

“I’m proud of you, Craig.”

I’ll never forget the day my father said those words after I showed him that I made over \$100k in less than 90 days with my little info product business...

Do you know how it feels to have the most important people in your life be proud of your accomplishments? (I sure hadn’t heard it for a long time when my father said that to me).

If you’re determined to succeed like I was and perhaps haven’t found the success you deserve yet, read on because I’m going to tell you about an unprecedented chance for you to learn everything you need to step into a million dollar opportunity with Nitro Marketing.

I wish I had the chance you have back when I was in my early twenties, fresh out of college, and it was time to prove to my PhD father that becoming an entrepreneur instead of going to grad school would pay off.

I know his dream for me growing up was to get a PhD and follow in his foot steps (even if he never really said it out loud).

He knows, better than anyone else, just how long I had worked and worked and tried and tried...and failed and failed to be a successful entrepreneur. I can’t tell you how hard it was to face him (and everyone else) during the 5+ years when nothing I tried worked at all.

All I had was desire... what I was missing was a proven plan.

Like the time when I was 16 and I tried to import European sports cars to the US. It seemed like a great idea. I could buy ‘yuppie mobiles’ like Audi’s and BMW’s in Amsterdam (back in 1986) for ½ of what they were selling for here.

I was adding up the thousands in my head knowing I could undersell anyone, even used car dealers, and still make thousands.

Well, as a junior in high school, let’s just say venture capital for my first wholesale car purchase was a bit hard to find. I was dead in the water when the laws changed and made importing ‘gray market cars’ virtually impossible shortly thereafter.

I quickly found out that there was more to success as an entrepreneur than I realized and my dream of having a new Porsche 911 by my senior year rapidly went up in smoke.

My father never discouraged me from my schemes, no matter how crazy...

Needless to say, by the time I was 23 and had my first direct marketing success...hitting a solid six figure pay off in 90 days...even I had to say I was surprised I actually succeeded.

I did, however, rush out and get the Porsche 911... even though I not only missed my senior year of high school... but college too!

Today, over a decade after my first big hit, I know what it takes to succeed and why it took me so long to make it.

Simply put...when it finally worked, I had found a hungry market and offered them a credible solution to their problem...and the money, the sales, the referral sales...all followed because that is how business works.

I just sucks how long it took me to figure that out...

Now don't let this happen to you!

Part of the reason I believe it took me the better part of a decade to reach a six figure income with my business was because I tried to learn it all by myself (if this sounds familiar... read on because I'm going to tell you about something amazing Nitro has cooked up).

Let me tell you, I wish I had access to all the information I do today back then!

If you can make \$1,000 a day (which is what 100k in 90 days roughly amounts to) and you spend 5 years screwing around with trial and error... you've got to ask yourself...

If you're capable of making \$1,000 a day (approx \$350k year) with the right knowledge and the same actions...you could have made that money sooner had someone just handed you the same experience you gained in 5 years of struggle.

So 5 years times \$350k is, oh, about \$1.5 million, give or take.

Nah, I wasn't a dummy for trying to do it all by myself, I was a complete fool.

But that was my journey...and I'm telling you this now because you're about to have an opportunity that even I would have recognized as just too incredible and life changing to pass up.

Before I tell you about it, though, I better explain how a similar opportunity (not even as big as what you're looking at) totally changed my life...

See, back in early 2003 Nitro Marketing took a chance and partnered with me to run a project they wanted to start...but didn't have the time for. They knew it would be a hit, but Kevin Wilke, Matt Gill and Eric Owens all were already going full steam on what they already had on their plates.

So they took a chance on an idea. Go find the right person who shares the vision, the drive, and the go for it attitude and drop them into a killer business plan and watch what happens.

With my years of direct marketing and sales experience, I had the background they were looking for...but I had no real idea what I was in for when I took the couple hours I spent on the application.

I just wanted to break out of the lucrative (but boring) consulting work I was doing at the time and get back to my roots in direct marketing for myself.

Honestly, I was one of at least 600 people who flooded Matt and Kevin's inbox with replies. And though I did have a special gut feeling, my mind told me to just forget about it and get on with my normal activities.

**Fast forward to ten months after they picked me
and I'd brought in over \$280,000 and we
hadn't even finished the first year.**

Now, a couple years later, I'm writing you this letter on a flight back from speaking at a \$5,000 private Breakthrough Copywriting workshop hosted by my friend and master copywriter David Garfinkel.

