



Profit Engine

\$10000 PER DAY

**NO PRODUCTS, NO EMAIL LIST,
NO INVENTORY**

The
3 Simple
-Step
System
Revealed!

By Rob Jones & Gerry Cramer



How 6 Ordinary People Started Making over \$1000 Per Day Using Ugly Images

*...And Then Each Went On To Become Some Of
The Top Super Affiliates in The World!*

...And, How They Did It...

WITHOUT Any Products
WITHOUT An Email List
WITHOUT Customer Support
WITHOUT Any Inventory and,
WITHOUT Risking A Bunch Of Money!

Welcome and *thank you* for signing up to get this case study!

IMPORTANT

Before you read this report, please register for our live coaching workshop where we will walk you through how to build your own **Profit Engine** from scratch. We'll show you the exact 3-step system hundreds of our students have followed to make their 1st sale, their 1st \$100 day, their 1st \$1000 day (and in many cases, much, much more) in 2018.

Register for the Live Workshop Here: <http://profitengine.com/go/training>

Warning: The Workshop capacity is 1000 people. We WILL have a packed room, so register now and make sure to show up 20 minutes early to avoid being locked out!

Sign up at: <http://www.profitengine.com/go/training>



Now, imagine making over **\$1000 per day**, working *less* than **15 minutes per day**.

That's the *dream* many of our students are *currently* living.

It's not difficult or complicated. It requires *following a simple plan* through to completion.

In this **case study**, we're going to show you the exact path many others have followed, so you can enjoy the same *financial freedom* our students are experiencing.

If you read this *case study*, and follow along with us, this could possibly be the most *life changing* moment you have ever experienced... just like it has been for so many others before you.

Simplest Online Money-Making System Ever...

At its core, making money online with affiliate marketing is actually pretty simple. You refer a sale online and you get paid a commission. ***That's it.***

There are tons of ways to accomplish that, but the problem is most people *overcomplicate* it. Our method on the other hand is dead simple.


We've personally never seen a simpler, faster way to make affiliate commissions that you can *scale up big*, and we want to make this process as simple as possible for you too.

Because we know, contrary to popular belief, if you want to make a lot of money online:

You **DO NOT** need to do any multi-level marketing

You **DO NOT** need to recruit your friends or family

You **DO NOT** need to have your own product or service



You **DO NOT** need **any inventory**

You **DO NOT** need **a store**

You **DO NOT** need **any employees**

You **DO NOT** need **to live in the United States** (You can live anywhere...even on the beach or holiday!)

You **DO NOT** need **to do blogging or podcasting**

You **DO NOT** need **to build a following**

You **DO NOT** need **any experience**

You **DO NOT** need **a bunch of money to get started**

Sounds pretty *amazing*, right?

Well, as you'll see in a minute, it's extremely *simple* and *anyone* can do it, regardless of your background.

"Unlike Anything You've Ever Seen Before..."

In all the years we've been doing this, we've never seen *anyone* doing what we're doing or duplicating our results with so many successful students. The profit potential of this system is enormous, and our method is so simple, yet in all the years we've been doing this, we've never seen anyone else do it the way we do it.

When done right, with the right leverage points, making money online is so simple. And this simple system has consistently created some of the top super affiliates in the world.

6 Ordinary People Turned Into A Group Of Some Of The World's Most Powerful Super Affiliates ...

Our top students have held as many as *8 out of 10* of the top spots on the leaderboards of the top selling products on Clickbank, the *number one affiliate network in the world*. These are ordinary people, making extraordinary life-changing income, using *dead simple* tactics you've never even imagined, that you could do yourself from home.

But it all skyrocketed with our Insider Group of top students...we refer to them as our mentors. These are regular people, without any special experience, who blasted to the top of the world of super affiliates and then paid that success forward to other students.

People like **Bonnie, a grandmother in her 60s**, who started with over **\$70k in debt**, and within 4 months **became a top super affiliate** allowing her to **pay off her two daughters' college loans**. She's made as much as **\$13,057 in one day** and **\$246,461 in 90-days**:



“...it felt like I was printing money...I made about \$160,000 in my first 90 days...it's SO FUN to be able to do things for your kids...the first thing I did was pay off their student loans... problem solved, because I could write that check...”

Or **Nick**, who was a **flooring contractor** before he joined. Nobody believed in Nick when he started, but he pressed on and made over **\$60,000 in his first 45 days**. He has made as much as **\$23,000 in a single day** and **\$260,000 in a single month**:



“...**my first \$1000 day**, I’ll never forget it. I actually dropped to my knees and I started crying...I made a little **over \$60,000 in my first month**...”

Or **Victoria, who used to repair gym equipment for a living** and was deeply in debt when she joined. Now her life is completely turned around as one of our top super affiliates, making as much as **\$100,000 in a single month** and over **\$270,000 from a single ad**.



“...it’s a weird feeling to be **making money when you’re just having fun**, when I had always been struggling...it’s a life changing thing for me personally...**I can’t imagine if I’d missed out on all this**...that would be really sad...”

Or **Jay**, who wanted to escape his **9-5 corporate life** tied to a desk. Now he lives life on his own terms, making as much as **\$44,000 in a month**:



“...I woke up on Thanksgiving morning...saw the money I made and thought **wow, this really does work...**I would say **this is the best decision you could possibly make...**it’s unimaginable where my life would be right now if I hadn’t done this...”

Or **Les**, who left a *stressful life* as a **corporate executive**, because she wanted more *time and freedom*. Through her *success*, she was happy to have the flexibility to spend her time with her father in his *last few years*, instead of at a corporate job. Now in her *own words* Les has, “solidly conquered **6-figure months** and is currently working on **7-figure months**”:



“...that first week took me **from zero to \$19,000**, and when you have that type of money coming in, the types of change you can make for people is incredible...it's like **I was giving myself permission to live again, to come back to life...**”

Or Sean, who wanted to get out of the corporate rat race and leave a legacy for his son:



“...first week of June I hit **my first winning campaign** and it just took off...in a couple weeks **I went from making zero to making thousands of dollars a day**...it changed my life in so many ways, ***not only a legacy for my son but finding peace for myself...***”

Paying It Forward...

Our ***tight knit group of mentors***... *regular people turned **Super Affiliates***... have joined together with us with one goal to pay it forward and help our other students to achieve *as much success as possible, as quickly as possible*, so they can *change their lives* just like the program has changed our mentors' lives.

In our program, we have **3 big milestones** for our students when they're starting out...

Milestone 1 – *Get your first sale*

Milestone 2 – *Reach your first \$100 day*

Milestone 3 – *Get your first \$1000 day*

From there, **the sky is the limit**, and this approach of introducing our students to an insider group of the Top Super Affiliates in the World has been working like gangbusters...

Dozens of Students Hitting Their First \$1000 Days...

Here are just a few **examples of students** *crushing through their first \$1000 day*...

This is a screenshot from **Celeste's account** just a few weeks in when she had her **big breakthrough**:

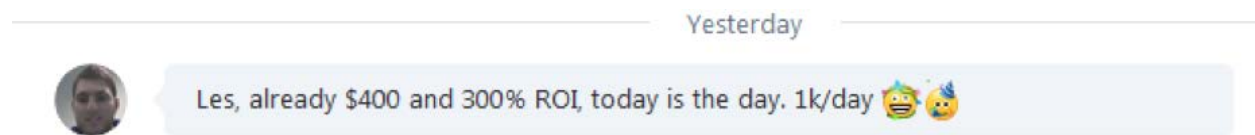
WEEKLY SALES SNAPSHOT

Week Ending	Gross Sales
2017-12-26 (current week)	\$1,484.30
2017-12-19	\$1,485.67
2017-12-12	\$178.34
2017-12-05	\$141.94
2017-11-28	\$471.62

DAILY SALES SNAPSHOT

Date	Gross	Trend
Thu Dec 21	\$1,095.19	
Wed Dec 20	\$389.11	
Tue Dec 19	\$506.23	
Mon Dec 18	\$157.60	
Sun Dec 17	\$282.33	
Sat Dec 16	\$410.64	
Fri Dec 15	\$21.58	
Thu Dec 14	\$107.29	
Wed Dec 13	\$0.00	
Tue Dec 12	\$0.00	
Mon Dec 11	\$0.00	
Sun Dec 10	\$113.99	
Sat Dec 09	\$42.90	
Fri Dec 08	\$0.00	
Thu Dec 07	\$0.00	

Here's **Amir** messaging us when he hit his **first \$1000 day**:



Here's a screenshot from **David's account** when he first started regularly hitting **\$2000+ days**:

WEEKLY SALES SNAPSHOT

Week Ending	Gross Sales
2017-08-15 (current week)	\$533.98
2017-08-08	\$13,021.01
2017-08-01	\$12,325.78
2017-07-25	\$6,113.03
2017-07-18	\$3,608.33

DAILY SALES SNAPSHOT

Date	Gross	Trend
Wed Aug 09	\$533.98	<div></div>
Tue Aug 08	\$1,658.22	<div></div>
Mon Aug 07	\$1,352.28	<div></div>
Sun Aug 06	\$1,879.28	<div></div>
Sat Aug 05	\$1,927.48	<div></div>
Fri Aug 04	\$1,686.93	<div></div>
Thu Aug 03	\$2,533.95	<div></div>
Wed Aug 02	\$1,982.87	<div></div>
Tue Aug 01	\$1,995.64	<div></div>
Mon Jul 31	\$1,667.62	<div></div>
Sun Jul 30	\$1,459.77	<div></div>
Sat Jul 29	\$2,067.33	<div></div>
Fri Jul 28	\$1,375.04	<div></div>
Thu Jul 27	\$2,082.25	<div></div>
Wed Jul 26	\$1,678.13	<div></div>

Here's Bill messaging as he hit his **first \$2000 profit week**, saying this changed his life:

Cool. I'm good enough. Avg 62% ROI past week for \$2k profit. That's 5x from month ago. I think you changed my life!

And here's **Bill messaging again** when he found out he hit the **#1 Super Affiliate spot on Clickbank**:

 **Matt** to Bill

How does it feel Mr Super Affiliate?

Proud of you mate!

...

 **Bill** to me

Hey Matt,

Just an fyi...

