

New!* Guru Craft Ebook With Mrr*

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Discover The Secret Of Achieving SuperFast Credibility Using The Same Techniques The Gurus Use"

What's possibly the single most important factor when it comes to earning online? Traffic? Possibly - but you can buy this should you need it The Product? - We both know that some of the best selling products of the past years have been mediocre The sales page? - Perhaps - but again you can pay someone to write sales copy for you should you need it. I firmly believe the most important fact in making money online is..... Sales copy, loads of traffic, affiliates, having flashy graphics, a wanted product and all the other trappings of internet marketing may help, but I firmly believe that the single most important factor in making the sale online is trust. Potential buyers want - need - to know who you are, what you're about. Can they trust you? Do you know what you're talking about, or are you about to disappear with their money? The gurus know this and spend a huge amount of time and effort in making sure that they are perceived as experts - gurus - even though many of them know less about a given subject than you and I. You think I'm joking? Think about this - many gurus are extremely successful in tens of different niches. Do you really think it's possible to be an expert in dog-breeding, hang-gliding, self-help, tattoo removal and another ten or twenty different subjects at the same time? Of course not. But it's relatively easy to be perceived as an expert in them all. And that's all it takes. You just need people to think you're an expert, not actually be one. You think this is dishonest in some way? That's up to you. I think it depends on how you present yourself and what value you're actually providing with your product or service, but.. What I'd really like to show you though, are some of the easy ways the "gurus" do it. But you don't have to be one for that, I'll show you how easy it is for you to do it and gain credibility "overnight": Introducing... With a few simple techniques you can be perceived as an expert in your chosen niche, topic or field with surprisingly little work. The gurus know this and have been using these simple but deadly- effective techniques for years. Think about it - think of a subject and Google it - you'll instantly come across 'experts' in the niche. If you start digging down into why they're considered experts, you might have a few surprises. Firstly there will be genuine experts. For example the golf pro who retired and wrote a book about how to improve your handicap, or the nutritionist who discovered a natural remedy for acne and

wrote it up in her book. These guys are the genuine experts - the ones that 'do' the thing they write about. On the other hand you'll find the internet marketing experts - the people who have usually not practiced the thing they write about. The dog trainers who may not even have a dog, or the baldness remedy sellers who have a full head of hair. But these guys are perceived as experts because their names crop up on almost every google search you do on their niche, and many of them are making tens of thousands of dollars from it. Now you may think this sounds dishonest but it's just marketing. Half the movie stars who make TV ads in Japan for cars or financial products have never used them or driven them but they're happy to get paid for selling their trusted status as a household name to push the product to viewers. There's a recognized difference between marketing and misinformation. How you use the information in this book is up to you. It contains nothing dishonest, illegal or in my opinion even questionable. just powerful, effective techniques that will allow you to master the ESSENTIAL art of gaining credibility. Credibility sells - it's worth a lot of money to you or any marketer. If you market online then being perceived as an expert can have a huge effect on your sales. Huge. If your sales in your particular area aren't what they should be, GURUCRAFT could be the answer. What would your recognized credibility be worth to you? - Potentially an unlimited cash flow, right? Another benefit you get by following GURUCRAFT is most targeted traffic because you're building virtual real estate of finest quality. Once put in place you'll profit as long as you market in this field and it will set you up far ahead of your competition. You're lucky today. You're one of the first persons to see this essential guide. Therefore I'm willing to give you these powerful tips and strategies for a fraction of its value. Are you ready to take action now? Tags: mrr

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