

Special Note: This is by probably the most powerful newsletter I have ever written. It covers some important principle's that I will be putting in my ButterflyMarketing.com project and the information in this newsletter could easily sell for \$97 itself.

Please **print** this newsletter and take the time **to read every word**. It's that good. Fell free to distribute it to your members as well.

The MikeFilsaime.com PowerMarketing Newsletter

Friday, April 15th, 2005



Mike Filsaime Teaching Butterfly Marketing In San Antonio, TX In March, 2005

Mostly Unknown Marketing Strategies and Tactics to Explode Your Business

Tap Into The Mind Of Mike Filsaime

IN THIS ISSUE:

- The Real Mike Filsaime – What you never **really** knew about me
- **Pictures** And **Secrets** From The Big Seminar
- FiresaleSecrets.com – **SHOCKING Secret Case Study** in Viral Marketing
- **"ButterflyMarketing.com"** Coming Soon

The Real Mike Filsaime

Dear Friend,

Would it be O.K. if I ask your permission to start this newsletter with some non marketing personal stuff about me? And then get in to the good stuff....

Yes, I am just writing to give you some great content and let you in on some personal things... If that is cool with you :-)

But before I do that, let me tell you some more about me that you may not know. The reason I want to share that with you is so many people thought I was older, more intense, and unapproachable based on some ugly pictures I have up on some of my websites.

Here are some facts for you that I hope you find interesting if you did not know.

- I am **37 Years old** and was born in October of 1967. (Scorpio for those of you that like that stuff.) The reason people think I am older is because I put a picture up on my Expansion-Sale that I found from Google of some guy in a court room. Many people thought that was me.
- I was born **on Long** Island, NY and I live in Holbrook, NY still on Long Island.
- **My father is French and my mom is Sicilian.** (Many people like to ask where I am from. I have a certain look that does not jump out at you very easily. Most folks think I am Italian, or Latino. Some Filipino... and others even wonder Middle Eastern. In fact, a few have thought I was Hungarian because I helped promote a cookbook for a friend called, 'Hungarian Cookbooks.' I always chuckle when I hear that
- I studied Computer Science at NYIT but only for 2.5 years while I was working in the supermarket business as a dept. manager.
- In 1990 I followed my Fathers footsteps and **entered the Car Business.** (My dad was a Dealer. He owned a car dealership and is now retired in California.)
- **1993** I became a sales manager. I also did some F&I (Finance and After-sale) for a few years following.
- I am married and I own my home. I have 3 cats' names Woody, Frankie, and Bugs. We have horse too... his name is Earnest. My

wife likes to ride Equestrian style and she enjoys competing as well. Me? I look for handle bars when I get on a horse, LOL!

- **In October of 2002 I started online for the first time.**
- In **October of 2004 I retired from the car business** for good. I left a job where I was making over \$150K because of what Online Marketing was able to do for me. I now only work from home when I want (seems like 24/7 sometimes.)
- We drive a Toyota Sequoia and a Mazda 6 (Mazda is mine, Zoom Zoom.)

The Crisis in My Life

Over the years, I have had my share of troubles. I have had a devastating financial time in 1998. I will not bore you with details, I was part of a 6 team real estate investment firm where 5 of us we conned out of over \$400,000 and our credit was destroyed as we had signed for many investments homes where the rental income taken in was embezzled by our crooked partner. I had 4 foreclosures, 2 repo's (Car I signed for him) and even a Motorcycle repo.

As you can imagine, it was a very hard time for me. I even had to get my parents involved (at 30 years old) to help me save my house.

Live and learn they say. I was at the dealership at the time. And at that time, Wayne had lost his brother in Trinidad. MY friend Lori had breast Cancer. Carl had a triple By-pass. Ron lost his Mother. Joe lost his mother. John had both parents have a stroke with in 3 weeks. And Tony's wife was recovering from breast cancer and going thru hard times.

