

# DON'T PANIC!

**A Common Sense Guide to Surviving  
the Internet Marketing Apocalypse in 2011...**

by Michael Cheney

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## A Word From The Author...



Hi, my name is Michael Cheney and I'm a self-made online millionaire. It's become my mission to help as many people as possible harness their true passion to achieve prosperity and purpose in their lives.

The first part of this journey for you is the Ebook you have in your hands right now. This Ebook contains real-life, practical tips and strategies that I've used to make in excess of \$5 Million online in the space of just a few years.

Internet marketing has undergone many dramatic changes in the past few months alone but one thing remains an ever-constant certainty...

The successful online millionaire who rise to top (and stay there) all realize one major thing – the internet is NOT about technology, it is about HELPING PEOPLE.

And I want to help *YOU* achieve the life you've dreamed of by giving you the right knowledge, strategies and roadmap for success. A large contributing factor towards me becoming a millionaire was having a mentor and because this is so important I am going to be *your* mentor - starting today with this Ebook, enjoy it!

**Y**ou might think that 2011 has just been like every other year so far. Whilst this might be true on the surface, what's disturbing is that below the surface a dark and deadly phenomenon is bubbling away ready to erupt into a monumental disaster at any second...

Is this just empty rhetoric designed to scare the pants off you or is it a true call to arms in 2011?

I personally feel the FACTS speak for themselves here but you need to judge for yourself...

And if you agree with me that we are truly in the midst of a large scale industry shake-out then read on in this Ebook to find out HOW to survive and THRIVE in this New Age...

## **7 Tell-Tale Signs We're on the Verge of the Internet Marketing Apocalypse...**

You're about to see undeniable PROOF that we are witnessing pre-quake tremors of catastrophic proportions that spell seriously bad news for internet marketing.

And the scary part is – if you're not prepared you'll become the next victim of its devastating effects...

### **Tell-Tale Sign #1. (Almost) Nothing Works...**

The internet changes at such a dizzying speed that today's tactic is tomorrow's trash. New methods are evolving all the time but with so many people fighting it out in the same space they can quickly become ineffective.

Strategies that used to work amazingly well just a few months ago are now "old hat" because of over use and over familiarity.

What's really frustrating, particularly if you're just starting out and trying to make your first money online is the fact that you always seem to be on the outside looking in.

It's always someone else making the money and you standing, frustrated, on the other side of the fence wondering how they're doing it.

When I first started out this used to drive me crazy and the worst part is when you see people who aren't even trying as hard as you or are less intelligent than you but they still somehow are raking it in.

But these are tough times we're in right now and it's only those that are truly "in the know" that are managing to survive and thrive because...

## **Tell-Tale Sign #2. The Economy is (still) in the Pits...**

Let's face facts here – we are smack bang in the middle of the worst economic slump almost since records began. Now, I'll hold my hands up here, and openly admit to you that this time last year I believed internet marketing was immune to the death throes of the world economy.

I stupidly believed that we had an invisible force field protecting us and that we could ride this out...

And for a time, it seemed to be happening. As bad story after bad story hit the media I felt a warm smugness in the knowledge that "good old IM" was bulletproof. But then shockwave after shockwave started hitting IM hard...

## **Tell-Tale Sign #3. Things Are Getting Desperate...**

Some people are getting more desperate in their attempts to be heard and stand out from the crowd in the marketplace. Some of the steps being taken are causing outrage and revolt at the grass roots level...

Admittedly, these practices are in the minority, but there is a groundswell of movement in the market against the more coarser styles of marketing that have been resorted to lately.

Many customers have had their fingers burned. In fact, their fingers weren't so much burned, as much as - cut off, ground down into a fine powder and shot up into the upper echelons of the earth's atmosphere and then exploded into a huge fireball of costly and painful regret. Ouch. That metaphor *stings*.

But, in a way, you can't blame people for resorting to desperate measures to get attention in the marketplace and stand out – these are truly unique and testing times for anyone in business right now. And quite often, history shows us that those who push the boundaries furthest often benefit the most.

