

**7 Secret Insights  
Responsible For  
Over One Million  
Dollars In Online  
Revenue!**

**By Eric Louviere**

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# Introduction

He was frustrated and nervous when his boss called him into her office. The thought of getting reprimanded would have been the last straw for him as he contemplated what the reason was for this meeting out of the blue.

However, he was nervous about the meeting because a week earlier he completely bombed a quarterly managers meeting, where the presentation he gave was subpar and not to the liking of the leaders of the company.

Twitching his pen, it was time to meet with the boss. He got up from his prison of a cubicle and walked across the department floor, past all the salespeople and into his immediate supervisor's office.

His boss was a nice person, someone he respected and liked, but the weight of the job and the boring-spinning-of-wheels of his position at the company, had taken its toll. He was at the breaking point and a change was welcomed. In fact, it was inevitable the monotonous job would end as soon as financially-possible.

He walked in the office and his boss was quite accommodating. She shut the door behind him and simply asked, "Is everything ok? It seems you have not been yourself lately and I've noticed a big disconnect from you the past few weeks. The presentation you gave was unlike you at all and we were all questioning what was going on with you. I'd like to just have a heart-to-heart and see if there's anything I can do."

He took a deep breath and explained how since the beginning of his tenure at the job, nothing moved fast enough. He explained how the wheels turned extremely slow at the company and that there were about a thousand different things the company could do better... to make more income... to improve customer service... but that after a few years of trying, and banging his head against the wall, it was beginning to take its toll on him.

Obviously, it was beginning to sabotage his job as well.

After a long emotional talk, he got up and went back to his cubicle. He sat there for a moment just thinking. His eyes were glazed over as he wondered to himself, *"Is this what life is all about? ...Working some dead end job where there's no spark... no*

*excitement... no challenges... no self-actualization or pride? Is this what most people do throughout their lives?"*

That night, as he drove an hour through stop-and-go traffic on his way home, he wondered if there was a better way... something he could do to get out of this job and live a more exciting, free life.

Six months later, he quit that job to work full time online from the comfort of his own home!

One year after quitting his job, he reached the million dollar mark — all from home!

A few years later, we arrive at present day. And today, he's writing this report telling you 7 of his secret insights — responsible for earning over one million dollars from home!

# The First Unbreakable Insight To Online Riches!

Hi there, my name is Eric Louviere and I'm damn glad to see you reading this report. If I'm right, you are an ambitious Internet Marketer, who is excited about the future, interested in opportunities, and somewhat cautious of your time.

You have places to be and things to do, and I appreciate taking time out of your busy schedule to read this insightful report. I respect your time and thank you for paying attention to what I have to say here.

Let's dive right in and get the juices flowing.

I have 7 gifts I'd like to give you in this report. These are gifts I've thought long and hard about. These are insights I have gathered over the years and believe are the main keys to success in this business.

You see, through the years, I've paid close attention to myself, my VIP clients who I conduct one-on-one's with, my customers, the marketplace, my subscribers, my partners and mastermind buddies of mine.

I've seen some people explode very rapidly online going from nothing, to huge incomes very fast. I've also seen most fail, remain frustrated, jaded and struggling.

I believe I have identified the golden traits — or skills — required to make it in this business. And, in this report, you'll learn 7 of them! If you're smart, you'll ponder each of them, reflect on them... think about them often... study them... and tattoo each insight into your mind.

If you're like most out there, you'll simply glance at them, scan them fast, discount them off and move on to some distraction begging for your valuable time.

## **Insight #1**

You can do this alone, on your own, figuring everything out one piece at a time... of course you can... but I took the fast road to huge money online... and the fast road requires "Other People!"

It was other people who helped fuel my quick rise to wealth. It was other people I leaned on, learned from, and partnered with. It was other people who had the big lists, the big names in the marketplace and the instant credibility!

It was them who knew what they were doing, and how to do it. They had all come before me, had much more experience than I did, had much more results than I had, had attended and spoke at numerous seminars, had launched numerous products, and had all the leverage in the world.

They were the experts... the gurus... the ones with the "built in traffic" and "built in conversions". I realized to earn money fast, I just needed to partner-up or utilize their assets.

I call it now *"Finishing in second place, in order to have a first place income"*. That's what I did. I did this with numerous people. Some gave me advice, shared their experiences with me, taught me their secrets and gave me their methods.

Others simply partnered with me and helped me promote stuff. Others were friends who helped me on my businesses, helped me with my copy, gave me their feedback, etc.

