponder

campaign is going to have 22 messages inside of it to help you correspond and connect with your email list. The emails inside the autoresponder that we're going to set up for you have either been written by me or Elizabeta. We have used these emails to build a big team online and these emails have had a lot of success and they're much better than generic ones that are made for just anybody.

The screenshot shows a web interface for managing an email campaign. At the top, there is a navigation bar with links: Getting Started, Email/Text, Websites, Promote Your Business, Contacts, Training, Account, and Help. Below the navigation bar, a dropdown menu shows the current campaign: "Your Campaigns: Albie's Edit FLS/Lead Lightning/PLS II (22 msgs) (by Mel)".

Two promotional boxes are visible:

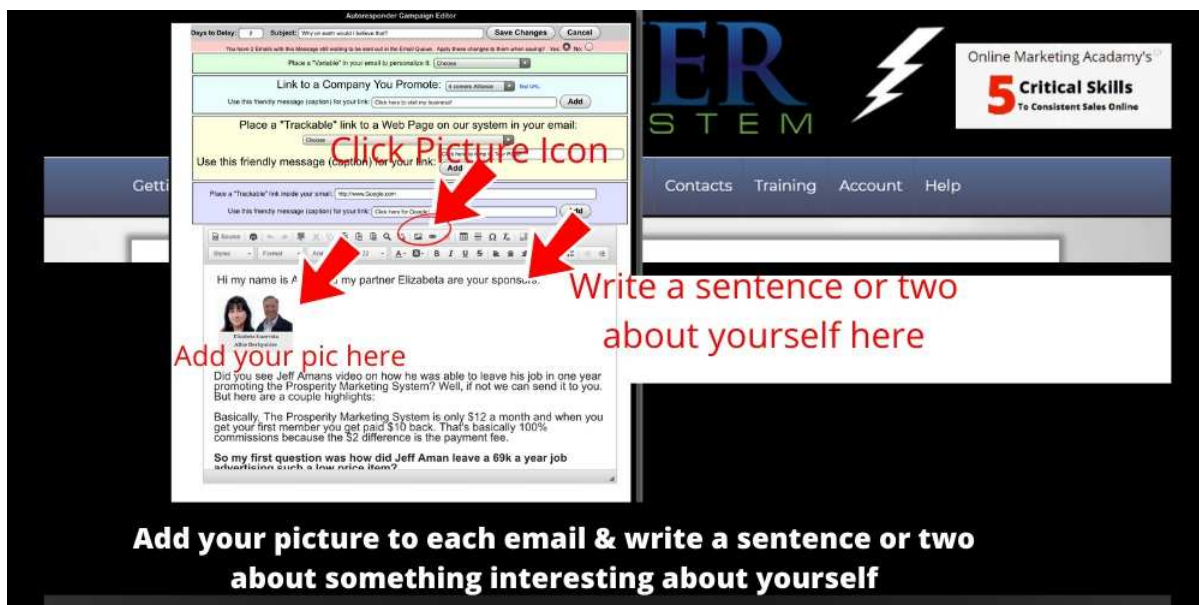
- A green box: "This Campaign is available to anyone using my Code" with a blue button "Click here for Sharing".
- An orange box: "This Campaign is sent in Full HTML Color" with a blue button "Click here to choose a different Design".

Below these boxes is a table listing the campaign messages:

Schedule	Email Subject	Delete	Send	View/Edit
Sent On Day 0	Welcome to my team!	Delete	Send now	View/Edit
Sent On Day 1	How to get lots of leads	Delete	Send now	View/Edit
Sent On Day 2	Have you got your Free Lead System yet?	Delete	Send now	View/Edit
Sent On Day 3	Why you need Lead Lightning	Delete	Send now	View/Edit
Sent On Day 4	Did you see this?	Delete	Send now	View/Edit
Sent On Day 5	Call me crazy, but I love it...	Delete	Send now	View/Edit
Sent On Day 6	I do apologize	Delete	Send now	View/Edit
Sent On Day 7	Boom. That keeps happening.	Delete	Send now	View/Edit
Sent On Day 8	Re: What's this?	Delete	Send now	View/Edit
Sent On Day 9	Re: last chance?	Delete	Send now	View/Edit
Sent On Day 10	One week later	Delete	Send now	View/Edit
Sent On Day 11	Your last chance (please don't miss this).	Delete	Send now	View/Edit
Sent On Day 12	What it takes to make it online.	Delete	Send now	View/Edit
Sent On Day 13	Let's get straight to the point!	Delete	Send now	View/Edit
Sent On Day 14	The whole strategy	Delete	Send now	View/Edit
Sent On Day 15	Are you worth it?	Delete	Send now	View/Edit

I want you to understand now that the best communication you can actually have is when you are communicating personally with your subscribers. These emails are going to start the process for you and help you along until you are the expert and you know how to communicate effectively with your list. Again, this is all part of Critical Skill #4: Effective Communication with

Your List. I want to share a tip with you right now too: Even though we set up your email campaign and help give you pre-written emails to help you, the ONLY way to eventually succeed online is to begin taking a real interest in making these email messages YOURS. You can start by adding your picture to each email and a sentence or two about yourself and what you like at the beginning of the email. You will see there will be a place to edit it there.



Then eventually as you learn the skills of writing emails, people will begin connecting with you more. Re-read "The Five Critical Skills" Chapter 5 about Skill #4: "Effective Communication" and really learn the formula we teach you there how to write basic email copy. This will really help you. The more people see the real YOU inside your emails, the better. This builds "know, Like and Trust" and it's the building blocks for earning online. I mean, if people don't trust you, they definitely won't buy from you.



Just to let you know, the pages that we've made for you you are all going to help you create a sale online. But honestly, when you're first starting out (or to those people who've been working online for a long time) you know creating a sale at the early stages is actually just more of a matter of luck than anything else and that's that's because you don't have real business skills to back you up. These pages that we're making for you are going to help increase that luck a little bit so you have more of a chance of getting a sale. But it's only when you actually begin to learn these skills and put them into practice and actually begin mastering them that you're going to change things from going from luck to strategic business. With real marketing skills behind you, you can start beginning to earn consistent sales. I really hope this helps you because honestly this is the bottom line to help you to understand what's really happening in your marketing.