Do their ends justify the means? Only time will tell.

For me personally – I would much rather make less money and create something that I believe in 100% and am proud to put my name to, than create something that makes me more money but teeters close towards the precipice of lost-credibility.

But perhaps even more worryingly is the fact that...

## **Tell-Tale Sign #4. Marketers Are Abandoning Ship...**

I've witnessed some marketers who've become so disillusioned with internet marketing that they have just downed tools and walked out without so much as looking back. I'm talking about people selling their businesses, sometimes just leaving them to stagnate and sometimes even giving away their mailing lists just to get out of the internet marketing business.

Again I'll be totally upfront with you here – I myself was one of them. At the end of 2009 I made the decision to “retire” from internet marketing to focus on growing my Personal Development business. I was sick of what was happening in internet marketing and couldn't see a way to turn the tide of change.

So I abandoned ship and focused on my other business. And part of this decision was because I knew the personal development secrets I was sharing were really impacting people's lives and helping them beat overwhelm, overcome procrastination, master time management, become a master at project management and FINALLY breakthrough to unsurpassed levels of financial and personal success.

But something didn't feel right...

I felt like I'd abandoned all the people back in internet marketing. After all – when I started out in this game, way back when, it had always been my intention to help people follow in my footsteps to become an online millionaire themselves. And yet here I was – leaving them to battle it out on their own.

So I had a change of heart...

I decided to re-enter the internet marketing arena once more. But this time, to focus not only on the internet marketing and make-money tactics but also on the other personal skills that I'd used firsthand to become a millionaire. It was a “Eureka!” breakthrough for me.

Because I truly believe that...

**“Without the right mentor you'll never  
make substantial money online.”**

You need to know WHAT to do but you also need to have someone to guide you and mentor you along the way – this played a pivotal role in me becoming a millionaire. I was mentored by people more successful than me. I learned fast and the results were dramatic – I pulled in over \$5 Million in around four years.

The requirement to have a mentor is especially important in these demanding times when you realize that...

## **Tell-Tale Sign #5. Response Rates Are Down The Toilet...**

A response rate measures how many people are responding to your marketing messages. This could be how many people buy an affiliate offer you're promoting, click on your ads on your website, open your emails or visit your website.

It doesn't matter what type of response rate we're talking about here. The deadly phrase that's reverberating around internet marketing like a screaming banshee is “RESPONSE RATES ARE *DOWN!*”

The cold, hard truth is that people DON'T CARE about you as much as they used to.

This is a bitter pill to swallow.

But the fact remains – people ARE NOT LISTENING like they used to and you need to REACT to this (and fast) to make a change for your profits and fight the downward trend. I'll show you how in a moment...

But it gets worse because...

## **Tell-Tale Sign #6. Refund Rates Are Thru The Roof...**

Customers vote with their feet. And if they don't like what you're putting out, it doesn't take long for you to figure it out.

Right now, refund rates are at an all-time high – I've heard nightmare horror stories from some marketers of refund rates as high 40%.

The sad thing is that many of these high refund rate products are solid, worthwhile and valuable products but the market is never wrong. *I* can say it's valuable and *you* can say it's valuable. But it doesn't matter.

**“The only voice that matters is the voice of the *market*.”**

And don't think that just because you don't sell your own products that you're immune from this worrying trend. It doesn't take a rocket scientist to realize that higher refund rates directly eat into your affiliate commissions and can affect advertising revenues you might be generating from your website as advertisers cut back and look for cheaper sources of traffic.

No matter what method you're trying to use to make money online – the sky-high refund rates across all industries will affect you unless you take action. These are tough times if you're unarmed for combat. And things aren't always what they seem...

But what's really scary is that we're seeing...

## **Tell-Tale Sign #7. More Offers But Less Buyers...**

What we've seen over the past few months is a dramatic increase in the amount of products and offers available whilst, at the same time, there's been a sharp DECREASE in the demand for such products.