All that happened in the same year. It made me think, HEALTH is the only thing that matters in the world. Would you trade with a billionaire on his death bed? So I realized, what the heck am I so sad about? A score on a piece of paper? Money? Lost possessions?

You see, that was a revelation to me. I realized that when you have your health, you have a future. When you have knowledge you can start again. How many people in this world would love to trade with a 30 year old with no money and bad credit?

I bet there are millions of people that would have lined up! I had no more time to feel sorry for myself. I was making 6 figures and was fit as a fiddle. My family was healthy as well.

It was at that point I realized... Happiness was a state of mind.

Let's Fast Forward to 2005

Well, back to current times. I just wanted to let you know the “real me” and not the photo or the brand MikeFilsaime.com

I try very hard to brand myself as a successful professional online (and I do that because I want to portray what I feel I am.) But, I do not want to ever come across as acting like I am perfect... I am far from it.

Have I had success online? Yes! Since January 1st, 2005, I have made almost \$300,000 just online. In 2004, I made over \$200,000 online. I have some great stuff to share with you so I want you to look out for these newsletters.

These are the pearls in all of my promotions I do each month.

I have so many issues I struggle with just as many of you do. Maybe not financial at this time, but struggles none the less. I suffer from a mild case of obsessive-compulsive disorder. And even minor tourette syndrome. You may not notice if you just met me. Hang around me for a few weeks and you will start to notice my little “ticks”. They drive my wife crazy! :)

I am also sad that my family is spread all over the country as well. I will be traveling this year to see them now that I have all the time I want on my hands.

I have not seen my sister in years. I felt so bad about it, I bought her a lap top when my dad told me she needed one to help with her studies but she was saving the money. She sent me an email this week. It was the first time she ever said the words ‘I love you.’ My family is like that. We do not get very sentimental or even send cars during the holidays. We always make sure to call. That’s just the way we are.

My Only Hero

My Dad. My father is the only one in this world that sees me the way I think God see his son. My father has always had faith in me and has always brainwashed me that could not fail. He was a pain in the ass growing up with all that , “get your elbows, off the table stuff... and Don’t talk with your mouth full.” He just wanted to raise polite kids that had respect for others.

I am somewhat emotional as I write this right now (sitting in an airport terminal.) I think I will take a break from this letter and call him now to tell him how much I love him.

You see, my dad has a nickname for me. “Top Shelf” I chuckle as I tell you that but I am just happy to make him proud. He is proud of all of his children, despite or short comings.

My dad as found his way to my newsletter!

No bull! He joined my newsletter and now asks my how is ‘Mark Joyner’ doing, or ‘Who is this John Reese guy?’ ... LOL

He even gets on my tele-seminars and eaves drops on the calls. He then sends me an email to critique me. (On my gosh!!! How embarrassing.) What really scares me, is I think he is starting to get addicted to this shi* like we are ;)

Anyway... I could go on and on. My point was to simply let you get to know it if you cared to. I have over 100,000 members on my newsletter. Many not even sure how they got on. Perhaps you do not even know where.... If that is the case, please go here to see... <http://www.replytomike.com/opt.htm>

That will tell you how you may have found your way on my newsletter ☺

Next page: Pictures And **Secrets From The Big Seminar....**

Pictures And Secrets From The Big Seminar



Ted Ciuba



**Tellman and his GF From
ListCrusade.com**



**Carl Galletti, Shawn Casey,
Me, Michel Fortin**



Alice Seba



Armand Morin



**Chris Morin, Joe (Armand's
Goto Guy,) Armand Morin**



**Michel Fortin and
John Reese**



**Armand Kicking Butt
Singing live on Stage!**



**Ralph Zuranski and Andy
(John Reese's Affiliate
Manager)**

All of the pictures are courtesy of Ralph Zuranski (Above) from his site



<http://insearchofheroes.com/>

See more 'ALL The Pictures' by clicking on that link above.

SECRETS....

The secret is... there is no secret. You get to mingle and meet some of the biggest names in the business. And they get to meet

YOU!