-Bill

-----Original Message-----

From: Jennifer

To: Bill

Cc:

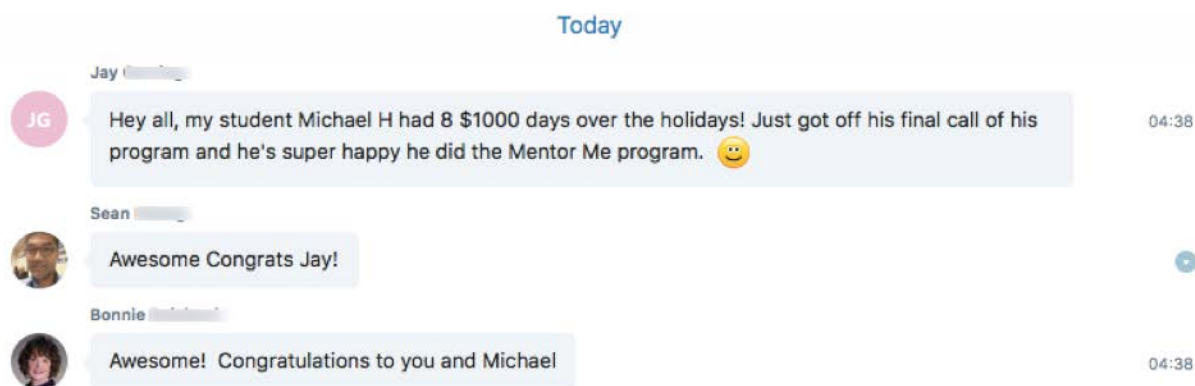
Sent: Mon, Jul 17, 2017 10:02 am

Subject: Checking in!

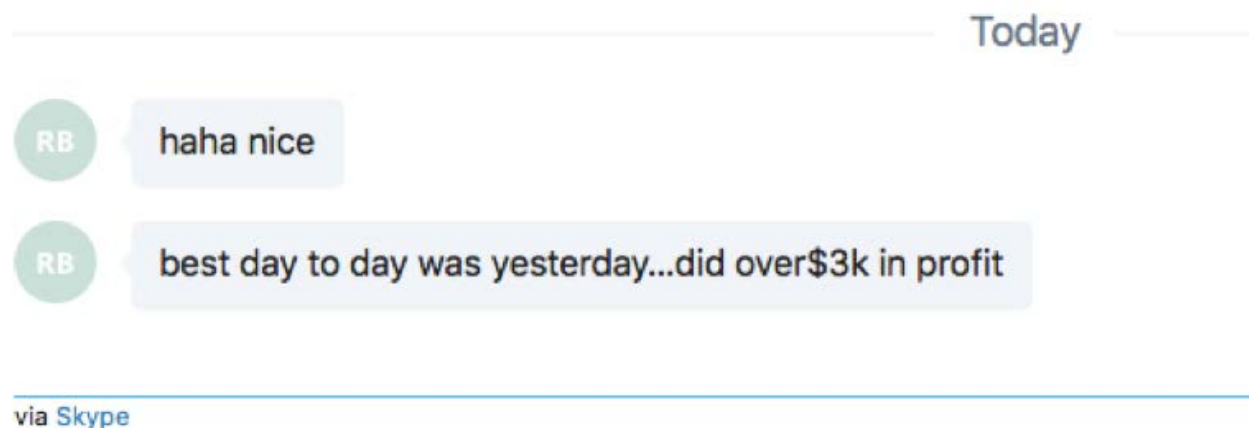
Hey Bill!

How are things? Firstly, I want to congratulate you on your recent sales! You are currently our leading affiliate as of last week!

Here's one of our mentors posting when his student Michael had **eight consecutive \$1000 days** over the holidays:



And another student **R.B.** messaging when he **broke \$3000** in a single day:



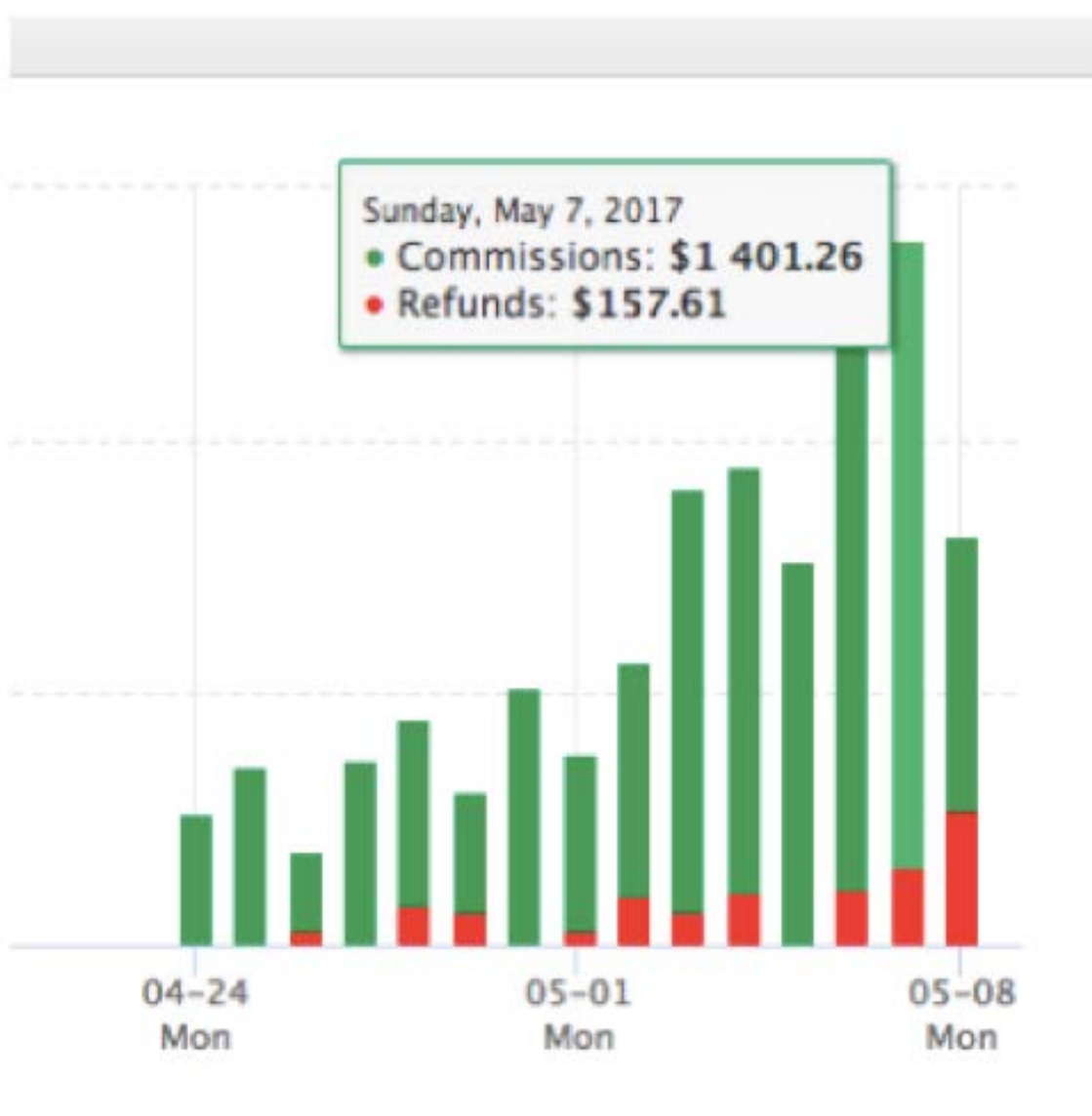
Here's **Jason's** screenshot from his account showing how he hit his **first \$1000 day in less than a month**:



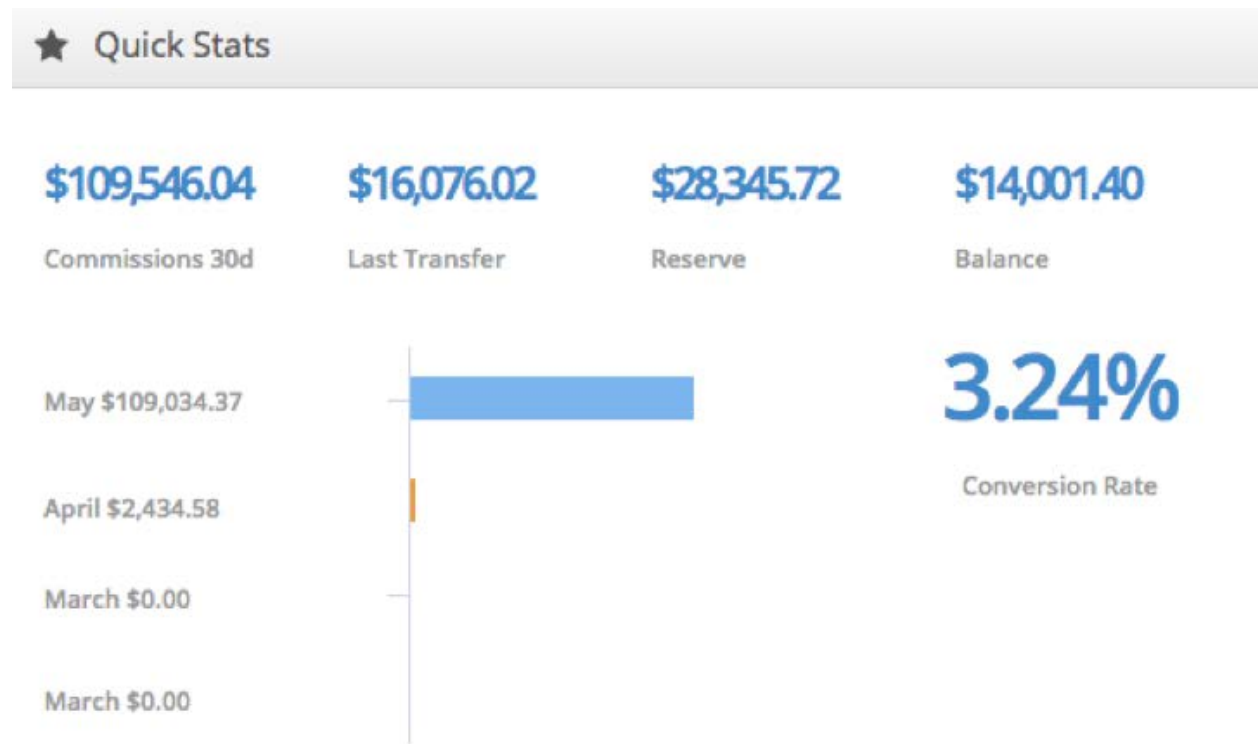
Sat May 28	\$1000.63	<div></div>
Fri May 27	\$228.22	<div></div>
Thu May 26	\$342.45	<div></div>
Wed May 25	\$437.74	<div></div>
Tue May 24	\$524.86	<div></div>
Mon May 23	\$370.93	<div></div>
Sun May 22	\$546.23	<div></div>
Sat May 21	\$289.94	<div></div>
Fri May 20	\$99.86	<div></div>
Thu May 19	\$49.88	<div></div>
Wed May 18	\$282.96	<div></div>
Tue May 17	\$385.54	<div></div>
Mon May 16	\$389.39	<div></div>
Sun May 15	\$977.11	<div></div>
Sat May 14	\$859.53	<div></div>

Robby commented, "After starting the program just 2 *short weeks ago* and taking **massive action** on Nick's advice, I was able to have **my first \$1k day!** I'm so excited with how fast things have happened and I am even more excited to see the success I'll have after a full 90 days!"