What's happening here is that, in answer to a lower demand, many product owners are releasing more products (and more often) in the hope of either finding that one big winner – or just because it needs a higher level of throughput, in these apocalyptic days, to keep them in the level of income they've become accustomed to.

Just a couple of years ago, you could quite easily expect to see maybe one or two new major product launches happening per week. Fast forward to today – the Apocalypse Era – and you'll find two or three new major launches PER DAY! It's insane, it's dangerous and it's unsustainable.

We're all multiplying like a thousand swarming gremlins thrown into water and fed after midnight at the same time!

The noise levels in the marketplace are increasing to eardrum-piercing levels. And everybody's shouting louder and louder as they compete for the ever-decreasing attention.

But all this comes at a cost...

Customers are becoming more confused, overwhelmed and disillusioned.

They call this "CHURN AND BURN" – the idea that in order to make a decent profit online you need to be constantly churning out new products and 'burning' the old ones (or more accurately – leaving the old ones to gather dust)

And yet, those in the know, continue to crank out large sustainable revenues from internet marketing without resorting to desperate measures or sacrificing quality.

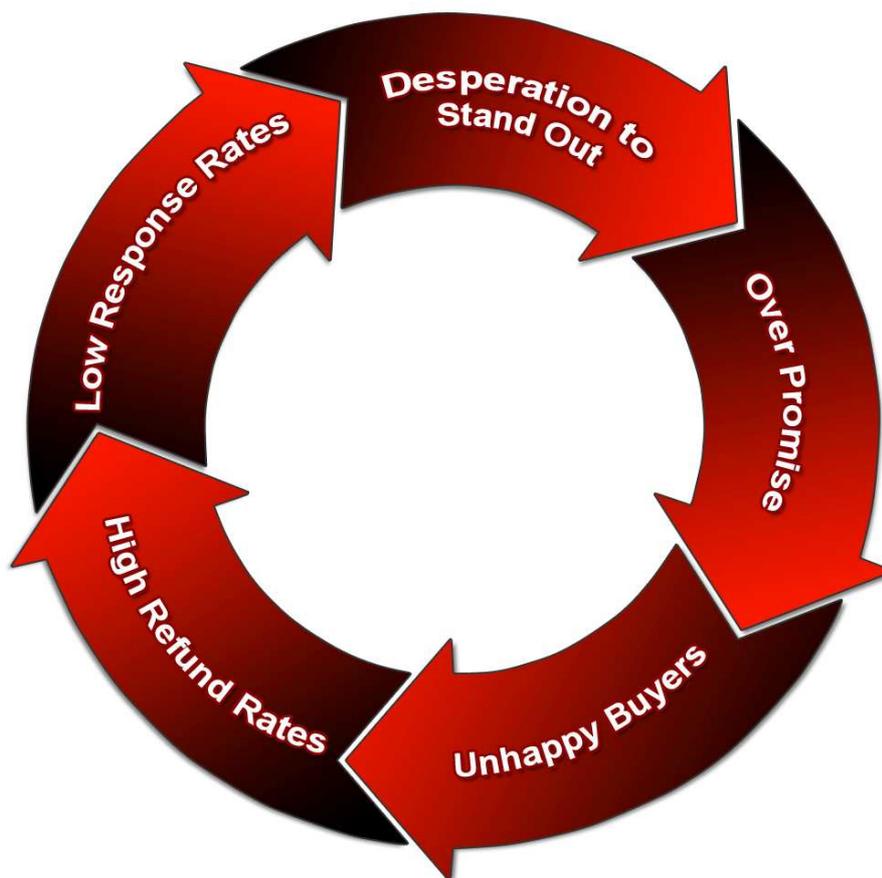
## “How are they making such large and consistent profits?”

They are making large profits on a consistent basis because they are BREAKING the vicious cycle...

## The Vicious Circle of the Apocalypse

It can be tough in the marketplace right now - low response rates are leading to desperation to stand out. Desperation to stand out is in turn leading to over promising. Over promising is creating massive churn and burn. And the churn and burn is creating unhappy customers all over the place which brings us all the way back around to low response rates.

