

The Ringold Brothers' **ProfitsAccelerator.com**

Hello and thanks for downloading the outline of our 6 step action plan. We are confident that it will simplify the way you approach your online marketing from this day forward.

Our approach to making money online is to keep things simple! We are firm believers that doing something, even if it's not perfect, is better than not doing anything at all.

Getting started making money online can be a daunting task. There is SO much information available and SO many different tactics and techniques to learn that it can leave you feeling more than just overwhelmed. It can leave you frustrated, uncertain, exhausted, defeated, and sometimes flat out angry!

Learning to make money online can be an emotional rollercoaster. If you have ever experienced any of these feelings, we feel your pain! We went through all those similar feelings on our way to success and have used our experience to create a system that will drastically reduce your learning curve and get you profiting more quickly.

We are going to help get some of those feelings under control and show you a way to really pull all the pieces of the puzzle together with an easy to follow action plan that will make sure you stay on track.

Before we share the outline of our 6 step action plan, we would like to take a minute to tell you a little bit about us.....

WE ARE THE RINGOLD BROTHERS



My name is Jeffrey Ringold. Since 2003 I have been operating online businesses with my brother and my partner Ryan Ringold.

Perhaps you may have heard of Ryan, the self proclaimed, "Lazy Ass Internet Marketer."

While Ryan coaches online I have been more behind the scenes running our business, managing PPC, creating new products, and doing all the things that come along with running a successful business.

When it comes to online marketing I have just about done it all.

✔ I have written multiple digital products and have sold thousands of copies around the globe.

✔ I am currently selling a physical product online moving upwards of 500 units per month. I have recorded and sold audio CD's to customers in 7 continents.

✔ I have written sales letters that have pulled MILLIONS of dollars in sales.

✔ I have successfully created, organized, and maintain countless PPC campaigns with hundreds of thousands of dollars in spend pulling Millions of dollars in sales.

Needless to say I've done a lot.

But what I share with you in this report is the most exciting info I have ever released!

Before I get into that I want to let my brother introduce himself:

ABOUT RYAN RINGOLD



Hi. I'm Ryan Ringold.

Yes, I really have self-proclaimed myself as the "lazy ass internet marketer" because I run my internet business virtually on autopilot.

I've been making money online since the early days of 2002 and I've generated millions of dollars in revenues, while working from home in my underwear.

I've always been an entrepreneur and before discovering internet marketing, I had several business failures.

My biggest failure came when I was 27 years old and was forced to declare bankruptcy. I had to move back into my parent's house and live in their basement where I slept on the couch next to their dogs.

I remember feeling depressed, humiliated, and hopeless. I was emotionally, spiritually, and financially bankrupt and I didn't know what was going to happen or what I was going to do.

It took three more years before I discovered internet marketing and making money online. When I found it, I was \$30,000 in debt (after declaring bankruptcy 3 years prior), I didn't own a car (I couldn't afford one), and I was struggling every single month to make ends meet.

I applied my past business experience and my knowledge of marketing and sales to the internet and the very first website I launched made me a profit of \$75,000 the first 12 months. That was more money than I made in the previous 3 or 4 years combined. The second year I made \$125,000 and was completely debt free and in my fifth year of being online I generated in excess of half a million dollars while working from home in my underwear.

BACK TO JEFF



Thanks Ryan.

Let me just add that Ryan has gone onto own and operate numerous websites, both individually as well as some in partnerships with me. His websites have had millions of visitors and have generated millions of dollars in sales. Ryan has written sales letters that have sold upwards of 35,000 copies of one of his products to customers around the globe.

He has been educating new internet marketers through his own coaching websites and mentoring programs for several years.

Ryan has been invited to speak and has spoken on the topic of online marketing at seminars held by some of the biggest names online.

Most recently he spoke at an event hosted by online tycoon, Jeff Johnson. Needless to say my brother knows his stuff and together we have formed a great bond and business partnership.

And oh yeah.....he really isn't lazy!

Ryan has just developed a way to make money on his terms, his schedule, and there is no one that is going to tell him what to do.

He has total Freedom!

So the reason we have been able to accomplish all of this online is because we have created a system that is easily duplicated. We like to keep things simple and not over complicate them.

Through our years of experience and trials and errors, we have perfected a way to consistently and easily make money online.

Here's the good news...

We are about to share an outline of that action plan with you, in an easy to read, easy to follow format. Our system is responsible for helping us generate millions of dollars online and that best part is it can be adapted to fit almost all businesses whether you sell physical or digital products.

All too often we meet and speak with internet marketers that overcomplicate things so greatly that they end up doing basically nothing.

Don't allow this to happen to you. Start taking action with clear direction by utilizing this great free tool we are providing to you and you will see your progress start to skyrocket.

Wishing you much success,

The Ringold Brothers
Ryan and Jeffrey

Action Plan Cheat Sheet

1. Market Research

- Search Clickbank for high gravity products
- Evaluate the competition (are others selling in this niche?)
- Use Google Keyword Tool to determine monthly searches
- Test affiliate offers
- Evaluate your test offers (what works and what doesn't)
- Based on your findings decide whether you will proceed in this market

2. Sales Letter

- Study your competitors sales letters
- Dictate or write notes about what you like and do not like
- Use your notes to create an outline of the sales letter
- Follow outline and write the sales letter yourself
- Or pass the outline to a freelance copywriter

3. Shell Product

- Don't overdo product
- Spend more time on sales letter
- Use existing articles you have and turn them into PDFs
- Create an outline version of the product
- Do an interview to create a shell product (this literally takes 20 minutes)
- Once you know that the product is going to sell than create full version.
- Buy competitors products to use as outlines
- Use PLR products to create a shell product
- DON'T plagiarize
- DON'T be afraid to refund orders as first (this is about testing the marketing)
- DON'T spend too much time on product until you know it sells

4. Full Version of Product

- Give outline of product to writer to generate Ebook.
- Use PLR or free affiliate reports for bonuses (or you can write them)
- Submit to Clickbank

5. Up sells

- Once product is selling you add the up sell
- Audio version of Ebook (this works great and can be done easily)
- Expanded version of the Ebook (maybe bonus chapters)
- second Ebook on related topic

6. Duplication

- Repeat steps 1-5 to make more money