I looked at the people who were making money, and I got my foot in the door to learn, grow, earn and discover what it took to earn big money online from home. I took the shortcut. It worked. It still works.

I have given back now, and have helped others rise fast. I've promoted for others, gave others opportunities, partnered with others who had no list, no contacts, not much of anything, and helped them earn fast as well.

It is other people.

This is your shortcut.

# The Second Unbreakable Insight To Online Riches!

One of the obstacles to getting in good with other successful people is what's in it for them? And, what sets you apart from all the other people hitting-them-up for promotions, partnerships, advice, etc.?

## **Insight #2:**

In order to set yourself apart from the others out there... you need "leverage".

Leverage comes in different forms when it comes to online income, but here are a few of the most popular forms of leverage:

- Copywriting & conversions

This is the one I used. I had a knack for writing salescopy and realized I could earn money doing it, but more importantly, realized it was a sure-fire way to get my foot in the door.

The way I looked at it was not only could I utilize copywriting to build key relationships, but I could also make a pretty damn good income at the same time. Therefore, I started putting much more of my focus on being a top copywriter, than I did on Pay Per Click and affiliate marketing.

The results spoke volumes too!

I offered up free copywriting... or dirt cheap copywriting... to get in good with successful people. I also realized fast that it was not only gurus, or popular names who had a ton to offer, but hidden people (behind the scenes people) who had a wealth of advice to give as well.

I mean, I built relationships with people who made millions online, and nobody knew who they were. They had no desire to be famous, or popular. In fact, they did not want the marketplace to know who they were.

Those folks were goldmines to helping me succeed.

Copywriting is a hard one, unless you are a hard worker, determined, a good student, and like to write. I can tell you, most just don't have the work ethic to become a top copywriter, or to use that skill to build and utilize relationships effectively.

It takes work. Ask any top copywriter and they'll agree. But, once you make it and you got the skills, copywriting is a magical way to earn money very quickly.

There are other forms of leverage:

- Contacts (being a cool person who others like a lot and having a lot of contacts in the marketplace)
- Traffic (if you can generate tons of targeted traffic, you're gold)
- List (if you have a big responsive list and can bring the sales, you're instantly gold)
- Programming (if you are a top programmer, you're gold. Most programmers never figure this out that if they stopped for a second and realized what they have in skills, they could build relationships very fast and the money would follow – much more than taking clients – but actually partnering)
- Affiliate manager (top marketers NEED affiliate managers and this is an easy one for someone to do to build relationships)
- Project manager (someone who can help, be an assistant, lead projects, get things done, free up experts' time, etc)
- Think outside the box on what strengths you have and what you can do for people (that's valuable and much needed).

# The Third Unbreakable Insight To Online Riches!

Did you say you wanted the brutal truth? Didn't you ask me to hold nothing back? No? Ok, well that's just the way I am anyway, so here you go...

This insight will take a bit of explaining, but I think once you understand this one fully, everything can change for you if you actually implement what I'm about to tell you. No joke.

At first glance, it's like, "Yeah, yeah Eric...I've heard this one before." But, after deeper analysis, it's one of the magic secrets the rich fully grasp and use almost daily to gain more and more wealth.

## **Insight #3:**

Let me start off first by being rude. I don't mean to be rude. I'm not trying to be rude, but this one comes across "rude" for some people. They think I'm attacking them, belittling them, or acting all self-righteous or something. Not true, but if one must see it as being rude to get the point across (or offensive), then so be it.

Ready?

Most people are average. Most people are just like everyone else. Most people are depressed, have anxiety, have issues and problems, are on medicine, are lazy, are selfish, are easily distracted, are having financial problems, are jaded, resentful, want something for nothing, are lazy, just want the magic button, lazy, afraid to work, never invest in themselves, frown at personal development, are lazy, never invest in their dreams, are insecure, lazy, are crazy, want it all free, are lazy... and are lazy. AND, they are lazy.

And if that was not enough, they are lazy.

Oh yeah, I almost forgot, most out there are lazy.

But there's good news...

Most successful people were (and are) often just the same as what's mentioned above. They are humans too. They had/have their issues and problems and obstacles and insanities just the same.

Hmm... this insight is not yet clear. Let's expand.

