

The Venomous Report
On Niche Infoproducts
By Eric Louviere

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Introduction

As I am stock piling niche infoproducts and building lists in several different niche markets, this publication is my strategy and system written down for you.

This system is not rocket science and you need not be a genius to follow or execute it. If it required such intelligence, I'd probably still be working a 9 to 5 somewhere wondering what the heck I'm going to do with the rest of my life.

I've written many reports in the past on Internet Marketing and making money online. I've sold some for \$197 and have even given them away free just for attention.

I mentor people every week on how they too can go out and make money the same way I have. Many listen and act on what I tell them, yet so many more moves on aimlessly multi-tasking, jumping around from one thing to another never getting anywhere.

I can flat-out sit right there in front of you and take you by the hand and teach you day in and day out how to do this, and that in itself may not be enough.

It has to come from YOU. I can give you the golden goose, but it's up to you what you will do with it.

With that being said, you can quickly scan through this publication and try to find those little gold nuggets you can use to run out and distract yourself, or you can relax, sit back and take in this publication from start to finish.

You can print this out and read it step by step, follow it and do precisely what it says. You can study it and make absolute sure you've gotten everything down tight...

In other words, you can know this system... like I know it...

If you do get this information down, use it and execute the strategies, then you too can achieve what I've achieved, if not more!

Perhaps you have been trucking along, getting things going and making a bit of money here and there. Great, this should help you take it to the next level.

Or, perhaps you are stuck... frustrated... need help and guidance. Maybe you need the truth and the "real answers". Maybe you need someone to step up and tell you what is really going on out there in the Internet Marketing Realm...

Maybe this publication will hit you right between the eyes and be that “AHHAA” moment you need!

For some who read this, it will come as a bit of shock as they will not believe what they read. Some may call me names and even look to ridicule me on famous message boards and such...

Who knows...? I do know one thing, and that is I’m going to tell it like it is. I’ll be as direct as possible and not sugarcoat a thing.

You will find no fluff here or “get rich” quick schemes. There are no hidden agendas or ulterior motives. When you are finished with this publication, the entire Internet Marketing World may look different to you.

Offline marketing may look different to you. Advertising may look different to you and maybe, you’ll even look different to yourself.

This publication will start strong and heavy and end just as strong and heavy. I hope you are ready, as you may be looking deeply within yourself...

Ready?

Looking In The Mirror

First, I would like you to try your best and erase your mind. Forget about everything and focus on the words you are about to read. All the distractions and duties can wait.

The first place you are going to start is yourself.

You need to look in the mirror and get to know YOU for a moment. I’m talking about really getting to know “you”. We need to uncover a few things about YOU before we ever decide what kind of business we are going to create online or how we are going to market it.

First things first, you need to spend some quality time analyzing what your strengths and weaknesses are.

This would be a great time to pull out a pen and paper and take notes. Or if you have printed this out, write a big giant star right here because this is very important to your success!

We will start this journey with “you”. I want you to write down what your strengths and weaknesses are.

Now, I know you want to continue reading this publication and that's fine. But, you need not skip this first step.

If you need to come back to this step, fine. However, write down somewhere that you need to follow this first step. The sooner you do this the better off you'll be.

Ok, here's what you need to do:

- What are your strengths?
 - Writing, talking, socializing, analyzing, designing, focus, tenacity, discipline, hard worker, etc.
- What are your weaknesses?
 - Writing, talking, socializing, analyzing, designing, focus, etc.

Get someone who knows you well to help. First, I suggest you do this first on your own, and then get someone who knows you well to pick you apart.

You are putting yourself on the hot-seat here.

I'll tell you what one of my weaknesses is... It's the technical stuff. I hate it. I hate sitting there and figuring things out. I do not have the patience to figure things out.

It is not just with websites, blogs, scripts, etc. I hate buying things and then having to put them together. My light bulb went out on my Tahoe. I bought the little light bulb two months ago and it still sits on top of a table in my garage waiting for me to figure out how to put it in.

What are your weaknesses?

Maybe you love that kind of stuff, or have a knack for it. Or maybe, it's just not a problem at all and you don't think of it as a strength or weakness. I'd label it as strength then.

What are your strengths?

I'm good with people. I'm pretty good at writing and selling. I'm a good copywriter and salesperson. I've always been into sales, advertising, marketing, business, money, business opportunities, self improvement, sports, success, etc.

Look at yourself and find out what you are strong at...

Once you know what you are weak at, you'll quickly discover that you tend to shy away from those things.

Just like that light bulb that sits in my garage, I put it off. Just like my blog, I don't mess around with it much. And, just like scripts, I pay others to do the simplest of jobs.

Maybe you are not a good researcher. I'm not too good at it. I like to read, but often get distracted when I research. I call them "oil slicks". I'm reading along and SLIP I'm off on some tangent reading something I had no intention of reading.

I outsource that too...

Ok, we are moving along and I can see that you are getting the picture of why it is important to identify what your strengths and weaknesses are.

Now that you have identified your strengths and weaknesses you can focus more on your strengths and "cover" your weaknesses.

I am strong with people, so I tend to gravitate towards chatting with others. I am good at writing, so I tend to write away. I like to read, so I tend to read and read.

We enjoy doing what we are strong at...

Why "do" the things you "don't" like to do when there are countless people online who are more than glad to do it for you?

Here's an example...

I hate scripts right. Well, I posted on scriptlance.com for someone to install a forum for me. I even posted a thread in the forums of the forum software for someone to do it for me and I'd pay for it.

One person responded, "Are you serious? It's easy". "Just upload it to your server and do this that and the other..."

Whatever!

I paid...

And, I do that a lot. I ended up paying around \$10 for it. It would have taken me hours to do it.

I spend ten dollars on all kinds of stupid things; why not spend it on something I can use forever?