Here's **Robby's** screenshot of his early earnings:



Robby then went on to make **over \$109,000 in 30 days:**



And here's the **Rolex Robby** won for hitting the **#1 Affiliate spot on Clickbank** and *winning the affiliate contest* for his massive earnings that month:



And here's **Timothy** messaging after making **\$7600** and *gunning to win the Rolex* in the next contest:



This is *just a taste*...the **success stories** go on and on!

NOTE: Achieving This Level Of Success Is Not As Complicated As You May Think...

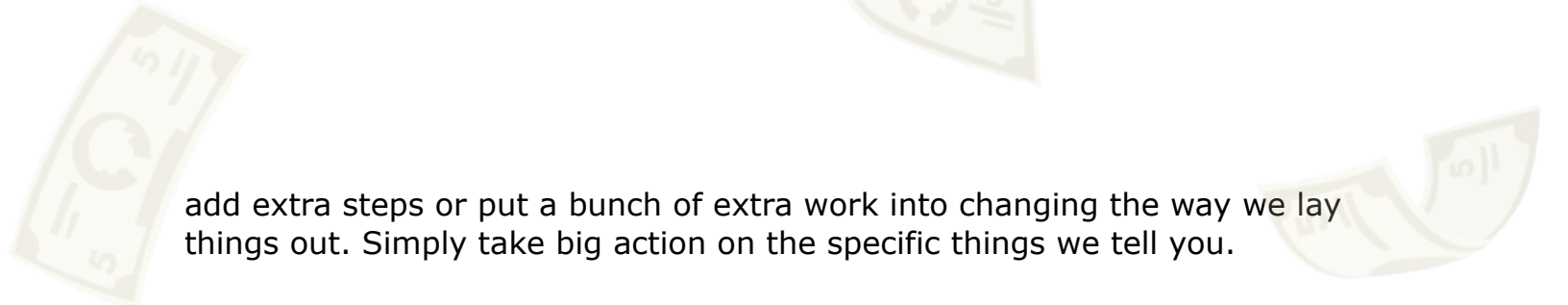
For the past few years, Gerry, Rob and our group of super affiliate mentors have been helping our small group of students to *consistently* achieve **huge results**, starting from *zero experience*, and *rapidly* advancing to the ranks of Super Affiliates, *regardless* of their backgrounds.

The *most common thing* we hear from people is how **simple** this is. In fact, the biggest reason people *don't* succeed (*other than not taking action*) is *overcomplicating* the process. Oftentimes students come back to us after their *big breakthrough* with comments talking about how they finally had their *big success* after they *stopped trying to overcomplicate things* and just **followed our simple blueprint** we have laid out for them.

There are actually *only* **three requirements** to have *big success*:

Follow the program, without *changing* or *overcomplicating* things

Take massive action... that means *fully committing, following the steps*, and focusing your energy only on the *specific steps* we show you. Do NOT



add extra steps or put a bunch of extra work into changing the way we lay things out. Simply take big action on the specific things we tell you.

Don't give up! And, make sure you *ask for help* when you need it.

Not everyone has success immediately right out of the gate. Everyone learns at a different pace. *Some* people can't help but to try and overcomplicate things.

When you *hit a snag* and things aren't going as planned, come to us for help, and we'll help you get back on track. Often, it's as simple as going back and realizing you didn't stick to the simple plan. You tried to *change something* and simplifying things back to the basics is all you need to **hit your big breakthrough**.

The 10,000 Foot View...

In a moment, we're going to *dig in* and show you *exactly* how our **simple system** works. This will be a *10,000-foot view of the system*, because we can only effectively show you so much in a PDF, which is why we've decided to offer a **FREE live coaching session...**

Please **Sign Up Now** for the special live coaching session **coming up soon** where we'll be digging into the whole system *in even more detail*.

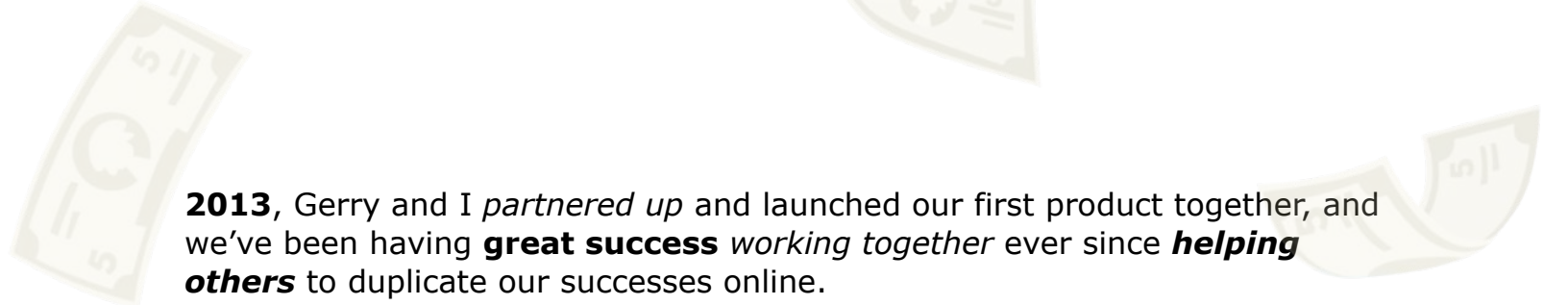
Click Here to Register for One of the LIVE Workshops...

Or go to: <http://www.profitengine.com/go/training>

First, Let's Rewind A Few Years...

If you don't already know us, my name is **Rob Jones** and my business partner is **Gerry Cramer**.

My name is Rob and I got my start in **2011** *ranking websites on Google*. Eventually I got into creating *software* and selling my own products. Then in



2013, Gerry and I *partnered up* and launched our first product together, and we've been having **great success** *working together* ever since **helping others** to duplicate our successes online.

For the last few years, I've been *traveling the world*, with **Bali** as my *home base*.

Gerry got his start in **1999** when he became a *top SEO expert* eventually *ranking #1 for some of the most competitive search terms in the world*.

He then went on to become a *consultant to entrepreneurs and businesses*, guiding their marketing teams to generating **millions of dollars** in online revenue.

He later started a *software company* and created *over 20 software solutions* **helping 10's of 1000's of businesses** generate more traffic and increase their conversions online.

However, here is the truth, in Gerry's own words:


*"I spent **15 years** following my dream to achieve financial freedom... but I always felt like a warrior fighting in the trenches of the Internet battlefield day-after-day.*

*I remember testing every conceivable path possible to earn a living online. Many of my struggles led to dismal failures... while others led to **thrilling victories** but even my successes seemed short-lived and nearly impossible to replicate on a consistent basis.*

*Then, **about 5 years ago**, I stumbled upon a **truly scalable, long-term business model** and I haven't looked back since."*

The Turning Point...

In **2013**, after we did our first **7-figure software product launch** *together* on the *Clickbank Vendor Network*, Gerry finally discovered running affiliate ads with paid traffic....



After we finished our **#1 Clickbank Product launch**, some of our customers reached out to Gerry and said that they were making money running ads.

They were making money off of affiliate marketing. And it grabbed Gerry's interest at the time.

It's not like Gerry didn't realize this kind of thing was where the *big money* is.

He just didn't really know how he could personally get into it at the time, so he was coming at it from a newbie perspective, as far as paid ads go.

But here was this guy who was making **\$100 a day...**

He reached out to Gerry to talk about it. And, together with a partner and friend of his, Gerry jumped in and helped this guy take his ad funnel to the next level.

Gerry quickly took this guys ad from making about **\$100 a day**, and helped him to revamp his ads, revamped his entire funnel for him, and next thing you know this guy was doing about **\$500 a day**.

At that point, Gerry and his *small group* personally decided they wanted to **go all in** on this method, because the money was just too easy and they recognized the opportunity was *so big* and wide open.

Gerry started running his own ads and personally went from **\$100 a day** to **\$500 a day** within around a week.

Gerry, along with a few friends, all started together, helping each other out along the way, and running the same funnels together.

Within a very, very short time, Gerry was up to doing **over \$5000 a day**.

And the timespan between when he went from doing ZERO dollars running ads to over **\$20,000 a day...**

It was almost overnight. It literally was such a fast rise that completely blew Gerry's mind.

...to realize how small a distance spans between somebody who's making no money with affiliate marketing through paid ads to somebody who is just **CRUSHING** it, as **the #1 affiliate on Clickbank**... that distance is so small.

Less than 90 days after he started, Gerry shot up to the **#1 affiliate in the World** on the *entire Clickbank network* of **over 100,000 affiliates**, making as much as **\$22,22.45** in a single day, and making over **\$100,000 PER WEEK**:

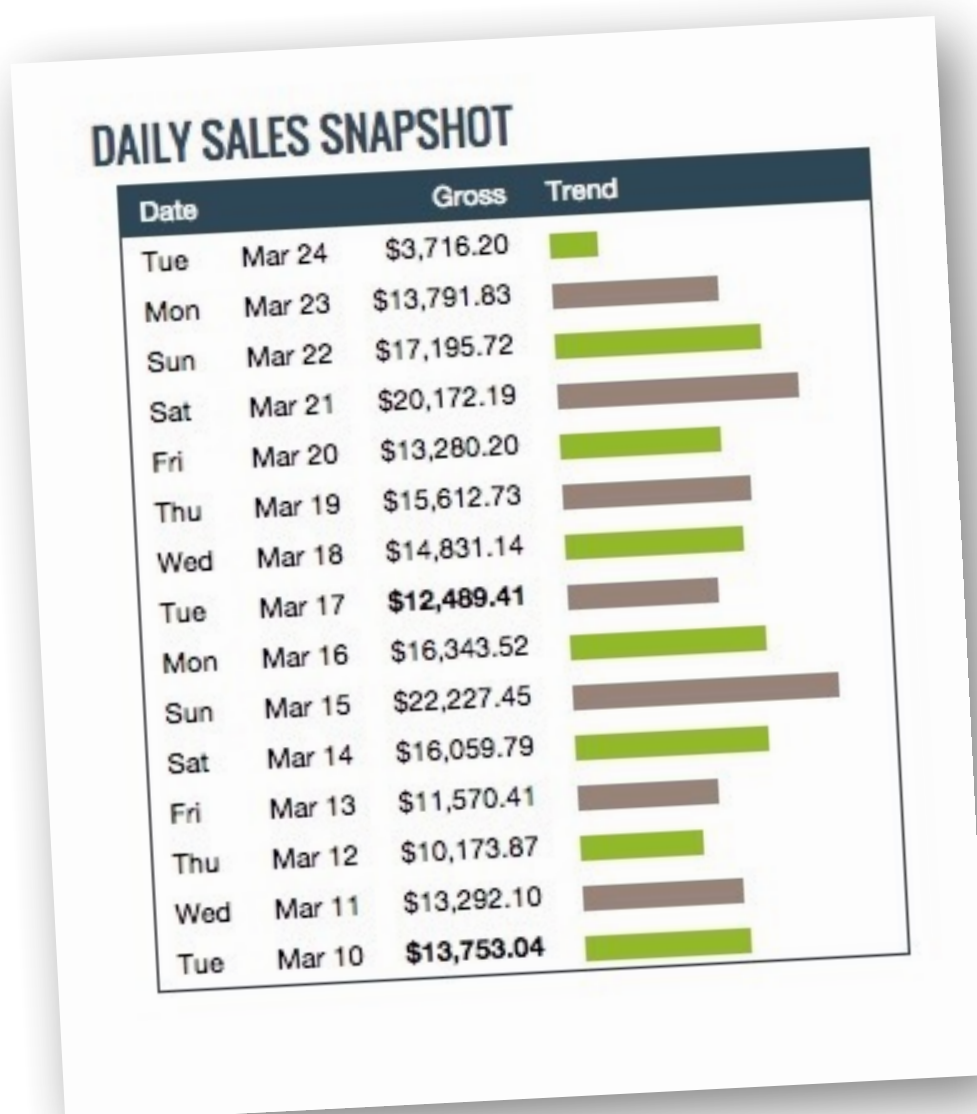


Figure 1 - Screenshot of Gerry's Results after becoming the #1 Affiliate On Clickbank In less than 90 Days.



Fast Forward...Helping Regular People To Duplicate His Success...

Before long, people started noticing Gerry's success and asking if he would consider sharing his success with others.

So, he *made a decision...*

He sent out an invitation to a *small, exclusive, private closed-door event* in his home on the beach in San Diego.

Attendees paid \$5000 to attend.

Over the course of a few days, Gerry taught his method to that small group.

And the crazy part is, from that small group of people, **60% of them** made money within 3-4 weeks, including a *72-year old retired school teacher* who could barely work his computer who went on to start making **\$500 a day**.

Several members started making **\$2000-3000 per day**.

It was an overnight success.

That's when *Gerry reached out to Rob* suggesting we partner up to help teach this program to *a larger audience*.

We had already partnered up before and had success teaching students methods to *make money online*, but this had the potential to *drastically change people's lives*.

So, we decided to do it and *quickly* became very excited...

So We Released A Coaching Program, And You'll Never Believe What Happened Next...

We started with a *small group of people*, and a basic *training program* to show them **Gerry's method**.



Within a few months, *dozens of students* were reporting **huge results**. One particular student, **Bonnie**...a **grandmother in her 60s**, shot up so fast she hit the **#1 spot on the Clickbank** marketplace, and she even won a **Rolex** in the affiliate contest that month:

Figure 2 - Bonnie With Her Rolex Affiliate Prize

Over the next **18 months**, student success stories kept rolling in, but then something very significant happened.

A powerful bond formed between us and a *core group* of our most *successful* students.

We ended up *meeting together in Bali* for an **exclusive high-level mastermind**:



Figure 3 - Meeting in Bali with some of our most successful students



We Discovered Our Most Successful Students Wanted To Give Back...

After meeting in Bali and bonding with some of our *most successful students*, we discovered they were **deeply moved** by the *program* we had built and *how many lives it was changing*, and they expressed interest in helping us to give back and change more lives.

At that point, with our *core group* of *successful students* (**regular people turned super affiliates**), we had a *power house* of some of the top super affiliates in the world.

Together, with the help of our successful **student "mentors"** we developed our *training methods* into a *program* even more effective at helping people to succeed.

And that's when the huge testimonials from our students really started pouring in.

I gave you a taste earlier of all the students who were *breaking* their **\$1000 per day mark**, and these poured in like crazy.

I have to tell you, nothing is more gratifying than paying your *success* forward to *help others transform their lives*, experiencing *true freedom* for themselves.

Since then, we've become even more devoted to making our program the *best one on the planet* to give any *regular* person the **tools** to become a **Super Affiliate** and drastically change their own lives and the lives of their families.

Introducing The New & Improved Dead-Simple 3-Step System That's Making Everyone Bank...

All the money that Gerry has made... making **over \$20,000 per day** and over **\$100,000 per week**...

...all the money the mentors have made to become some of the world's most powerful and **successful super affiliates...**

...all the money our students have made from their first dollar online to their **first \$1000 day** and beyond...

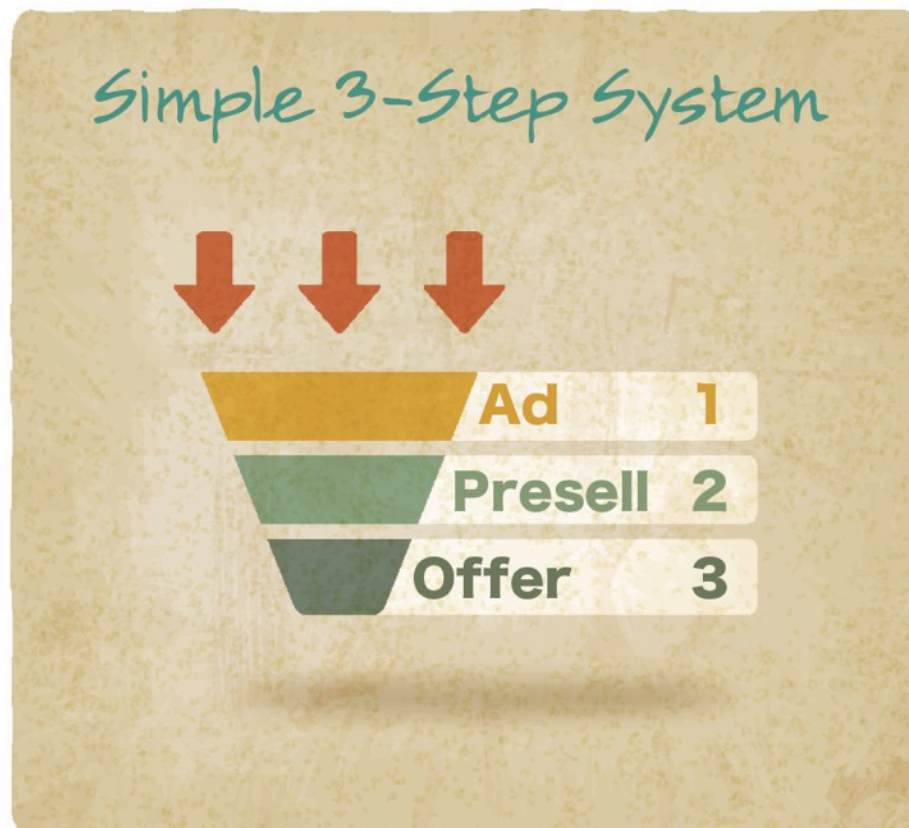
...has all been done with 3 simple steps.

We've been perfecting these 3 simple steps for the last 2 years, along with the help of our most successful students, to make this the simplest, most powerful affiliate marketing method I've ever seen.

Let's dig in and see how the 3-step system works.

The 3 steps are:

- ☒ **The Ad**
- ☒ **The Presell Page**
- ☒ **The Offer**





That's it. That's the **entire 3-step system**.

It really is that *simple*.

If you can get each of these 3 steps right, you can make a boatload of cash like us, our *mentors* and our *students* have been doing consistently for the last few years.

Reminder: If you haven't already done so, don't forget to **sign up for the live workshop**:

Click Here to Register for One of the LIVE Workshops...

Or go to: <http://www.profitengine.com/go/training>

Now let's dig in a little further to see exactly how each step works.

Step 1

Crafting The Perfect Ad

Most people screw up ads royally.

Here's the problem with most ads...they try **too hard** to sell something.

People hate being **sold to**, especially in an ad.

The job of your ad is *not to sell*. The ad's job is to *get the click*.

Now, the key to success on getting people to click on an ad is in **the psychology**. You have to *meet them where they are*.

If someone is on a *social networking* website, they are NOT there to *buy stuff*. They are there to...*drumroll please*...be social.

So if you really want to have success with your ads, you need to make them social. The job of the ad is not to sell people. It's to grab their attention, and

get them to click through to the next page and then you can really start *working the magic*.

For now, all you have to remember is *the ad's job is to get the click*.

Step 2

The Magic Presell Page

The **presell page** is absolutely critical.

People often ask us, "*why don't you just link the ad directly to an affiliate offer?*" The answer: It's simple. You won't make any *money* doing it that way. *In fact, without a presell page, you'll likely lose money.*

The presell page, *when done correctly*, magically turns your clicks into **buyer traffic** that will load up your bank account with *commissions*.

The job of the presell page is to take people from the *social mindset* and gradually transition them into focusing on their *big problem*...the problem the offer will then *solve* for them.

People are NOT on social websites to *buy* stuff. They're here to socialize. The presell page *shifts* their thinking into **buyer mode**.

It's all about taking ***baby steps*** to get them into the right *mindset* before you make an offer.

You wouldn't go on a date and *immediately* ask the other person to marry you, right? There are steps in between.

Likewise, you don't just go up to a stranger and yell, "*hey buy this stuff!!!*" It wouldn't work in person, and it doesn't work on a website either. You need to take people through a *transition*.

That's the role of the presell page, and when it's done correctly, it **skyrockets your commissions** through *the roof*.

Once people go through the *presell page* that has taken them from a social setting and refocused their mind on the problem they want to solve, now it's time to send them over to the offer.



Step 3

A Killer Offer

The offer is where you make *the money*.

If you've done your job with the other steps, once they see the offer, they'll be primed and ready for a solution to their problem.

This is where you send them to a **product sales page** that will *so/ve* their problem.

Then, they *buy* the product. You make *a commission*. Simple as that.

And it's not *your* product. You're simply an *affiliate* for someone else's product. So once they buy, you get paid a big commission, and your job is done.

You don't have to deal with *customer service*. You don't have to deal with *product fulfillment*.

