

Juergen Kosel on May 7<sup>th</sup>, 2009

Dedicated to your greater  
success!

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== If you're new to my list, download also my last [pdf letter here](#) ==

Dear friend and subscriber,

if you're a year or longer on my list, you know that I'm a serious marketer, maybe boring for the youngsters, English is only my second language and I'm not the one joking and hyping around, but trying to produce real value for you. You may be also fresh to my list, that's why I like to address a few things here and also because I have some more or less dramatical changes to announce.

I'm not a millionaire yet, but I aspire to be one. The million isn't really the point, but life is somewhat limited without the necessary pocket money.

Expenditures are increasing almost day by day and I'm for example a single father of 3 kids who are all in college and my father had a serious stroke last year and is unable to eat and walk by himself. So I also need and want to spend a lot of time with my family.

In the recent past I have done a lot of private consultations for free and as bonuses. It's hard for me to say, but I'm sorry, I can't do that anymore. I still offer consultations for you serious friends and I also include the first 20 minutes free for you to see whether my style fits you, but I have to go closer to the market level and have \$197 per hour. For the local businesses here in Munich it is a minimum of €397, but I can still earn more, if I invest my time into contracts or licensing or setting up a new niche business.

For the same considerations I've already reduced my engagements with

giveaway events and may even stop it all together.

Wherever you're now, maybe you've learned that lesson already, but if not don't sell yourself under value!

I used to sit on my computer 12 to 14 hours a day creating products which others could put their name on and sell for their own profits. I stopped that, too, actually because I wanted to spend more time with my kids and parents and after all I don't want to stay without a partner any longer.

The real profits are made in sales, not in products.

I hope this is not boring you (anyway you can unsubscribe any of my newsletters any time), but I want you to know that you can make a great living on the internet, if you treat it as a business as it deserves it. I heard of people who were lucky enough to get their first venture a success, but this is not the rule. Better don't believe in these hyped up stories on every second sales letter. The "overnight success" is a myth!

If you're beginning now or still have to make a consistent income, you better focus and concentrate on building a real business. Think of value – create value for people who are searching for solutions. Without value to your clients you have no sustainable business.

I must think of Frank Kern here. With the Mass Control 2.0 I learned what really moves people to take the action to become your client and buy stuff from YOU. If you read already a lot of ebooks and studied a lot of courses about internet marketing and you're still not earning at least \$500 a week, you should stop taking in all those cheap advises and follow what these successful marketers do and do it yourself.

The principle is really simple:

Find a starving crowd – offer (affiliate products or your own creations) what they're starving for – and cash in. You're giving your customers what they want (value for them) and you deserve being paid well.

For the technical stuff:

Hire someone (cost money) or learn hard and fast and practice immediately.

Since a few month I'm already planning to offer a complete course starting at the very beginning with setting your mind straight, organizing yourself, all the tech-stuff, finding your starving crowd(s) and producing value for them and all until you cash in.

Do you know why I didn't start with that project? I know that you, my subscribers belong to this kind of starving crowd. You're perhaps in daily search for the ultimate course. You want to learn how to make money, right? But you're also always in doubt about yourself and whether you'll be capable of really cashing in, right? If not that, you're overwhelmed by the huge

amount of possibilities and informations or you procrastinate?

(If thats not you, forgive me, but you may also find a gem or two in here)

You know, there are hundreds of starving crowds searching for solutions, whether it is back pain, acne, to lose weight, get the better golf swing or train their dog to be obedient – they are all easier targets than the internet marketing community and not spoiled with all kinds of free stuff around every corner!

Are your guesses getting closer to my why?

Okay, there are more than one reason. The one or actually two above you have now, but the next one is directly connected to you because (you may remember) I invited you to a survey about a half year back:

1. I was quite happy about the participation of 19.4%, but
2. I was quite disappointed about the results to my major question (if I wanted to sell you something here, I'd never tell you this) – the question was something to the effect what amount of cash you're ready to invest in such a program. There were multiple choice answers possible and the majority were ready to spend only less than \$50 per month or \$100 at a time.

Do you think anybody can start a real business without any investment?

You know that I never go with the masses and promote the expensive guru stuff because I know that without having the foundation of marketing experience it will do you no good. I don't say that all of that is crap – by far not, but quite frankly most of the “gurus” are so beyond the level of newbies that they can't understand what their problems are. So how can they give you the best advise?