Ok, so you need to cover your weaknesses. You can do that by outsourcing and by building relationships with others who are strong in those areas.

I have a good friend who gravitates towards creating software. I know that when I am ready to create software, I'll just go to him.

TIME VS MONEY

I want to further explain to you why it's important to identify your strengths and weaknesses...

The best way to do this is to give you an example. I like examples.

I am a copywriter and get paid well to write for others. I make a certain amount of money through copywriting and I break it down per hour. Let's say I make \$100 per hour for illustration purposes...

Well, I hate scripts remember? It may take me two hours to install some script. I'd rather pay \$10 for someone else to do that for me. Or, even if I paid \$90 for that, I still profit.

Makes sense huh?

Well, I also ignore those things I hate to do. So, why not pay others to do those things as well? Or, I can ask a friend from time to time. They may ask me to help look over their copy or get me to write a JV letter or something from time to time.

It is possible that you could outsource your entire system. You could outsource everything from top to bottom. You could have a system (like the one I'm going to teach you) and outsource every single thing that needs to be done.

Wow! That will save you buckets of time. And, time equals money!

Ok, let's get real. It would cost a nice chunk of money to outsource everything wouldn't it?

So, outsource the things you hate to do or are not good at, and focus on what you are good at.

Or, partner up with others. I do. I partner up with those who are able to cover what I am weak at.

Writing is an important part of online business. You have to write to a blog, write articles, write ebooks, write sales copy, write AR emails, write reviews, write, write, write...

Right?

So, if you are not good at that, then you probably do not like doing it. And, therefore, you probably ignore it or resist it.

You are looking to make money online.... Well, here's a quick tip before we ever get to the "systems" in this publication:

Find writers!

Find writers who you can utilize to do all sorts of writing for you! You can easily go right on over to elance.com and get someone to write a report for you on: List Building, Joint Ventures, Offline Advertising, The Top 100 Birds in South America or whatever you want...

Then sell it!

There you go. There's one quick way to make a buck. You could get a report written on the top 100 things gals find attractive about guys. Then, go sell it.

Where do you sell it? There are countless places you can sell those reports. If that's the problem for you, pay someone to write a report on the top 100 places to sell infoproducts online. You can pay someone to research it, and then pay someone else to write it. You could then pay someone else to design a site for you, and on and on...

Alright, your time versus money is paramount. People can waste a ton of time. It's easy to get distracted. We have all sorts of distractions in our lives.

We have kids, family, friends, phone calls, emails, TV shows, movies, dinner, sleep, work, stress, and on and on...

Once you log onto the Internet it is DISTRACTION WORLD. It should be called the WORLD WIDE "DISTRATACTION" WEB.

Imagine for one moment, that you did the following:

- Post a project on scriptlance to research the top 100 things gals like about guys
- Post a project on scriptlance for someone to write about the top 100 things gals like about guys
- Post a project on scriptlance for someone to design a site for you
- Post a project on scriptlance for someone to write 50 articles (same topic)
- For someone to write 10 AR emails for you
- For someone to write sales copy for you
- For someone to post on forums for you
- For someone to post the articles to directories
- For someone to write a press release

Imagine you spent an hour just posting those projects mentioned above. It would probably not even take an hour to do that.

Well, those duties above are what most people never finish. I bet you have a site right now that does not have AR (auto-responder) emails set up. Or, you don't have 20 to 50 articles for it right?

Right?

Ok, so for maybe an hour worth of work, you have an almost entire business being created for you!

Nice huh?

That's the beauty of the Internet on a world wide scale. You can use the resources that are available for you to get just about anything done you can think of, which will free up your time to focus on other things.

Once you find someone who does good work for you, then you should try to hold onto that person for future jobs.

Eventually, you will want to have your own crew of people who are able to handle all sorts of different things for your business.

You should start thinking of your online ventures as a real business operation that functions like a system. It should be looked at and treated as a system.

Each portion of your online business needs to be covered. You can try and do it all on your own if you like, but keep in mind that certain portions of your business are probably things you don't like to do.

So, simply outsource those things or cover them somehow.

Let's take sales copy for example. It can cost you a lot of money to outsource copywriting. Good copywriters charge a fortune. Maybe you can not afford that right now.

Build up to the point where you can afford to outsource copywriting if you are not good at it.

In the meantime, you can give it your best shot or outsource it to an up and coming copywriter. One good place to go is guru.com and elance.com.

You can take a cheaper bid and work with the up and coming copywriter. Then, take your sales page and take it to more experienced online business people to critique it or look over it for you.

Get opinions from others and improve the sales copy over time. As the copy improves, so will your sales. Eventually, you'll be able to afford talented copywriting... or know how to do it yourself.

Just understand that the main point is that time is money. You should look at your business as a real business. Treat it like you invested \$100k in it. Cover every part of the system or business that needs to be covered.

Respect your time. If it's cheaper to pay someone to go to the cleaners for you, then pay someone while you earn more money.

If you have a full time job and are building an online business part time, then time versus money is even more paramount. You can speed up your success online by covering certain aspects of your business through outsourcing or partnering up with others.

Once you have identified your strengths and weaknesses, it makes it easier to cover your weaknesses and focus more on your strengths. Are you more of a product developer or more of a marketer?

If you are more of a product developer, then perhaps you should get to know others who are more of a "marketer-type" person and vice versa.

You see, some people are better at marketing than creating valuable products. Those people tend to be great at marketing affiliate programs and other people's products.

Identifying what your strengths and weaknesses are will greatly increase your chances of success... especially if you keep that top of mind.

Building Relationships

I can not stress enough how important it is to build relationships. My entire life changed when I started building relationships. At first, I tried to do all this on my own. I tried to learn everything and always felt like I needed to learn more and more...

I even visited forums and got on conference calls. I even spoke with other marketers from time to time. Most of the time, I just asked them questions.