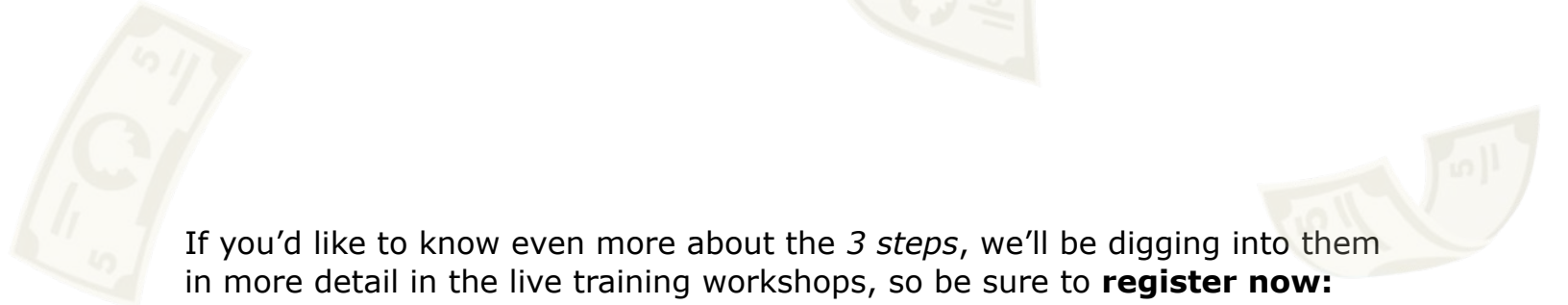
At this point, your responsibility is finished. You can **cash your check** and do what you like with *the money*.

This is why we love being affiliates so much.

You have *none* of the stresses or responsibilities that go along with selling products, but you get all the *benefit* of the income that comes in...especially at the high commission rates that vendors pay us, which is often times 90% of the sale price!

Product vendors are *happy* because they don't have to worry about getting new customers, and we're *happy* because we make big money for driving traffic to their offers.

*It's a **win-win situation** for everyone...if you can execute these 3 steps properly.*



If you'd like to know even more about the *3 steps*, we'll be digging into them in more detail in the live training workshops, so be sure to **register now**:

Click Here to Register for One of the LIVE Workshops...

Or go to: <http://www.profitengine.com/go/training>

5 Critical Keys To Success

Now, all of this probably sounds pretty simple so far, but if you're thinking *there must be more to it*, you're absolutely right.

There are **5 critical keys to success** you *need* to get right if you want to make *a lot of money* with this system.

These are *simple* keys, but if you get any of them *wrong*, you will NOT experience big success. So it's *very important* to get these keys to success *right*.

Let's dig into those keys now...

Success Key #1

Remove Your Limiting Beliefs

We have to start with *mindset*, because this is honestly *the biggest thing that stops most people* from reaching success.

Gerry *quickly* realized with his original core group that with this method it takes the same amount of effort to make *\$100 a day* as it takes to make *\$500 a day*, *\$1000 a day* or even **\$20,000 a day**.

The main difference is just in the *scale* and **your mindset**.



Many of us don't *believe* we can have *huge success* or we even *deserve* it.

As it turns out, the people at the top aren't *super special*. They're not massive *geniuses*. They have just overcome the limiting beliefs that hold them back from achieving those *big successes*.

After that, success basically becomes a **simple math problem**, which any of us can *solve*.

It's not *rocket science*. It's following a **proven formula** to completion.

You **CAN** have these big successes, *regardless* of your background, **IF** you commit yourself to following *the proper steps*, and that's a major part of our mission now.... is to help people realize the importance of mindset so you can start achieving the same kind of life-changing success as our other students.

Success Key #2

Allow Yourself To Scale Up Infinitely

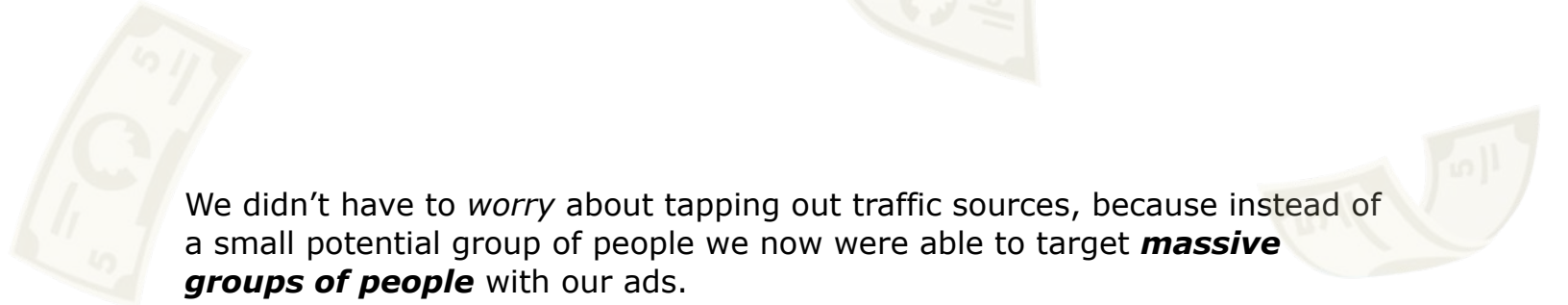
One of the *biggest keys* to achieving really massive success is to stop going after the *tiny niches* and start targeting the **biggest, most competitive niches**.

In our minds, we always thought you should go after *smaller niches* that are less competitive. We thought the *big niches* were only for the **big players** who had the *big pockets* to *wipe out the competition*.

As it turns out, you don't need a big budget to compete in the *big niches*, and the big niches are where **ALL** the *big money* is.

The biggest 3 niches are **health, wealth** and **relationships**. These are the niches that apply to a *majority* of the population. When you target these niches, you can target *practically everyone*.

Once we discovered how to effectively compete in these big niches, even *without a big budget*, the sky became the limit.



We didn't have to *worry* about tapping out traffic sources, because instead of a small potential group of people we now were able to target **massive groups of people** with our ads.

Once you are able to target the *biggest niches*, you'll never have to worry about *sustainability and longevity* again, because the scale can go so much bigger.

You can get off the *hamster wheel* of constantly *starting over* again, because you have a *constant* stream of people to market to. Essentially you can tap into an **unlimited stream of traffic**.

It was a *massive* turning point in our level of success when we started targeting the *biggest niches* out there.

Success Key #3

Let The Offer Do The Heavy Lifting For You

If you choose the *wrong offer* to promote, you may as well just *burn your cash*.

You can **NOT** promote just *any old offer*.

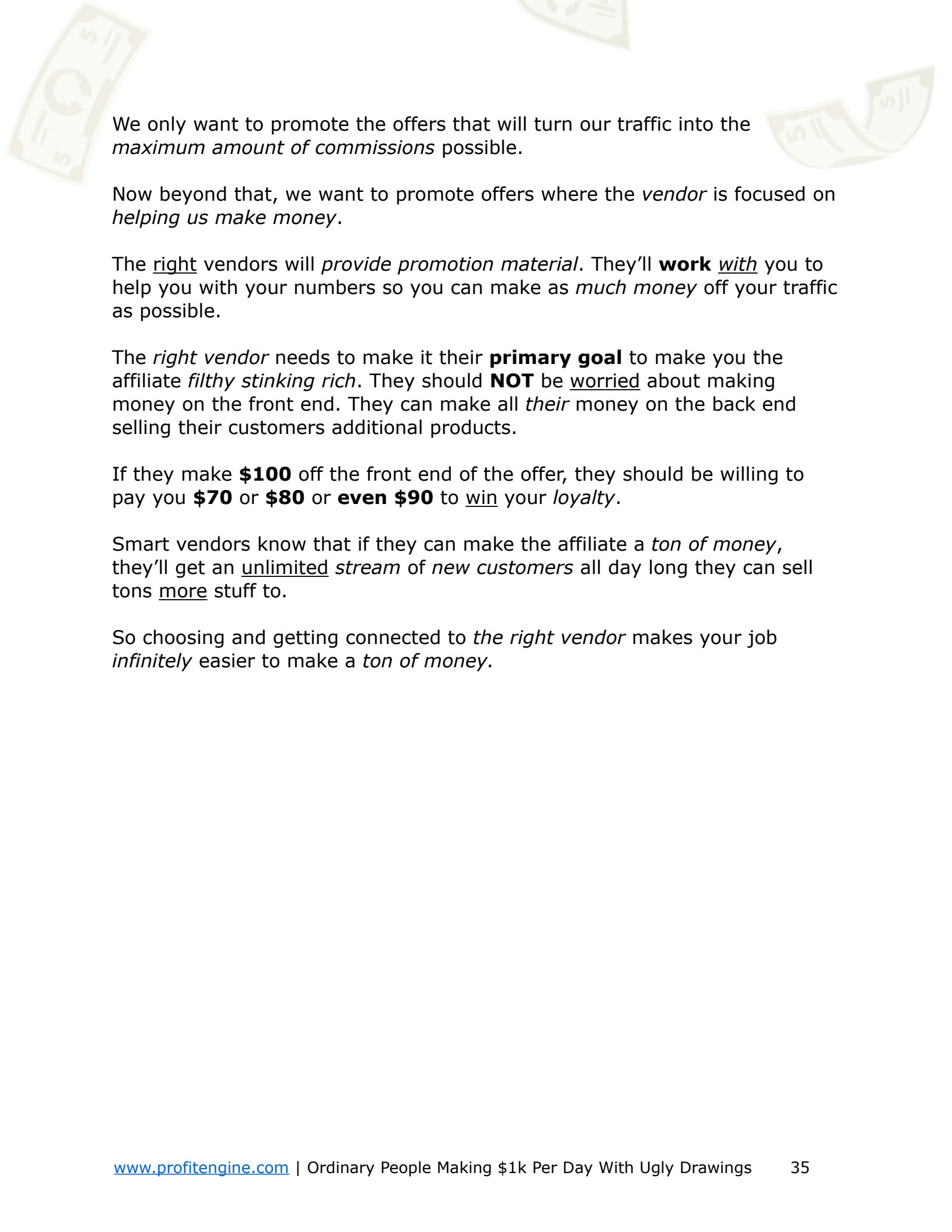
We have a *very simple, very specific* set of *criteria* we look for when choosing an offer to promote to make us as *much* money as possible:

- It **MUST** be a *broad audience offer* in one of the **big niches**
- It **MUST** sell *well* to **cold traffic**
- The vendor **MUST** be *super affiliate friendly* to help you succeed

We only promote the **top performing offers**, because they make it a *million times easier* for us to make big cash.

There are product creators out there that are *world class* at building out sales pages and video sales letters and *sales funnels* that effectively turn traffic into a *pile of cash*.

These are the vendors we *want* to work with. **The best of the best.**



We only want to promote the offers that will turn our traffic into the *maximum amount of commissions* possible.

Now beyond that, we want to promote offers where the *vendor* is focused on *helping us make money*.

