

# Are You Finally Going To "Get Rich Quick"?

A provocative letter -- what nobody had the cajones to ever tell you about making money online. Are you ready to hear the truth...

Dear Nitro Blueprint System Member,

This is going to be a hard lesson to swallow for some people, yes maybe even you, but it is a critical one for you to hear and take to heart. In fact, you may consider this the most important report you have ever read. At the very least this will be the most refreshingly honest, free from hype and sugar coating email you have ever read. I guarantee you that.

You see, some people, hopefully not you, get started in Internet business expecting to, yes believe it or not, "get rich quick." Can I get a Hallelula!

Their reason behind this mindset varies from being frustrated buying and trying different programs that didn't work, or maybe they had some recent financial hardships or challenges (lost a job, medical bills, etc) or some just think that is the way things work and feel they are entitled to just become rich quick as well - like kids these days who feel they are entitled to just about everything.

Regardless of their reason why they WANT to "get rich quick", the reason why they feel it WILL happen is because of the Great Internet Myth.

**Oh yes, that Great Internet Myth -- that if you just buy my product you will get rich quick.**

Boy do I wish it was that easy, I would have been a millionaire retired to the beaches of Tahiti living on easy street before I was even able to vote!

Is it really somebody's fault for believing in that myth? You know, that IS what everybody is trying to sell you. And most likely they justify it being real and possible because they or one of their students did just that - made big money in a very short period of time.

Oh what a convincing argument they make with those slick audio testimonials from these wondrous stories, backed up with pictures of their bank statements, checks and all kinds of glitter and gold, sugar and spice.

### **What they "conveniently" left out...**

Yes, what they don't tell you is the years of trial and error leading up to their big breakthrough. How they tried and failed many times before, struggled, spent years learning what to do (and not to do), countless trial and error and then finally they started to see small successes, then bigger, then the fateful day came that they "got rich quick".

Hmmm... sure doesn't sound that quick nor easy does it?

Or maybe they didn't have years of trial and error failure in business -- they did, to the uninformed, appear to truly "get rich quick". However, what they did not mention this time is how they have always had a special talent their entire life, always a little smarter, faster to catch on, or an extraordinary work ethic or burning (almost insane) desire to make this work. In other words, they are not your "typical" person and it was their "specialness" that was the main reason they "got rich quick". Or frankly, they just plain lucked out, being at the right place at the right time.

**Don't despair, there is definitely a burning bright savior of a light at the end of this tunnel for you.**

I know I have painted a not so "teddy bear and roses" picture so far. Instead it is one where you either have to have special talents or else drudge through years of painful, costly trial and error to start seeing success.

What if we replaced "years" with "months" and "trial and error" with "learning to follow a system". Would that change the real world reality?

### **My personal "get rich quick" story.**

Oh yeah baby, I "got rich quick" too and it was a big one.

Following the principles being shared with you in [the Nitro Blueprint System](#), several years ago I created from scratch a brand new site that did \$102,386.28 in just 6 short weeks. I went from nothing to \$102,386.28 in sales in 6 weeks.

Most people will stop with that and let you draw your own conclusions, like you will see similar results. It is all true you know, but like Paul Harvey says...

### **And now the "rest of the story"**

However before my big "get rich quick" experience I had spent 4 years making anywhere from nothing to \$100 a month to a few thousand a month. During those 4 years I struggled, I had successes, I learned a lot and lost a lot.

What really happened is I "got rich quick" because of the 4 years that led up to those 6 weeks.

**Let's look at my "timeline" in business and then the BIG Lesson for you - the grand fireworks finale you have been waiting for.**

I got my start back in the spring of 1997 (over 9 years ago) when I came across a business opportunity. It spoke directly to me - I wanted to be in business for myself, be successful, make a lot of money and have free time to enjoy it.

I went right to work and over the next 3 years proceeded to not make a dime in profit, yet maxed out 3 credit cards.

It was during that time that I realized the power of the Internet for business and became extremely interested.

