



# Infusionsoft 2010 Ultimate Marketer Award

**Dustin Mathews**  
*Speaking Empire*

# The Tale Of A Marketer

**“A Look Behind The Gurus”**





## Mail

## Favorite Folders

Inbox (21)  
Deleted Items  
Junk E-mail  
Outbox  
Sent Items

## Mail Folders

## All Mail Items

Personal Folders  
Deleted Items  
Drafts (1)  
Inbox (2)  
JVUp  
Co  
St  
Te  
Accou  
Accou  
Affilat  
Awebe  
BJS  
Brain S  
Brickw  
Bruce-S  
Busine  
Affil

## Mail

## Calendar

## Contacts

This Week  
Monday **12**  
Tuesday **16**  
Wednesday **7**  
Today **7**

**42 Oprah Orders**











6723

Bank of America  
Houston, TX

DATE

3/18/2009

\$ \*\*19.99

DOLLARS



Details on Back

6750

Bank of America  
Houston, TX

DATE 3/25/2009

\$ \*\*39.97

DOLLARS



SunTrust

ACH/RT 081000104  
63-215-631

2762

3/18/2009

\$ \*\*198.50

DOLLARS

FIRSTMERIT BANK, N.A.  
OLD PHOENIX BRUNSWICK CENTER OFFICE  
WWW.FIRSTMERIT.COM  
56-354412

50963

3/20/2009

\$ \*\*1,183.00

DOLLARS

*1 Cantu*

STRATEGIC REAL ESTATE COACH, INC.  
6659 PEARL RD STE. 303  
PARMA HEIGHTS, OH 44130

HALE PUBLISHING GROUP, INC.  
23882 PACIFIC COAST HWY., #479  
MALIBU, CA 90263-4876

*Predominant LLC*  
*Ten Howard*

Washington Mutual  
Washington Mutual Bank, N.A.  
20211 Washington Center  
Seattle, WA 98109

Center 1040  
2-800-788-7000  
24 Hour Customer Service

*Launch of*

103113  
103222716271: 881245111

90-112/222  
884261451

DATE

3/25/09

3095

\$ 10,000

DOLLARS

*10,000*

5606

## Who Is This Guy?

“The Startup”

“The Mastermind”

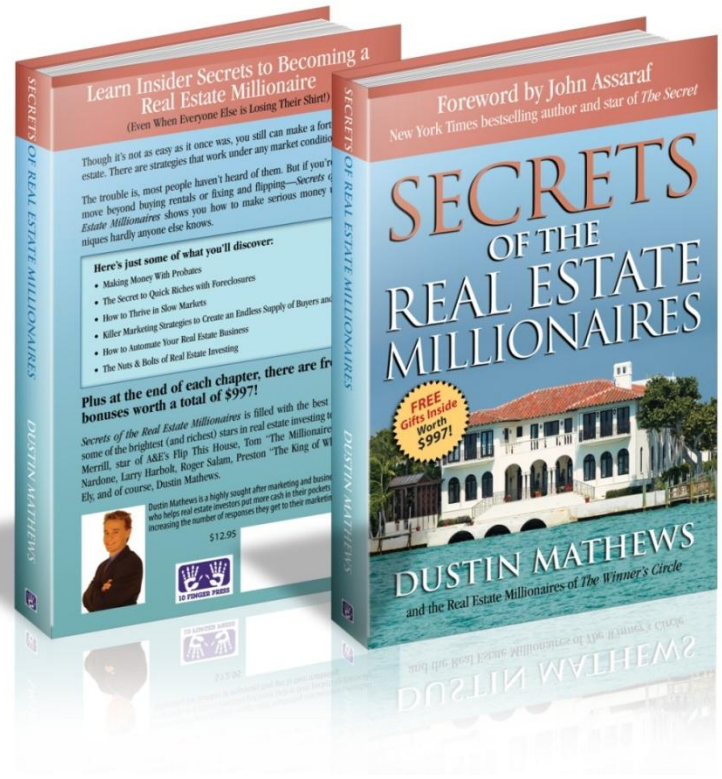
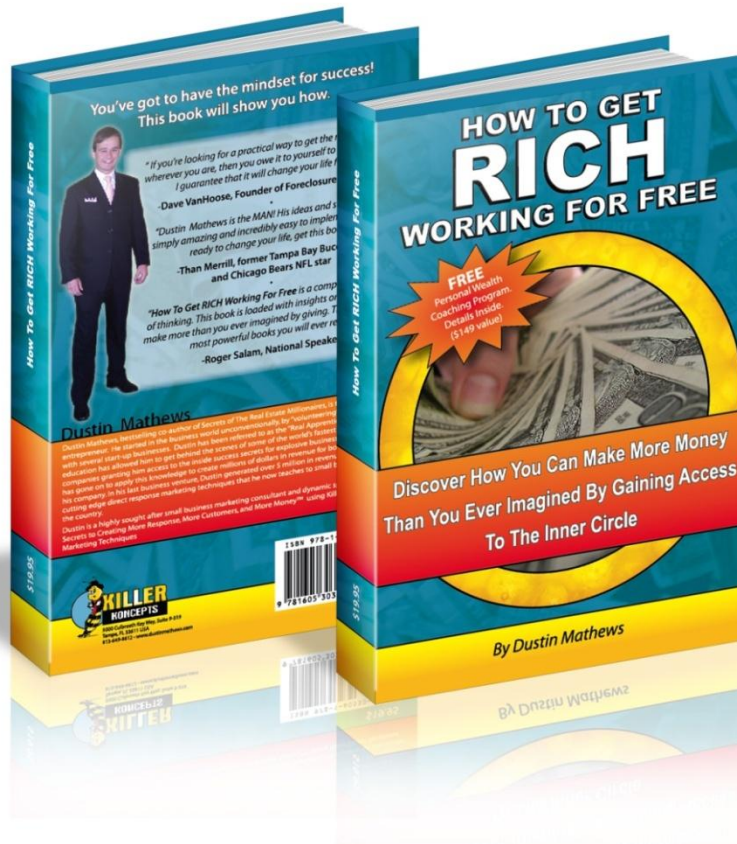
“The Big Show”



**BIG AHA:** Hang around successful people...







## The Answer Is...

Get Rich with Adsense...