## Having the right mentor + ambition to win + hard work = **SUCCESS**



So to sum up, not only are you going to get all the training and tools and everything inside of PLS but you're also going to get the pages that were set up for you, the autoresponder campaign that we will set up for you and also special training that's going to go into the Five Critical Skills. This is really important because this is going to make all the difference in the world for you. We're really here to help you to begin mastering your marketing and understanding what you really need to learn and implement in order to have success.

As I've mentioned before, you get all this completely for free, just by trying out the seven day trial period of the Power Lead System. During the seven day free trial, not only do you get the training from PLS which in itself is awesome but you also get the Five Critical Skills training from us. After the seven free days, you also get my mentor Alan Cosens training as well. Alan is a seven-figure income earner and he has a training called the PLS Masterminds. The the PLS Masterminds is in Phases and Alan goes into some excellent advertising methods, email mastery and things you definitely don't

## The 5 Critical Skills

want to miss on your way to mastering internet marketing. Alan is the one that taught me the Five Critical Skills and I know you're going to learn a lot from his training.

### Custom Funnel #1: The "Insider Success Report" Sales Funnel Set-Up

The image shows a screenshot of a web browser displaying a sales funnel landing page. The browser's address bar shows the URL 'insider.sheridandigital.com'. The page features a central video player with a play button and a small video thumbnail of a man. Above the video, the text reads 'View this important message...'. Below the video, a timer shows '004 23 25 35' with labels 'Days', 'Hours', 'Minutes', and 'Seconds'. Below the timer, the word 'WARNING:' is written in large, bold, red letters. Underneath, it says 'Many people will dismiss this message and'. To the left of the video player, there is a small inset video of a man in a red shirt speaking into a microphone. The background of the page is a sunset scene with palm trees and two large, striped balloons.

ISRSSetup051118

View this important message...

FASTEST AND SIMPLEST PATH TO  
**\$10,000 PER MONTH ONLINE**

004 23 25 35  
Days Hours Minutes Seconds

**WARNING:**  
Many people will dismiss this message and

## Practical Tips On How We Earn Everyday



Okay, so like I mentioned before, successful people just keep working on the fundamentals each and every day. They just keep getting better at them and they keep working on them tirelessly. That's what Elizabeta and I do and everyone who is successful everywhere.

So let's talk about *skill number one* which is effective advertising. I'm going to walk you through a typical day for me and how I advertise each and every day. So my main advertising strategy is using Safelists. I've got really good at using them and I know what I'm doing. But that doesn't mean that I don't use Facebook marketing and YouTube Marketing as well. For today's example I'm going to share with you my daily strategy that I use using safelists.

So first thing every morning I start off by opening my account with a marketing site called FreeAdvertisingForYou (FAFY). You can find all the ad mailers we use by going here: <https://aemailer.club/category/mailers/>

With Safelists, here's basically how they work: by viewing



someone else's ad and getting credits, I earn the points I need to advertise my site in return. So I get 500 or so credits just by logging in to FAFY and going to the homepage and going through three ads in the process. Then I click on the daily add in the top left corner in a red box and it builds daily credits from the days I've clicked on it before (it gives me credits that I earned from each day I clicked on it, plus gives me 100 more today). You have to do this every day without missing a day or you will have to start again on the day you miss. Just click on this one ad each and every day to earn and win. In a month I can earn about 30,000 credits just from this and I win a prize for not missing a day of 200,000 credits. So this is an awesome way to get credits each day so I can send out solos with FAFY. Typically a solo with FAFY will get me over 200 hits alone.



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### **You Have Earned 3000 Bonus Credits**

**Congratulations you have logged in for 30 consecutive days and earned a prize of 200000 credits**

**1 full page ad link(s) with 100 impressions each**

**1 sponsor ad(s) with 50 views each**

I then login to another mailer called "MailOurList", "TheLeadMagnet", "Europeansafelist", and "Referral Frenzy". Because I have upgraded memberships in all of these sites, I can earn a lot of credits or send email ads every single day with these. I log into MailOurList and click 15 ads. Then I send an email to 5000 members. Then I log into TheLeadMagnet

and earn 400 points or credits just from doing that and watching the first three or four ads. I am able to send an email ad once every three days here but because I login every day, I earn lots of points from doing so. Then I send an ad through Europeansafelist to over 16,000 members. I will do that a total of three times each day. Europeansafelist gives me 1 million credits a month because I have their highest upgrade. This allows me to send to 16,000 people three times a day for a month.

Need to learn how to send an ad on a safelist? Go here to learn how to submit an ad on AEMailer.com: <https://screencast-o-matic.com/watch/crVuY6RQd1>



Then I open up my Referral Frenzy account. I join a new mailer through a Referral Frenzy by going to the "Bonus Advertising" tab and send out an ad through that new mailer I just joined. Referral Frenzy gives you 1000 credits (on average) for each mailer each

month and there are over 100 mailers to join inside a Referral Frenzy. With three clicks you can send to all the mailers you joined (so that's really incredible and will give you a ton of hits to your ad site!). However, as you run out of credits each month, you either lose the ability to send an ad through them or you have to earn them to continue. So that's why I just join one new site each day. To send an ad, just join RF, pay the monthly fee of \$15 and go to "Send Mail v2.0" tab. You will of course have to set up as many mailer sites as you can before you send your ad by going to the "Bonus Advertising" tab. Every other day I send an ad with Referral Frenzy (with 3-4 clicks) - but first I click on 50 ads (the ads send to my email from these mailers inside RF) inside of my desinated gmail account before I do that. So that's what I'm going to do next.