All successful marketers were/are the same. The only difference is they changed. The big difference is instead of being lazy; they got their ass to work. Instead of being insecure, they gained the necessary confidence to succeed. Instead of being frustrated and jaded, they plowed through those emotions, and did it anyway. Instead of letting anxiety or depression cripple them, they did it anyway. Instead of looking for magic buttons (something for nothing), they put that human nature desire on the shelf, and plowed ahead and did it anyway. Instead of being lazy, they became hard workers. Instead of watching aimless television – which sucks your brain down to the 8<sup>th</sup> grade level – they got to work. Instead of being lazy, lazy, lazy, they got their ass to work. And, because of that, they are now, not average anymore.

Can I get an Amen?

You see, basically, those who succeed did what average people NEVER do. They conquered all those barriers (obstacles) that prevent MOST from succeeding. Let me put it this way...

There's a good chance — unless you're brand new — you already know what you need to do to make a bunch of money online. Yes, there's a damn good chance you know what to do already.

The problem then?

You don't do it.

Why don't you do it?

I have no Earthly idea \*Exactly\* why you don't do it. The list could be a mile long. However, no matter how you slice it, you're not doing it for some reasons... and until you plow through those "reasons" why you are not doing it, you'll continue to be another average person with a dream and no results. Ouch?

Consider it tough love, and thank me later, but until you plow through your fears and actually do the things successful people do, you aint goin' to get any results. Let me say this...

Most people are afraid to do videos. I'm too fat, I have an accent, I'm not good on camera, I'm shy, I'm scared of the monsters in my closet, daddy.

Most people are afraid to ask people to promote their stuff.

Most people are afraid to sell their products. They create them, but when it's "go time" they get scared and distract themselves, come up with some kind of excuse as to why nobody will buy it or like it, and move on to something else... never launching or selling a gaw damned thing.

Most people are afraid to pay for traffic... mostly because they are afraid to sell their products... or spend money on their dreams. But then there's free traffic. Lots of people teach article marketing. That's free isn't it? Write these little articles and submit them all over the place and get free traffic? Personally, I think article marketing sucks, but it works and it can bring traffic... with one big fat problem... it takes... WORK!

And lots of it...

Well, that just killed off 95% of people wanting to earn money. In fact, I've used this one before a million times... It tends to go like this:

Someone asks me for free advice.

I tell them to create a kick ass squeeze page that gives something valuable away for free. I tell them, once they are done with that kick-ass squeeze page, to let me know... to hit me up again and I'd take a look at it.

Tick tock  
Tick tock  
Tick tock

We watch as the calendar changes from one month to the next, as the seasons go from hot to cool, to bitter cold, back to spring, back to hot... as years pass... and we grow older, yet older now, and nothing.

If you have someone staying at your house, mooching off of you, and you are growing tired of them sitting in your chair and eating your food, just give them work to do. They'll be moving out soon.

Heck, they'll probably go get a job to get away from all the work you're making them do. At least at a job they can play on the Internet and get paid for it.

ANYWAY —

One more thing... to add to this insight... most people gets "stopped" right in their tracks easily. It does not take much to stop a person from pursuing anything. Just toss an obstacle at them and they give in. They stop and go in a different direction. The obstacle defeats them.

How about not taking "no" for an answer for a change? Try it just once on purpose. The next time someone gives you a "no, that's against our policy", just try again. Let me give you an example...

We booked a hotel room to go to Disney World... or land, whichever one is in Orlando. At the time, we were staying on vacation in Destin, Florida. So, we decided to take a vacation within a vacation, and go to Disney.

Orlando was about a 5 hour drive from Destin. I got on Expedia and we booked the room for 3 nights. We booked the room for that night. We booked the room to check in the same day we booked it.

So, we packed up my Denali and hit the road on our way to Orlando. But then, it started raining cats and dogs. I mean it was really coming down. I had no desire to drive in that rain, so I turned around and went back to Destin.

My wife called up Expedia to cancel the reservation and give us our money back. However, unlike money back guarantees in the Internet Marketing world, they said no. It's too late and that's against our policies. You have to give us 24 hours notice, so we can only credit you partial.

Yeah right.

Wife said, "Let me give the phone to my husband".

In steps Eric with cape and Superman outfit on.

Eric says, "Uh, look honey-bunny, that's not going to happen. I just booked it two hours ago, and need to get a credit back. Before I go up the chain to supervisors and all that, how about we save you and me time and just get this done right here and now"

(Or something cool like that was said)

Expedia outsourced worker says: "I have to call the hotel and see if they will give you your money back". Then, she comes back and says, "they said no, and that you would have to fax them a letter and talk to the manager in the morning. But, I can credit you the other days right now".