I'm a recognized expert on making profits with lists (after building lists of over 7 million names for myself and clients and customers) and a speaker at exclusive, high dollar seminars on email marketing.

I'll tell you some time about the truly life changing experience I had there, but just know that was a rare group and a rare opportunity that I am very proud to be a part of.

When folks pay more money than most Americans make in a month to spend a weekend listening to what you have to say...you know you're doing something right.

**If you had told me that 5 years ago,
I'd have laughed in your face**

Me? A sought after public speaker on the same stage with Michel Fortin, David Garfinkel, Brian Keith Voiles and Carl Galletti speaking on copywriting at a \$5,000 seminar???

Watcha smokin?

What did I know about how fast life can change (big time!)

Quite frankly, back in 2001 I was in transition and though successful by most standards, deeply restless and discouraged with my decision to leave direct marketing to chase stock option riches in the dot com circus.

So when I got the opportunity to return to direct marketing and have Matt and Kevin and Eric take me under their 'million dollar wings', dust me off and point me back in the right direction...I knew I was being blessed with a second chance to live my passion.

I had learned that a six figure income working for yourself was not at all the same as a six figure income working for someone else... And even if I was swinging multi-million dollar software deals I was no longer an entrepreneur.

Today... I click send to my list and do teleseminars or promote affiliate products (or my own soon to be released List Profit Secrets) and the money comes in like clockwork.

It truly is a whole different world.

And it's a world I want to invite you to join.

Here's what I've been dying to tell you about that's been brewing behind the scenes at Nitro....

You actually have a real opportunity to take on a genuine million dollar project with Nitro Marketing.

That's right, you heard me.

They have a true seven figure project on the burner and their looking for the right entrepreneur to step in and hit the ground running.

Only this time, not only is the up front opportunity bigger (by 400%) than what I did in 2003, but you're going to have a complete, step by step training course to walk you through everything.

Bottom line, all you need to bring to the table is desire and willingness to take action following the blueprint you're given.

Isn't that just the dream of every entrepreneur? It's perfect. You are looking at a big dollar, massive potential project with a proven platform to build from.

**Take a minute to really think about
what that could mean to you...**

Have you ever said to yourself, "if only someone would just take a chance on me, I'd show em'?"

Well, if you are serious, now is the time to step up to the plate.

You're going to be standing on my shoulders and benefit from all my hard won experience in email marketing and list building and use my profit system that I've proven in the trenches and you're going to use it to run this million dollar project if you are selected as The Entrepreneur.

**Think of it as a 'Nitro Apprentice'
program on steroids.**

Hey, right about now you're wondering why Nitro would entrust a genuine million dollar project to an unknown, huh?

Don't worry, they're not stupid.

This is for real. But you're right...there are some hoops to jump through.

After all, no one is going to drop a million dollar deal in the lap of some couch potato who just wants to chomp chips and grow their gut watching the boob tube 40 hours a week while they hope for the 'miracle million' to fall lotto style into their lap.

Nope, this opportunity is not for everyone and to give you some perspective, I've been known in my career to stay up at much as 87 hours straight to get something done when that's what it took.

I'm not saying you'll have to do that...but it would be great if you knew in your heart that you'd truly do whatever it takes if the need arose.

That's the attitude that will carry you past any obstacle

And that's a lot different than most folks out there who want to just get rich without working for it at all.

The get rich quick mentality is a terrible disease that I once had and I fell for every pie in the sky 900 number, MLM, phony-mail-order-scam there was before the age of 19.

It's a disease because you don't get rich for doing nothing but it can take a long time to get the idea out of your head once it sinks in.

You don't get positive results without providing value first and serve people who want what you have.

With that in mind, Nitro wants to add another notch in their belt. Their projects have created over 12 powerful success stories by applying their "Nitro Mindset" driven success model to serious entrepreneurs.

And Nitro is going to pick 1 person out of the first 1,000 who buy my new course to be "The Entrepreneur"

Using my long awaited List Profit Secrets course as the training foundation, Nitro is going to allow just 1,000 people who buy my List Profit Secrets course to step up and show what they can do in 60 days and then pick from that exclusive group.

I have to say, this part makes me blush a little. Matt and Kevin know that if you follow what I teach you in my step by step course, you will have the training you need to hit a home run with their 'million dollar baby' project.