These are a few mailer you will find inside Referral Frenzy:

**What mailers you may be asking?  
Well take a look at these powerhouses!**

<p>1-2-3-List All Pro Mailer Ant Mailer Bakery Mailer Boxes Of Traffic Mailer Builda-Better-Brand CEO Marketing Path Cheryls Redhot Mailer Conversion Mail Easy Peasy Mailer Elevated Power List Email-Hog Ez Profit List Fast Cash Mailer Fast List Mailer Genie Mailer Global Business Mailer Global Viral Mailer Golden Op Safelist Grapevine Mailer Guaranteed Mails Guaranteed Solo Mails</p>	<p>High IQ Mailer Host Crusher LLC-Mailer Instant Viral Mailer Land Marketing Mailer Lazer Hits Legacy Mailz List Adventure List Builder Mayhem List Moola List Unlocked Lucky 7 Mailer Mad Dog Mailz Mail Our List Mega Traffic List Mountain High Mailer My Instant List Northern Mailer Pro Active Mailer Prodigious List Project Free Mailer Puffin Mailer Realm Of Gold</p>	<p>Red Stag Mailer Richy Rich Mailer Rodeo Mailer Safari Mailer Safelist King Signups 4 Your Biz Special Delivery Mailer The Last Mailer Top Priority Mailer Traffic Booster Mailer Traffichogadvertising Traffic Leads 2 IncomeVM Traffic Puck Mailer Tweetyfied-Surf Viral Ad Magnet Viral Network Mailer Viral Safelist Mailer Web Mail Ad Whitelist-Email-Marketing Wild Hog Mailer Your Ez List Your Huge List</p>
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If you want to go to our Referral Frenzy Training and join RF from here, you can go to the website below:

<http://refferalfrenzytraining1.swalbie.com>

I open my Gmail account that I use to receive email ads from all of the Referral Frenzy mailers. I then proceeded to click 50 emails in progression. I do not sit and wait for the timer to time out. I just keep clicking the links found at the bottom of each page and going to the next one and letting the timer run out on its own on each tab opened. After I've done one page (which is 50 ads), I then delete the whole page and then I open up each ad tab individually. Some ads I have to match the icon in order to confirm that I saw the ad and earn credits to be able to send my ads in return. But others I can just see up at the top the credits that I earned. I always look at the ad for a second or two even though, in my opinion, most ads are not interesting to me anymore. By the way, I used to be like everyone else and get taken in with at least one ad every day. I used to join a new program all the time and try it out and as you know I've joined over 40 different businesses and worked hard at all of them to see if I could earn from them. I typically gave them three months all the way to five years (with some of them) to see my results. Some I did earn with and some I didn't. But not one of them taught me how to create consistent income. And that's because none of them taught me the five critical skills. Isn't that interesting?

OK so let's get back to advertising, after I click those 50 ads, I then put in the gmail search bar, "freeadvertisingforyou" and a page with 50 freeadvertisingforyou ads come up. I then click through 50 of these ads. It takes me just a little over five minutes to do this. in five minutes I have earned over 50,000

points or credits (this is because I have the highest upgrade in FAFY). I do this almost every day so that each week I have enough credits to send a solo through FAFY. Now I go back to my FAFY site and I click and open the "Block Ads". I do not wait for the timer to go down. I just click and open all 20 of the block ads and wait for the timer to go down on each tab. I do however, visit each tab for a second, just to get the timer started. These Block Ads are a little more sensitive, so that's why I have to "coddle" them a bit (lol). I then go and do something else in the meantime. Often what I will do is to click on the "1K Club Banner ads" and I click about 25 of these. By the time I'm done I can open each tab and I will have earned the credit. But more importantly, the Block Ads will have timed out by then. I then go through each of these Block ad tabs and view them. On every two or three block ads I will have earned some prize. So look for the prize up at the top of the page. I usually earn anywhere from 2000 to 10,000 credits just from viewing these ads. These are going to really help me as well.

I then proceeded to click on each ad at the top (where it says member area). The members area will come up and on each of these 20 tabs, I go down to the "Surf Sites for Credits" and click on it. Then I'll start off the session of surfing by clicking the green button at the top of the first page where it says to "START SURFING". By the time I'm done, I still have 20 different tabs open and each is counting down the timer for a surf add. To tell you the truth, I do not really believe in surfing sites and honestly we have tried for months to get subscribers with these kind of surfing ads but they are usually not affective. We spent thousands and thousands of credits on these "surfing only sites" with no subscribers. So I don't put a lot of stock in surfing ads. But understand that FAFY is different. So now I go to each tab, click the matching number and confirm that I saw the ad page

and again, every time I click through and confirm 25 surfing ads, I earn a prize between 2000 to 10,000 points in addition to the points I've already earned just from viewing the ad. So this is really worth my time. By doing this I earn enough points each week to send a solo in FAFY and that solo usually generates about 200 or more clicks each. You have to have 750,000 credits in order to send a solo.

Okay, so one more thing that I do while I'm still on my computer (in the morning) is that I go into another gmail for advertising and I click on another 50 ads. I will be clicking through ads from mailers such as our "AEMailer, "Leads n Profits" mailer, "Viral Commissions" mailer, "Mountain High" mailer, and Big-Mailer. I click through 50 of these ads and do the same thing as I've mentioned before. It usually takes me half an hour to an hour to do all the clicking to earn credits.

So that's what I do every day to earn credits for the some of the mailers that I am part of. Now let me share with you my strategy that I've used for years using Safelists. I've always saved up at least \$100 a month and upgraded in at least one mailer a month. In this way I've been able to upgrade in over 100 different mailers in about two years. I had a passion to achieve my goals, so often I spent more than \$100 a month, sometimes up to \$400. Of course, this all depended on how much I was able to earn and save. Honestly, I worked hard at my job to earn this extra money!

The key to the strategy though, is not to spend all your money but just to save up as much as you can each month and increase your advertising power. Eventually you will have a lot of mailers that you are upgraded in and you will be able to send out a lot of ads every day. You can see from this strategy, I'm in this for the long term and that I don't believe in "quick money." Yes, I've earned quick money before, but never consistently.

Like I've mentioned before, you need at least 1000 hits a week just to get anywhere. And I get about 3000 to 5000 hits a week. Elizabeta gets close to 20,000 hits a week (and I'm not talking about how many people you send your ads to. I'm talking about how many people actually click on your ad site and view it). These are real people clicking on our website ads and we have always checked our statistics and made sure that we were getting subscribers from each ad mailer that we use. Please use the list of mailers that we give you at the beginning of this chapter as these have all been tested and proven many times over the years.