Next day, I call and talk to manager and she gives me lip service too. Most people would have given up by now and taken it, but I kept on. I ended up getting a free night out of it. We went back the next week.

The point, besides me being superman, is don't let people tell you no. Keep rolling. Find other ways. Keep plowing ahead.

We see this in the Internet Marketing world. Someone wants to launch something, has a good idea, starts working on it, but then... sees someone else has a similar product. Someone beat them to it (First to market).

They then stop and say, "damn, I had that idea but they beat me to it. Guess I should find a new idea now. Shucks."

No, no, no!

Do it anyway! Keep plowing ahead. Be resourceful. Think outside the box. Be better, newer, faster, unique, have more benefits. Do something to continue on. It's a good sign if someone else has your idea... means it's probably a good idea.

However, most people would get stopped in their tracks and give up.

Ok, so this was a long insight and deep, but it's incredible how you can just simply "not be average" and earn a fortune.

# The Fourth Unbreakable Insight To Online Riches!

There is one thing, if done right, can make you an absolute fortune practically overnight. And, this is the fourth insight you should pay attention to. This one is easier to explain but just as powerful as the others.

## **Insight #4**

When you look at conversions, most people think copywriting. Most people think that they need compelling copywriting to make money in this business. I tend to agree with them, except for one HUGE addition to this.

There's one secret to conversions that blows away the top copywriter in the entire world. Pick a legendary copywriter, anyone, and I can tell you a way to beat their award winning sales letter every day of the week and twice on Sunday.

Yes sir.

This one is 100%, primetime, pure gold.

And, that ultimate secret you are looking for... that edge... the explosive conversions that blow away all copywriting... is branding!

Famous Guru Bob emails his list and says he's going to help people make money online by conducting group coaching. But, it's only available for the next 3 days and that's it. He sends them to a blank page that just has a PayPal button on it.

Famous copywriter Bill works for weeks on the best sales-letter he can craft for someone who is a non-guru (no name). No name drives prospects to it from various sources.

Who wins? Who converts better? The high priced famous copywriter or the famous guru with the big name?

Of course, the damn guru wins.

Why?

It's because he's admired, followed, interesting, remarkable, unique, and has a group of rabid buyers who dig him (or her).

Let's say you are looking around online and you land on some killer sales-letter. The product looks fantastic. All seems great. Everything is there, but you have never heard of the owner of the product.

So, you research online (you Google his/her name)... and find a couple articles but nothing spectacular. You are not too sure of your purchase or who this dude is. You bookmark the page and think about it.

(...Which means you never end up buying it)

On the other hand, you land on a well-known guru's page. You know this guru well, know where he lives, seen his videos, know the kind of car he drives, his flaws, everything. Are you as concerned about buying now?

Or better yet, maybe it's a guru you really like!

Either way, or no matter how much details I can provide you here, branding rules. The reason I got so many copywriting clients was because I actively branded myself and got myself out there in front of the marketplace.

Branding is the ultimate converter!

# The Fifth Unbreakable Insight To Online Riches!

## Insight #5

You need a list  
You need a list  
You need a list.

I've seen people who have a list of around 1,000 people earn a few thousand dollars per month. I've seen people who have around 5000 people earn six figures online. This is by far the easiest way to riches online there is.

And, it's easy to get a list.

Create a valuable squeeze page that gives away something valuable for free and go out there and do list swaps. You promote for them, they promote for you. If needed, give them 100% commissions to get your list started... then do list swaps.

If needed, pay for traffic to build your list.

If needed, do whatever the hell you have to do to get a list.

But, the key is to BRAND yourself to that list. This is key, because they are going to lose interest and stop checking your emails. They are going to just delete, delete, delete – your emails.

Be interesting.

Also give those subscribers free tips and valuable stuff for free. Don't just sell the snot out of them, because they'll delete, delete, delete your emails. Give, give and give some more. Brand yourself and toot your own horn.

Nobody is going to toot your horn enough for you to make a difference, especially when first starting out branding, so toot the shit out of your own horn!

I remember listening to Anthony Robbins on audio, and he was talking about how the car salesman at the dealership was sharp as can be. He explained how he was buying a Mercedes and the salesman was top notched.

Blah, blah, blah, he went on about the story, talking about sales or something... but I saw what he did. Yes, there's a deeper strategy. That sly guy he is. Did you catch it? Mercedes!

Maybe you can catch some of the one's I did in this report? Let me drop a couple hints...