The right vendors will *provide promotion material*. They'll **work** with you to help you with your numbers so you can make as *much money* off your traffic as possible.

The *right vendor* needs to make it their **primary goal** to make you the affiliate *filthy stinking rich*. They should **NOT** be worried about making money on the front end. They can make all *their* money on the back end selling their customers additional products.

If they make **\$100** off the front end of the offer, they should be willing to pay you **\$70** or **\$80** or **even \$90** to win your *loyalty*.

Smart vendors know that if they can make the affiliate a *ton of money*, they'll get an unlimited *stream* of *new customers* all day long they can sell tons more stuff to.

So choosing and getting connected to *the right vendor* makes your job *infinitely* easier to make a *ton of money*.

Success Key #4

The Real Way To Get Dirt Cheap Clicks

Take a quick look at these screenshots:

Results	Reach
108,152 Website Clicks	592,250
42,083 Website Clicks	196,552
37,103 Website Clicks	230,662
25,124 Website Clicks	227,224

CPM (Co...	Link Clicks	CPC (Link)	CTR
\$24.79	42,083	\$0.13	1.1%
\$9.31	1,019	\$0.11	1.1%
\$12.96	37,103	\$0.08	1.1%
\$17.45	3,998	\$0.11	1.1%
\$11.37	755	\$0.15	1.1%

42,083 clicks at *13 cents a click*.

37,103 clicks at *8 cents a click*.

These are **dirt cheap clicks**, and it's a big reason why we're able to make so much money promoting affiliate offers with ads.

When you're paying a *tiny* amount for a click, it's much easier to make a lot of money off those clicks.

If you're only paying *8 cents a click*, it's a lot easier to double that money than if you're paying a much higher amount per click.

So how do we get cheap clicks?

It's simple...it's all about getting a **high Click Through Rate (CTR)** on your ads.

And this is also how we can compete easily with the **big ad buyers** even though we don't have their massive budgets. **This tip is absolute gold.**

Let me explain.

Websites who sell ads want to make **as much money as possible**...of course they do. That's the point of business right?

So how do they do that?

Well, the thing they have to sell is **eyeballs**. They have so many eyeballs on their websites to look at ads. And they want to make as much money off those people *looking at ads* as possible.

So, if they're charging advertisers *per click* on their ads, you might think it would benefit them to show the ads to the advertiser that pay the most money per click.

WRONG!

In fact, you don't have to have the *highest ad bids* to get *clicks* at all.

Let me give you an example.

Let's say ABC Corporation is paying **50 cents per click** for their ads. And you're paying **10 cents per click**.

They're paying **5 times as much per click**, but the website can actually make more money showing *your* ads **IF** you do it right.

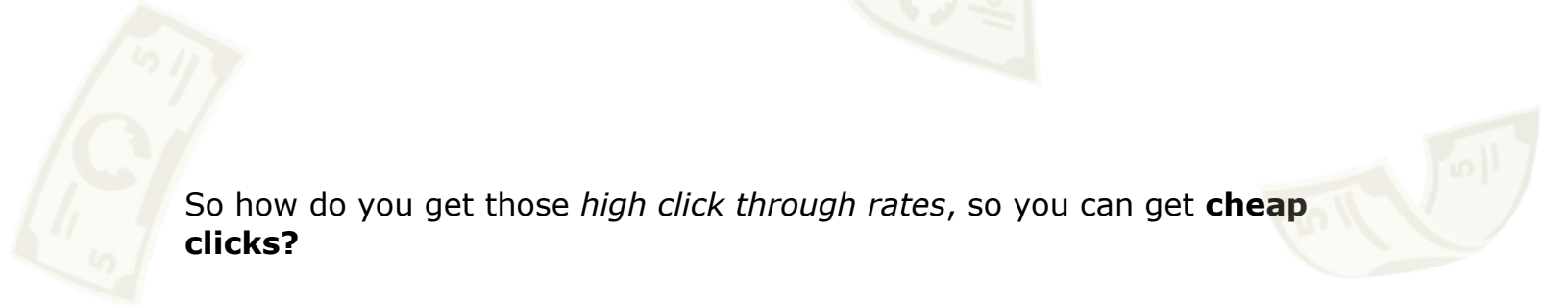
Obviously, they're going to want to show the ad that makes them the most money, so let me explain *how this works*.

If 100 people see ABC Corporation's ad, and it has a **1% click through rate**, those ads will generate *one click* at **50 cents**. The website will make 50 cents.

Now, if *100 people see your ad*, but you're getting a **10% click through rate** on your ad, your ad will generate *10 clicks* at *10 cents a click*. The website will make **\$1**.

That means the website makes double by showing *your* ad, **EVEN THOUGH** you're paying **one fifth the price per click** of the *big guys*.

We do this *all day long*. Our students do this *all day long*. And it's how we can clean up in the *biggest niches* out there.



So how do you get those *high click through rates*, so you can get **cheap clicks**?

Let's hop into the next success key to see...

Success Key #5

The Big Daddy Secret of Them All

This is the *biggest secret* we have, so pay close attention.

You already saw above that getting high click through rates is *the key* to getting *dirt cheap clicks* and overtaking the big competitors out there even if you have a *small budget*.

So how do you get those massive click-through rates?

It's simple.

Images.

And not just any image.

Ugly images.

A very specific *type* of ugly image.

We experimented with so many types of images, and the ones that get the **massive** *click through rates*, that get us **super cheap clicks**, and allow us to **absolutely crush the competition**...are a very *specific type of ugly image*.

Check out this screenshot from before. Now we've scrolled over to see the click through rates...



Cost	Link Clicks	CPC (Link)	CTR (Link)
\$24.79	42,083	\$0.13	18.80%
\$9.31	1,019	\$0.11	8.67%
\$12.96	37,103	\$0.08	15.44%
\$17.45	3,998	\$0.11	15.67%
\$11.37	755	\$0.15	7.55%

Figure 4 - Massive click through rates on our ads

If you look at the screenshot image above, you'll see that the **42,083 clicks** are on an ad that is getting **18.8% click through rate**, right?

The **37,103 clicks** for *8 cents each* are on an ad that is getting a **15.55% click through rate**, can you see that?

These are unheard of *numbers*. The industry average click through rate on most ads is 0.1%.

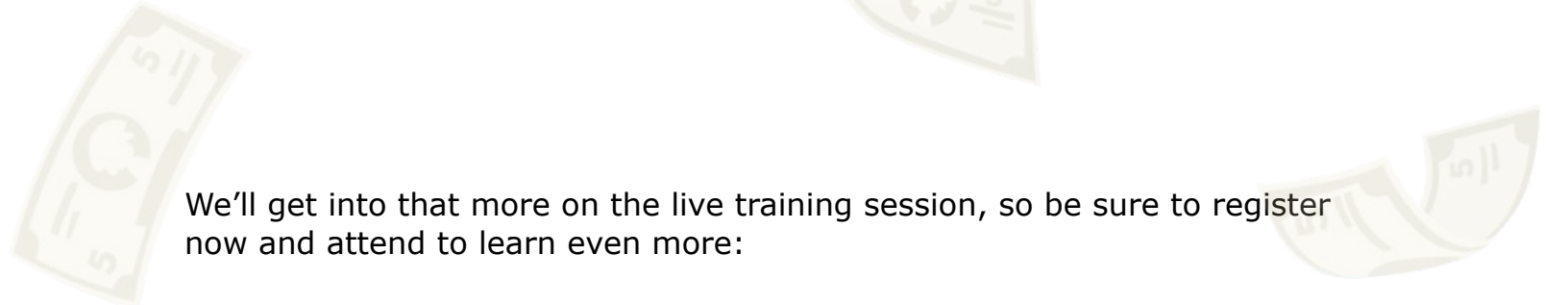
Now, can you see how we can compete with the **big guys**?

When you're getting 10 or 20 times the click through rate of the big guys, your *ad click bids* can be so much smaller and you'll still get *all the clicks*.

And the secret to getting these kind of *massive click-through rates* is using a **very specific type of ugly image** we've discovered.

The images make all the difference. When you can use the *right kind* of images, you can *crush the competition*, even the big guys who have much bigger budgets.

It's all about the image.



We'll get into that more on the live training session, so be sure to register now and attend to learn even more:

Click Here to Register for One of the LIVE Workshops...

Or go to: <http://www.profitengine.com/go/training>

On the live workshop, we'll dig *even deeper* into our **keys to success** and exactly how you can *implement* them as *quickly as possible*.

The Bottom Line Is...

If you get all these things *in line*...

If you have an ad that uses **social language** and the **right images** to get the massive click-through rates...

If you have the **right presell page** that *subtly* shifts the viewer's thinking from the *social mindset* to focusing on their problem, i.e. *buyer's mode*...

If you have the **right broad audience offer** that *converts like crazy*, turning a *cold audience* into *buyers*...

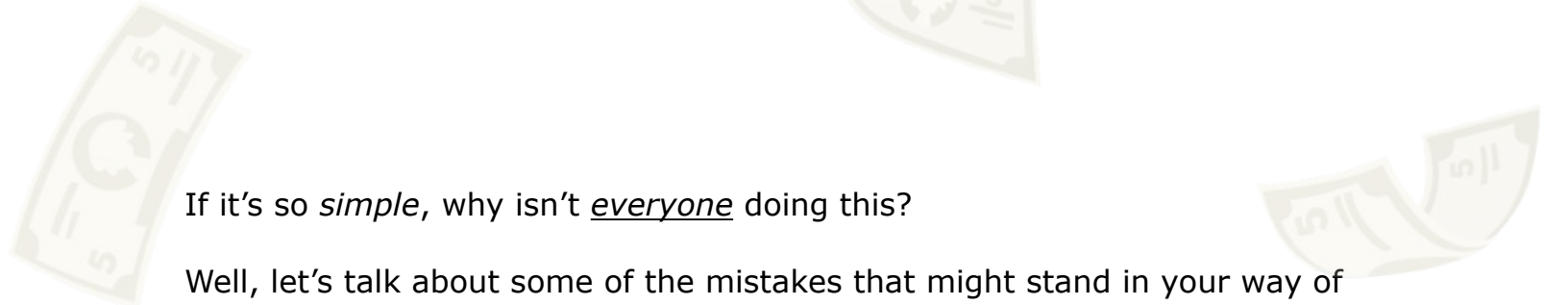
If you have all these things, the *sky is the limit*.

With this formula, you can reach the same levels of success Gerry has achieved. You can achieve the same levels of success our students and mentors have achieved.

This is the same formula that numerous of our students have used to hit the very top of Clickbank.

This is the same formula that has *changed hundreds of lives*, creating *financial freedom* for so many.

But wait a minute...



If it's so *simple*, why isn't everyone doing this?

