

# **The Art of Being Stupid Online**

Michelangelo Lopez

Formerly Stupid

## **Forward**

This eBook is not intended to bash anyone, anything or any 'guru' or Internet platform, or MLM or Biz Op found online. I ask you to take the advice my preacher dad used tell me when it came to his sermons, "Eat the meat and spit out the bones" and in the end it is my hope you will be delightfully filled.

Of course, many 'gurus' are going to have quite the upset stomach, an awful nauseating feeling, and the uncontrollable urge to pick up their phone and curse me into damnation. Yes, 'the truth may set you free' but it also angers a lot of people.

The Internet is today's gold rush, creating more millionaires and doing so faster than any other medium in history. 'The Internet (source; Get Rich Click) has created more opportunities for "the rest of us" to get wealthy than did the telephone, the telegraph, radio, or television.' Yes, the Internet is without a doubt today's 'gold rush'! But just like the California Gold Rush of 1849 not everybody made money, not everybody was dancing happily, not everybody got rich, and, in fact, a good many people lost a lot of their hard earned money. In short, a lot of people found themselves FLAT BROKE. Can you say the word 'Fool's Gold'? And not just 'Fool's Gold' but how about 'Fool's Shovels', 'Fool's Diners', 'Fools Picks', 'Fool's Instant Gold Finder'...

This eBook is all about helping you stay away from the 'Fool's Gold', helping you make an educated decision when considering a Biz Op to join, and helping you make less stupid mistakes that we so often make online. Be of Good Cheer, I certainly understand, that is, a lot of our stupid mistakes come from our relentless desperate desire to earn riches online. Nobody can blame you for that.

So now let's learn about STUPID so we can finally start earning that crazy money those Silly Willy stupid gurus talk about.

## chapter 1

# Two Little Green Martians With Pointy Fingers

Two little green Martians with long pointy fingers arrive on Earth after a 3 day journey. They land their flying saucer in front of a basketball coliseum minutes before the Chicago Bulls are to take on their opponent. They proceed to stand in line, buy two tickets and make their way inside. They watch the exciting game. They are also here for observatory reasons so they begin to take notes. Lots of notes. They jot. They scribble. They write. They notice that the 10 Earthlings dribbling a ball up and down the court are between 6' something and 7' tall. They also notice that the Earthlings seated all around them are much smaller, anywhere from 3' tall to 5' something. So they take more notes. After the game they leave, get back in their flying saucer and race back to their planet.

They arrive. They are quickly debriefed by their superiors. "So, what did you learn about those Earthlings?" asked their superior. "We're eager to know."

The two little Martians looked at each other, glanced at their notes, and then answered, "Well, we learned this much. Running up and down dribbling this bouncing ball makes Earthlings grow up to be 6 feet plus tall. Sometimes even 7 feet! But sitting in the stands stunts growth!"

Friends, there is a valuable lesson to learn from those two little Martians with pointy fingers. What we see, what we observe, what we allow ourselves to assume may be all wrong. This is even more true when what we are observing is presented to us with strategic purpose, glittering hype, and an end in mind.

Google home-based business or Biz Op or even Internet Marketing and visit any of the websites and you are going to find the same thing. You're going to find a pretty couple, posing in front of a shiny red Ferrari, parked in front of some 16-bedroom mansion. And a laptop spitting out cash somewhere on the colorful graphic induced website. I always ask my UOIS members during our live webinars, "Hey, aren't there any fat and ugly people like me earning money online? Is every guru damn near perfect? And doesn't anybody drive a Ford Taurus these days?"



Just imagine what those two little Martians with pointy figures would assume from surfing online? You don't have to imagine. Because they would assume the very same thing that we've been assuming because we didn't know any better. "OMG! This pretty boy and his lovely wife must really have it together. Look at 'em with their exotic shiny red Ferrari and their huge mansion! OMG! They must be making a whole helluva money! Sign me Up!" That reaction wouldn't happen if you came across a website to 'Join My Biz Op!' with the photo of the above woman, would it?

Sad...

So Sad...

Unfortunately, the above woman in photo is probably more genuine than those fake ass gurus in front of their rented Ferraris. But that's just human nature, isn't it? Especially when we are in 'desperate' mode. We want to believe! And the prettier things are easier to believe in.

Let me end this chapter with a lesson I learned a long time ago, dating back to 1988 when I was a personal trainer in Orlando, Florida, and was employed full time at the Lincoln Fitness Center in Maitland, Florida. A research center for Dr. Ellington Darden and Ken Hutchinson, author of many fitness books and health studies. Trust me this will help set your mind straight and on the right path, so it no longer falls victim to the Silly Willy gurus. So allow me to go off on a little bit of a 'tangent' but drive home a very strong mind altering point.

In Ken Hutchinson's first exercise book titled, "Super Slow" he spoke about the phenomena of the Latin phrase "deus ex machina", a quick translation, "God from the machine", and poets and playwrights were instructed to never resort to a god from the machine to solve their plots. This comes from the conventions of Greek tragedy, where a crane was used to lower actors playing gods onto the stage, or a riser that brought a god up from a trap door, to solve their plots. Simply put, if something is complicated enough (the gods coming to the climax of the plot to solve everything), if we are uneducated about it (the audience) then the assumption is that 'therefore it is true'. Ken Hutchinson talks about an exercise bike in a fitness center with all the mechanical parts all covered in a glossy encasement (gears and chain and so forth) and we get on it and think 'Wow, all I have to do is pedal this way and something magical inside is going to burn all my fat away!'. When the truth is the bike collecting dust inside the garage is much better for you than some exercise bike. But one is done in the name of 'fitness' and the other in the name of 'recreation'.

" So what da heck does this got to do with Internet Marketing?" you ask. It's the exact same manipulative 'god machina' mind control of, first, the old playwrights, then fitness centers/gurus used, and, now, marketers. We land on a dazzling sales page after opening one of our emails and the 'guru' in the video begins to tell us of our 'conflict' (Inability to earn money online) and then let's out the 'god machina' that solves everything for us!

And we fall for it every time! Because we are desperate for resolution to our crisis! Does this make sense? That's why 99% of Clickbank products or any affiliate product for that matter rarely shows us EXACTLY what it is. Now how it truly works. It's always sold under the magical pretense that all we have to do is push this button and we start making money like crazy!

I need you to really think about what you just read, read it again, and again, until your subconscious understands what to beware of and won't fall prey out of desperation to make money to the next 'Quick Money Push Button' affiliate product. Yes, I might've went 'out there' to make my point but understand the 'web' of deceit is very thick, cunning and strong many gurus are trying to entangle our minds in.