I call this – the Vicious Circle of the Apocalypse...



*The Vicious Circle of the Apocalypse*

# All This Means You Won't Make Money Unless...

...you have a mentor. Period. No matter which way you slice and dice it – to make money online **you need an expert to show you the way.** And the easiest way to do that is to get a complete roadmap, blueprint and ongoing guidance from someone who's already been there and done it.

## What's the Answer? Get a Mentor!

The one simple change I made that turned me from debt-ridden dropout to millionaire in just a few short years was getting a mentor to show me the way.

The problem is that it's next to impossible to find the right person and if you do – it can be too expensive.

This is why I've decided to LEVEL THE PLAYING field and release a mentoring program that is affordable for all – it's called My Millionaire Mentor 2011 and you'll find out more about it in the link at the end of this Ebook.

Another critical factor in making money online is being able to develop some kind of relationship and **level of trust** with your prospect. Without this, you can kiss that cash goodbye.

But today, in the era of the Internet Marketing Apocalypse, it's harder than ever to stand out from the crowd, harder to get noticed and capture people's attention and harder than ever to make those all-important sales.

Now I don't have *all* the answers but I've got some solutions that **I've personally used to become a millionaire online** and I'm going to share them with you.

The way the market is right now you need to be thinking DIFFERENTLY to move forward. You need to be looking for DIFFERENT ways of operating and finding entirely NEW and DIFFERENT ways of communicating your message to your prospects and customers.

The answer? You need to start using the NEW P.R.O.F.I.T. MATRIX...

# THE NEW P.R.O.F.I.T. MATRIX

If you want to finally breakthrough and make money online you're gonna want to start using this stuff – it's what made me a millionaire. Now I'm not promising it will do the same for you but it's worked for me and many others out there who I've seen using the same tactics...

## P is for PERSONALIZE

**People buy from people** and making the interaction personal, experience-based and more *human* will buck the apocalyptic trend that is jeopardizing your online success. Here's your cheat sheet:

- 1 to 1 isn't always practical but use other ways to make it personal
- Videos make it personal but on a mass-scale basis
- Audios can also work
- Photographs of you and what you're upto work wonders
- Take time to speak to customers (shock horror!)
- Prospects need your attention too, don't neglect them
- Customers want that personal touch, send them thankyou gifts or downloads just to say thanks for filling your bank account
- Partners want to feel special too so go the extra mile to reach out personally to them to get their support
- Get out of your bat cave and get OUT THERE by picking up the phone, attending real live events etc.

## **R is for REALIZE**

Yes, you need to realize that unless you act quickly and change things then the proverbial is going to hit the fan.

But it goes deeper than that...

This NEW apocalyptic era is also about real-izing things. As in – *making them real*. Now, this doesn't mean you have to get a physical office – it just means you need to start treating this like a REAL business, not a hobby.

Sure, hobbyists will make *some* money online but when the big shakeout inevitable rains down its hellfire it will be those with a real business who'll be left standing. Those just “playing” at this will not.

To set your online business apart from others and not only survive but THRIVE during the internet marketing apocalypse you need to:

- Realize the urgent need to react and change
- Real-ize your business (make it real) by treating it with the seriousness it deserves
- Graduate from hobbyist to hero

## **O is for OFFLINE**

The smart, successful marketers have long-realized that using offline methods to find new buyers and convert prospects into customers is a great way of doing business. And what used to be a nice-to-have component to internet marketing has now become an essential must-have component for your business, because winning marketers:

- Take online leads offline to build trust, relationships and give more value
- Take offline leads online using simple sales funnels
- Counteract large-scale attention deficit order by using a simple postcard or phone call to make prospects and customers sit up and take notice
- Adapt online advertising for offline purposes (classified ads, direct mail)

## F is for FRIENDS

I'm talking about *real* friends here, not Facebook friends. ☺ What you need to do is become friends with your prospects. This is the little-known strategy of the current internet marketing age. You can choose to hide behind a faceless entity or pseudonym or you can step forward and make friends with the people who may bankroll you forever – lifetime customers.