However, once I actually got to know other marketers, everything changed.

The more time you spend getting to know others the faster your online business (and life) will change. It's the one largest and most important thing I can teach you.

It's far more important than some system, ebook, or piece of software. Building relationships with other marketers or like minded people is the absolute quickest way to change your life (and income).

One person will introduce you to another. One friend will pass your name on. As your personal relationships grow, so does your income.

I can date back to the exact moment I started building relationships. I am going to give you an example of my own personal relationships.

I got to know another marketer, Terry Crim. We spoke through Yahoo Instant Messenger. I got to know Terry quite well and we chat all the time. Terry was able to introduce me to others. I was able to bounce things off Terry and listen to his advice.

He knows a ton about Internet Marketing.

He has made a HUGE impact on my online business and my income has grown because of getting to know him.

He was able to identify strengths I have. He was able to identify weaknesses I have. He is much stronger at the technical ends of things than I'll ever be.

What a valuable friend huh?

Well, we talk about other things that have nothing to do with IM as well. We have become friends.

Then, I drove to Dallas and met with Robert Puddy and Richard Taylor. These two guys greatly impacted my life. Light bulbs went off when I met with them. We sat by the pool and talked for hours.

Those two guys have introduced me to others, even some of the top marketers alive. I got to know Lou Roggio who partnered with me on one of my ideas. I went on to get to know Stephen Luc.

Stephen and I talk all the time. We are on the same page. He is honest, smart and has lots of ideas. I bounce things off him and he does the same with me.

Stephen has done business with some of the top marketers. I can go on and on with countless others. It was when I started talking to Terry things took off.

I have not looked back since. And, it continues to grow and grow for me. The difference is I built relationships.

If I had not met Terry, I would not have quit my day job. You see, I was making money online before I met Terry, but after I met him, it exploded for me.

I would not have quit my day job if it were not for Robert Puddy and Richard Taylor. They explained to me how building relationships is everything.

They said to get out from the behind the computer and call people. Get to know others. Let them get to know me.

I'll tell you right now. I've met a ton of other people online and everyone is common and ordinary people. However, there are always going to be a handful of idiots.

I'm sorry, but it's true. I have run into quite a few that are a bit off. You may be laughing, but it's true. And, this is an important point I'm making.

I know that if I've run into them... then other successful marketers have too. And, this is where it really gets important. I'm quite sure those other top marketers refrain from doing business with these people.

They avoid them like I do. They may not say anything (like I am doing), but believe me, they feel the same way mostly.

This is important. If you want to ever do business with top marketers, then they need to get to know you. Or, at least they need to know someone who knows you.

When you deal with tons of different people who can hide behind a fake name or screen name, it can be scary. You never know who you are dealing with.

With that in mind, if you are making millions online, you may become a little apprehensive to just speak or do business with just anyone... right?

I had someone send me over 50 emails in just over an hour. Every email was crazy. Once that happens to you, you'll understand why I just referred to them as "idiots".

I'm not trying to offend anyone. I'm making a big business point here. Yes, it is kind of funny, but we are talking business.

This is why it is important to get to KNOW others. Talk to them on the phone if you can. Visit them in person if you can. Let them see that you are real person with a real phone number and a real personality... and that you are not one of those "clowns".

If you have a good head on your shoulders and mean well, then you can get to know others easily. Don't be pushy and don't be overly aggressive either.

Get to know them and do things for them. Be nice.

In each niche market there are online business people. Each niche market has countless opportunities to get to know others in that niche. I'm not just talking about IM either.

It's not hard to meet others in certain niches. Many times, these online businesses also have offices or brick and mortar stores. Strike up friendly conversations with others and look for ways you can help them unconditionally.

If you can, many times, they will be willing to help you as well.

It's give and take. It's not "take" and "take". For me, I'd love to outsource everything except this. For me, I'd love to spend my time getting to know others. It's fun and can be extremely rewarding.

If you get outside yourself and get to know others, an entirely different world will open up for you.

That new world will be stocked full of opportunity. It is where the opportunity is. When opportunity knocks, it's usually from a friend you know!

Keep that in mind ok?

Let's take a look at the IM industry for a second. Have you noticed that there are a group of people at the top who all know each other well? Or, so it seems...

I've gone to one IM seminar and noticed that the speakers all knew each other. They sat with each other and spoke (whispered it seemed) to each other throughout the weekend.

Yes, of course they mingled with the guests. They threw out advice a bit and were for the most part easy to talk with. I noticed quickly that they did not really talk to me until another top marketer showed that he knew me.

Oh, things changed a bit then.

After that, I noticed they spoke to me differently than they had before he showed that he knew me. Of course, he did not realize it. He was just chatting normally to someone he knew.

My point is that other marketers are quicker to trust you and get to know you when they know you are "for real". I mean, they will get to know you when they know you have what it takes. It's when they know you are worthy or an okay person. Ok, it's when they know you are not a jackass.

I was dealing with a new top marketer who did not know me. As we were talking, he mentioned another marketer. That other marketer was someone I knew. So, I quickly said, "Yes, I know him. We did so and so together".

Well, I noticed the entire conversation changed. He knew I was "for real". He knew that if I knew that other top marketer and had worked with him before, then it should be fine to open up and work with me too.

The same exact thing has happened for people I'm dealing with. I had one guy who wanted me to do a sales page on credit. What?? I don't do that. No way!

Remember, there are a lot of jackasses out there and time is money. I am going to trust that this guy is really going to pay me... after the launch?

But, then he told me he was partnering with another marketer who was going to do all the promoting. You see, he was just the developer of the product. Another top marketer was going to be getting 40% of the revenue and handle the JV's and affiliates.

The only thing missing was the sales page.

Well, I knew the "other marketer" he was doing business with. I sent that guy an email and asked about my new contact who wanted me to work on credit.