Okay, now I want to share with you one more thing I do to advertise each day. This is the most important thing, so pay close attention. Not every day am I able to click for credits. Some days I get swamped with things to do and honestly do not have time. But I always make sure that I have time to get outside and go for a walk. Just for conversation sake, I usually try to get 10,000 steps

in each day just to stay healthy! And while I'm doing this, I'm using my iPhone to send lots of ads to all these sites that I'm going to mention that I have upgraded accounts with. And while I'm watching the sunset and looking at the trees, I am also logging in to "AEMailer", "Europeansafelist", "ListAvail", "Herculist", "MountainHigh" mailer, "Big-Mailer", "EasyPeasy Mailer", "List n Profits", "AdChiever", "Mister SafeList", "Conversion Mails", "Daily Mail Blaster", Golden op Safelist", "Viral Commission", "Viral Taco Traffic", "Effective Safelist" and many more if I have time after this.



The collage features several promotional banners for email marketing services:

- AE Club Proven Safelists:** Promotes joining Safelists sites for free to generate engagements.
- Build Your Email List:** Offers a free account to build an email list.
- Referral frenzy:** Promotes joining to get recruited.
- Join Now for Free!** A general offer for free membership.
- Get Yours Now!** Promotes a free offer for a service.
- High-Impact Advertising:** Offers a free account to receive high-impact advertising.
- MAIL TO THE MAX:** Promotes a free account to receive mail.
- VIRAL COMMISSIONS:** Promotes a free account to receive viral commissions.
- Jones-Fritz Marketing:** Offers a free account for mail marketing.
- ELR Get Paid Instantly:** Promotes a free account to get paid instantly.
- LISTCOMPASS:** Offers a free account to search for high-impact marketing.
- Click Here to Join Now!** A general offer for free membership.
- TRAFFIC HOG ADVERTISING:** Promotes a free account for marketing that works.
- ADVERTISING FOR SUCCESS:** Promotes a free account for pulling new innovations to work.

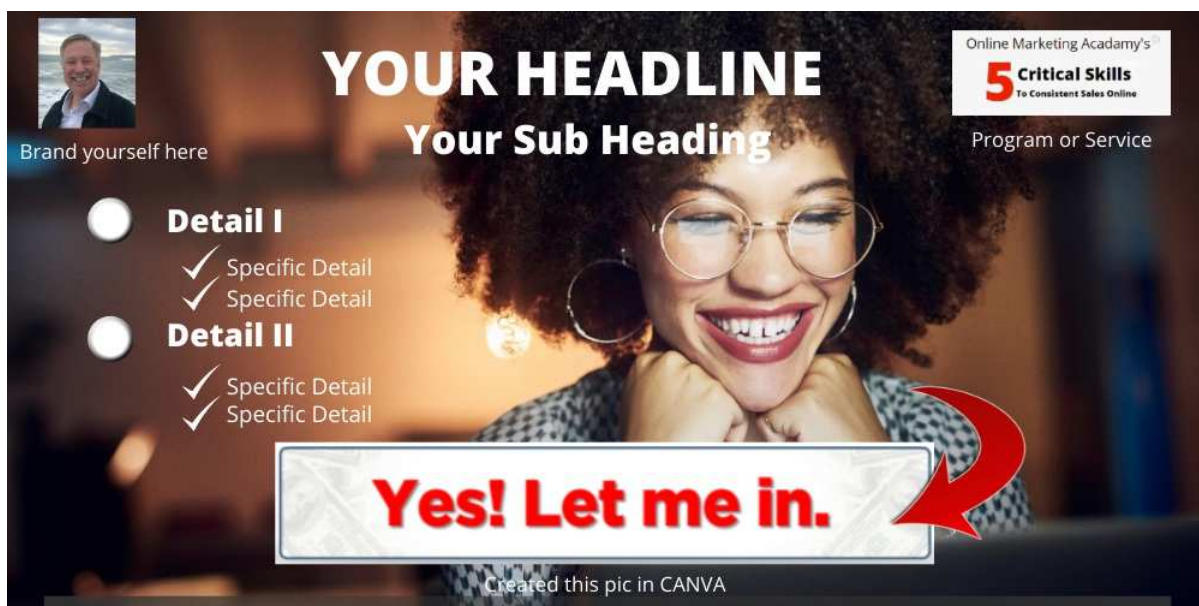
**A FEW MAILERS & SAFELISTS**  
**Get a FREE Account today!**  
Go to <https://aemailer.club/category/mailers/>

You can find all the ad mailers we use by going here: <https://aemailer.club/category/mailers/>

It usually takes me about half an hour to an hour to send email ads in all these mailers. But like I said, I do this every single day. To Be honest Elizabeta does about the same thing every day except that she does a lot more than I do. The thing to realize is that you just



have to do the best with the time that you have and make sure that whatever you do, do it consistently. This is the key to succeeding with advertising. If you're not consistent and only advertise once a week for instance, you really have to get a system that works for you - even if it's only 10 minutes a day. Developing a habit and learning to become consistent, is important, or you will not be able to build an effective advertising campaign that reaches enough people.



Okay so let's talk about Skill number Two: Affective Capture Page Making. I have already laid out the basic steps of how to make capture pages in chapter 6. But also when you join our team, we will send you a starter video that will share with you more details on how to do this. I spent a little time every week making a new capture page. I use the upgraded account of Canva.com to do this. You can get a free account with Canva today if you like. It took me a few weeks to figure out how to use Canva effectively and in six months time I had

figured out some really cool tricks. There is a video in our training in the advanced section that will show you how to use Canva. Basically, I create and edit a picture that's 1000 x 500 pixels in Canva. I then use the "For Advanced Users" button inside of PLS to paste the picture URL onto the page. I get the URL in the first place, by uploading the picture into my blog (after uploading it from Canva) and then setting the page to "html" form and getting the URL from it. Then I paste the picture inside of a pre-made border I already have set on the page and highlight it and link it to an opt in page (that I have made with the basic capture page maker). This opt in page is also set up to the "Welcome page" that I have made (for everyone who subscribes). This is advanced capture page making, so many of you will have a hard time understanding some of this. Anyway, you can set up the welcome page link inside of your capture page on the "Edit details" tab. Go to "step five" and add the link to the welcome page there where it talks about adding it. You may very well need a mentor to walk you through this. I know I did!