Well, let's talk about some of the mistakes that might stand in your way of achieving the type of *big success* many of our students have achieved.

5 Roadblocks That Cause Most People To Fail...

There are **5 primary roadblocks** that separate your average small-time affiliate who has *very little success* and *burns out* and maybe even *quits* from the **super affiliates** who have the **big wins**, like those you've seen here. The people in the *top 1%*, like Gerry, our *mentors* and our successful *students* who *follow these methods*.

Here are the **5 biggest roadblocks**:

Roadblock #1

Screwing Up The Math Formula

The formula for success with ads is actually pretty simple.

Low CPC x High EPC = Big Profit

If you are paying a *low cost per click (CPC)* and you are making a *big earnings per click (EPC)* on your ads, you can make *boatloads of cash*.

In other words, **buy low** and **sell high**.

Make more than you spend.

You want to be getting *100% or better ROI*. So if you spend *a dollar*, you want to make two dollars.

That's **100% profit**.

Gerry and many of our students do even better than that...making **\$3 or \$4** for every *\$1 they spend*.

So let's talk about some of the things that could cause *high CPC vs low EPC*.

Problem 1: High CPC

If you have *bad images* or you're targeting the *wrong audience*, this could cause a **low click-through rate (CTR)** on your ads. If you have a *low CTR*, then you'll pay more money for your clicks. In other words, you'll have a **high cost per click (CPC)**. That *screws up* the formula.

So in other words, a **low CTR** causes a **high CPC** and the formula fails.

Problem 2: Low EPC

If you're getting a *low EPC*, i.e. you're NOT making a *lot of money* off your clicks, this is usually caused by *the offer*. You do NOT have the right high converting offer that turns your *clicks* into a *pile of cash*. You need to be promoting a **better offer**. You should always be promoting the *top performing offer* out there.

It could also be caused by not having the right *presell page* to shift the viewers *mindset* from *social mindset* to **buyer's mindset**.

It could also be caused by **targeting the wrong audience** for the offer.

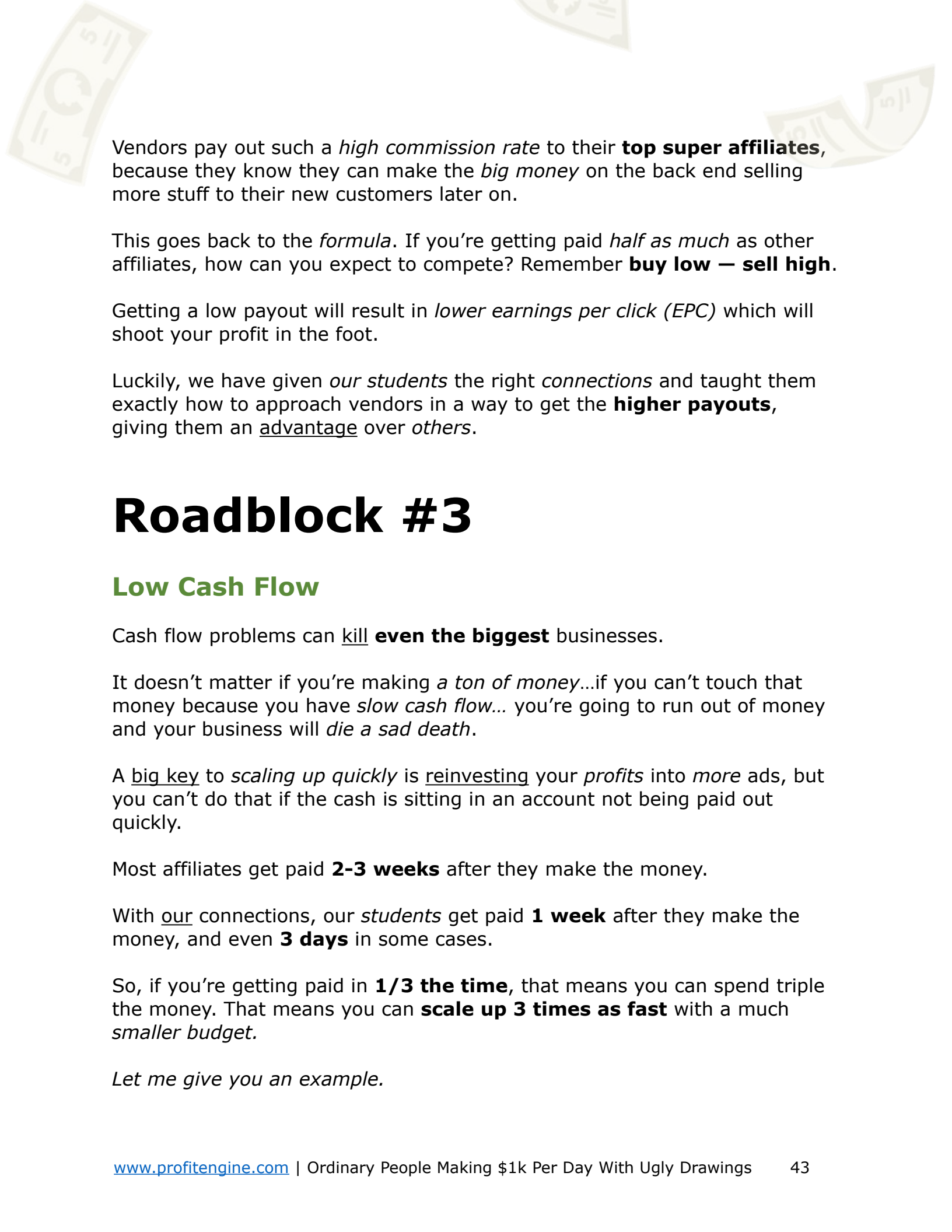
Fix these things... and *follow the same plan* our students follow, and your success *will* shoot up!

Roadblock #2

Low Commission Payouts

The average affiliate gets paid a **50% commission** on a digital product.

We often get paid **90% commissions**. *Even 100% commissions* in some cases.



Vendors pay out such a *high commission rate* to their **top super affiliates**, because they know they can make the *big money* on the back end selling more stuff to their new customers later on.

This goes back to the *formula*. If you're getting paid *half as much* as other affiliates, how can you expect to compete? Remember **buy low — sell high**.

Getting a low payout will result in *lower earnings per click (EPC)* which will shoot your profit in the foot.

Luckily, we have given *our students* the right *connections* and taught them exactly how to approach vendors in a way to get the **higher payouts**, giving them an advantage over *others*.

Roadblock #3

Low Cash Flow

Cash flow problems can kill **even the biggest** businesses.

It doesn't matter if you're making *a ton of money*...if you can't touch that money because you have *slow cash flow*... you're going to run out of money and your business will *die a sad death*.

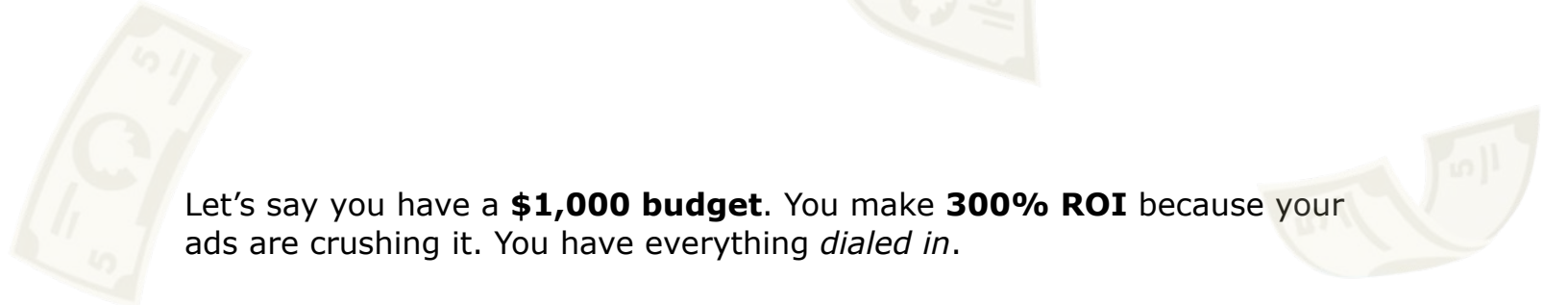
A big key to *scaling up quickly* is reinvesting your *profits* into *more ads*, but you can't do that if the cash is sitting in an account not being paid out quickly.

Most affiliates get paid **2-3 weeks** after they make the money.

With our connections, our *students* get paid **1 week** after they make the money, and even **3 days** in some cases.

So, if you're getting paid in **1/3 the time**, that means you can spend triple the money. That means you can **scale up 3 times as fast** with a much *smaller budget*.

Let me give you an example.



Let's say you have a **\$1,000 budget**. You make **300% ROI** because your ads are crushing it. You have everything *dialed in*.

That's \$3,000 profit.

With **300% ROI**, you can literally turn **\$1,000 into \$4,000** *over and over* again, which means you can also turn **\$4,000 into \$12,000**...but only if you have that *\$4,000 to spend*.

But if it's sitting in your affiliate account, not being paid out to your bank account for *3 weeks*, you can't put that money to use making you more money.

That's exactly what happens to most affiliates.

If you're getting the same *standard* payout schedule as most affiliates, you have to wait *2-3 weeks* to get paid that **\$3,000**.

That means you can NOT scale up quickly.

However, let's say you're getting *paid weekly* instead of waiting *3 weeks*. That means each week you can *reinvest your profit* every week.

So, if you start with **\$1,000** and turn it into **\$4,000** *the first week*, the *second week* you can invest **\$4,000** and turn it into **\$12,000**.

That's the power of cash flow.

Most affiliates don't have the advantage of fast cash flow, however our students have the connections to get paid faster. So, they can scale up faster.

They can also compete with the *big guys*, even if they're starting with a *small budget*, because they can quickly reinvest their *profits* to grow their *budget*.

This simple thing most people *overlook* is a **game changer**.



Roadblock #4

Lack Of Insider Knowledge

One of the *benefits* of being a **super affiliate** is you tend to have *super affiliate friends*. As a *super affiliate*, you can reach out to *vendors* and other *super affiliates* to find out what *offers* are working best, what *traffic sources* are working best, which *ad strategies* are working best, what has *changed*, etc. The list goes on and on.

Regular affiliates don't have access to any of this **insider knowledge**, so they *struggle* to compete.

Our students have access to this kind of *insider knowledge* by being connected to us, our **group of high level mentors** and our **vast network**.

Roadblock #5

Account Shutdowns

Everybody knows of *someone* who was doing everything perfectly, completely within the *ad guidelines* of the *ad networks*, yet they got their ad account **shut down** with *no* *explanation*.