Hear me out! It is extremely hard to not fall prey to the manipulation online that occurs in the entire affiliate 'game' and in biz ops. Especially when we may find ourselves broke, bills piling up on the kitchen table, and desperate for money. It's human nature to want to believe the hype is true. Oh, please, God, let it be true! is our constant prayer.

So now that you know about the 'god machina' phenomena we are dealing with, and now that you have been awakened and empowered you're no longer ignorant and if you keep falling victim to this...

Well, you're perfecting the Art of Being Stupid Online.

And I am confident that's not YOU!

## Chapter 2

# The Matrix, the Desperate Newbie, & Leads

This chapter is where a lot of my readers & UOIS members are going to get upset, hurt, frustrated, maybe even angry, and be overwhelmed with the sudden urge to give up and quit. That's not some kind of tactical get-you-to-read-more opening sentence. Unfortunately, it's the die-hard truth. Remember in the movie The Matrix when Morpheus explains to Neo what the Matrix is and he goes on to explain how the Matrix is everywhere, remember?

*"The Matrix is everywhere. It is all around us. Even now in this very room. You can see it when you look out your window, or when you turn on your television. You can feel it when you go to work. When you go to church. When you pay your taxes. It is the world that has been pulled over your eyes to blind you from the truth..."*

Neo goes on to ask what is the truth? And Morpheus answers, "That you are a slave, Neo."

Morpheus goes on to tell Neo that he has to see it for himself in order to believe and understand and he takes out the blue pill and red pill. And says, "*You take the blue*

*pill the story ends you wake up in your bed and believe whatever you want to believe. You take the red pill and you stay in wonderland and I show you how deep the rabbit hole goes."*

Friends, I am going to ask you the very same question: "*Taking the blue pill is the equivalent of **STOPPING** reading right **NOW** and deleting this eBook and continue to believe whatever you want to believe and whatever you little mouse comes across online...*

*... Taking the red pill means you continue to read this eBook no matter how painful the truth becomes and soon you will be freed from the Internet marketing bondage and deception that is found so prevalent online."*

Please, take your time. There's no turning back once you continue to read. You will not be able to get what you will be reading out of your mind. It will change you forever.

I purposely left the rest of this page blank to allow you some time to reflect and decide.

The Truth may not be for everyone.

But the truth will set you FREE!



You've taken the 'Red' pill. Let's continue. ..

After 6 years online I have a pretty good composite of who the 'Newbies' truly are. I know where most have been, where most want to go, and what most Newbies want to achieve. And I know most have been entangled by the web of deceit that tends to be online, especially in the make-money-from-home niche. The Newbie is often one half of a couple, or can be both parts of a couple attempting to work together to reach their desired dreams. Newbies come single too, divorced, single dads, single moms, and Newbies come in all ages, in fact, I've even seen them as old as 91! They come broke, poor, and desperate, though many do come with some wealth already achieved in their lives. But most Newbies don't have a lot of money to commit to their online home-based business success. Most Newbies are on a budget. I've seen Newbies with Harvard educations and I've seen Newbies who never made it pass the 3rd grade. I've seen Newbies who are incredible with their computer skills and I've seen Newbies who do not even know how to cut & paste.

I've even come across a Newbie who thought *Gmail* was the F.B.I email account! (I remember this Newbie calling me, asking, 'Hey, Michelangelo, are you sure it's okay to use this account? Am I going to get in trouble?' I answered, "After you open the account just lay low for a while.") . Hahahahaha.

Do you remember that Newbie who is 'one half of a couple'? Do you know why? Usually it's because the spouse doesn't agree with him/her spending so much time on the Internet contemplating joining all those 'scams'. Not every couple is like that. Blessed are you if your spouse supports you attempting to pursue abundance. Seriously, you are truly blessed. You have it easy having the support of your significant other. I've actually have been on webinars where I've gotten a call from an attendee asking me, "Hey, Michelangelo, sorry to call during webinar but can you not shout so loud, please. My wife's going to hear!"

I've always said in my live webinars some of you are 'undercover'. Some of you are posting ads on Craigslist with your laptop hiding from your spouse under the bed.

Okay, sorry, I tend to go off on tangents but I promise all will all fall perfectly in place in the end. You've taken the red pill so let's start.

99.99999999999999999999% of leads on line SUCK!

How's that for a painful truth slap?

Listen to me, friend. There's a reason why states who have the lottery only charge \$1.00 for a lottery ticket for a chance to win millions of dollars. They didn't just come up with the \$1.00 ticket price. In anything else the lottery playing state does it never hesitates to raise prices. But with the lottery it stays at a pleasant easy-to-spend simple little lemon squeezey dollar. Everybody has a dollar. And everybody wants to be

a millionaire! And nobody is going to hesitate to spend one dollar for a chance at millions of that mindset.

Imagine most of the 'gurus' on line in the home based business and Internet Marketing niche the 'state' and most 'Newbies' desperate lottery buyers. That's exactly how 99.99999 of gurus behind the lead generation platforms work. And when you are finished reading this chapter I want you to do your own research and see if what you just read is not true. Unfortunately, it won't take you long to find the truth about 'leads' and lead generation a hugely disappointing subject.

For instance, one quick Google of Email marketing leads and you will come across with a lot of ppc ads selling email leads from 1 billion for \$19.99 or well check the image out:



Found this on Google after searching email marketing leads. 300,000 leads for \$49 dollars! Wow! Or check out 2,000,000 leads for \$179. Let me OPEN your eyes real quick about email marketing leads. There is no way in hell if these leads were of any quality and if they hit the 'inbox' upon delivering could these leads be sold for the price above they are being sold for. NO WAY!

My own personal experience along with a few others inside UOIS who are in my Volomp Bulk Emailing program: The UOIS Volomp program consists of the ESP Volomp which costs \$1,000 a month and is very technical to work with and learn. Our server that the Volomp ESP software is integrated with cost \$1800 dollars per month. So now we are at \$2800 per month and we haven't even purchased data (leads) or had the data cleaned (clean means making sure the emails are good, not bouncing, and are not filled with spam complaints or duplicates). The purchasing of data through a company like Empression Wise is \$50 per 100,000 cleaned. So, yes, just cleaning the leads (data) can add up fast. Purchasing leads through a genuine reputable platform like list.nextmark.com will cost you a minimum of \$100 to \$125 per thousand with a minimum of a 5000 order, and, yes, there are some hidden charges (but they tell you) involved. I was able to negotiate \$1200 dollars for 15,000 geo targeted biz op leads after agreeing to make certain I purchase more in the near future.