Copywriting – “Ugly is Good”

Sales Letters

Email Marketing

Networking

Never Eat Alone

(Who you surround yourself with...)





# The Letter That Changed It All

From the desk of Dave VanHoose  
Thursday, 9:37 am  
Tampa, FL

"My goal this year: Make  
2006, I mean double, if not

- I made that goal at  
are at the half-way point.  
Well...I have had many suc  
to go. I am going to ma  
like it or not! As always,  
and best opportunity as  
partners, developed a "s  
buying business.

You've already tar  
Member, and it's time f  
interested in expandin  
this year read on, i  
on this incredible ser  
arrive where you wa  
committed to helpi

boomers! I don't want you to miss out on the opportunity of a  
lifetime when these properties go through Probate. The opportunities  
in 2006 will be huge!!

So here's what you'll get if you act today!

- ✓ All of the probate listings in not one, but 2 counties!  
Updated daily.
- ✓ Insider Access to an interview valued at \$97. Yours to  
keep just for reading.
- ✓ VIP Registration for our next Probate Training Workshop  
valued at \$89!

If you call today I'll take off another \$100, bringing the price way  
down to **\$799!** That's over \$2000 in savings! To act on this  
deal call me at **(727)430-1744** or by email at  
**dave.vanhooose@foreclosuresdaily.com.**

Dave VanHoose  
Probate

## King of Unsecured Loans?



Instantly Transform Your Business

*An important message message for business owners and entrepreneurs...*

**"Who Else Wants \$100,000 Dollars To Start Or  
Grow Their Business In The Next 3 - 6  
Months...GUARANTEED?"**

**Find Out Why THOUSANDS of People, All Over The World Are Using  
Business Lines Of Credit**



**Claim Your FREE Business Credit  
eCourse!**

**Fill out the form below** and you'll  
immediately receive your FREE eCourse on  
*How To Get The Money You Need To  
Launch Or Expand Your Business Without  
Going To The Bank!*

Enter Your First Name:

Type In Your Email  
Address:

**Send Me My Free eCourse Now »**

Are you an expert?

Expert Fairy

Just get started...

Business Credit Infusion



Dustin Mathews & BusinessCreditInfusion.com presents...



# Dirty Talk

THE ONLY REAL NEWSLETTER FOR SPEAKERS!

## The Retired Life

Ahhh...the retired life. In the last issue of "the Dirty" (as Colin would say), I officially announced my retirement from doing product launches. But if you think I'm on the beach sipping Piña Coladas you got another thing coming to you.

I've been busier than ever... creating new products, consulting, filling events and even adding a puppy to the family. Did you honestly think I was going to slow down? ;)

With that said let's get on with the show...

### Special Sauce

Back when I was marketing for nearly 200 real estate events per month, I used almost every trick in the book to put "butts in seats."

One of those tricks, that I've seen fellow Dirty Talkers, **Jeff Adams**, **Than Merrill**, **Ben Pargman** and a few others use, is having speakers promote to help fill the room.

Well, since I'm back in the game (for the meantime) marketing **DT Kent Cloth-**

### What's Waiting For You Inside...

- Rockin' Out with This Month's Dirty Talker—Page 3
- Kimble Is Up To Something...—Page 2
- the Launch Angle—Page 3
- Services You Can't Live Without—Page 3
- Some Incredibly Dirty People—Page 4



A New Edition To The "Dirty Family" - Meet Smudge

ier's Real Estate Success thought I'd share a snippet on how we're working event.

- 1) Find Local REIA your event and pull

sites. U find a Vendors. Section. wholesaler a piece course your p they'll

Obv the R then some chal eas you bod ha

As soon as ate check fr sales, they

- 2) Contact is a variat you actual them.

In Than Launch, c in there opt-in c about in

(Continued from page 1)

huge list of wholesale buyers.

- 3) Go to Meetup.com. Here you'll find all kind of groups of people interested in different topics. Look for the real estate, home based business, stock, entrepreneur and "opportunity seeker" groups. It's good to join the group but really what you're after is the owner of the group. Reach out to them and do what I recommended in Step #1.

**BONUS TIP:** Fellow Dirty Talker **Charles Dudley** shared that he had just taken control of a group when a previous leader stepped down. All he did was volunteer and he picked up over 50 names and emails.

Heck who knows, maybe you can even offer to buy these groups? Next course: **Flipping Meetup Groups**

Now get out there and get those events filled!!

### You Want To... Cancel?

Dirty Talker, **Cory Boatright** sent this link out to the JV Update Group: [www.CancelMyAccountNow.com](http://www.CancelMyAccountNow.com)

### On The Move...

(because if you ain't moving, you're dying)

- RainMaker & UFC 100 —July 9-12 in Sin City, NV
- Ben Pargman Consulting Day —July 15 in Atlanta, GA
- Kent Clothier's Real Estate Success Summit—July 24-26 in Orlando, FL
- Ryan Deiss' Traffic & Conversion Summit—August 7-9 in Austin, TX

P.S. If you are coming to Tampa, give me a call/email and we'll meet for lunch if time permits. Contact Alice for availability!



You never know who you're going to run into. Met Robert Allen in Las Vegas

It's Russell Brunson's cancel page for his subscription sites. I love how he puts the ball in the customer's court to cancel and as Andy Proper pointed out, check out the subtle message in the background.