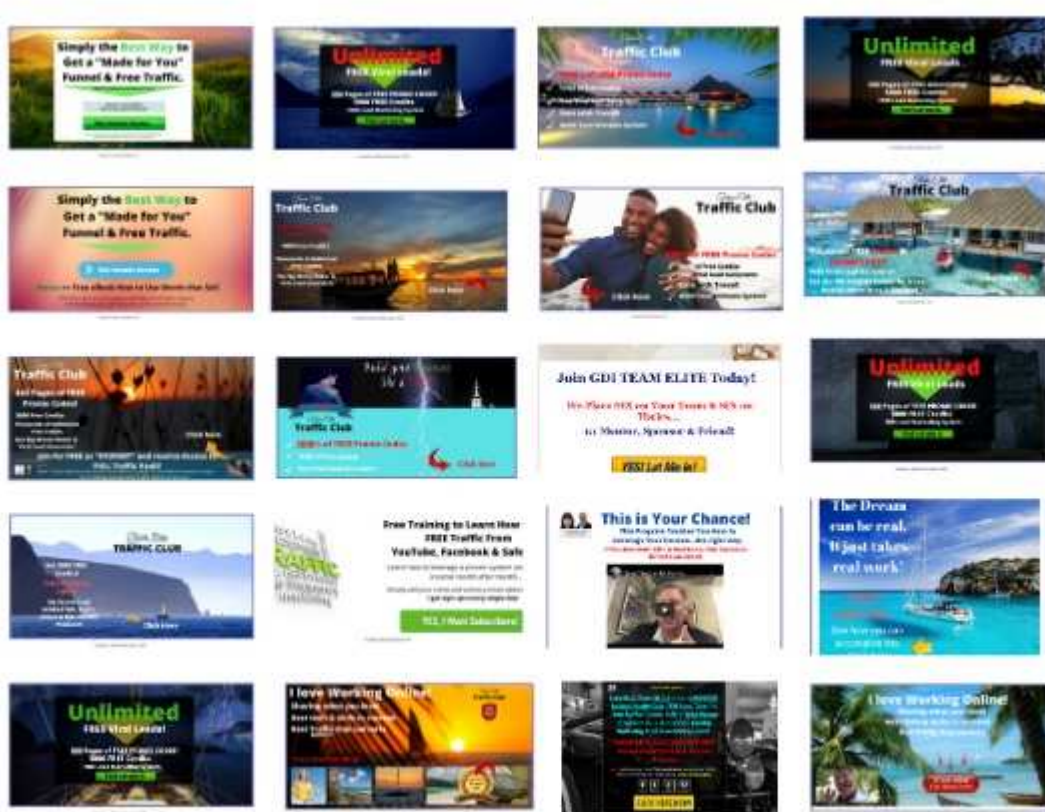
It's also useful to know that on your welcome pages, you want to make sure that you thank your subscribers for subscribing in the first place by setting up the text to say that on your funnel page and then encourage them to look for your first email that you sent them through your auto responder (of course this email is sent automatically and usually Elizabeta, myself or your sponsor will set this up for you in the beginning). You should give them what you offered when they decided

to subscribe to your opt in page. It's also pretty clever to set up and have an offer that they must pay for on your welcome page. When you begin to set up an offer, you have to think about appealing to something that they really want (that's in line with why they signed up and subscribed in the first place).

It's good to remember that you're always trying to build "know, like and trust" with your subscribers. You want to start off setting up a "hook" or a sentence to catch their attention. This "hook" should be something that they really want. Then tell them a story of why it mattered to you. Share with them what your low point was and how the thing (that you want to sell) changed things for you. Just make sure in the hook never to lie or exaggerate to people. It's important to always tell the truth. Also give them plenty of reasons or benefits that matter to them, and then transition into the "call for action" and make it have a time stamp on it such as "get it now before it's gone" for instance. This is the beginning and basic steps of a funnel (Critical Step 5). To be clear, however, this is only ONE moving piece of an effective funnel. To help you understand it better, think of a funnel like a ladder and each rung of the ladder is a position, place or thing they need to buy, have or complete in order to get to the top.

Let's finish with "effective capture pages". So the way you become good at making effective capture pages and controlling how many subscribers you can get to join your list (by having a "knack" of what to say and

display on your capture pages). As this is a very complex thing to explain, let me start by telling you a little formula I use to make my pages. First I think about what I would like people to get from seeing my page. What do I need to say, and what reaction do I want them to have? What hook can I use on my title to catch their attention, what sub heading can I say that will bring their eyes down the page? What "meaty offer can I share with them that will get them them to put their name and email address and press submit? Remember whatever it is, it needs to be something they really need. I mean, if you had a toothache wouldn't you need a dentist? So remember that the niche I use is the "make money online niche". So these people are all wanting to make money online. They typically have a business of their own and are trying to give you something that will encourage you to sign up. They all are looking for traffic and ways to get their message across. This is what they want. What are you going to offer them that will help them get that? What I do is offer them lots of free traffic. As much free advertising and traffic that I can give them. I don't do what they're doing. I don't promote my business to them. If I did, I could expect a pretty low amount of subscribers to my ad pages. Remember, you have to offer them something valuable that will bring them over the edge to give you back their name and email and place them on your list. Think about asking them a question as your hook, or sharing how you're going to solve a problem for them in a certain amount of time or with only a minimal amount of effort.