Are you understanding this? Are your eyes being opened? Is that red pill taking effect? How the heck can a legitimate genuine solid lead be sold at \$49 dollars for

300,000 or \$170 for 2,000,000 when the cleaning alone expense on 2 million leads is \$1,000 dollars?

But offering the "Newbie" the REAL 'stuff' (knowing what we said earlier that the 'Newbie' is more than likely on a budget) would be catastrophic to the 'guru lead generator's' bottom line. It would be the equivalent of a 'lottery' state selling their tickets for \$50 dollars. Nobody would buy. \$50 dollars is not an easy squeezey lemon squeezey \$1.00. Fifty dollars is something to think about before we spend. The guru knows that the 'Newbie' tends to be living on hard financial times, but he also knows that the 'Newbie' is a faithful believer in riches and desperately wants to attain his own. So he puts together a silly willy hyped up lead package and wraps it up in glittering graphics and sales it! He has sold the Newbie Hope!

**NEVER FORGET THIS:** What the 'Guru' teaches online to his followers rarely reflects how he himself markets. He teaches what his 'Newbies' can afford not what they truly need. The 'Off-the-rack carrot' is a lot easier to dangle in front of the Newbie than the expensive high quality organic carrot!

Look there's a company online that has been around for years and years and it involves a 'live center' where people are driven to and meet a moderator. I can't recall this opportunity I want to say its initials are WP or something like that. But, anyway, that's not important. But they are a perfect example of the Silly Willy tactics that are used to market to the desperate Newbie.

Upon signing up on their landing page they offer incentives to join their membership by offering 50,000 emailing credits and another 100,000 and another 50,000 emailing credits through their safe lists. Think about these numbers and think

about the people they are marketing to. How the heck can a safe list or any platform afford to give away leads in this massive amount to everyone who joins their program?

There's no way. Listen to me if this was the 'real' thing I would be the first to jump in head first if only just to use their leads! My God I'd get my 'Aunt Betty' to join, too, and send out a blast to UOIS to join so that all of us can work these leads to explode UOIS!

God be my witness I am the first to want these lead sources to work! I'd be so filthy rich working these kind of leads (\$49 for 300,000 emails) that I could open up an offline UOIS campus!

I know what you're thinking; 'Well, Michelangelo, it's about playing the numbers with these kind of leads. Maybe they're all not bad.'

Let me be the first to tell you and you probably don't need to be reminded but 'playing the numbers' can have you go BROKE!

Take this to heart, friend, and that's that lead generation is huge business for the 'guru' whether he is in an MLM, Biz Op, or whatever. It's a huge source of income for many industry 'leaders' and gurus.

Heck, I was in an MLM one time and this MLM company started promoting a specific custom lead source that was going to 'blow up' our down line. You know one of those 'REAL TIME' leads. So I purchased a package. And I called. In fact, I called during a lead 'closing' live webinar training I was conducting. I called this 'REAL TIME' lead and guess what?

The 'REAL TIME' lead was dead!

The guy I asked for had died 2 weeks earlier!

What da?

And this was supposed to be a 'REAL TIME' lead!

When the lady who had answered the phone told me about this 'lead' having died I simply said, "Well, damn, you definitely need an extra source of income now!"

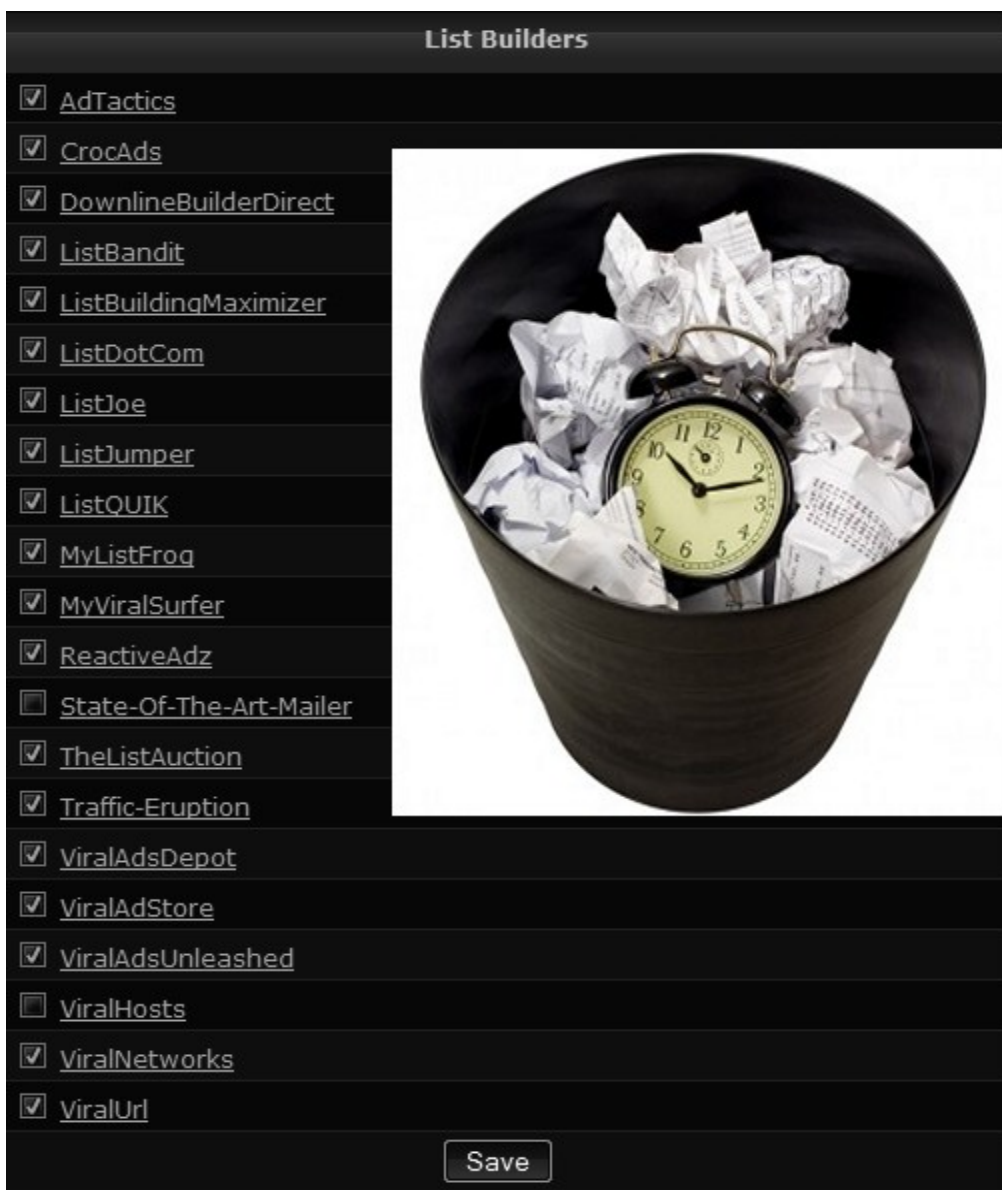
**SAFE LISTS:**

Here's where I believe having taken the 'red' pill is going to hurt the most, and going to be painfully hard to accept. Let me just start by saying...