My friend said, “Oh, that’s going to be huge. I already have JV’s lined up with so and so”. That’s all I needed to hear. I did the sales page on credit.

When I first started talking to this guy, my “jackass meter” was going off. I thought something is wrong. He said he spent all his money on development and was banking on this making him a bundle of money. I was very (VERY) suspicious and was about to cut him off and never read another email again. Then, he mentioned his partner. And my entire perception of him changed instantly.

Do you see what I mean?

This is that important. I’ve spent a lot of time on this topic because it’s that important. Get to know others.

It’s as easy as sending someone an email or a PM saying something like:

“I loved that post you made about X. Hey, we should chat sometime. Here’s my yahoo messenger id _____”.

Just that sentence can initiate a conversation that could lead to a relationship, which could change your life forever!

You could be “one relationship” away from breaking through to success and an income you never thought was ever possible before!

If you build relationships in a niche market... then, the sky is the limit!

Recap:

- Identify your strengths and weaknesses
- Time versus money
- Cover your weaknesses
- Build relationships

To Focus or Not to Focus

This will be a short section. I need to know if you have problems with focusing on one thing for a long time. Do you?

Well, actually you need to know for yourself. Do you have a problem focusing on one thing for a long time? Do you have problems sticking to something? Do you have problems following through with a project?

Do you get easily distracted? This sounds like one of those drug commercials doesn't it? Do you have problems sleeping because of urinary problems? (Don't answer that).

Ok, if you do have a problem with focus then you fall under my category I call "Bad Products".

Here's what I mean... If you have problems focusing, then you should not try to make a super product. You should not try to write a best selling book. You should not worry about the quality of your product.

You should just get that baby up online and rolling. You can always improve it over time ok? Yes, I know... I know... you need to sell valuable products.

You want to protect your image and reputation. You will not associate your name with a low quality product.

Well, let me be the first to step forward and tell you that 98% of the ebooks and products I've purchased online are bad. I bought a product once that was \$47 and all it said was to sell their product through ClickBank as an affiliate and I'd make as much as they do.

That's bad. Ok, here's another example. I'll leave the guy's name out. One top marketer made over 500k from the sales of one ebook. It took him 3 days to write it. He never changed it. I said half a million dollars. I bought it. It was ok, but nothing great. It would normally be categorized as a bad product.

The point here is if you have a problem with focus, just create it fast and get it up online selling. You can improve it over time. Cover all the aspects of my system fast.

Then, once it is selling, improve it.

So remember, if you have a problem with focus... "BAD PRODUCTS".

Well, what if you don't have a problem with focus. Good for you because you fall into the 2%ers... it seems.

Also, if you have a problem with focus, you can outsource like I showed you earlier and be ok too.

First, I want you to identify if you have a problem with it or not. You may have figured that out already if you did what I said in chapter one.

It's important to identify it for now because I'll get into more on this later.

Identify a niche market

For niche marketing, ignore the IM market. This is not what I will be teaching. If you want to make a killing in the IM niche market, then here's my advice...

Build a name!

That's it. You will need to brand yourself and build a name in the niche. You'll REALLY need to build relationships and get to know others who can help you. If you want to go after this niche, then do everything you can to learn how to JV.

Go to IM seminars and be ready to be in a deeply competitive niche that is ruthless for newbies to make money in.

So, brand and build your name.

Now that we have that covered, let's go through the rest of my system. This system works for just about any niche market.

In the previous chapter we discussed whether or not you have a problem with focus. Well, this is where that comes in again.

If you have a problem sticking to something, then this lesson is particularly important for you.

Oh, and this is a good place to pull out that pen and paper and take notes for later...

Take some time to spend with "you". Write down all the things you love. Write down all the things that are interesting to you. Just let your mind work on it as you try and think of all the things you like.

Ask a close friend or loved one to help you. Try to come up with over 100 things you like or find interesting.

Here are some things to help you think:

- What TV shows do you like?
- What kind of movies do you like?
- What kind of books do you like?
- When reading the newspaper, what sections do you read first?
- What ads capture you?
- What magazines do you like?
- What activities do you like?

- If you could have three wishes and be anyone you wanted to be, who would you be?
- What classes did you do well in at school?
- What would you like to learn about if you had the time?
- What talent would you pick if you could pick one

Ok, that's enough. That should start you going. Once you have your list of 100 then we can move on.

This is if you have a problem focusing ok? You see, if you have a problem focusing, then it's best to go for a niche you enjoy and like. That way, you'll stick to it.

Once you find success in a niche you enjoy, it's much easier to stick to the next niche you go after because you've had proven results with this system.

If you don't have a problem focusing, then I have a lesson for you too. Ready? Here's the lesson...

Write down 100 "problems" you have had or someone you know has had. Here are a few that come to mind (not my problems by the way, well maybe...)

- High blood pressure
- Panic Attacks
- Jackasses (just kidding... c'mon that was funny)
- Dandruff
- Over weight
- Bone spurs
- Bad credit
- Broken appliances
- Legal problems
- Tax problems
- Relationship problems

Ok, here's some more to think of... let's go over "emotions" and see if that triggers some problems...

- Fear
- Failure
- Embarrassment
- Ridicule
- Shyness
- Anger
- Frustration
- Annoying

- Addiction
- Obsessive
- Fun
- Happy
- Exciting
- Love
- Jealousy
- Charm
- Envy
- Relaxed
- Laid back
- Obnoxious

Ok, let's do one more exercise. Think of the people you know and think of their problems. Here's a hint, the longer you think of one person the more problems (they've had) will pop into your mind. Think of when you've talked to these people and try to remember any problems they may have had...