My first site was atrocious - I put it up on one of those free hosting services. My second site was my first venture into e-commerce selling "identification tags" -- neither of those two ventures were successful (meaning I didn't make a penny) but both were very valuable learning experiences.

My third site (started about 1 1/2 years after venturing down the entrepreneurial path and making less than \$100 in revenue) was a newsletter and content site and was my first time to really start to see success.

I built up a loyal subscriber base of 1200 people in a niche market and between the content website and the newsletter made between one to three hundred dollars a month from affiliate programs.

A little over a year into doing this on the side I had the idea to come up with my first information product - a toolkit for this niche on a topic I was pretty good at.

I brainstormed what the product would be, wrote my first ever sales letter, finished up the product, set up ordering at a 3rd party processor and within 3 weeks announced it to my list and made several dozen sales at \$47 each (incidentally I immediately realized I was priced too low and kept increasing the price until it got to \$97.)

I continued to market this to my list and also struck up a couple joint ventures with other people in my niche to market it to their lists and I paid them a commission. The biggest one resulting in \$10,000 in sales (up until then I made in total \$2500 in sales). However I didn't see a penny

of that money until 9 months later and by the time it was all over I actually lost money - but the story behind that is a VERY valuable lesson I will share with you another day called Merchant Account Hell.

Also during this time I struck up a deal to "run" the site for one of the top affiliate programs I promoted. It too was an information product site with some content. The owner had not focused or done anything with it for over a year because of other projects and offered me a percentage of the increased sales and backend revenues.

Over a 1 year period I took it from about \$2000 a month to a high of \$15,000 a month, built up a very valuable highly responsive subscriber list from scratch to 23,000+ people as well as a successful affiliate program. That email list over the next 4 years produced over \$250,000 in additional sales for other products and services. Not to mention the additional sales it produced for that site's own product. (Do you see the value of a list?)

Keep in mind none of those things I knew how to do prior to this deal. I studied what other people were doing, what information was out there currently (back then there was not much, we are lucky now a days with the vast amount of good information) and tested the ideas I came up with to find out what worked (and didn't work).

### **To recap...**

During the first 2 years I made less than \$100 in revenue (yet spent thousands). During the next 1 1/2 years I made anywhere from \$100 a month to upwards of \$3000 a month - on average, around \$1500 a month during those 18 months.

However during this time I was also pursuing various offline business opportunities - none of which made any money and always sucked thousands out of my pocket. I finally wised up though, realized those other business opportunities were not for me and focused strictly on the Internet where I was actually having success.

It was not long after this time that I got focused and created that brand new site in less than a week selling an information product and within the first 6 weeks sold \$102,386.28, built up a list of 3500+ free newsletter subscribers and several hundred affiliates. Oh, and this was in another niche market.

I kept that site running on autopilot, doing \$10,000 - \$40,000 a month (in total it has done well over \$1 million in sales and built up a subscriber list in excess of 50,000 people with less than a few hours a week of my time needed.)

While that was on autopilot I was starting various new projects over the following months -- from domains, to software, to more info products, to lead generation and more.

Eventually I started a new company with Matt, what is now known as Nitro Marketing, back in the Fall of 2001 and over the past 5 years it has grown into a multi-million dollar a year business.

**Now that you know my story...  
What should YOU expect?**

Here is the wonderful news for you.

Instead of fumbling around for 2 years spending thousands upon thousands of dollars, wasting hundreds of hours following dead end roads and going through your own "hard knocks of business" education like I did. [With the Nitro Blueprint System](#) you get to skip that entire waste of a phase that I went through. You are so fortunate, I almost envy the position you are in now.

Yes, you get to jump right in and start learning the productive part, the one where you actually make money if you follow the system. And you actually have a system to follow. I had to figure out what to do on my own, adding more time, wasted effort, frustration and costs and debt to my experience you do not have to endure.