I've been known for supplying a lot of freebies. I've enjoyed giving them and I don't regret it, but instead of helping you with them it was a disservice to you – at least to the majority. Some of you took action by yourself, used my products and made profits with them . If you're one and you didn't tell me yet, please tell me about it. ([support@infobiz.info](mailto:support@infobiz.info)), but I have the impression that most of you collected them and never used them.

In the meantime some other marketers brought some very good courses to the market by which really every newbie could learn the business. And most of them are very affordable and even in the price range of your (survey) suggestions. I bought a few of them to review them and I pay high respect to people like JP Schoeffel ([Niches In A Box a bit higher though](#)) David Lockley ([The Ultra K System](#)), Holly Man ([Honest Riches](#)), Bill McRea ([Poor Mans Product Launch](#)) and last not least Adam & Alen of [Niche Marketing 2.0](#) who put tremendous work into their products and deliver such a very high value. that I felt it isn't really necessary that I create another product for you.

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I introduced them all to you and even more of those like Matthew ([21 Days Formula, a free program](#)), Patric Chan, Alex Jeffreys ([Product Launch Formula – you should upgrade](#)) and James Penn (a kid [Short Reports Profits](#)) etc...Most of them are reviewed in my [last pdf letter](#) except for [Niche Marketing 2.0](#), but you should definitely try it – I use it on a regular basis still because of their software.

So my first burning question to you (if you're not already among the income producing marketers):

What is holding you back? What do you need to get started?

Sure, not every course is suitable for everyone, but there are already so many different choices that I believe there is at least one perfect for you and each one could teach you to make your living from internet marketing.

Everyone is different. I learned the first steps all on my own, but I wouldn't do it again this way because I lost a lot of time. There are a lot of free courses about web mastering, list building, PPC here and SEO there, but what you need is a model or blueprint to follow in order to fit all the pieces together like a puzzle. Only when you have the whole picture in mind you'll do the right steps in the right order to accomplish your goal.

Why don't you try one of these models above? Stick with one, develop your skills until you can produce a regular income with that. Then and only after that take the next course and take your business to the next level. (the best substantial training and even ready made products you'll get with JP Schoeffel [Niches In A Box](#) and Adam & Alen at [Niche Marketing 2.0](#))

Once you mastered the skills to set up a few profit funnels your only concern will be how to increase your traffic and conversions = profits. Setting up new businesses will be a child's play. Then you'll be fit for new strategies and the high end courses (guru stuff like Mass Control, Strategic Profits or Altitude).

I'd like you to go with me on that journey (my last course was Mass Control 2.0), but I don't know whether you want it. For my part at least I'll stay open to teach everything in my consultations via skype (just shoot me an email [support@infobiz.info](mailto:support@infobiz.info)), but I'll draw back drastically from my other time consuming engagements such as product reviews, newsletters (perhaps you observed a lot of repetitions lately as a lot of emails don't even reach you (spam filters) or are never opened) and product creations (PLR or MRR).

Next question:

What do you want me to do for you?

Do you want to get further recommendations for start up courses or a little more advanced trainings?

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Or do you want me to give you a helping hand in mastering one specific business model or training course?

Or do you want me to give you advanced training and material (traffic and conversions)?

Whatever you want or expect from my newsletter, please give me your feedback to [support@infobiz.info](mailto:support@infobiz.info), subject: Feedback.

If you're among the seasoned marketers and you like to expand your businesses through joint ventures and networks, lets get together and support each other through linking, posting and social network activities.

I also started twittering recently and think of expanding into other social sites as well. The more I go into that the less I'll rely on emails which have more and more deliverability problems.

Here a few inspirational movies and lines which you may have heard before from me, but worth a second time:

The man without arms and legs:

Bookmark it and watch it whenever you feel times get tough - watch it now:

<http://www.youtube.com/watch?v=MysdL8J7nN8>

Are you gonna finish strong?

Another video of Tony Robbins I've put on my blog:

[In the WHY lies the Power](#)

Now, here is some really serious stuff – take time for that:

If you want to get your mind clear of all the clutter bothering you day and night, this exercise will cure you.

[Reboot your brain](#)

Bookmark that page and do this exercise once every month.

Listen to one of the greatest teachers of our community and

[Wake up with more productivity](#)

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