- Co-workers
- Boss
- Wife or husband
- Sisters
- Brothers
- Aunts
- Friends
- Friends of friends
- Acquaintances
- Nephews
- Nieces
- Uncles
- Grandma
- Grandpa
- Second cousins
- Third cousins
- Cousins
- Brother in law
- Sister in law
- Brother in law's parents
- Sister in law's parents
- Friend's wife or husband
- Friend's kids
- Your doctor
- Your old friends you don't talk to anymore

- Your old friends' parents

Ok, that should do it. Ok, one more to grown on. Here's a simple lesson...

- Grab the phone book. It is full of problems
- Look at the ads in the newspaper
- Go to amazon.com and look at the categories (drill down)
- Watch the news

With all this, you should easily be able to come up with 100 to 200 problems.

And let me stop you right here. If you are not making money online, then you are not solving problems. People log onto the Internet because they want information. They have some type of problem. Maybe their problem is they want to have fun. It does not matter. Solve those problems with solutions.

Those solutions are what people buy. Yes, they may be able to find it free online, but who cares why they buy, they do.

Maybe they feel your solution will save them time. Be sure to put that in your sales copy by the way.

Solve problems by providing people with a quick solution and you should start making good money online.

There are all sorts of solutions. The world is full of all kinds of problems. Find the solutions and sell it!

Ok, moving on now...

What you want to do next is pick one of them. You have 100 or 200 problems. Next you want to identify your top 10 list, and then your top 5 list and then your top 3 and then your top problem to go after.

Here's what you want to do...

First, take your list and search each problem on Google. You are looking for your competition. Your competitors can be found in the Adwords on the right side of the page and among the first several listings in the raw search.

Here's what you are looking for with your competitors:

- How compelling is their sales copy?
- Do they have an affiliate program?
- Do they have an opt in form (AR)
- Are they selling an ebook?

- What is their USP (unique selling proposition)
- What bonuses are they providing?

Next, you can search Google through this link:

<http://www.google.com/webhp?complete=1&hl=en>

That is Google Suggest Labs. It will give you several other keywords you can use to broaden your search. For example, if you are searching High Blood pressure, you can just type that in without hitting submit. Below it will show you several other top phrases that are listed on Google. I like using this to broaden my scope.

Play around with the tool and it will help you uncover several hidden sub-niches.

Ok, after you have done this with Google, you can try Yahoo, MSN and Lycos.

See if the same competitors are showing up on the PPC ads. If so, then you have a “player”. If the same competitor is advertising on different search engines, then that ad is probably working. You may want to check back in a week or even a month to see if it’s still running. If it is, then those are your main competitors. And, it’s probably a savvy marketer.

No worry... competition is good.

Here’s what you are looking for...

You want competition, but not tons and tons of competition. The more competition, the more you will have to drill down into a sub niche.

If there is no competition, then scratch that off your list as it’s not worth going after most likely.

The next thing you want to do is search for forums or message boards for your niches. If you don’t find any, then you may look to scratch that off your list too.

Here’s how to search for forums:

"forums" + "blood pressure"

Replace blood pressure with your niche.

You at least want forums that have something similar to your niche. Or, you at least want threads or categories within forums that are dedicated to your niche.

Once you find forums, look at what people are saying. Maybe ask a few questions and see what the visitors tell you. Strike up some conversations. Bookmark the forums into a folder titled the same as your niche for later.

Next, you will want to search GOOGLE and Yahoo to find groups. If possible join them and see what discussions are about. Get to know the groups a bit.

After that, you will search Google for articles.

Articles: “keyword”

Scan through the articles. Save the good ones and paste them into a word document for later.

I always search eBay as well for my niches. Sometimes, you can grab a PLR book or a cheap ebook on your niche.

Next, I may do some keyword research to find out how many people are actively searching my niche. It’s not that big of a deal, but you don’t want a niche that nobody searches.

Next, I check ClickBank and Paydotcom.com. I’ll check CJ.com as well. I’m looking for competition. I’m looking for my own USP for attacking the market.

I often check Amazon.com for my niches as well.

Ok, after you have gone through all of this, you should have been able to wipe out many off your list and narrow it down a bit.

On Google, I changed the preferences so that it shows 100+ results. That way, I can look at all of the Adwords on one page.

By identifying the USP for each sales page for your competitors, you can start to get an idea of how you will attack at a slightly different angle.

For example, if you find a competitor is advertising all over the place, then you can really analyze their sales copy. You can even print it out and rewrite it by hand. This is a good copywriting lesson.

By rewriting it by hand, you will see the microscopic words the copy uses to sell the visitors. Think of a better way to sell the visitors. Be faster, quicker, better, better looking, stronger, etc. than your competition.

By searching articles, did you happen across any written by that same site? It may be difficult as the Internet is vast.

Next I would test out my idea. For me, I’ll usually write up a quick report myself. I may write a report that is titled something like, “Top 10 Secrets To Lower Your Blood Pressure Without Medicine”. I’ll then test the market by going to the forums and giving it away free for testimonials.

This will give me an idea how the public will think of my idea, or USP. Plus, it'll give me some testimonials for my sales letter. The same goes for Google Groups, etc.

Ok, you should be at a point now where you have a top niche or at least a top 3 list. Don't throw that list away either. You can create other sites you know, and you already did a lot of research. That list is gold.

Alright, you've identified your niche.

Sales Copy

Many think the next step will be product creation. Not me. Next, I create the sales page. If I was able to identify my top competitors, and saved their sales pages, I'll pick them apart with a fine tooth comb.

I'll write my sales page before I create the actual product. I've learned that when I write the sales page, new ideas come to life. New things pop into my head that I can put into my product.

I want a strong sales page that blows my competition away.

I'm assuming you already have a domain name and hosting account by the way...

So, I write the sales page. You can outsource copywriting if you like. I am a copywriter and do this for others. Here's my site if you want a reasonable quote:

<http://www.vipercopywriting.com>

Hint hint

Ok, write the sales page. This will help you crystallize what you are doing and narrow down your USP even better. Plus it will serve as a great outline for your product.