Imagine getting to have breakfast with John Reese. A drink with Armand, Lunch with Shawn Casey, and dinner with Carl Galletti. Well I did. I am currently putting together some big joint ventures.

Here is the deal, I am not trying to sell you on anything here. I just want you to know that you need to find a way to get to these seminars. You learn so much and get to have a great time! You get to network and you can't put a price on that.

You see, your income is the average of your 6 best friends. Don't believe me. Do the math yourself. What is the easiest way to increase your income, network with those you wish to be more like. You need to get out of the house to do that.

I paid for Michel Fortin's great package and I joined a workshop for public speaking. The same workshop Armand Morin and Alex Mandossian attended to perfect their craft.

You see, I practice what I preach. I pay the best to learn from the best. So often I hear people screaming that all we do is promote these courses. Like we are hypocrites. The difference is I pay for them and take action on what I learn. And all of those that are successful do the same.

Recently I promoted a course from Shawn Casey. A member of mine replied to me, "*Just another How to make money on the internet course about how to make money on the internet*" **Man, some people just don't get it!**

Shawn Casey has made Millions, several times over, NOT in the how to, but in niches. He has taken the time to share it with people. Yes, he will make money from it. Hey, if you found a great way to make money in real estate, would you love to sell 1000 courses on it at \$1497, make 1.5 Million to teach others how to do the same. I could go on and on with that, but I won't.

Another person posted in my forum, "*seems expensive to me.*" **EXPENSIVE compared to what? Do the math!** If the course can change your life, set you on the path to making 6 figures per year, each and every year, can you put a price on that? Please... Man, I hate hearing from nay sayers! **Is a Harvard education too expensive? STOP!!**

Case Study! I recently purchase a Cory Rudl course. It came 1 day before I want to Atlanta for the Big Seminar. I took the DVD's with me. I watched them on the plane in my portable DVD player. **I found a pearl!** So I took the advice, got up in my hotel room, used the strategy and sent an email.

The Result...

26 Sales of [John Reese's TrafficSecrets.com](http://JohnReese'sTrafficSecrets.com) **\$25,922 from 1 email.** \$12,350 commission from 1 idea I learned from the Cory's course. So that is why I crack

up when people knock me or others from buying these courses. It's is so easy when you take action on what the experts teach you.

If you are interested in Shawn's Course, you can find it with a great Bonus Package I put together with Carl Galletti when we had dinner together. You can check it out here. <http://www.livecallnow.com>

The Final Lesson About Seminars!

What you need to do is decide YOUR NICHE. How you want to make money online. Niche Marketing, How to, Public Domains, Ebay, Affiliate Marketing.

YOU NEED TO DECIDE FIRST!

You see, the BIGGEST MISTAKE newbies make at seminars is they hear how this person makes money on Ebay, so they say, "*I need to start an Ebay Business.*" Then they see how someone makes \$400K per year with CommissionJunction.com and they say, "*I need to become an affiliate Marketer*"

Or , I need to make money with Adwords, niche sites, list building, MLM.

Whoa... Stop for 1 second. **FOCUS-** Find which one of those you are passionate about and stick with it! ***Successful people make decisions swift, and change them slowly. Unsuccessful people make decisions slowly and change them quickly.*** See how that can hurt you.

Plan your work and, work your plan. Then when you decide what to do, take "**pearls**" from the experts and see how **1 or 2 things** can be used in **YOUR business plan.**

You see, I did not take Cory's course and change everything I am doing online. I found the PEARLS and applied them to my business.

If you are starting out right now, I would suggest Shawn's course and also John Course. First Shawn, because he teaches you how to find the hot markets. Then Use John's because it teaches you how to get the traffic to the sites. They really compliment each other well. They are focused on 1 area, and not a bold course on just the basics of 101 areas. I prefer courses like that.

Remember, you need to take action continually. Buying a course or going to a seminar is not the only step.

You need to **OPEN the package** and **learn the course.** Man, it is fun. Not like college was. **IT DOES NOT STOP THERE EITHER.**

You now need to apply what you learned. To get to the end of the journey, all you have to do is take the first step.