Making friends isn't always easy but it's well worth it. Wouldn't you rather have customers and prospects who are your friends and fighting your corner rather than customers who would sooner throw you under a moving train?

This is a new shift in thinking that requires a radical new approach not seen in marketing since the 'old days'. In our rush towards the money and the way that everything is getting faster and faster every day we have forgotten about the most important factor in marketing:

Money exchanges hands when a *personal* connection is made.

How can you possibly hope to make a personal connection without getting personal and connecting with your prospects as only friends can do? Share parts of your life with them, share photos, share the good stuff and the bad stuff, get them involved, HELP them, ask for their input.

We all do these things every day with our real life friends so why not in our online businesses? The personal touch can go a long way – believe me, these tactics have played a large part in making me a millionaire:

- Make friends with your prospects, customers, suppliers, competitors!
- Share part of who you are with personal stories
- Go from a “this-is-business” mindset to a “this-is-friendship” mentality
- Givers' gain – the more people you help, the more you'll succeed

## I is for INTERACTION

Without interaction the internet might as well be ink on paper. It's the whole power of the medium – to allow two-way communication. We live in an age where product owners no longer preach to the masses from on high – they encourage their customers to INTERACT and get involved in the entire product-creation and marketing phases.

The exclusive Program I'm about to release, "My Millionaire Mentor 2011", was created in just such a way – my 100,000-strong list of internet marketing people TOLD ME what they wanted. They picked the *name* of the Program, they told me what they wanted me to give them *inside the Program* and they even picked the *logo* for the Program! ☺

If you're not interacting with your prospects and customers you're gonna go the same way as the dinosaurs. To avoid online extinction you need to:

- Get your prospects and customers involved in your business
- Ask them for ideas and input using surveys or simple questions
- Get them to create your product (ideas, most-wanted topics)
- Make everything you do online a two-way process

## T is for TRANSPARENCY

In this age of "get rich quick" machines and "insta-cash" promises you can understand why some people are hiding away behind hyped-up salesletters. And whilst this may work for the short-term, over the long-term you need to step forward and put yourself in the picture.

People buy from people (not faceless entities) so they want to see who you are, what you're like and most importantly – what the REAL story is behind what you're talking about.

This is an age where celebrities are Tweeting about their daily activities – transparent access to the reality of the situation is what juices people so pull back the covers:

- Show people what's really going on behind the curtains
- Do your marketing from a person not a faceless entity
- Don't hide – people want to get to know you and see what's really going on

## New Rules For a New Age

So there you have it – the NEW P.R.O.F.I.T. MATRIX:

P is for Personalize

R is for Realize

O is for Offline

F is for Friends

I is for Interact

T is for Transparency

Hopefully you can see by now that things really do need to change. And it starts with you – when you start seeing things in the new light you can start to move forward and break through that wall between you and money.

**OLD RULE:** Marketing to the masses

**NEW RULE:** Interacting with individuals

**OLD RULE:** Automate everything

**NEW RULE:** Personalize something

**OLD RULE:** Just being offline is so 1980s

**NEW RULE:** Just being online is so 1990s

**OLD RULE:** First to market, wins

**NEW RULE:** First to market personally, wins

**OLD RULE:** Churn and Burn

**NEW RULE:** Craft and Bring to Life

# Your Resolution for Wealth in 2011!

Isn't it time you made a firm RESOLUTION for wealth? This is the year to do it and TODAY is the day to get started. Here's how...

**Step 1 of 2. Click this...**

<http://www.MyMillionaireMentor2011.com/resolution/>

**Step 2 of 2. Post your COMMENT about the Ebook you've just read!**

Look out for the LIVE web training shows and email updates.

To your success,



*Michael Cheney*

**P.S.** You need to go here now and post YOUR comment about this Ebook:

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