If you take your closest competitor's sales copy and rewrite it by hand, you'll see that you can easily identify areas you can make yours better.

With your sales copy be sure and provide pain. Start off by stating what the problem is, and then make the visitor relive the problems. Include emotion in your copy. Use words that will cause an emotion in the visitor.

Then sell them that you have the best solution in the entire world for them and that there's no other place on the Internet they can get that valuable information.

Close them hard at the end and give them an incredible guarantee.

GuruSecretSociety.com

Get help with your sales copy and have others look it over for you. Really spend a lot of time on your sales copy. It's HIGHLY important.

I've seen terrible products sell great because the copy was compelling. And, I've seen awesome products sell terribly because the copy sucked.

Once your sales page is ready, you can move to the next step.

Advertise it

Yes, I know... you don't have a product yet. Who cares? I go ahead and advertise it with an auto-responder on the page. Heck, I've even advertised it with a PayPal button on it.

I want to see how well my copy converts.

If I am going to outsource the writing of my infoproduct and spend \$100 or \$200 on it, I want to make sure that thing is going to sell, so I advertise my site.

****Note:** One thing I've done is taken all those articles I gathered, copied them onto a word doc and then saved it as a PDF. Presto! You have an ebook. Just leave the articles as they are with the resource box, etc. and you actually have information for your niche. I've done this before and have slapped a PayPal button on their to test my copy. Yep, I gave refunds, but that's not the point. The point is I want to see how well my copy converts.

I recommend you go with putting the AR on there. What I do is drive traffic to it through PPC. I use Adwords, Overture and Lycos.

I put the site in my sig file and make some posts on the forums I found earlier as well.

I do a bit of promoting for a while and test out my sales page. If I get people to opt in, I just tell them they are early and will get it free and that I'm looking for testers.

Built in Testimonials and case studies once my product is finished, is what that is.

Ok, the copy is converting (...it better).

Product Creation Time

I go to scriptlance, guru.com and elance.com and post my project for bids. Sometimes I hire two people to both write it. And, then I fire one of them.

I know, I told you this was controversial. I fire one of them as soon as I see any delays or excuses, or problems of any kind. By the way, don't do this with a copywriter, that's different.

Here's what I post:

Title:

30 page ebook needed in the health industry

Then, in the description I post:

30 pages needed of original content, not plagiarized or copied either. I will check every sentence on Google and Yahoo to make sure this has not been plagiarized.

I will tell the winning bidder what the exact niche is. I need this soon, like in 7 days so bid only if you can meet that expectation. I need to see samples of your work and please don't bid high as my budget is depleted at the moment.

If you do well, I have several other projects I can provide you as I always need writers.

Bid away!

I look for bidders who have a feedback score. I never select someone who is new or does not have a feedback score. The more feedback comments the better. These people do not want to damage what they have built. That feedback score is their gravy train.

I only want 30 pages, not 200. Remember, I can always improve this product over time. I have several articles I copied and saved that I can go to and rewrite in my own words for more content. Plus, I can always hire someone to add to it.

If I found any competitors ebooks online, I can also use theirs. Since I am an Ok writer, I can take someone else's ebook or book and rewrite it in my own words in a day or two.

I'm serious. I'm not stealing or breaking any laws either. I don't plagiarize them. I simply learn what they teach and write it in my own words. If that was wrong, then there would be a lot less competition online that's for sure.

That would mean that every single ebook or book would have to be some new invention. We'd all be in a different business if that were the case.

I'm not a lawyer so consult one.

Ok, where was I?

Take your 30 page ebook, add your domain name and personalize it. Convert it to a PDF and pop it on your site. Send it out to your list with a price.

Or, give it to them free if you agreed to that.

There, product creation is done for now. You can improve it over time, add to it, etc.

Text Links

Here's the next thing I do...

I go get text links back to my site. I want good text links with PR ranks and traffic generating links. This will help with search engines and traffic.

There are many places to go online for this type of stuff, but here is the one I recommend:

<http://jobcrusher.com/textlinks.htm>

That site there has a tremendous amount of niches where you can get tons of traffic and high ranking links back to your site. The prices vary.

I also post a few classified ads on craigslist.com

That site has a high page rank and this move alone usually gets me listed in Google fast.

PPC

I run PPC to my site. I use tons of different keywords and drive traffic through Adwords, Overture and Lycos. Sometimes, I use MSN as well. PPC is risky and you need to know what you are doing.

Start small and build your way up.

GuruSecretSociety.com

Press Release

Next, I write and submit press releases. I'm going to give you a thousand dollar tip right here for press releases... This tip alone is worth a ton so pay close attention.

When you write your press release, do this: include a celebrity or some highly publicized name in your title of your press release. For example:

“Unlike Donald Trump, This Real Estate Star Is Raking In Big Profits
By Selling Apartment Complexes In Texas”

Or...

“Move Over Mike Filsaime, Internet Marketing Just Found A New
Marketing Site And GuruSecretSociety.com Has Nothing To Do With Insects!”

Or...

“The Houston Chronicle Does Not Know It Yet, But Advertising Mogul
Eric Louviere Is Capitalizing On Local Advertising Dollars By Capturing
The Hearts Of Local Business Owners With His Savvy Internet Marketing Skills”

You get the picture...

This will help publicize your press release. Try to have it centered on your niche. Take advantage of highly searched keywords.

Submit your press release and move on...

Articles

I pay. I'll pay for 20 to 50 articles to be written. Then, I either pay to have them submitted or I do it myself little by little each day or so.

Articles are like billboards that never go away. They are there floating around the Internet picking up hitchhikers and dropping them off at the doorsteps of your site.