Safe lists Suck!

Safe lists are both a waste of money and a waste of your precious time.

Neither of which you can afford to waste!



Listen I'm not just saying this to say this or because I have some nasty grudge with some of the owners of Safe lists. Believe you me I want Safe lists to work. I need Safe lists to work. In fact, Safe lists like Viral Hosts and State-of-the-Art-Mailer have made me a lot of money in the past in affiliate sales. But there comes a time when the 'affiliate sales' don't matter when compared to the mega money made from finding a REAL lead source that can help explode UOIS both for the UOIS affiliate and for UOIS' founder.

List Joe, List Jumper, List Quick, Viral Hosts, and the Safe lists can continue for a good while, simply don't work, especially when wanting to build a responsive and 'money' list inside UOIS, or your own auto responder for that matter. I know you clench your fists, and scream, "But it's all I can afford, Michelangelo!"

Well, in that case you definitely can't afford to waste any money, can you?!

Look, here's the bottom line and you might've already experienced this yourself and that is if you keep working Safe lists you will eventually get two or three maybe even a half a dozen good solid leads. Very good leads. And those leads though only a few will eventually convert and monetize for you. But those few leads are not worth you spending hours a day surfing for credits or even upgrading your Safe lists membership so you can mail more often.

Want to know what kind of people are on SafeLists other than you who didn't know better (But now you do!)

Want to know another truth? Most people who are in Safe lists created and account with a specific throw-away free email that they use for Safe lists alone. So the Safe list email that goes out because of your hard work surfing doesn't even hit the leads REAL inbox or spam box for that matter. It hits the inbox (more than likely Spam box) of some every-blue-moon -log-in email account!

I get emails almost every day from some UOIS member who feels obliged to tell me that I send too many emails. And many times I get a few UOIS members unsubscribing almost daily because they feel their inbox receiving 3 to 5 UOIS emails (not every day mind you) is like one of the greatest sins I can commit.

If most people can't even tolerate a few PURE Content and even 'pitch' emails from UOIS do you really think they are going to put up with a zillion emails hitting their inbox from Safe lists?

Oh, My God, No!

I told you that red pill would be painful.

But don't worry, friend, I'm not going to take away everything from you by opening your eyes to the truth and not give you a new set of 'truths' to replace all that I've taken away.

## Chapter 3

# CLICKBANK GURUS

Let me be the first to say that I love ClickBank. The affiliate platform is an incredible 'User Friendly' affiliate money making platform, and has paid out a whopping 1 billion dollars plus in the past 10 years. Outside of having a list and emailing a CPA offer ClickBank is the fastest way for anybody to earn their first dollar online, regardless of Newbie status or not. ClickBank is a Cash Flow increasing phenomena.

That said, ClickBank, especially the Internet Marketing niche, is filled with Silly willy gurus who tend to hype up their 'Mother of All' products and leave the 'consumer' totally still lost and a with a lot less in their bank account. ClickBank can be disastrous to your bank account if you don't take the time to truly learn the tactics behind a lot of the guru promotions and launches. Be of Good Cheer! That's what this chapter is all about, that is, to open your eyes to the truth about ClickBank and the Silly Willy gurus that tend to roam across ClickBank seeking to devour the desperate Newbie.

First know this much and that is most ClickBank products are launched after the product owner has spent a good amount of money on the 'sales' page. There are professional copy writers who are absolute experts at creating sales pages that convert like crazy. These copy writers know our 'hot buttons'. They know exactly what triggers us to click on the Big Fat Yellow Order button. They know how to convert the Newbie, oh, yes, they do. And they know this art very well. They are pros at this remember.

Take a look at this screen shot from a ClickBank product that experienced a massive amount of sales. In fact I am going to break down the strategic highly converting tactics used by most ClickBank gurus by using the example of not only the Local Mobile Monopoly sales page, but a few other high converting ClickBank products. Please understand this is not in any way, shape or form 'bashing' Local Mobile Monopoly, its Guru, or any of the other ClickBank products I used to demonstrate my point. I am simply using several popular ClickBank products' sales pages to illustrate my lesson and drive my point across.



## The Sales Page Video format and tactics:

### Video Tactic #1 -- Scrawny kid can do it so can YOU!



This video subconsciously conveys the message that, "Hey, if a t-shirt wearing 'kid' can do this you most certainly can!" This is a very powerful message that the 'masses' are attracted to. "He's just a kid for da love of God! He's not some corporate IBM, Harvard Business School, tie wearing corporate super salesman!" And the Newbie thinks to himself, "Heck, if this scrawny kid can do it I most certainly can! Tell me more, kid!"

Believe me you will continue to come across this video tactic more and more, and here's where I am going to piss off a lot of these kids. Yeah, I can already hear my inbox getting bombarded with raging emails "How Dare You..." (But only with a few &%\$#! laced inside).

There is no denying today's younger generation seem to be born with innate 'techi' skills. Heck, they pick up a laptop and learn how to navigate using Google before they even throw their first ball! Heck, in my own household 'Tito' and Marian have had their own laptops since they were both 7 years-old. And they know how to use it! Remember, these kids learned how to play video games at a very young age. So of