One of the things I do when I create a capture page, is I think first of what I want to say, and I write it down. Then I think of a cool image that would work really well with it. I imagine the ideal ad, one I could make if I had access to any tool or program. Then I work with what I have and try to come as I possibly close to the idea in my imagination. Honestly, PLS is really great and has most things that I need. And if PLS doesn't have it, usually Canva will. Lastly, I promote it for a day or two and see how many subscribers I'm getting. If I get 0 subscribers, the page goes back to the drawing board. If I get two or three, I look at the page throughout the day to see what I could do to make it better. Then I try to make those changes. I test it for a couple more days. All this time, I'm thinking about how the page is performing. Some of my capture pages and splash

pages have been hits and I get lots of subscribers, more often than not, my pages get an average amount of subscribers. Occasionally, I bomb and have to re-think the whole thing or make a completely different page. By the way, its also possible that if you had a good performing splash page many months ago, to bring that page back onto the scene until you get this new page sorted out. Also remember, that when the page starts to run out of subscribers it might be time to change out your page. Make sure to give your page a thousand hits before you make a decision. You should be getting at least a couple subscribers per thousand or else you need to change the page or something on it. In general, I keep a page going for a week or two. If it's an awesome page that keeps getting subscribers, I leave it up for about a month as long as it's still performing.

Lastly, this skill take time to get good at. You don't become an expert at making ad pages overnight. I remember spending months in the trenches with pages that were not performing. I kept working on them and it seemed like all my focus was on them. Eventually I figured out my problem and was able to get on track with pages that generally performed well.



Okay, so let's talk a minute about "Critical Skill Three: Effective List building" and how I implement this daily into my routine. So by having an effective advertising campaign with solid capture pages that a percentage of people will subscribe to, is the basics of building your list. You should be getting at least two or three subscribers a day to your list. If you're getting 0 subscribers most days, then it's time to work on your advertising or your capture pages or both. One more detail. Having a good strategy of what you want to promote is always a good idea. Like I mentioned, I focus on giving lots of appealing advertising and traffic to help them. But if you are going to promote something else, such as a Clickbank offer, think about why they would want it and test it to see if it performs. Being original is usually a good idea and showing an angle that others haven't thought of.

For me, implementing "Critical Skill Four: Effective Communication with Your List" is a daily routine.

Because I have two or more subscribers each day going through my list, I get emails daily asking me questions from the emails I send them. But before I get an email from them, I start off by taking the initiative. I always write my subscribers first as soon as I see in my email that I got a new subscriber. I send them an a little email, that is more like a note really. It just says something like:

"Hi (name)! I just wanted to send you a little note to say hello. I saw you subscribed to my list and I've had a lot of success working online and buiding teams. Do you have any questions about traffic or would you like to join our team?"

~Albie

See how simple that is? That message seems to get one out of five to answer me back (on average). I am of the opinion that the other four subscribers either don't check their emails or that they check it later after they had a bunch of emails and somehow missed it. I also never put links in my first correspondence with new people I've never "spoken to" or emailed before. I don't want any chance of Gmail or the subscriber deciding that it's "spam" and sending it to the spam folder!





So after you join our team, we have pages of scripts for you to use, to contact your subscribers - especially after they write you back after seeing an email that encourages them to reply. And that's the key to effective communication online. Encouraging your subscribers to contact you back. I've already shared some basics about writing emails in chapter five and six but let me share my direct strategy with you that I do almost every day:

I start out by thinking of something I'm interested in writing about. It could be anything. However, I love talking about sailing the most - to be honest. If a boat is in the conversation, my ears perk up like a dog that smells food! (lol)! So I start off by introducing myself. Then I tell them that I love sailing and that I was just out sailing last weekend (for instance) and sailed through powerful wind blown waves that wanted to push me into the rocks. I write something that is true and that is interesting. Then I transition. I share with

them that just as the ocean often has an "agenda" of taking me places I don't want to go (such as the rocks!), so it's the same with internet marketing. There are always negative things that happen to your business online. Here's an example: new members can create problems. For instance, when I get a new member that pays and signs up but then has no interest in actually succeeding or following the training to have success, it drives me crazy. It's irritating and disheartening because I'm thinking "well this person's not going to get anywhere, they won't have success and they won't bring new people into our business and I won't earn anything more from this member (as they won't want to buy anything else such as advertising for instance). Also they won't bring anyone else in under them so I won't earn the team overrides. And of course, I feel sad too because they will give up and I really do care about how my team is doing and I don't want them to have a bad experience. So you can see how my feeling of "fighting the waves" and "fighting online" are similar. I then transition again in my email and write something like this:

"But you know, then I learned something. I learned that in sailing, you can get where you want to go by adjusting the sails and tacking (in a 90 degree angle to the wind for instance) and online, you realize that out of every ten people that sign up, only one or two will be really worth your time and to concentrate more energy on those ones. Try to help them but if they turn into "bad eggs", leave them alone and move on. This

helped me a lot!"

So then I transition again to a 'call to action', like this: "So now I want you to understand that life always brings struggle into the equation. If you're wondering how I've managed to figure out how to have success not only at sea, but online too, just simply reply back with the subject line "tell me more" and I will send you more info."

See how I did that? That's how I've managed to write about 200 emails and put them in my autoresponder over the years. But it all started by starting with one email. And I was scared to get started. I was afraid that people would unsubscribe to my list and even more scary was the thought that they would think my emails were stupid. This almost stopped me from learning. But it didn't. I decided that it would take me a year, writing one email a day, to get any good at this. So that's the route I took and after 30 or so emails, I started getting the hang of this...and you will too!



I want you to understand that it's only when you get good at writing good emails and communicating effectively to the emails you get back from your subscribers, that you will see things really happening with your business. It's only when you're getting subscribers every day, and communicating effectively with them that you will start seeing sales. DID YOU GET THAT? Okay, good! Just checking.

People only respond to others that they "know, like and trust" and it will be the same for you. So take on the challenge to get good at this. I think another thing that nearly stopped me from communicating effectively was if others asked me how much money I was making and I didn't know what to say because I wasn't making much. So in this case, you have to learn how to lean on your sponsor or your coach and mentor. You have to bring them into the equation and encourage your subscriber with info about them. For instance, you can say something like this: You know, I'm pretty new to this whole thing, but my coach is an expert and has been making money online successfully for years. May I introduce you to them by forwarding this email onto them so that we can all talk together?"

You see how this took the pressure off of you! Also, you can deflect your inexperience (especially when you're writing an email) by using someone you look up to as the expert and sharing how they found success by doing "such and such" and that you're beginning to have success following their advice. Then transition to a

call to action by saying: "If you want to meet me and my coach and get started learning how to have success also, simply reply back...etc...etc.." Awesome solution huh!