By the way, if you haven't signed up for **Trevor Mauch's JVUpdate** (at [www.JVUpdate.com](http://www.JVUpdate.com)) what are you waiting for?

### Web Guy For Hire

Need some search engine optimization, have network projects, or even a little help on your websites, then call William Matthers. You may already know his wife, Molly Shaw-Matthers who works directly with Than Merrill & the FortuneBuilder's Team. Molly also has her own TV show as well which is called "Find William Contract Work Before She Flips Her Lid." Get a hold of William at 727-542-4354 or [kx250r378@verizon.net](mailto:kx250r378@verizon.net)



Blat from the past! Dirty Talkers Mike Warren, Greg Clement and Jason Rodriguez hanging at the TWC Avila Mansion in Tampa, FL

### Kimble & Kennedy

**Michael Kimble's** up to something BIG (as if you didn't see his little insert this month ;). You'd be foolish to pass on something this niched and hobnobbing with direct mail legends. Yes, I'll be there.

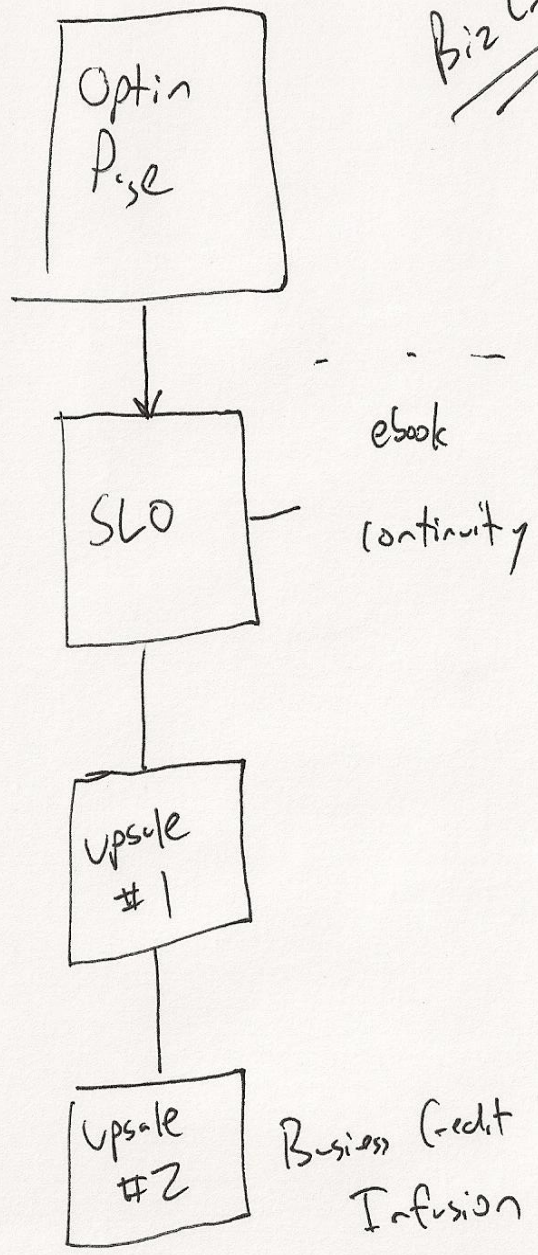
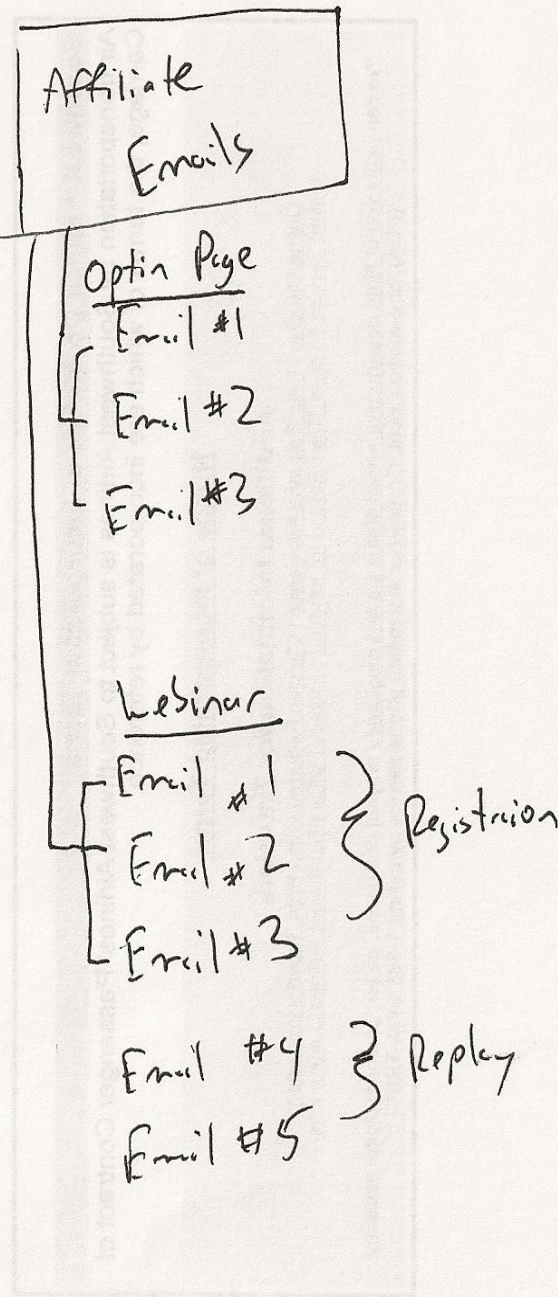
### Events

I'm going to be in Orlando and Austin (see "On The Move..." box). If you're going to be there send me an email or let Alice know ([alice@kingofunsecuredloans.com](mailto:alice@kingofunsecuredloans.com)). Let's hook up and do lunch/dinner.