In case you don't know the first thing about email marketing (and that is fine, as you'll see in a moment)... here's a small sample of what I reveal in my course.

- How to write killer, irresistible emails that bring in orders like crazy...almost without fail (even if you have no idea how to write now).
- The simple technique that will get your email campaigns to sail past the deadly 'spam filters' that kill the profits of unsuspecting newbie marketers.
- How to have total confidence that you are sending your list EXACTLY what they want to hear about...and virtually assure yourself of big fat profits every time you click send on a promotion.
- The simple, step by step way to comply with the Can Spam law...and the silly mistakes that others are foolishly making.

- A clear, easy to understand and use action plan for building your list...no matter what your budget is (it doesn't matter if you are penniless...I can show you the very best ways to build a list).
- My 'down and dirty' method for getting emails READ and ACTED UPON right NOW. Never again worry about your emails getting lost in the pile in your subscriber's inbox.
- A powerful, 'take no prisoners' way to stand out from the competition and command loyalty and responsiveness from your subscribers...even when a hoard of other people appear to be offering the same product or service.
- How to position yourself as an authentic expert with your list...and in the market place -- and how to DOMINATE your niche and become THE expert if you choose.
- Why you should NEVER send this popular kind of email... and why you are probably guilty of this mistake (or will be) if you don't hear my secret email format that is 100% better.
- My sure fire formula for building credibility and a rock solid relationship with your list...from day one (and the HUGE mistake that unsuccessful marketers make right off the bat that kills their results).
- How you can make a full time, six figure income from home...with just a SMALL list (and exactly how to build such a list quickly and easily).
- And much much more than I can go into here... but I can tell you that you get my private 308 page killer email swipe file!

Now I know you don't have my course yet because... it hasn't been released yet.

I've just put the finishing touches on it and the feedback from those who've seen advanced copies of just parts of the whole course are chomping at the bit to get their hands of the whole thing..

See, if you've struggled with email marketing (or heard someone grump that email marketing is dead!) it's because no one up until now has taught about all three of the keys to list profits.

Sure, there are techniques for 'building a list' that you read about and there are profit strategies all over the place.

But as you probably have noticed, that doesn't do you a damn bit of good unless you can put all of that together with a solid understanding of the simple (yet largely unknown) list mailing and managing methods.

Hey, when I speak at a conference and ask the audience if they have any questions about...

- Whether to send text or html emails...
- How often to mail their list...
- How to 'secretly train' your subscribers to want to buy from you without a pitch...
- How to comply with the Can Spam law...
- How to pick an autoresponder company...
- How to format their email so it will look good every time...
- What specific strategies you need to use to make sure you only send people what they want...
- The sure fire way to know what your list wants and how to give it to them for profit...
- The killer email sequence that boosts sales and increases readership...
- What to write about to bond with your list (and what never to do)...

...the hands in the audience shoot up like rockets.

Nobody is teaching this stuff. But...

**You can't succeed in email marketing today
without this knowledge.**

That's why I was invited to speak at David Garfinkel's Breakthrough Copywriting Seminar.

Fact is, if you want to learn how to do email marketing and list building like I do... you have to either get someone like me who is making real money mailing their list and convince them to train you personally (good luck), or you have to learn the hard way like everyone else who's made it work.

Until now, there was no single course that tied all the pieces together.

And that is why Nitro has selected this course as the foundation of their search for The Entrepreneur who will get the million dollar project to step into and run with.

But it's not for sale yet...

On March 15th, 2005 Matt and Kevin are going to grill me about my List Profit Secrets on a very special FREE NitroWebcast.

I've promised to reveal...

- What The Three Keys To List Profits are...
- How can you almost guarantee your subscriber will want to read any email you send
- **How can you setup a system that creates profits for LIFE**
- **5 reasons why people struggle to build a profitable list and how to easily overcome them.**
- **What are the 4 key questions you must ask yourself before building a list**
- 4 proven methods for getting subscribers.
- **6 secrets for managing and mailing your list for maximum profits**
- **What is the biggest email marketing mistake that nearly every Internet marketing guru is guilty of?** You're being taught something that will kill your email profits.
- **5 secrets to getting your email opened right away**
- **5 ways to compel your subscribers to read your email and take action NOW**
- **What are 4 ways to make money from the 'captive traffic' that you can direct?**

With the buzz that is already flying about this webcast, you want to make sure that you grab a spot early (we're expecting over 20,200 people to sign up).