All in all, I want you to know that when you start getting consistent subscribers because your advertising consistently with good capture pages, learning to communicate with your subscribers and getting into the habit of writing a new email each day, that you will be on the right track to succeed! Please don't forget this.



### The *importance* of a funnel

Okay, now to wrap it up, let me share a bit about funnels with you (Critical Skill #5). Funnels, as I have mentioned before, are like a ladder. You start off by offering something valuable but free to your audience. You get them to come up the first step by subscribing. You then get them to come up the next step by either buying something from you through your "Welcome page" or by communicating with you and replying to your emails. If you have got good enough to share your

story with them (and mingling your mentors story into it if needed) and they trust you enough to sign up with your first business or upgrade, then they have got to the next step. This is where funnel building starts getting more and more complex. But don't worry, you can get good at it by learning one thing at a time. I will be brief in sharing the next "step of the ladder".



But you now want to implement something to help each of your new team members to get more traffic or more advanced training or better tools to succeed with and bring them up more "steps of the ladder". And also in turn to bring "their people" up the ladder too so you can all begin to earn team overrides. You can use websites, videos, or special pages designed to "pull them through" to the next thing. As I mentioned, this starts getting complicated, so I encourage you to get a mentor to learn these next steps. In fact a coach or mentor is a good idea right from the very beginning - especially if you want to save yourself a few years of pain!



Let me go over real quick how long it takes me to do things and that will help you to have some idea how long to spend on each. It may take you longer in the beginning, so don't let it overwhelm you or get you off track. Just do your best and keep plugging away. Try to do one thing at a time and finish it successfully. Then if you have time go to the next. Okay, so to begin: Clicking for credits - half an hour. Sending ads - half an hour. Building splash page = 1 hour (once every week or every other week depending), Building funnels = depends on what has to be done, writing emails = half an hour. Emailing others back = half an hour (can turn into hours as your team gets bigger). That's why it's important to always be getting better at delegating things and learning how to earn for the time you give coaching and mentoring your team so you don't waste your time. I also record training videos so that I don't have to rehash "how to do things" over and over again in my emails. I hope this helps you!

If you want to see more, you're welcome to read: "A Typical Day in a Marketers Life" by clicking here:

<http://daymarketerslife.swalbie.com>

Now, let's wrap everything up for you next!



## Wrapping it all up!



To sum up, most people are looking for the right business opportunity and want to make a lot of money but usually they don't make very much at all. This may sound familiar right? Many people knock on the door of many different business opportunities trying to find success, like me when I first started online in 2012. I spent around \$300 to get started. Within a couple weeks of hard effort, I realized that wasn't working so I went on with my next business opportunity of \$200 and that also was a dead end. Over the next three months I went on to two or three more with various price tags of \$10 - \$30. When I joined a new business opportunity, I was very happy. I had just bought a new business opportunity and I was excited to jump in. Maybe you felt the exact same way? I felt really excited and wanted to start earning that money that they told me about. But eventually after months at it and with no results, it just felt like I was "rowing in circles".



**My desire to win:**

- **Worked 10 -12 hour days**
- **Worked through 40 different programs over 5 years**
- **Spent \$1000's on programs, coaching, advertising and mentoring.**

**Still had VERY LITTLE SUCCESS until I learned the 5 Critical Skills**

I don't know if you remember those old typewriters? When I was a kid, I came across one of these somewhere and since I loved to write, I began typing up my first book. The only problem was that if you didn't have any correction fluid, when you made a mistake you had to scrap the whole paper and start all over again. That's kind of how I felt working online. Join one business and then it doesn't work out and then throw it away and join another. There's got to be a better solution than this. Honestly that's what that's going to happen if you don't learn the skills. The thing is, it's usually not the business that's bad. It's your marketing skills that need improvement!



Every business opportunity is going to promise you that it has the things that you need to succeed but it took going through 40 of them to understand that was really not true. Hopefully you won't have to waste your time like I did. You're going to have to stop doing this and just really buckle down and learn the real skills involved to winning online. Take back your time and stop wasting it and do something fundamentally different.







I was willing to spend the money I needed to get mentored and learn real marketing skills. I was tired of going around in circles. Both Elizabeth and I chose our path and spent what we needed to find success. I would encourage you to do the same thing. If you go out there and jump from program to program, over the years you're going to spend a lot of money. I spent easily over six thousand dollars (probably closer to ten) on mentoring, coaching, training, different business opportunities, weekly events (I went to weekly events for five years and spent forty dollars a month), I spent money on all the different MLM opportunities that came my way, I can't even tell you how much I spent in hotel fees (going to different places throughout the country to learn from the top the top earners). Maybe you know what I'm talking about as maybe you've done the same thing. We spent thousands of dollars just in books and in training materials. That's not a bad thing. I encourage people to learn all they can as it made all the difference for us. Even when I finally found my mentor, I spent easily a thousand dollars just learning

from him. And even if you were to spend \$500, learning everything you needed to learn from us, I mean right there you're saving \$500, not to mention all the thousands that you're that you're saving from not having to waste your time with everything else.

**\$1,272 is how much it cost me just to get to know, support and work with my mentor. Elizabeta spent over \$5000 just for this.**



The image shows two calculators side-by-side on a black background. The left calculator displays '1,272' and the right calculator displays '5,000'. To the left of the calculators is a small photo of a man in a green shirt and white cap holding a baby. The text above the calculators reads: '\$1,272 is how much it cost me just to get to know, support and work with my mentor. Elizabeta spent over \$5000 just for this.'

So in conclusion, we're going to encourage you to jump in and get the seven day free trial with PLS. We will create your unlimited autoresponder campaign and save you \$24.49 on Google Hangout pages, save you \$20.00 on lead pages with custom video, and all the other stuff you're going to save money on. Basically it all adds up to \$285 dollars of savings that you're going get just from PLS in itself (not to mention all the other stuff that I that I shared with you earlier). After the seven free days, PLS is only \$30 a month. You can contact us and we will start working with you to help you begin learning these skills. We really care about everybody on our team and want to help encourage them to find success. You can see some of the few people below who love using PLS:

# Real People With Real Results...



**Dan Long** · Works at City Bus Driver

I've had more success using the Power Lead System than anything I've used in the past 15 years. In one week over 100 leads and 5 sales so far in my main program and one Power Lead System sale! I highly recommend this to anyone who wants to accelerate the growth of their online business and income.