**This First Class** edition of Dirty Talk crafted from 30,000 ft in First Class.

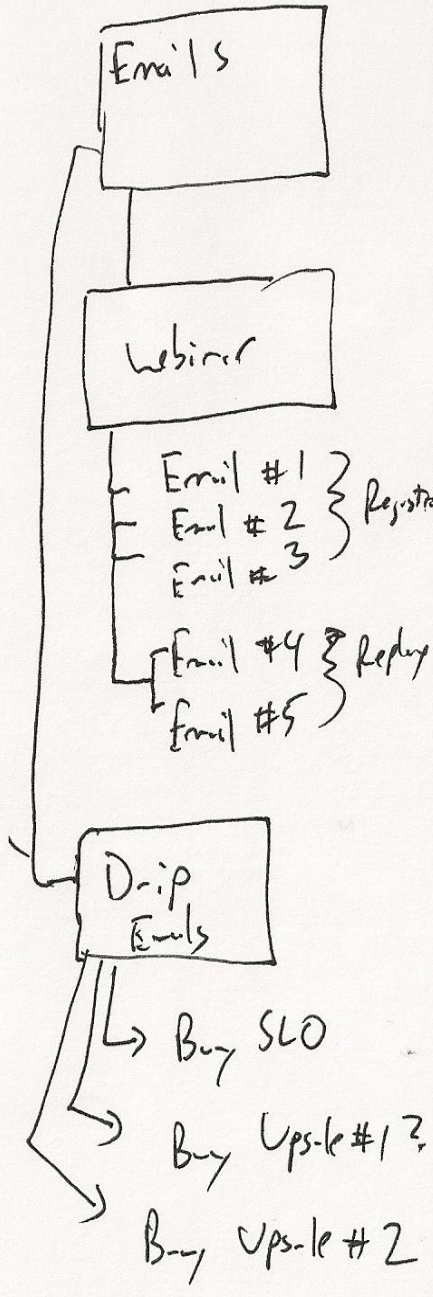
(Continued on page 3)





Business Credit  
Infusion  
\$997

Biz Credit

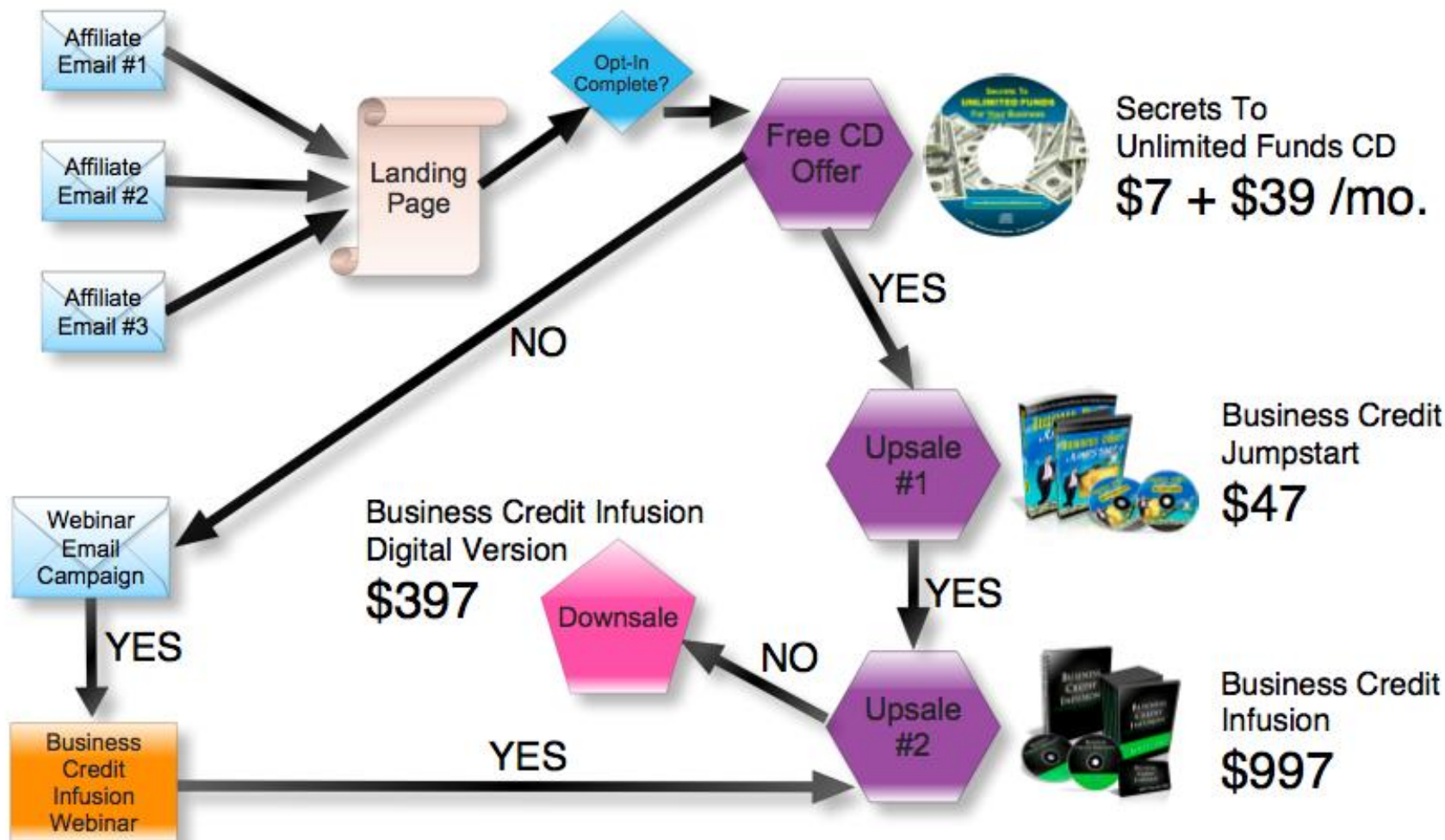




# "High Conversion" Business Credit Infusion Sales Funnel

**BUSINESS CREDIT INFUSION™**  
SECRETS TO GETTING MONEY FOR YOUR BUSINESS

<http://www.businesscreditinfusion.com/quickstart/>





Core Training Modules

## Module #1

### The Credit System Crash Course



#### Business Credit Infusion Training Module #1

In the 1st Module you'll discover the foundation to Infusing your business with a mountain of Business Credit...