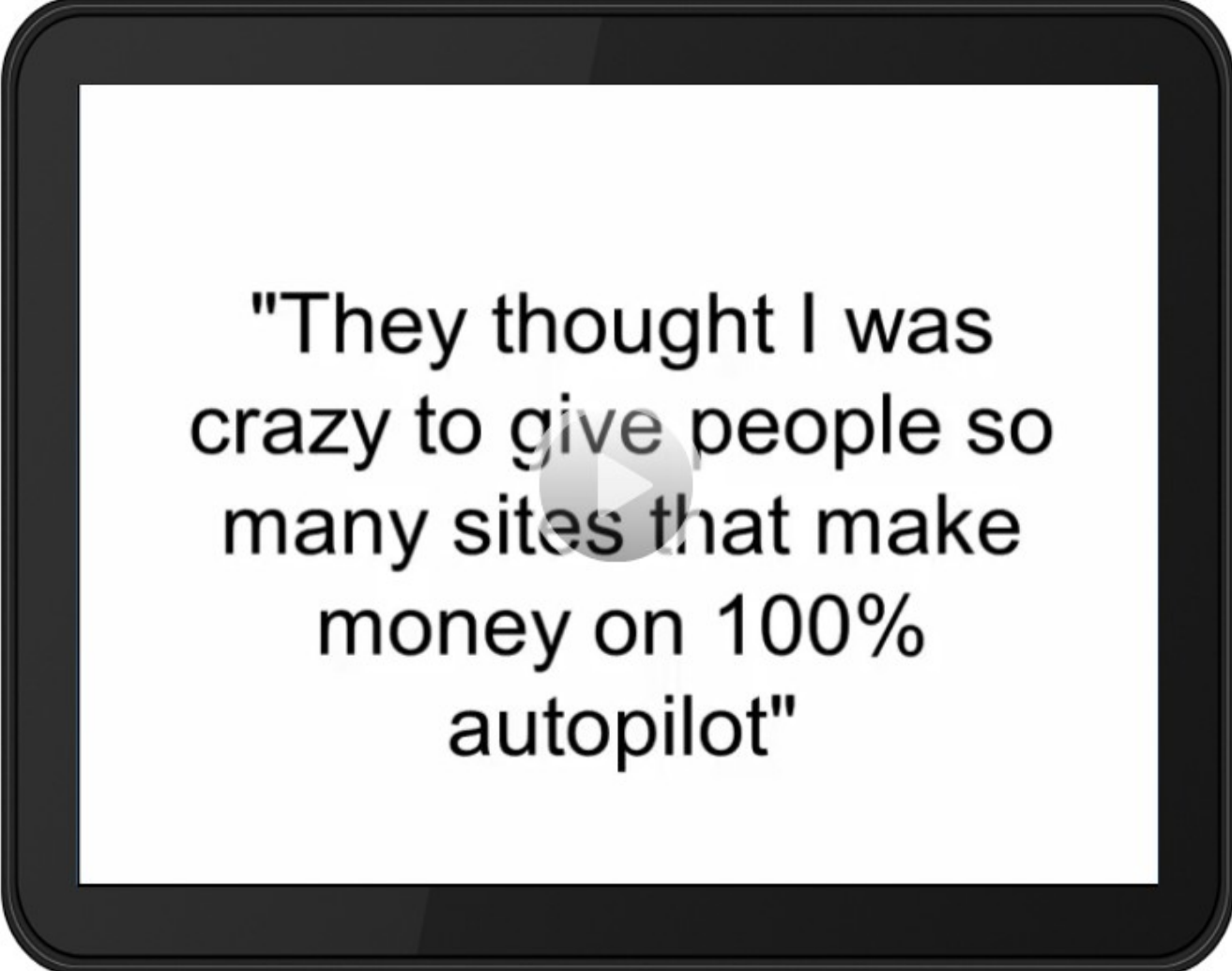
course a few in the 'batch' are going to learn how to make money online and run with it! No doubt about it. The problem is most of them and I stress 'most' of them not 'all' haven't been in 'business' long enough to know what really counts . Things like 'customer Service' and 'over delivering' and, yes, BUSINESS ETHICS. (My God they're getting mad now!). C'mon, how could they? Sales came too damn easy. They built a list of hungry and starving-for-success Newbies and their techi knowledge allowed them to create a product and launch it and the money came too DAMN EASY! And they keep launching new products and another one and another one until their bank accounts are exploding at the vault with all our hard earned money.

Now I'm not saying all these ClickBank young gurus or any other affiliate guru for that matter are in this 'boat' but I am letting you know that a lot of them are. Hell, most of them don't even have a telephone support line to call (The more experience ones are now starting to provide pseudo telephone support)!

And by the way, this is not to say that the 'older' generation are doing everything right either. My objective is for you to understand the entire scheme of things.

#### **Video Tactic #2 -- 'They' Thought...**

**Watch every second of this important 12 minute video  
(Especially the SHOCKER at the 7:14 mark!)**



**"They thought I was  
crazy to give people so  
many sites that make  
money on 100%  
autopilot"**

Here's one of my favorites. The 'I'm crazy to do this!' tactic. I'm sure you've come across this video tactic before, heck, in one of my most recent promotions for a ClickBank guru product it uses this. I just paid no attention to it since I sincerely liked the product and the benefits it gave the Newbie (Auto Power Blog). "They thought I was crazy..." and "They thought I was nuts..." and "They didn't want me to do this..." and "They tried to stop me..." and the examples can go on for a long time. Here's my question: Who the hell is 'They'? 'They' seem to have a lot of influence on these ClickBank gurus. Heck, maybe they're the Internet 'Mafia' or something? Sheet! In that case, 'They' may put out a contract on me!

### **Video Tactic #3 -- The Formerly homeless or drug addict or broke 'college student'**



### **Former Crack head Now Internet Guru Millionaire**





The Homeless to Internet Riches Story



The Broke College Student Story

Let me be quick to say that I am sure there are fabulous stories of rags to riches and from crack to millions and homeless to mansion that are absolutely true. One of the biggest gurus online, a man by the name of Tom Bell, was truly a crack head. and he not only overcame his addiction but went on to position himself as one of the top Internet Marketers in the world. And I'm sure there are a good many 'college students' who neglected their studies for pursuit of fast riches and were able to accomplish just that. Let me address the 'Broke College' student tactic real quick.

Wake up! You're in college! You're supposed to be friggen' broke! And the truth is I find it hard to believe in the USA there is a genuine such thing as a 'Broke College' student. Not these days. And if you're broke and find yourself with not enough to eat then friggen MOVE BACK HOME! Get a job at Starbucks! Or get Financial AID!

Oh, I forgot! One last Video Tactic:



## **THE HOOKA SMOKING PILL POPPING IMMIGRANT TACTIC**

## **A Quick Video Message From Michelangelo**

THE INCOME CLAIM & **\$283,191.33** SCREEN SHOTS

Secret Software **CRACKS** Open A  
 \$2.3 Billion Dollar Vault And Makes Up To  
**\$283,191** Per Month  
 By Legally Exploiting  
**"The System"**

*Here's Exactly How It Works*

*- So You (Yes, YOU), Can Get Started*

*In 2 Minutes From Now...*

**Here's Undeniable Proof!**

03/11/2010	14	6,758.00
03/10/2010	22	10,534.00
03/09/2010	35	18,525.80
03/08/2010	38	19,086.00
03/07/2010	17	8,549.00
	22	11,084.00
		17,145.00

	6	2,332.00
	4	2,488.00
	0	0.00
	4	1,788.00
	1	497.00
	5	

I'm going to break this sales page tactic down for you:

"Secret Software **CRACKS** open..."