Reply · Like · 32 minutes ago



**Rodney Jackson** · ★ Top Commenter · Tacoma, Washington

I love this system..

Reply · Like · 5 hours ago



**'Saint-Louis Roudy** · Affiliate Business Owner at Organo Gold

very exciting concepts. This help you promote any business including your current business.

Reply · Like · 9 hours ago



**Ryan Mraz** · PSC Pensacola, Florida

Just getting started here with PLS. And all I can say right now is OMG is this system amazing you would be crazy if you didn't join. Great product, comp plan, and already seeing a change in my life as well as the people around me. Amazing support group and actually get to talk to someone instead of waiting for customer service help or technical online chat to work real people and real results. I am so excited it's unreal and can't wait to help others change their lifestyle for the better :)

Reply · Like · 10 hours ago



**Abdullah Yusuf** · Marketing

Amazing product, amazing comp plan and Our team is growing so fast with this :)

Reply · Like · 10 hours ago



**Steve Baker** · ★ Top Commenter · Blessed Beyond Stressed at The Bureau of Eternal Affairs

Worldwide providing you have internet connection :) Is also customizable . I believe we have the best lead platform on the planet - bar none :) Can also promote the system as your own business . I am excited about the affiliate program which enables 100% commissions.

Reply · Like · 13 hours ago



**Michael Nadeau** · City Letter Carrier at US Postal Service

This lead capture system is awesome! So many options! Made a capture page this morning. Checked it a 5 p.m. and had 30 hits to my website. This is the best system I have ever seen.

Reply · Like · 14 hours ago



**Al Borchers** · Colorado Springs, Colorado

Just activated my account, all I can say is awesome!

Reply · Like · 15 hours ago



**Loretta Helson** · ★ Top Commenter · 128 subscribers

This is a Great System for creating your sales funnels and following up efficiently. So many Tools! I love the capture pages and we can CUSTOMIZE them! If you're not in yet.. Why Not? Take the 7-Day FREE trial! Nothing to lose.. check it out!

Reply · Like · 16 hours ago



**Laurie Owen** · ★ Top Commenter · Olympia, Washington

I love these tools, they are so simple, I can knock out beautiful. Capture pages with intact funnels in 10 minutes or less..and the can be used for ANY business. Online and off.

Reply · Like · 17 hours ago



**John Fuller** · ★ Top Commenter

what I love most about this product is that you can market anything you want.... it doesn't compete with your existing products, company, or service... Everybody needs these tools...

Reply · Like · 22 hours ago



**Cindy Marie Faidley** · Somerset, Pennsylvania

This system is amazing!!! It is truly an all in one marketing platform. This is like a dream come true.. You will want to keep this system forever. The opportunities are endless...AMAZING!!!

Reply · Like · 23 hours ago



**Hernán Gutiérrez** · ★ Top Commenter

Going through the easy-to-follow instructions in my back office... this system is simply awesome!!!

Reply · Like · 23 hours ago



**Janice Lozada** · ★ Top Commenter · Owner at Self Employed and Loving It!

I am having so much fun with this system! I can't believe it's all FINALLY coming together for me. Can see who's opening your emails! That feature in itself is PRICELESS! All I can say is YIPPEE!!!!!! Everyone joining my team is getting this!

Reply · Like · 23 hours ago

After you join, actively become a Gold member and begin to turn the red buttons to green. This will allow you to earn residual income and "open the doors" to start earning the 50% team overrides.



Don't forget to add your picture in there too. Then go and get your your Diamond Asset with "Free Add Secrets" (that's a \$147) and get your first asset and the Coaching that you need from us. If you're really serious about this, turn the Platinum membership (Social Profits Academy) from red to green too and contact us on Skype, Facebook Messenger or on the telephone (if you're here in the US). To be clear, buying these assets opens the doors for us to coach and mentor you. :)



When you connect with us one one-on-one, we'll talk to you and show you exactly what you'll need to do and what the most important things that you're doing right, what you may be doing wrong and really begin to put a plan together for you. Here's some basics of what you will get when we mentor you 1:1.

You can find out more details here: <https://aemailer.club/course/>

Online Marketing Academy's

**5 Critical Skills**  
To Consistent Sales Online

**Mentoring Program:**  
*By Upgrading to Social Profits Academy*

- ✓ **5 months, 1:1 Mentoring.**
- ✓ **Training Materials weekly.**
- ✓ **Contact via phone/Skype/Facebook Messenger, or Zoom.**
- ✓ **Practical application of 5 Skills**
- ✓ **How to improve & master skills.**

So this all just starts just by joining PLS for the free seven days. Check it out see what we're talking about. Connect with us to see if we're really who we say we



are. Really have fun with this, but watch out because there's a lot of information in PLS and if you're not careful you get overwhelmed. Elizabeth and I both look forward to helping you. We both really want you to succeed and we've tried to put everything together for you to be able to help you to do that. Have a great day and we'll talk with you very soon!

**Having the right mentor + ambition to win + hard work = **SUCCESS****

Online Marketing Academy's

**5 Critical Skills**  
To Consistent Sales Online

**As Elizabeth and I began to master these skills we began to get \$\$\$ales online every single day.**



Elizabeth and I both look forward to helping you. We both really want you to succeed and we've tried to put everything together for you to be able to help you to do that. Have a great day and we'll talk with you very soon!

You can take a free trial of PLS Here: <http://powerspa.swalbie.com>

**Albie Derbyshire**

**Elizabetha Kuzevska**

**877-521-5505**

**Cell: 626-379-5692**

[SailingWithAlbie@gmail.com](mailto:SailingWithAlbie@gmail.com)

**SUCCESS BEGINS HERE!**



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**Online Marketing Academy**