However, you still have a lot to learn, especially if you are coming in with no business experience, no direct marketing or no Internet experience. Or worse yet experience in doing things the wrong way or bad habits or poor work ethics.

### **What if this was YOUR timeline:**

Within 90 days you have researched and chosen a niche, created your product, wrote a sales letter, created your sales system and launched your business. That is VERY doable.

You are now starting to get traffic to your site, building up your email list and making sales.

That month you make \$1,037. You are not setting the world on fire, but you are definitely seeing results and everything is starting to grow quickly now.

After 6 months you are up to more than \$6,000 a month in consistent revenue and you have several thousand subscribers on your newsletter list which is starting to really pay off for you now -- and things are growing even faster, more traffic, more subscribers, more revenue, they all just build upon each other. It is amazing.

After a year you soared past the \$10,000/month mark months ago and are quickly approaching \$15,000 a month now and you have a solid plan to get up to that \$25,000/month mark.

**Best of all you have the knowledge, skills, experience and confidence you only dreamt about in the past.** You now know HOW to make money online and the next project you create on your own is actually more successful in a much faster time because of your knowledge, skills, experience and most importantly your belief in yourself.

### **Did you notice this?**

Instead of it taking years of trial and error, hard work and spending (tens) thousands of dollars like it did for

me. You are extremely fortunate it is only taking you months (even just weeks for some people) to see results, and within a year just by learning and following the system you will gain the knowledge, experience and belief so you too can "get rich quick."

**That timeline I gave you above could happen faster for you, or it could happen slower. It really depends on YOU.**

**FIRST**, your positive business/marketing/online background which you have no control over. The more experience you have coming in, the shorter your learning curve will be and the faster you will see results (remember the Experience Factor). Conversely if your background is full of learning the wrong things and bad habits it could lengthen your learning curve.

**SECOND**, your ability to learn new things quickly. Some people are slower or faster learners than others. Again you have no control over this.

**THIRD**, and what you DO have control over, is your work ethic, desire to succeed, initiative and the amount of \*productive\* time you spend following the system. The system works, all it needs is for you to follow and use the system and the results will come. You taking ACTION!

You are the type of person that takes responsibility for yourself and your success and does not expect others to make you successful. Yes, we will provide you all the knowledge you need and there is [the Nitro Blueprint System Community](#) here when you need somebody to assist you if you run into a problem you just can't figure out, but ultimately your success depends on just one person -- YOU.

**You have two choices...**

Most likely nobody ever cared enough about you to sit down and give you the non-sugar coated realities of business like this. They were too busy selling you the Get Rich Quick dream and could care less what happened after they made that sale and pocketed your money.

We are different, once you sign up in the [Nitro Blueprint System](#) we feel our relationship just begins (instead of it being the end). Because we have a vested interest in your success we want to see you succeed but only if you are willing to do what it takes to be successful. **The responsibility is still yours to accept and embrace or to run away from.**

**So choice number one for you is to quit.** Admit you are just not willing to accept the truth and move onto somebody else who is willing to sell you the dream so you can keep living in that wonderful fantasy world of Getting Rick Quick. But you know that it is and will always be a fantasy until you are willing to accept the realities of business.

**Or you can choose number two and be thankful that you are on the right path, with the right people and will finally see the success you crave so very much.**

No, you are not going to wake up tomorrow a millionaire but you know that is just foolish thinking.

You do know that [following the Nitro Blueprint System](#) will cut years off your learning curve (making it just months) and ensure you do not follow dead end paths, experience costly and time wasting trial and error and don't waste tens of thousands of dollars in the "school of hard knocks."

**And most importantly, [following the Nitro Blueprint System](#) you can become successful and yes, some day in the future you too can have your own inspiring, amazing and surreal "get rich quick" story you can tell too.**

Just promise me, when that day comes and you join the ranks of the "get rich quick", please be sure to tell me all about so I can celebrate with you.

**Best Regards,  
~Kevin Wilke  
Co-Founder - Nitro Marketing**