Okay, so you want me to believe that there's been some 'secret' software out on the Internet that only a selective few has had access to and this software can generate up to \$231.191 every month? And Donald Trump doesn't know about this? Or Bill



Gates or even the founder of Face Book, Mark Zuckerberg? Wait not even the Google guys who have their spies everywhere and are ready to snatch or duplicate everything? Damn you Clickbank Gurus can keep a secret! Holy cow!

And you are willing to sale this six-figure a month generating software for how much? OMG \$47 dollars a month (If you simply click the back button or exit out you can get it for \$37)! OMG how Ghandish of you! How Christ Like of you! Friends, I'm not going to say anymore about this except that any software that can truly generate even 1/4 of the six figures a month would not be selling for a measly \$47 dollars a month. Are you kidding? There are business entities who have a zillion dollars that would straight out buy this software for millions and millions of dollars to use it for themselves and they wouldn't put it up on ClickBank or any other affiliate platform and sale it for the equivalent of pennies. That would be the equivalent of Bill Gates placing his Windows program up on Clickbank and selling it for pennies. Give me a break!

Are your eyes opening wider by now? Are you seeing the light? Does this all make sense? Is the red pill starting to work?

I hope so!

Allow me to share with you a couple more ClickBank guru tactics so that you don't get caught being stupid:



Check this one out:



Do you recognize their Silly Willy tactic? I have some red arrows pointing to it. This tactic is used to create a sense of 'urgency'. The ole 'Don't miss out on this' sales page converting tactic. 'Download link Expires In: (And there is a countdown clock in place). Don't believe me for the love of God! Don't even take my word for it, friend. Find a site that this tactic is being used on, look at the countdown clock, and return to the page after the said amount of time. I'd bet you \$500 dollars it will still be there! Oh, and the clock will give you a new countdown! I'll be damn! Listen, don't let these Silly willy gurus tell you when to buy. If they want your money they will take it when you are good and damn ready to give it to them. You dictate the time the sell happens not them! Wow, this should empower you!

**Another ClickBank Silly Willy Tactic:**


Look at this first image and notice the \$47 dollar price tag ( I inserted arrows so you can find it easily):

**YES George!**

I'm ready to make a real, autopilot income online and want to be one of only people to access Google Sniper 2.0.

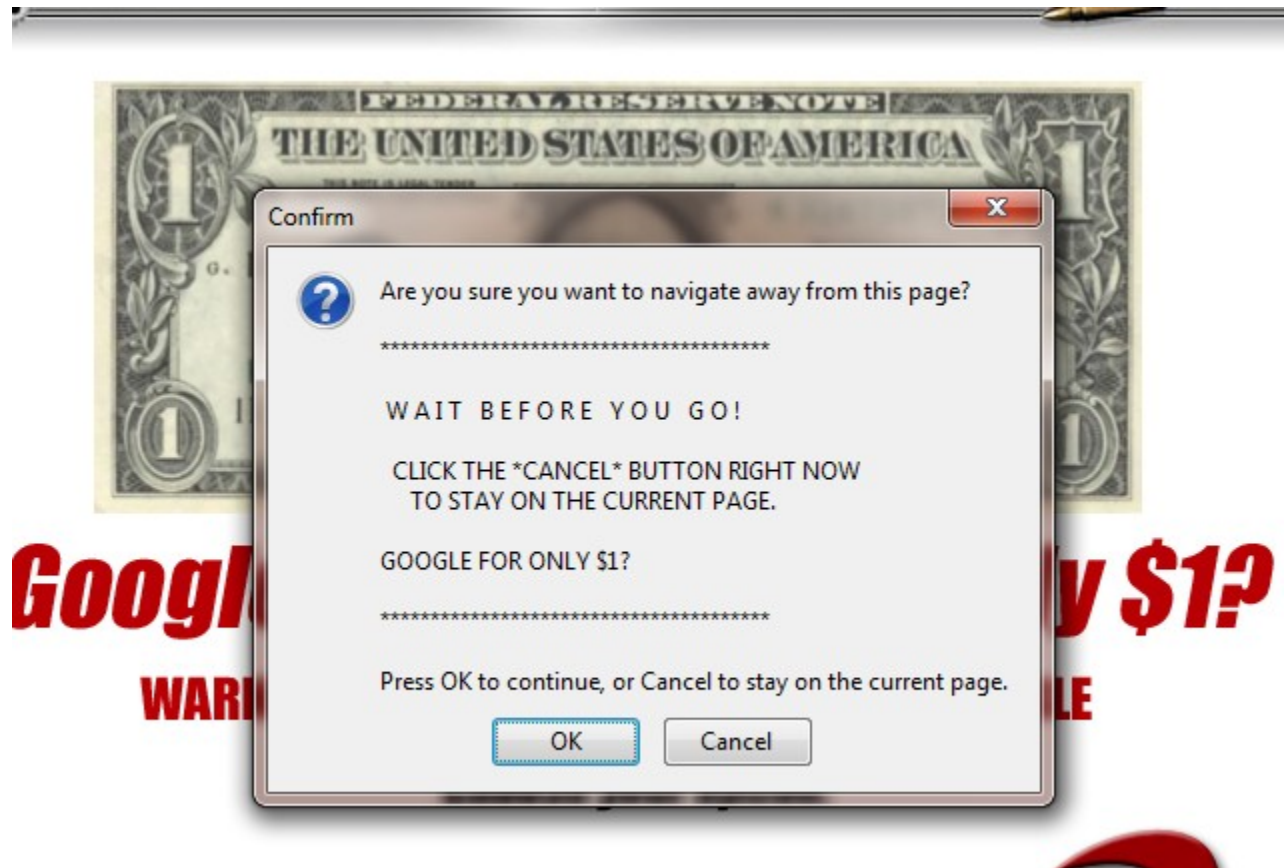
I understand that:

- ✓ This unique system has the power to **make me up to \$10,000+ every month** and change my life for good.
- ✓ I will receive instant access to Google Sniper 2.0 For A Crazy Low Discounted Price Of Just ~~\$497~~ **\$47**.
- ✓ If for any reason within **60 days** I didn't feel it was worth 10x the price you'll give me **my money back**.