FiresaleSecrets.com – SHOCKING Secret Case Study in Viral Marketing

What I am about to teach you is something that I believe is the only model online that works like this. **Quite frankly, it is somewhat ingenious.**

I do not write a newsletter about how to make Money with FireSale's. Know why? Because I made a course out of it. Yes, a \$97 eBook and audio course.... **But I am giving it away for FREE!**

Before you run over there, to get it, let me tell you why. I knew that a topic to teach ALL MY SECRETS on how I make \$50,000 in sales in 5 days keeping \$37,000 profit for my self would be a hot seller. And when I told how I did successful sales several times I knew I was on to something. I also have a few friends that do the same thing. So I got them on a call and we had MasterMind sessions on the subject.

I do not want to boast, but I am one of, if not the best expert when it comes to these types of sales. In fact, I was recently teaching my strategies to **Joel Christopher** and he used them to the T, for his sale. It was one of his most successful sales he has ever had.



Me consulting with Joel Christopher (the Master List Builder) and Carl Beeman

Pay Close Attention

What I am about to share with you had some people in a state of shock when I spoke on the subject.

You see, I could have created this ebook, sold it for \$47 or \$97, had great sales, and watched it turn in to a 1-2 per week ebook after a few months and the moved on to another project. All the while it would convert around 1.5% to 1.75% on sales.

But here is when I had a brain storm while in bed and I woke up in 4AM to write down my idea.

You see, I am a master at marketing with a times sensitive, value driven offer, and a great discount. Known to those in my circle, as an 'OTO, or one time offer.

An **OTO** works, like this, people join you site, and you offer them a great package at a huge discount, But only a once shot deal. These offers can convert as high as 7% for a \$197 sale.

If you need me to slap you now to get my point across, let me know. That is huge. And I hope you know where I am going here.

Side note: I have used OTO in viral membership sites before and had success as far as getting 21,000 members in 3 weeks and making over \$50,000 in sales in just those 3 weeks. But that is for another newsletter

So I started thinking... If an ebook, even if good, converts at 2% at \$47, would I be better giving it away for free and having an up sell that converts at \$97 at 7% ?

That was the most important line in this newsletter.

Go back and read it again.

You see, if I give it away for free, I can get more eyes, for a longer period of time, to see my better converting sales page that sells for twice the price.

MATH

Conventional Method:

1000 visitors x Viral Factor 0 = 1000 visitors x 2% conversion
= 20 sales x \$47 = \$940

New method!

1000 visitors x Viral Factor ? = 2500 visitors x 8% conversion
= 200 sales x \$97 = **\$19,400**

Oh My gosh! I hope you see what I am doing. It can change the way marketing is done online and I will not be telling many about this. What I just shared with you is worth \$10,000. I hope it is sinking in. If not, read this section twice!

What I did with FireSaleSecrets.com was using an ebook as the **leverage.**

Side note:

Here is the mistake many people do when they offer resale rights. They allow anyone to buy the item. Now that person has rights. He now takes the item, loads it to his domain, and allow the 'his' customer to download it their.

The mistake is, the original creator has no idea of the new customer. The key is to make everyone with rights. Force the customer to have the item (ebook or software) downloaded off YOUR server only after an optin. (It is easy to control. You just put a fraud warning on page one of the PDF file making sure the user downloaded it at your site and how to contact you if they did now to report the fraudulent reseller.)

You see, my new book comes with free rights, but you must send the customer to my site to get the ebook.

So let me explain how my project works.

- Great Product worth \$47 – Subject : FireSale's
- Give it away free.
- Give free rights to giver it away.
- I control the product download, so I build a list
- It has a one time offer, so I make money
- It comes with rights, so it makes it self viral
- I pay the promoter (you) instantly – You keep promoting
- Can be used as a bonus on your sales pages
- Can be used to get you opt-ins
- Can be mailed to your list
- New members come in, and the cycle starts all over again and never ends.