It's a great way to flood the Internet with links back to your site and advertising. I feel that somewhere, someone is going to take my article and publish it or mail it out to a list of 100,000.

Just do it!

Forums

I post on forums because those are back links as well. Plus, others will click on your site, bookmark it, etc.

Did you know you can actually pay others to make posts for you on forums? Yes, you can. They'll go make posts on forums with your links in their sigs. Nice huh?

Joint Ventures Like Mad

This is an important topic. Yes, joint ventures. Do them and do them in your niche. IM is not the only place JV's happen that's for sure. Remember you took notes on your competitors?

You found them through adwords, Yahoo, forums, etc.

Well, contact them. Here's what you can do... Take your ebook and write a small version. Write a 10 or 15 page quick report. Just give away a few nuggets in it.

You can write the "top ten list" or something. You can write something good but short. It's a hook or a teaser.

Then, contact your competitors in your niche. See how savvy they are when it comes to IM. Many are not. Many are into that niche and not into IM. So, you have an incredible advantage.

Tell them that they can give your report away as a bonus to their customers. This will increase the value of their products. Tell them that all you want is a little exposure.

And, that your name will be at the bottom. In fact, you can tell them that you'll customize the report for them where it has their logo, or business name at the top of the report.

At the bottom, put in your name and a link to your site, or a link to a mini-site that has an auto-responder form on it.

This is how you capture their traffic and their customers.

...Fabulous huh?? It's sort of sneaky, but it works like a charm!

You can also say, "Here's the link for your customers to download the free report". Just give them the link, not the report. Guess what? That's a link back to your site from a direct competitor. Do that for one who has a high PR and you're in business.

Do this with several competitors in your niche and your rolling!

Is that not a thousand dollar piece of information or what? Heck, it could be a million dollar piece of information.

With this strategy, you can dominate a niche and capture traffic from competitors. Plus, you can venture out and do the same thing in cross niches.

For example, if your niche is blood pressure, think of all the other cross niches you can do that with... diet, exercise, weight loss, diabetes, senior citizens, health insurance, retirement, investments, real estate, stroke, etc.

Now, imagine 200 JV's like that!

You would be receiving free traffic like no other! Wow!

JV's Part TWO

The other way to conduct a JV is to flat out trade list for list. I'll promote yours if you promote mine. I'll give you a cut if you give me a cut.

This is an easy way to JV. Not everyone will agree, but who cares. It does not hurt to ask. And rejection is just part of the game. Get used to it and let it bounce right off you.

Blogs

Well you probably know that blogs are great for driving traffic. So, do it. And, find Blogs that have something to do with your niche and post comments on them, especially if they allow for links back to your own site.

I've talked a lot about back links as they really help you with traffic and search engine crawls.

Blog and ping in a niche can have pretty good results. I believe that having a Blog and or having a forum of your own in a particular niche can be tremendous for search engines and traffic.

Did you know you can pay others to post to your blog? And, you can take some of those articles and slice them up and schedule them in your blog to be published day after day... pinging those sites and getting you exposure...

Forums

Forums can be great for traffic and search engines. The problem with forums is that it takes a lot of people to post on them before others will actually post anything.

I mean, if someone shows up at your forum and sees maybe 20 posts and they are all you, the visitor will probably dash off somewhere else... right?

Here's the trick... there are sites and services where you pay them a flat fee and they will post something like a hundred posts with different names saving you a ton of time and energy.

Yep, just search on Google. Here, let me do it real fast for you...

<http://forumelves.com/>

There's one for you to check out. It says 100 posts for \$25 with 20 new threads and 100 new visitors. That's easy money right there. This is a great technique for boosting ACTION on your forum and driving traffic to your site, and helping with search engines and all sorts of things.

Put AdSense ads on the forums and build another income.

Have people registered and you have a list...

Create these forums in your Niche and pay to have a ton of posts on it, and let it rip after that... That is daily updated content if you can get enough visitors and posters to your forum.