**Add To Cart**

Now look what happens when you decide not to 'Add To Cart'. You get the very same access for \$1.00! It's probably a trial period but so what? You get full access to see if it is really what they say it is or if you indeed want to use this product!



I'm going to try this tactic next time I am in a jewelry store shopping for a necklace for Lina.

Jewelry Salesman: "Hi, can I help you? Would you like to buy that bracelet? It's \$2,000."

Michelangelo: "Uhm...(Strategic pause)" then, "No, thank you." And I leave.

Before I exit Jewelry Salesman, shouts, "Sir, I'll give it to you for one dollar!"

Damn I wished it worked like that offline!

**Special Note:** A similar tactic simply lowers the price by \$10 dollars or so.

Let me close this chapter by restating this, and that is that I love ClickBank, many of the products are REAL, do what they're supposed to do, and will make you money if used correctly. The reason I wrote this chapter is to educate you as a consumer so that when you do purchase a ClickBank product it is a logical purchase not one that you made by being influenced by the Silly Willy Guru tactics. I buy from ClickBank damn near every day. But I buy with my own purpose and logic not influenced by their schemes. Simply by with a calculated objective in mind not because of the sales page

content. This is why inside UOIS I have the Product Review/Look blog. So that I can buy, try out the product, come up with some innovative ways to use it and you can know exactly what you're getting.

Let me make one last point, okay. I whole heartily promoted Tom Bell's Auto Power Blog inside the University of Internet Science. I love it! Especially for the Newbie. But did I buy it thinking, as the sales page copy had me assuming, that my blogs would all of a sudden be picked up by all the search engines, including Google. God forbid! In short, I did not. I didn't care whether it got picked up by the search engines or not and I knew better. But that didn't take away from the power of a Newbie being able to quickly put up his own 'featured' blog, add content, and position himself as someone who has experience online and not come across as a guru. That's why I promoted Auto Power Blog.

So a lot of times I just skip over the silly income claims and hyped up jargon and just get to 'How Can This Help Newbies?'. And if I like my answer I run with it.

Michelangelo Trying to Exit Out of A ClickBank Sales Page



## Chapter 4

# Understanding Why UOIS Is So Powerful

For those of you who are members of the University of Internet Science and have been on campus for over a month you no doubt know the power of the UOIS Igroups platform. There is NOTHING like it on the World Wide Web or on Planet Earth. For those readers who are just now learning about the University of Internet Science I encourage you to join our powerful free platform. You will instantly be Wowed! And, yes, maybe a bit overwhelmed at first, but hopefully this will help you. In fact, I am sure it will.

Hear me out and please don't be offended. Know that I want you to succeed. Let me write that again; KNOW THAT I WANT YOU TO SUCCEED! I actually NEED you to SUCCEED. For my own interest. The more UOIS members that begin to finally start earning money online the more money I, yes, ME, makes! It's a win win platform. There's a reason as of this publication release date UOIS has over 10,000 members and is ranked incredibly high on Alexa.com . And that is people are tired of falling prey to the stupid 'Push Button' schemes filled with all their empty promises.

Here's the truth: Internet Marketing is extremely hard. Your chances of earning six figures online are slim to none. Yeah, I know, you don't want to read that again, do you? Hard to swallow that red pill, isn't it? Too late though you already did. Now grind your teeth, clench your fists, and let the truth set you free so you can begin to finally realize your dreams.

Here's why I wrote 'Hear me out and please don't be offended...' . 90 something percent of those trying to earn money online don't have the skills or know how to even earn their first dollar. They lack the 'sales' skills needed to convert, and, yes, that goes for 99% of those who join an MLM. They don't have the RIGHT personality. (You gasp, "What da?") Let me finish. They couldn't sale Pierre' to a bunch of thirsty millionaires stuck in the middle of the Sahara desert! They don't have the 'gift' of gab. Simply put they're not of the sales people type. They're right off the Jerry Springer Show, some of them! (keep in mind I am not directly speaking to you but, rather, the masses who tend to be roaming the Internet hoping for their 'lottery' ticket.

That's why they fall prey to those Silly Willy gurus who put up sales pages with copy that reads: No Selling. No Calling. No Talking to Anyone. No Nothing. Just Run to the Bank Everyday!

You know those websites. I'm sure you've come across plenty. And damn they're so alluring! You want to believe. We all want to believe. I want to believe. I'm no different. I want the 'push button', talk to nobody, sit on the couch and smoke my cigars Mother of all Programs or product! Who wouldn't?

If you don't possess the gift of 'gab' or salesmanship it is okay. Seriously, it's okay. And I'm letting you know the University of Internet Science will be your 'mouth piece' for you. UOIS will sale for you and so much more. One of the first videos that a new UOIS member finds inside UOIS is the 'Frank Kern & UOIS Platform. It is one of the most important videos that UOIS members can watch, and they should watch it every day without fail. Frank Kern talks about what it takes to become a successful Internet Marketer and to start making money online. He begins his list by sharing what you will need as an Internet Marketer, and he states you will need a domain/URL, a hosting account, a bribe, an auto responder, and a thank you page. And that's just for starters.

I'm not going to 'transcribe' that video that you can easily see online by logging in to the UOIS membership site, but I will be quick to explain in order to drive my point.

A successful Internet Marketer needs to be good at one thing and one thing only, and that is he/she needs to get real good at collecting emails. That's it. Get good at collecting emails and you're more than half way there. You've heard it say over and over and probably have read it a good many times; The money is in the 'list'! And I'm here to tell you that's a bunch of crap. That's right. That's a bunch of horse crap! The money is not in the 'list'. The money is in a RESPONSIVE list that you've taken the time to bond with. That's where the real money is.

During my intense Safe Swapping days when I used a platform called Safe Swaps to 'swap' emails with the person I am swapping with I learned a great deal about the value of a bonded list. You see, I swapped with a lot of people with list sizes that were 10 times bigger than mine. At the time I began swapping on Safe Swaps I had a list of 1500 that I chose to swap with and I was swapping with people with lists of 50,000! And get this. They were Skyping me asking me how to monetize their list like I was so successfully doing. My small list of 1500 was making me over \$75 dollars a day and their mammoth list of 50k plus was barely earning them a few dollars a week. That's because they weren't taking the time to 'bond' with the flesh & blood who were behind the emails they were collecting. They were just sending out emails that on some days were content filled and instructional and on other days a 'pitch', maybe for a Clickbank product or Biz Op. Let me emphasize a quick point here. Sending Free info products to your list is in no way 'bonding' with your list. At least not at the deep level that you will need to have in order to get your list to spend thousands and thousands of dollars.