Everything we do is within the *terms of service* and *ad guidelines* of the ad networks, yet sometimes our ad accounts still got shut down for *no apparent reason*.

Luckily, we're connected with a lot of *powerful, knowledgeable* people **at the top**, and it didn't take us long to *find a solution*.

Once we figured out the *process* to get a **new ad account**, we never looked back. Now *Ad Account shutdowns* haven't been a problem for us ever since.



Sure, You Can Try To Figure This All Out On Your Own, OR You Can Take A Big Shortcut...

Our students have a massive advantage over other affiliates.

In addition to having access to *proven strategies* that have helped many others to succeed, they also have all the insider advantages that cause most other affiliates to *struggle*...

They focus only on the *metrics* that *matter*, not the *vanity metrics*, in order to make their formula work...**buy low, sell high!** While other affiliates are focusing on the *wrong things*, our students are *laser focusing* on what **really drives their profit up!**

They can get **higher commission payouts** than the average affiliate due to being connected with us and our network.

They can get **paid faster**, so they can *reinvest their profits faster* so they can **scale up faster**, *increasing* their budget and **their profits!**

They have *access* to our *insider knowledge*, so they can adjust with the **top super affiliates** as things change. They won't be *left in the dust*. They'll be moving forward and adapting with us to *continue* to make big profits into the future.

And if things should go south and one of their ad accounts gets canceled, they have the *knowledge* and *ability* to get a new ad account to **keep their Profit Engine rolling.**

We *love* helping out our students to have the same *breakthroughs* we have had, our **past students** have had and our **mentors** have had.

How would you like to join thousands of others who have taken a *huge shortcut* to achieving **financial freedom?**

How Would You Like Us to Hold You by the Hand and Help You to Experience the Same Kind of Success Our Other Students are Having, Right Now?

Let us, our mentors and our staff help you to create your own **Profit Engine**, finally giving you the *financial freedom* you've been struggling for *so many years* to achieve.

You don't have to *wait* any longer. You don't have to *struggle* in the **9-5 grind** any *longer*.

You can **join the thousands of others** who are *changing* their lives and **LEAPING forward** into a *future of freedom*.

If that sounds good to you, you're going to *absolutely love* what we have coming up for you.

IMPORTANT

Before you read this report, please register for our live coaching workshop where we will walk you through how to build your own **Profit Engine** from scratch. We'll show you the exact 3-step system hundreds of our students have followed to make their 1st sale, their 1st \$100 day, their 1st \$1000 day (and in many cases, much, much more) in 2018.

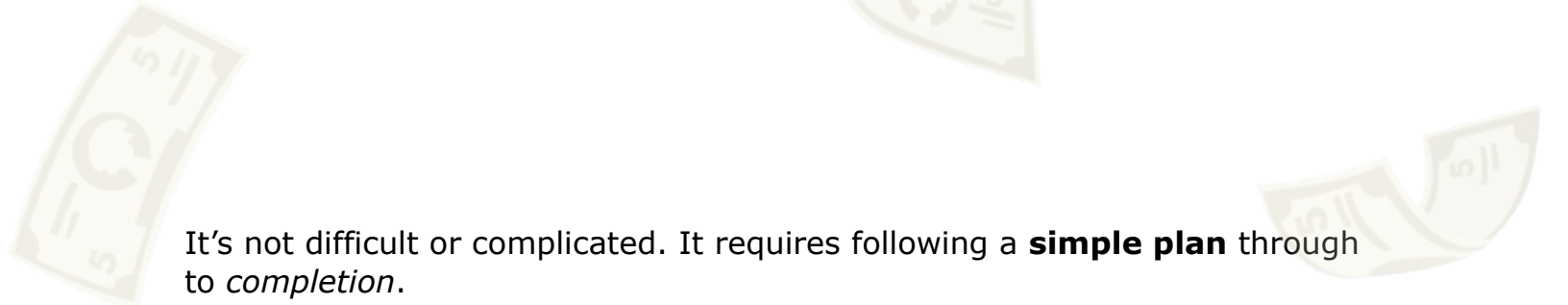
Register for the Live Workshop Here: <http://profitengine.com/go/training>

Warning: The Workshop capacity is 1000 people. We WILL have a packed room, so register now and make sure to show up 20 minutes early to avoid being locked out!

Sign up at: <http://www.profitengine.com/go/training>

Imagine making over **\$1000 per day**, working **less than 15 minutes per day**.

That's the *dream* many of our students are *currently living*.



It's not difficult or complicated. It requires following a **simple plan** through to *completion*.

And you can *too*... so make sure to join us on our **live training workshops** to get all your questions answered.

Who Will Get The Most Out Of Profit Engine?

Newbies

If you're just getting started and you've never made *a dime* online, this is perfect for you.

You can *skip all the time others usually waste* searching around trying *different techniques* that do NOT work before finally *stumbling* across these methods. With **Profit Engine**, you can fast track your path to success.

If you'd like to *fast track your path to success*, and join the ranks of successful **super affiliates** as *quickly as possible*, you need **Profit Engine Now!**

Intermediate & Advanced Marketers

If you're *frustrated* with other methods of making money online that require so much of your *time and energy*... that require *customer support, blogging, building a following, making videos, purchasing inventory*, and taking *big risks* for a *slow reward*, then **you need Profit Engine!**

Profit Engine is the *simplest, most scalable* path to profits of anything we have ever seen. You do NOT need any of the *typical stuff* people say you need to make money online.

With **Profit Engine**, you can *simplify* your efforts and *scale up your profits*.

Finally, you can make more profits, with more stability, **WITHOUT** all the elements of running an online business that you don't like!

We'll **walk you by the hand** from your *first step* **ALL THE WAY** to **success!**

Now Is The Time To Finally Experience Your Own Big Breakthrough In 2018!

When you look back on this year, what will you want to have accomplished?

Do you want to finally take that **big vacation?**

Do you want to **get out of debt?**

Do you want to finally **get control of your finances** and **your time?**

Now is your chance.

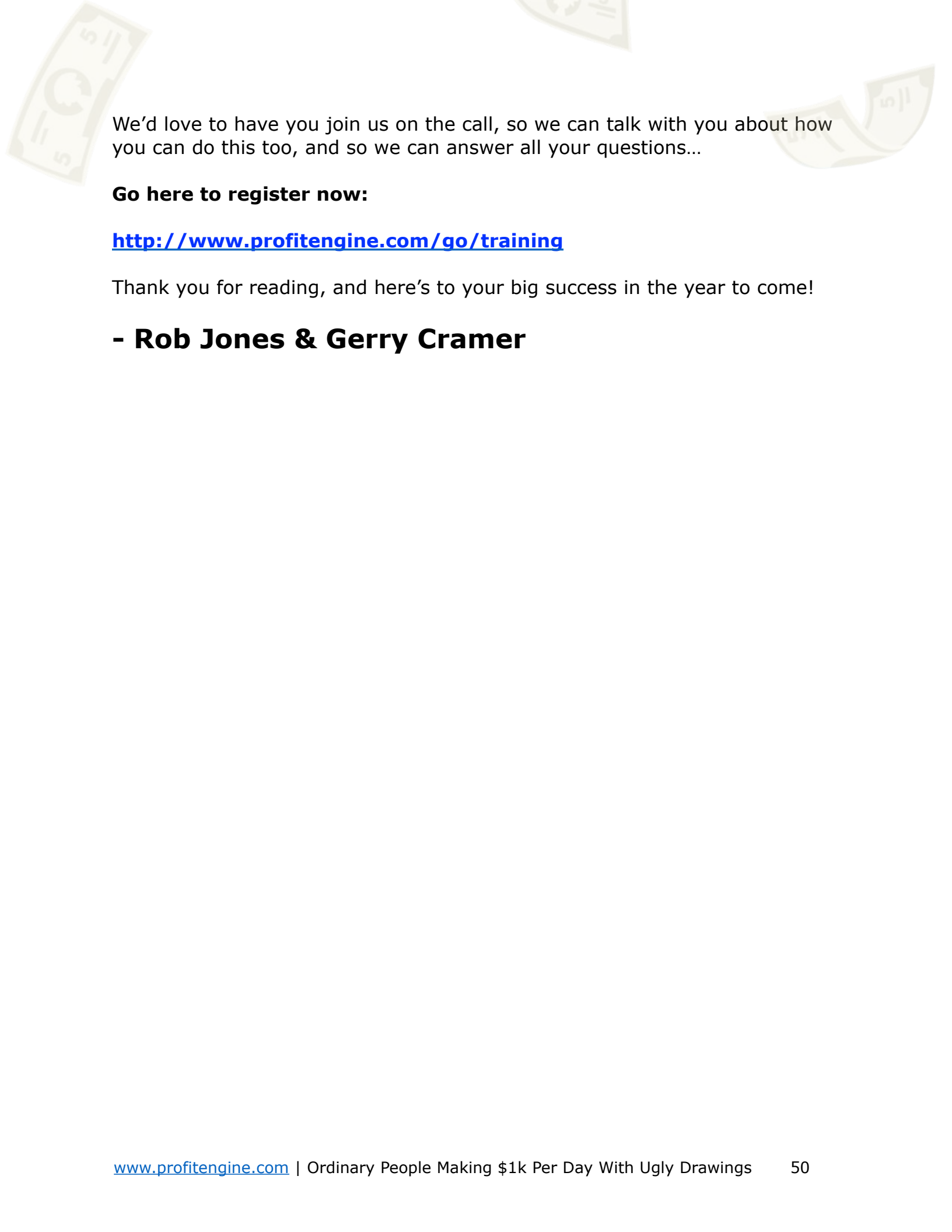
When you look back on 2018, will it be the year you experienced more of the *same frustrations?* Will you be in the *same spot* you were last year? **Or worse?**

Or will you look back, proud of what you've achieved, as a **super affiliate** who is now experiencing **financial freedom?** *The choice is yours.*

All you need to do is set aside a little time to attend one of our *live training workshops*.

On our live workshop:

- ☒ You'll get **a more detailed breakdown** of the Profit Engine methods we've shown you in this report...
- ☒ You'll **learn more about Gerry's 3-Step Formula and the Keys to Success...**
- ☒ You'll **meet our mentors** and discover in their own words exactly how they were able to succeed...
- ☒ You'll **see amazing results of our students**, and hear from people who started from all different backgrounds and went on to big success
- ☒ And you'll see how you can get started, from scratch, regardless of your background, and **build your own massively successful Profit Engine in a very short time...**



We'd love to have you join us on the call, so we can talk with you about how you can do this too, and so we can answer all your questions...

Go here to register now:

<http://www.profitengine.com/go/training>

Thank you for reading, and here's to your big success in the year to come!

- Rob Jones & Gerry Cramer