Wash, Rinse, Repeat marketing.

Now, in **Butterfly Marketing** (*A term I coined*) , you put small changes in place that have huge a dramatic effect over time. (Like a butterfly flapping his wings can change the weather from sun to Tsunami months later.)

You see, there is what I call the (*another term I coined*)

x
V

The Viral Exponent. That is for another newsletter as well, but the x must be a high number to keep the site viral. If it is 1.0 , and you get 80 members today, you will get 80 tomorrow and the next day. If it is 0.90 , you will get 72 the next day, 64 the next , and so on till you hit 1-3 per day.

So if you want a great viral site, you need to put some butterfly's in place. Great banners, email letters, site forms, and cool looking affiliate links that are pre set in the members tools.

I did not even officially launch the site and if you put "FireSale Secrets" in the search engine you will see sites have my Butterfly's working already. Here is one I just found <http://www.webmasterinvestments.com/>

See that has forms codes I provided to my members. **Adding these tools will make this site viral for years to come.**

I could get just 1 member from that that has a list of 100,000 members that sends an email to his list and will start a tidal wave or viral avalanche to the project for months to come.

Customers come, they join, buy the up sell, promote the site, repeat for ever.



The bottom line is I make money forever! If it slows a bit, I send a note to my list every 6 months to kick start the heart again, **(Clear!!)**

And I build a huge list. If I just tried to sell this as an ebook, the success would die out in a few months and then it would sit on the shelf. This project will get me into the view of almost every internet marketer for years to come.

You can use this secret strategy with short versions of your current ebooks, trial versions of software to have **an up sell** for full version and a discount.

The other idea I used, is I made the affiliate link look like a thank you page URL.

<http://FireSaleSecrets.com/thankyou-page/29>

By doing that, it makes it seem that the person clicking on the link goes to the thank you page and bypasses the sales page. I have **NEVER** seen any marketer do that. In fact, I even made the [sales page](#) look like a thank you page. I have **NEVER** seen that done before either.

<http://FireSaleSecrets.com/thankyou-page/29>

Is just simply a brilliant campaign.

Case study...

I told only 100 test people about the site.

In 24 hours I have

- Members -- total: 1522 (Copy Paste from My admin)
- Total Sales 79 x \$97
- Gross sales = \$7,663
- Affiliates earned = over \$4000 instantly to their paypal account. (Or stormpay)
- Multiple up sells in side the members area for other items

I predict the site to get me 40,000 members in the next 6 months. And total sales of over \$200,000 of which I will keep over \$100,000. Set it and forget it site.

In the next year, it can make me over \$150,000 net income. That would never have been done as just an eBook. I am sure of that. And then it will go on for years to come.

If you want to check out the site, please go to <http://FireSaleSecrets.com>



ButterflyMarketing.com Coming Soon!

Coming this July I will be telling launching ButterflyMarketing.com – Small changes you need to add to your marketing that can have a huge and dramatic financial effect over time.

I have only shared a few things with you but I can assure you. If you like what you see here you will love BM.com. And if you like the sites and scripts I use, and want to know how to get them too, you will really love it.

I really hope you enjoyed this newsletter.

Fell free to pass it along to your list. Send them to

<http://www.mikefilsaime.com/mikefilsaimenewsletterApril2005.pdf>

Your members will really enjoy this as well.

(That is a little BM right there)

Next Issue (May) I will discuss

- Secrets to a pre launch – How I get 5000 members In 5 days.
- The 8 things you need to do to make your sites viral
- Many more secrets from the “Mind of Mike Filsaime”

Thanks,

**Mike Filsaime
MikeFilsaime.com, Inc,**

If you want to learn all about my sites please go to

My Sites

<http://mikefilsaime.com/mysites.htm>

Coming Soon

<http://www.paydotcom.com>

(Middle May – Beta testers no longer needed)

Join this newsletter, read back issues, and see my Blog, go to:

<http://mikefilsaime.com/>

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