Grab your spot right now at...

<http://www.NitroWebcasts.com>

Remember, the fastest way to learn something is to have someone who's done it teach you (the slowest, and most painful way is to try to teach yourself as my story proved earlier).

Can I share something personal?

My mother died in 1993 of cancer.

If I had gotten my 'stuff' together just one year earlier and become successful, my mother would have been alive to see it. I can't ever fix that.

I know she loved me no matter what... but there is something final and unfinished about how she last saw me... as a struggling entrepreneur who was just full of dreams with a rag tag bank account.

I know, it's a point of personal pride that my 'oh so hard to please' PhD scientist father slaps me on the back and talks me up with his peers (and anyone else who'll listen).

But still...I think you know what I mean.

So I am very passionate about getting results fast.

And I am very passionate about the personal freedom that comes with being a successful Infopreneuer... and to do that you need a profitable list.

Oh, and please don't get me started on the whole job thing.

I've tried it, and it sucks.

I missed more time of my middle son's life than I can ever forgive because I worked for grueling travel filled jobs that paid well but cost a lot (if you know what I mean).

That's why I believe so much in entrepreneurs who take the risks, put in the sweat equity, and create products and services that help people solve their problems.

We're doing good work... and we get paid accordingly (at least once you know what you're doing).

Let me put it to you this way...

Imagine flipping on your laptop and checking your email and watching the “You made a sale” messages fly in and fill up your inbox.

It happens all the time but I never, ever, will get tired of the rush.

You will have choices... do you want lunch by the pool or out at your favorite café with your spouse or a friend.

And you can go to your kid’s ‘extracurricular’ activities that really are irreplaceable and not to be missed (what a tragedy that some people’s jobs keep them from experiencing the finest moments of their lives...and it’s the kids who have to pay the most).

Yeah, and let’s not even talk about divorces caused by money issues (over 55%!).

When you have a successful Infopreneur business cranking out cash you live in a different world.

Hey, you can order whatever you want from the menu at really fancy restaurants (who cares about that right hand side of the menu with all the silly numbers).

Get the Filet... and all the side dishes (you don’t have to finish them...or get a doggy bag). And don’t skimp on the wine.

You’re rolling in dough with your million dollar project that a scant time ago you’d never have dreamed would be handed to you on a silver platter.

But it can.

Now, I know you may not be the ONE who gets that spot.

Sheesh. There are 1000 people who will be competing.

That’s ok, there are other amazing projects too... and even in the ‘worst case scenario’, what’s the worst that could happen to you??

You have started a list and know how to make money with it!

You’ll know more than 99% of the struggling folks out there who don’t have a clue what they are missing and can’t figure out why they don’t get people to sign up and can’t get them to buy anything when they do!

That's pretty important in my book.

And, if you're in a business now and you don't have a list, I've got news for you.

You don't have a business...you really have a high risk job. And that is not a pleasant feeling... you always have to hunt new customers and can't rely on word of mouth.

A profitable list is like an endless stream of income that you can generate on command when you do it right.

And that's what I'm going to teach you how to do.

So you definitely want to catch the FREE webcast on March 15th at 8pm Eastern. Remember, this webcast is going to be packed.

Grab your spot at...

<http://www.NitroWebcasts.com>

Remember, I going to get grilled and spill my heart out...and share as much as I can in 90 minutes.

Plus, we'll talk about exactly how the search for the "1 out 1000" is going to go down.

**If you're not where you want to be in
your business right now... make sure you
attend this webcast.**

A year from now, people are going to look back on this and the person selected is going to be a totally different person.

Imagine, a million dollar opportunity dropped right in your lap. To find out more, all you have to do is go sign up for the free NitroWebcast and attend on March 15th at 8pm Eastern.

<http://www.NitroWebcasts.com>

At this point, I can't tell you if you will be the one, The Entrepreneur.

But what if you go for it all out, nothing held back?

**There will be no prize for being
a bench warmer here**

Not this time.

What if this is your one big shot?

What if simply by playing you get momentum and blast through things that have held you back so far?

What if inside you there is a greater untapped version of you, just waiting for a chance to show what you can really do?

I believe that inside each and every one of us is unrealized genius that simply sleeps until we wake it up.

Let's find out... Get on this free NitroWebcast and get the whole story.

<http://www.NitroWebcasts.com>

See you there!



Craig Perrine
The List Profit Coach