There's a formula online, and I don't know who first started it, that talks about the way to bond with your list is to provide:

**Email #1 Content/ Instructional**

**Email #2 Content/Instructional**

**Email #3 Content / Instructional**

**And maybe Email #4 Pitch (ClickBank Product)**

**Then Repeat Cycle...**

Like my preacher day used to say, "Well, that makes for 'good' preachin'" but that's about all. That's fake-ass relationship building. And building pseudo relationships isn't going to earn you enough money consistently for you to phase out of your job. Listen using strategic 'tactics' on a list is no different than implementing clever manipulative 'tactics' when befriending someone. I once had a 'guru' tell me, "Well, you shouldn't email your list more than 3 times at the most per week."

What da?

Those are flesh and blood behind the emails I collect in my list. I don't have some kind of formulaic strategy to befriend them. I don't want any damn formula no matter how high the conversion rate may be. That's like me befriending 5 new friends and I have to be careful to contacting them for fear of contacting them too many times too often (There is a level of courtesy here assumed) will make them mad. Listen, you're either my friend or not. You're either in or out. Understand? I have no follow up messages in my auto responder save for the initial message that a lead receives upon subscribing to one of my landing pages.

You opted in with nobody pointing a gun to your head and now it's me communicating how I want to.

What the University of Internet Science does best for its members is takes out all the time consuming, guru positioning, techi stuff out of the picture. You don't need what Frank Kern's talking about; domain, hosting, bribe or even an auto responder. The UOIS platform provides everything for you and does the list bonding and relationship building for you. Under the UOIS umbrella there are no Newbies roaming around campus! Is that sweet or what?

Now that doesn't mean you don't have to do anything. Let me stress right now and that is you have to work your butt off! That's right. I said you have to work your butt off. And what I mean is you have to work hard at bringing people into the UOIS membership platform through your UOIS affiliate link.

UOIS is going to provide you with a domain/url, the hosting, the bribe, the content that bonds with your leads and builds trust, the live webinar training, the auto

responder that builds your list and eventually monetizes your UOIS account. You don't have to worry about anything that has to do with hosting or how to deliver content or anything like that.

You just get people to UOIS through your affiliate link and we're do the rest!

That's the power of the UOIS platform.

You don't have to be a gifted 'salesperson' since we are gifted for you. You don't have to be a 'techi' since we got that covered for you. You don't have to be some 'guru' since UOIS is your 'guru' for you. Again, all you have to get good at is driving traffic (people) to your UOIS affiliate link and don't matter if it's from offline or online or sideline. I remember my preacher dad used to say, "Well, just get them to church and I'll get them saved!"

Well, that pretty much applies to you inviting people into the University of Internet Science.

We built UOIS. You invite people into UOIS. And we will get them 'saved'.



## Chapter 5

# Possessing An Offline Mindset In An Online World

This is the last chapter of what I hope was a very eye-opening info filled eBook. That said, this is the chapter that will probably be responsible for the most unsubscribe inside UOIS from the readers of my eBook. 'They' told me not to write it. I guess I'm not a very good listener, or just chose to ignore 'they'.

Here goes...

A good percentage of UOIS members don't belong inside UOIS. In fact, they don't even belong attempting to make money online with any biz op platform. It has nothing to do with them not having the right education, cognitive capacity, or experience online. It has everything to do with their thinking, and in their defense they've been brainwashed.

The Internet and all its affiliate marketing platforms and biz ops and even MLMs seem to have this erroneous stigma that one can go in 'business' without needing to spend money. You wouldn't think like this in any other business venture or platform. If you were considering investing in a Subway franchise, let's say, you would never think that you wouldn't need to spend money on advertising, marketing, and even continual education. Those would be business expenses that went without saying and that you better take serious if you are going to open your doors and keep them open for any long term length of time.

You wouldn't be wasting your time researching 'FREE' traffic either.

Read this and read it slowly and a million times if you have to in order to embed it in your mind. You will not become a six figure success year in and year out by thinking you can build your online business with Free platforms, free Safe lists, Classifieds, yes, not even Craigslist. That mindset will have you falling prey to all the Silly Willy affiliate gurus who know of your desperate need for free traffic, and know of your poor bank

account, and you will continue to fall victim to their \$27 dollar FREE traffic software or eBooks. Think about this, please. All they're baiting you with is the 'lottery' mentality.

Yes, 4 to 5 years ago I made \$88,000 dollars in 90 days and all my leads came off of Craigslist. All FREE traffic! But that was nearly 6 years ago. Craigslist isn't the same any more. It is almost impossible to post more than a few ads on Craigslist successfully any more.

Yet, you want to get the most conversions from your landing page you possibly can? Put up a video about FREE crazy traffic. You will get tons of optins. The Niche Ad Generator is absolute proof. The Niche Ad Generator is not per say a 'Craigslist' software, though I STRATEGICALLY demonstrate its use on Craigslist by posting an ad it created on Craigslist. Do you know why I did this? Because I knew the conversions would be over 42% which it definitely is.

Read carefully what you are about to read. The optins that the Niche Ad Generator lead capture page has gotten me have made me more money than me actually using the Niche Ad Generator to create ads and post all over the World Wide Web free classifieds.

You scream, "Damn that red pill!"

Relax. Chill. And be of Good Cheer.

You simply (if you haven't already) have to put on the mind of the offline business person to begin to succeed in an online world.

That's it.

You say, "Well, Michelangelo, that's easy for you to say. But I don't have a damn penny to invest toward marketing."

Fine. Just save those pennies and they will add up. I promise. Then take those pennies and find a solo ad that will get you real money minded leads that know they have to spend money to make money. Sure it may take you a week, a month, maybe even two to save enough money to spend on advertising but check this out and this is really good news...

The Internet ain't goin' anywhere!

You can do this, my friend. I know it's hard and it's been a struggle. I know that a lot of you have been lied to, entangled in that web of deceit by those pretty boy gurus and their fancy red Ferraris. I know that you so badly wanted to believe that many of those sales pages were true. I know.

And what I also know is this...

You've taken the time to read my eBook. You are different. You have a genuine commitment to your success and increasing your family's wealth.

Be of Good Cheer you're no longer stupid online!

## **Final Thoughts By Michelangelo Lopez**

Michelangelo Lopez

My Cell Phone: 813 760 4791

My Email: [Michelangeo@MichelangeloForce.com](mailto:Michelangeo@MichelangeloForce.com)

And I would love to hear your experience with my eBook!

So Email Me, Please!