MMMMMM IIIIIIIII CCCCC KKKKKKKK EEEEE YYYYYYY

MMMM OOOO UUUU SSSSS EEEE!

Disney land (or world)

Mickey Mouse

Vacations

Million dollars

Copywriting

How you think of me? How you like them apples?

Maybe you even caught this one I dropped:

VIP clients and one on one's...

Damn I'm good huh?

Geeze, I just did it again.

Branding and LIST building and management is what you NEED.

# The Sixth Unbreakable Insight To Online Riches!

Almost done now and congrats on getting this far. I'm sure you have enjoyed this report and I'm certain you are going to utilize the insights to make yourself a fortune. There's only two more insights left, this one here and the last one, so let's finish up strong.

There's one thing every millionaire marketer I know is in love with. Every single one of these million dollar marketers are completely and totally, madly in love with insight number 6.

And, because they are madly in hot-love with this insight... you should be too.

## **Insight #6**

Every million dollar marketer I know, including the six figure marketers, every single damn one of them thus far, is totally and madly in hot-love with Copywriting & persuasion.

Yes, even if they don't write a lick of copy themselves, they are fascinated by it, dig it, study it, pick up on techniques and completely study the heck out of it. They watch each other, steal from each other (I mean swipe) and they copy what works... or what seems like it should work.

They look at "offers" and not just the sales copy. They look at how they are doing videos... how they are getting people to opt in... what "buy now" buttons everyone is using... what kinds of headlines... who's doing your graphic art... and so on. They watch for copywriting and offers and USP's.

They focus and pay attention to what converts. This is the art of making a boatload of money online. They also study copywriting, read persuasion books and become very good at using the right words.

Insights is a good word, instead of secrets.

Methods is a good word instead of strategies.

A program sounds better than an ebook.

Join Now sounds better than Pay now.

There are so many persuasive techniques and copywriting methods I could write a book on this subject alone. Oh wait, I have.

Let me ask the question...

How much have you studied copywriting and persuasion? Have you purchased books on the topics? Have you got courses on the topics? If not, then you are not doing what million dollar marketers are doing.

# The Seventh Unbreakable Insight To Online Riches!

Now, onto the last insight for the report...

## **Insight #7**

I am convinced.

I have no doubts whatsoever that this insight is the secret to wealth. It's the biggest one. Its simplicity is brilliant, but its power is monumental. It's absolutely, undeniably, the most unbreakable insight to online wealth.

I am convinced.

If you can gain this power I'm about to explain to you, your entire life will change. Your finances will skyrocket! This insight is the difference between the "have's" and the "have not's".

This insight is **THE GREAT SEPERATOR!**

It separates the pretenders from the players. It separates the winners from the losers, the men from the boys, the strugglers from the abundant ones. This is the big one! This is the shock and awe of the honest to God secret to wealth.

It's like fairy dust. If you can get this fairy dust on you, you'll be rich. IF not, you'll not be rich. It's as simple as that.

This insight was made famous by a character in a classical movie. It's the Lion. The lion without courage is weak and kills nothing. The lion without courage is like a bird that cannot fly. The lion without courage I weak, timid, slow, insecure, lazy, reactive, distractive, jaded, resentful, lazy and weak. The lion without courage is poor.

However, the lion who has courage, launches products... sells stuff... asks for Joint Ventures... invests money... works hard... does videos... sells stuff... does audios... does webinars... does sales videos... builds relationships... builds a list... manages that list... and toot, toot, toots his/her own horn. The lion with courage brands himself/herself.

Friend, it is courage. It is honor and courage. It's having the balls to make things happen and putting "you" out there in front of the market. It's having the courage to actually implement something, instead of just talking about it.

I've seen terrible marketers make a fortune because they had courage to take action and put themselves and their products out there. It's courage. It is.

If you have fear of ridicule (fear of what people will think of you or your stuff and what they'll say about you or your stuff)... then the only way to defeat that is to have courage.

Courage cannot be taught.

Courage is up to you.

Only you can have courage and nobody can have courage for you.

THIS IS THE GREAT SEPERATOR!

It's up to you.

It's ONLY up to you and nobody else.

If you are not going to have the courage to escape comfort zones, riches will be elusive. If you are not going to have the courage to take risks and invest in your own dreams, then riches will be elusive.

If you never implement, you'll never make money. I've never met a timid, scared, insecure, lazy, non-action taking millionaire who did not have the courage to implement things despite having any or all of the above.

Got courage?

**Respectfully,**



**Eric Louviere**