#### BC Infusion Bonuses



##### How To Get A Duns Number

I shot a 17 minute video on how to get a DUNS number and how to check to see what your Paydex score is....

#### Sweet Resources



##### TV Interview on Business Credit

Being interviewed on the "Millionaire Mindset" TV Show about the power of Business Credit...

I know it sounds crazy, but...

**25 Year Old "Kid" Gets  
\$93,000 Dollars In 93 Days  
For His NEW Business...**

Without A Business  
Plan...Without Tax  
Returns...and Without  
Walking Into  
A Bank!

0:00 / 1:57



**Click To Watch Video**

#### News & Updates

Would you like to receive more from Dustin via email?

**<http://www.BusinessCreditInfusion.com>**



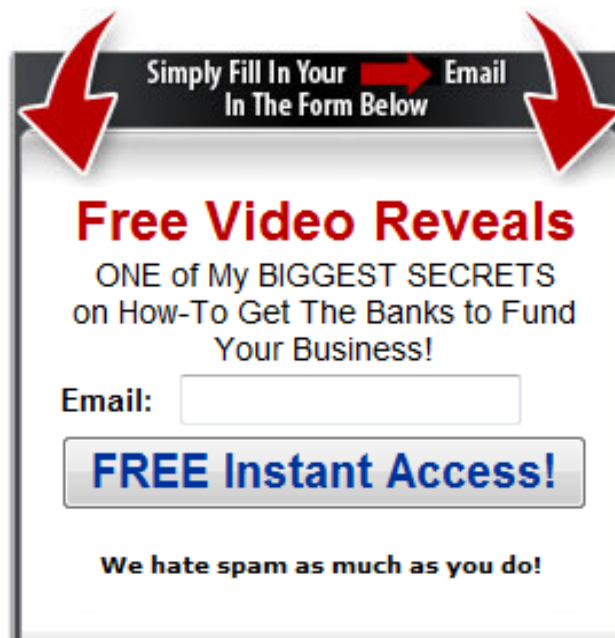
**Attention: Business Owners...** BENEFIT from the "Credit Crunch"  
*FREE Video Reveals The One BIGGEST SECRET Of...*


## **"How A 25-Year-Old Start-Up Entrepreneur Got Banks And Lenders To Stand In Line And Hand Over \$93,000 To Fund His NEW Business In Less Than 3-Months..."**

**Now You Can Get Money For Your  
Business For Any Reason...**

- WITHOUT using your personal credit
- WITHOUT years of being in business
- WITHOUT proving financial statements or tax records
- WITHOUT ever walking into a bank

Some people think it's near impossible to get banks to



Simply Fill In Your  Email  
In The Form Below

**Free Video Reveals**  
ONE of My BIGGEST SECRETS  
on How-To Get The Banks to Fund  
Your Business!

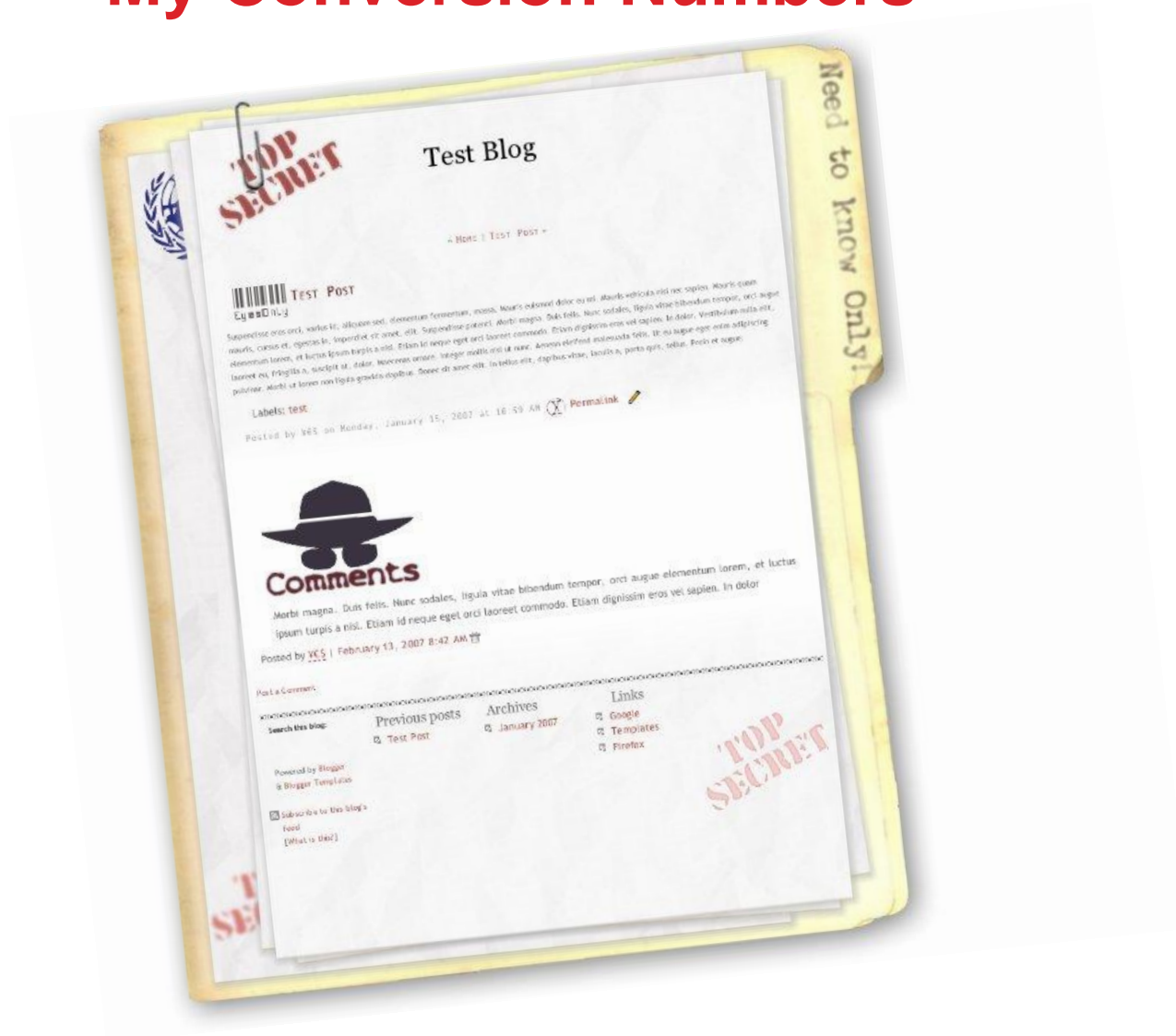
Email:

**FREE Instant Access!**

We hate spam as much as you do!

**<http://www.BusinessCreditInfusion.com/quickstart>**

# My Conversion Numbers







Visitors  
15003

5732



38.21%

Leads



580



10.12%

3.87%

\$3,833.23

Orders



464/580

80.00%

[price testing]

Subscription



0/580

0.00%

[price testing]

Bump #1



0/580

0.00%

[price testing]

Bump #2



223/566



39.40%

\$11,711.00

Offer #1



0/0



0.00%

\$0.00

Offer #2



15/518



2.90%

\$12,365.00

Offer #3



15/447



3.36%

\$4,675.00

Offer #4



0/0



0.00%

\$0.00

Offer #5



0/0



0.00%

\$0.00

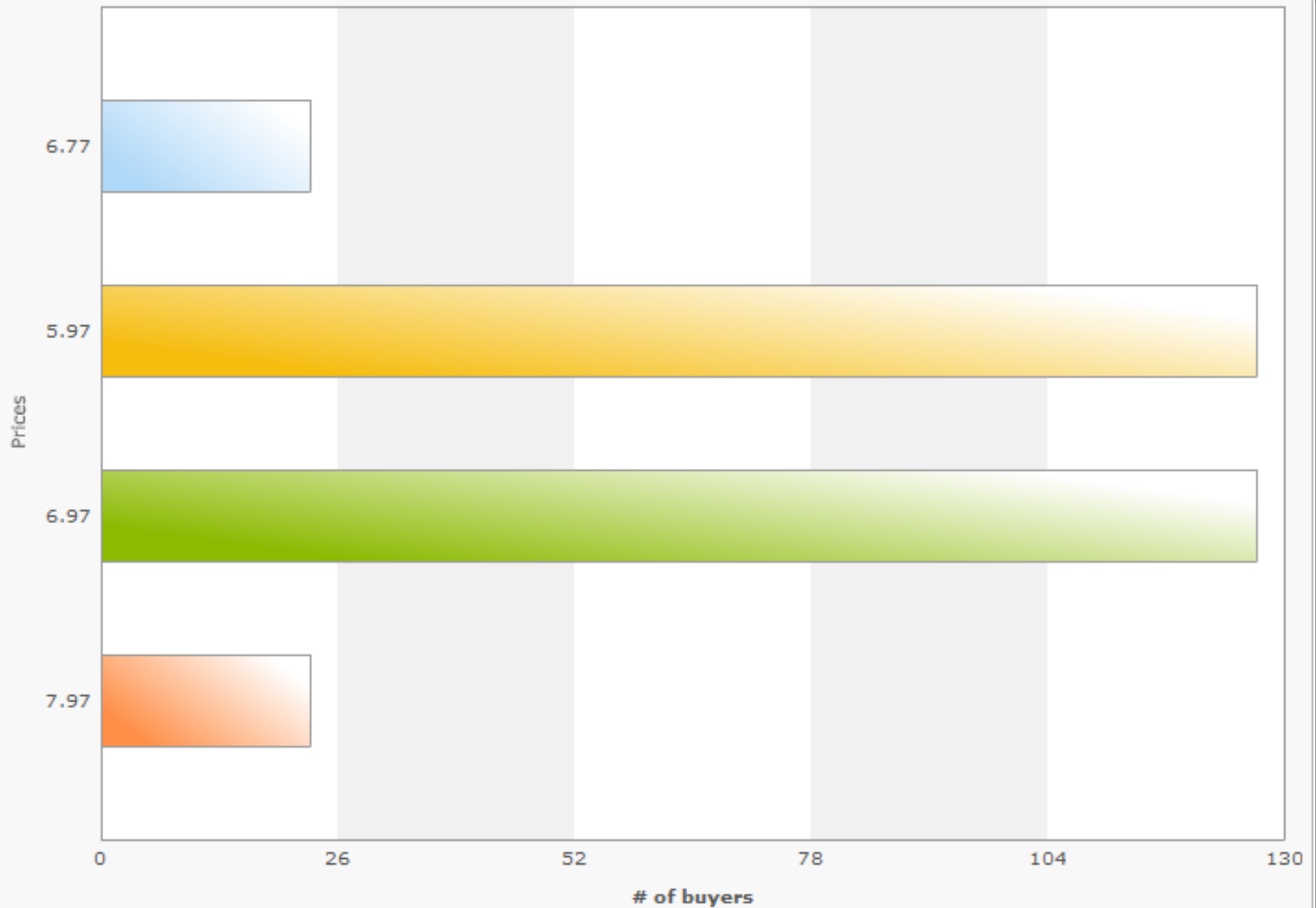
Offer #6



Project Name: (Affiliate) BCI.com -  
/quickstart

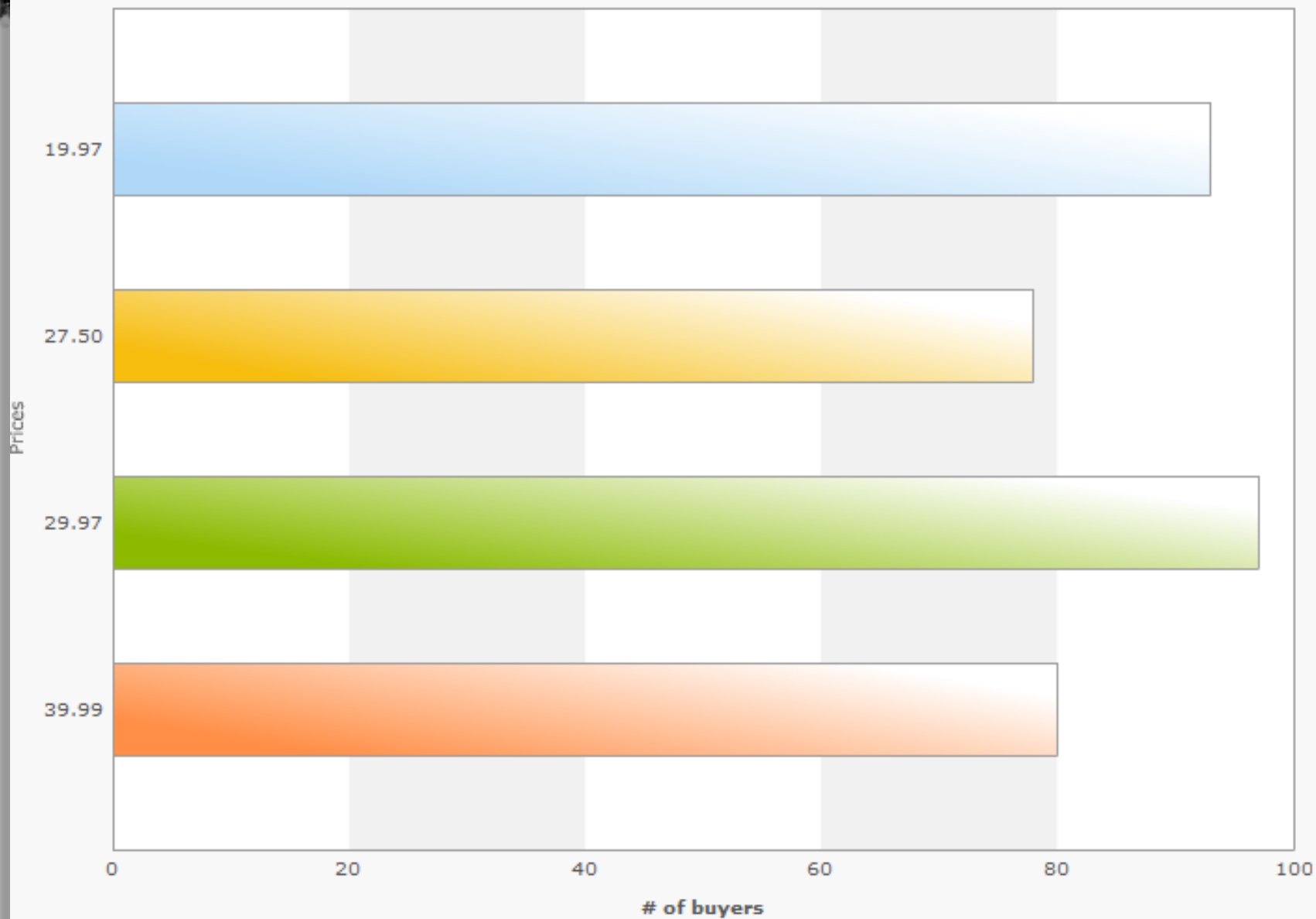
Overall Earnings: \$32,584.23

Product #1 Price Testing

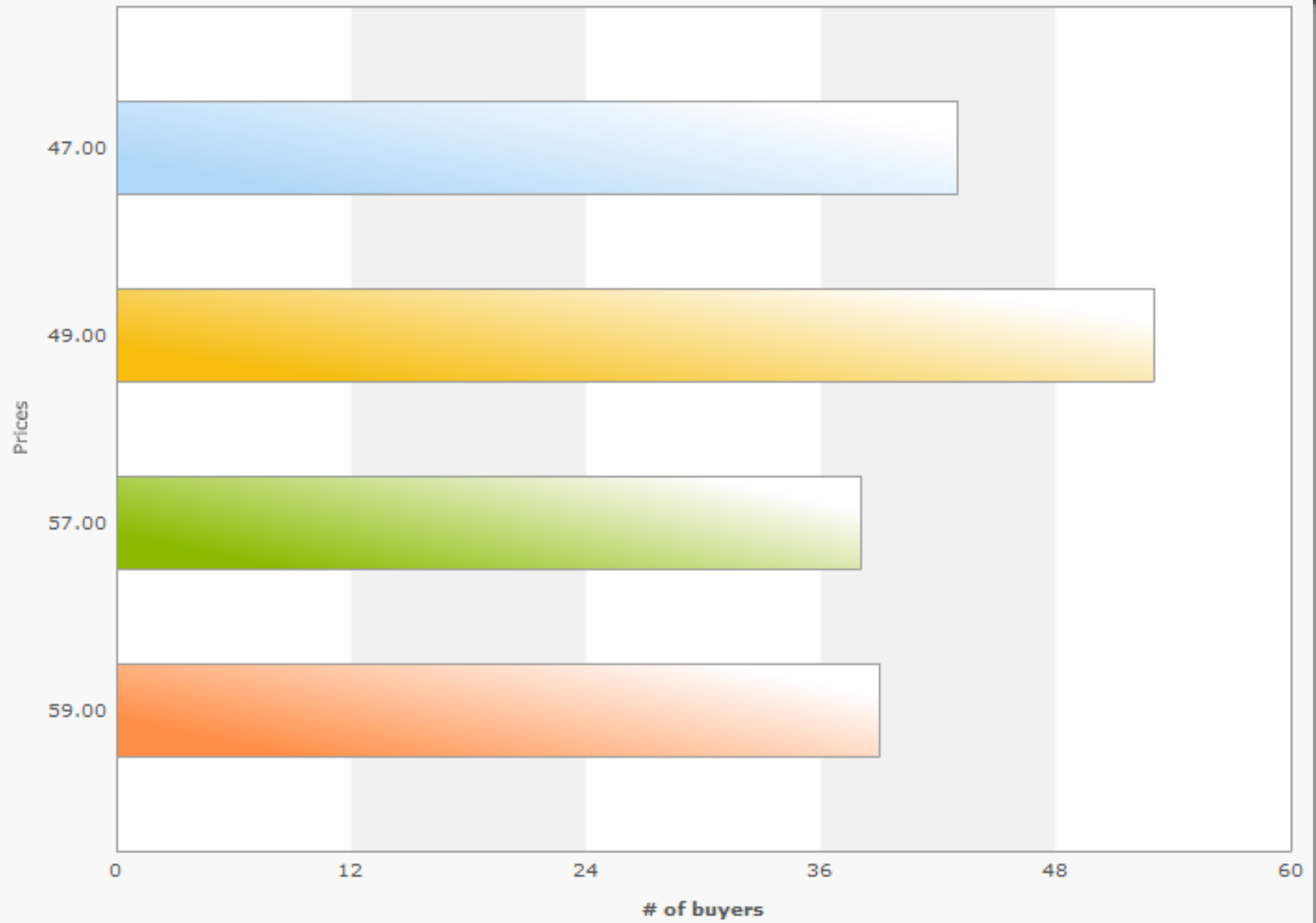




Subscription #1 Price Testing



Offer1 Price Testing





# Ninja Strategy #19

1. General Information

2. Product Options

3. Instant Access

## Order Confirmation Step 1 of 2:

Start "**Business Credit Infusion!**" Get instant access by filling in the information below:



All Instructions will be sent to this email. Your personal info is kept confidential.

Your E-mail:

Your First Name

Your Last Name

NEXT PAGE ►



# Monthly Receivables: Yeraly Sales

View another saved report: Yeraly Sales

[Start over](#) [Edit Criteria/Columns...](#) [Save](#) [Print...](#) [Options:](#)

Results 1-12 of 12

Actions: Please select one

Previous 1 Next

Results Per Page 1000

<input checked="" type="checkbox"/>	<u>Date</u>	<u>AmtDue</u>	<u>NumPmts</u>
<input checked="" type="checkbox"/>	<a href="#">January 2009</a>	\$1,493.77	32
<input checked="" type="checkbox"/>	<a href="#">February 2009</a>	\$1,394.75	29
<input checked="" type="checkbox"/>	<a href="#">March 2009</a>	\$1,413.77	28
<input checked="" type="checkbox"/>	<a href="#">April 2009</a>	\$2,453.77	34
<input checked="" type="checkbox"/>	<a href="#">May 2009</a>	\$1,865.72	31
<input checked="" type="checkbox"/>	<a href="#">June 2009</a>	\$1,265.68	31
<input checked="" type="checkbox"/>	<a href="#">July 2009</a>	\$1,255.65	32
<input checked="" type="checkbox"/>	<a href="#">August 2009</a>	\$13,885.17	348
<input checked="" type="checkbox"/>	<a href="#">September 2009</a>	\$19,308.02	508
<input checked="" type="checkbox"/>	<a href="#">October 2009</a>	\$17,839.67	445
		\$14,908.26	398
		\$22,016.59	558
		<b>\$99,100.82</b>	<b>2,474</b>

**\$99,100.82**





## Monthly Receivables: Yeraly Sales

View another saved report: Yeraly Sales

[Start over](#) [Edit Criteria/Columns...](#) [Save](#) [Print...](#) [Options:](#) ▼

Results 1-3 of 3

Actions: Please select one ▼

Previous 1 Next

Results Per Page 1000 ▼

<input checked="" type="checkbox"/>	<u>Date</u>	<u>AmtDue</u>	<u>NumPmts</u>
<input checked="" type="checkbox"/>	<a href="#">January 2010</a>	\$16,259.01	439
<input checked="" type="checkbox"/>	<a href="#">February 2010</a>	\$19,011.23	533
<input checked="" type="checkbox"/>	<a href="#">March 2010</a>	\$11,536.46	202
		<b>\$46,806.70</b>	<b>1,174</b>



**\$46,806.70**



**\$550,000 In Sales  
In The First Year!**





# Vote For D



**2X**



*Paid for by the committee to elect Dustin Mathews*