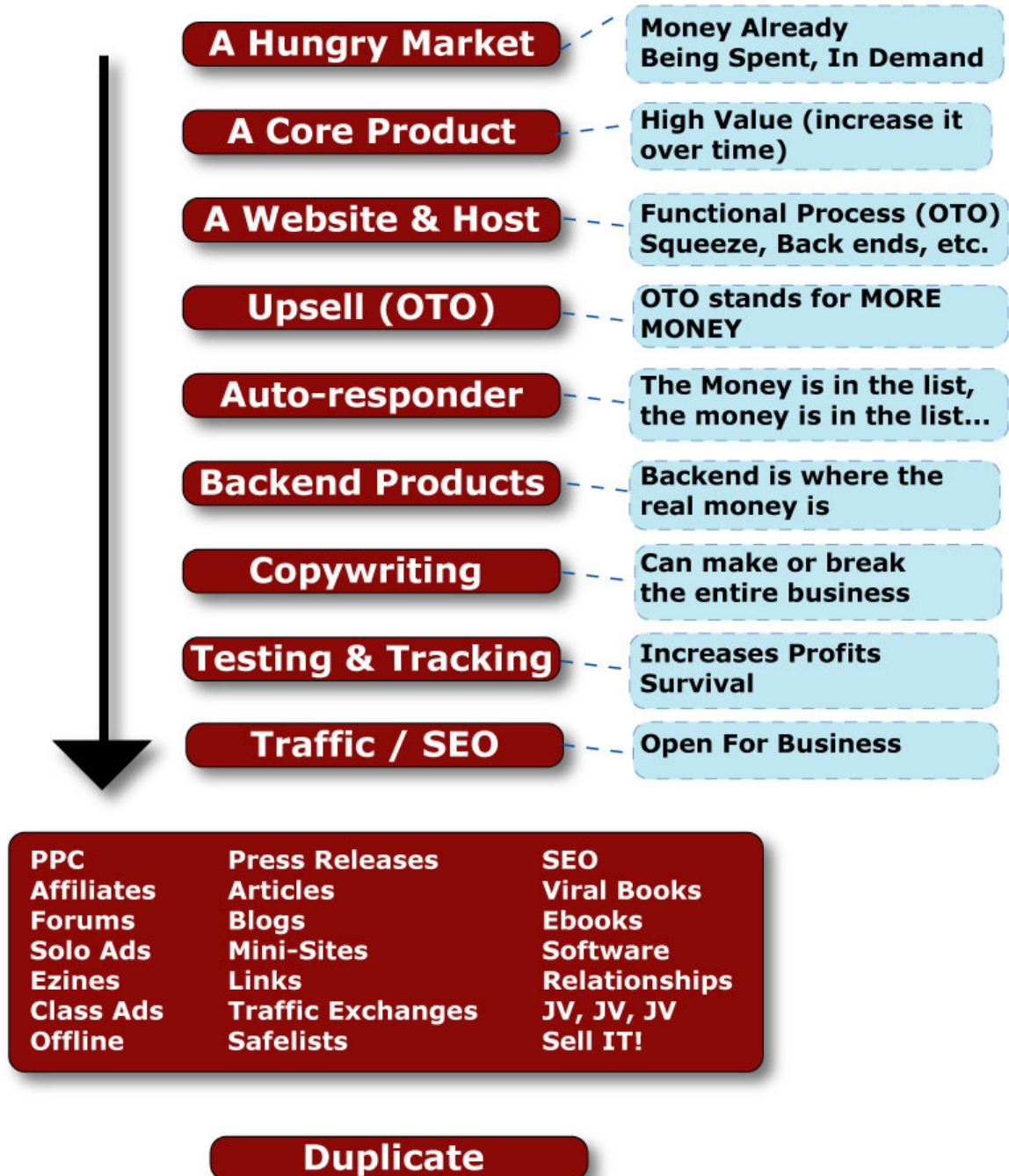
People will show up there and post questions, statements and comments about subjects or topics that have something to do with your niche.

Over time, those individual posts show up on search engines. I've searched my own name on Google (we all do that from time to time) and found some of the top listings were posts I made or others made where my name was mentioned.

So, imagine having a forum full of posts (even if many are paid-for-posts) in a niche like "Soap Making"...

The System

Here is a graphic of the system I use to make money in niche markets, and to create niche infoproducts:



That graphic illustrates the main sectors of my system. Many people skip parts of the system. Don't let that be you.

Now, each bubble has tons of intricate duties that need to be done as well.

I've already covered the top bubble: Hungry Market

The key to finding a hungry market is that you must identify a niche where money is already being spent. I've said this many times in my mentoring workshops. Oh by the way, you can join my mentoring program where not only do I teach people how to make a killing online; we have several other mentors who do the same. Everyday there are classes. You can view the site here:

<http://www.internetincomelab.com>

Alright, back on track. Find a niche where people are already spending money and put your product right smack in the middle of it and claim your share. You do not want to reinvent the wheel or create some new market.

Go for the markets where money is already being spent!

We went over how to create your core product also.

I believe over time, you can increase the functionality of your system and program by adding in OTO (one time offers) and backend products.

This just gives you more opportunity to make more money. For example, if you are selling a diet product, why not create some CD's or audios or videos to add to the backend? Some people will buy your core product and then also buy your backend products.

Have multiple back end products. Have the audios, then sell the videos, then sell a membership, and on and on. Over time, it will all be available for a new visitor at once. Some will buy it all and make you a fortune.

Then, manage your list. You should have three lists. You should have a list for **prospects**, a list for **customers** and a list for your **affiliates**.

Sell them all on affiliate programs subtly. Build a relationship with your list by including personal stuff about yourself. Not real personal but subtle personal stuff that reveals you are who you are.

Let your list know you are a real person with a real personality.

That's the system. It seems simple, but there's a ton of work involved in creating a fully functional system. You can include mini-sites and squeeze pages.

Imagine having 20 different domain names for squeeze pages, mini-sites and blogs that all funnel visitors into your main site!

Imagine doing 50 JV's with competitors for 10 different sites all in the same niche!

Imagine this for a moment... Imagine having 10 different sites in one niche. They all look different. Then, you advertise all 10 of them against one another on PPC.

Yes, that can be expensive, but imagine the amount of traffic you will get from that. 10 sites in a row on Adwords are ALL yours. That's placing a high value on each subscriber or visitor.

Plus, other competitors will think the market has grown too competitive and opt out of advertising through PPC further allowing you to dominate. Is that cutthroat or what?

You are advertising 10 sites that all look different on Adwords at the same time to push out competition and grab a larger share of the market. That's just smart business.

Someone may click on your #3 site and then click back to Google and click on your #8 site and end up buying there.

Think outside the box like this and imagine everything you do is funneling traffic into your main lists for one specific niche.

That's the system and that system can be built over time. As time goes on, your niche system will expand and grow more intricate.

There's a ton of stuff to do, that's for sure!

Don't forget to outsource.

How Much Do You Want To Make Per Month?

If you want to make \$10,000 per month then here's a goal for you. Follow everything I have provided you. Follow this system and create a niche site that makes you \$500 per month.

Then duplicate that.

In other words, if you have 20 sites where each makes you around \$500/month then you have your 10k. Or, build 10 that make you \$1,000 per month.

Look, this system works, it's proven and it is EXACTLY what I do. If you can create a site that makes you \$500 per month, then that same EXACT site can also be built to make you \$5K per month.

It just requires more promoting, more JV's and more ACTION. If you have a site that is only making you \$20 per month, then that same site is not a failure. It's not.

You can turn that site into a \$2,000 per month site by just following this system better and implementing the strategies I've discussed here.

So, now imagine 5 sites that make you \$3000 per month. That is 15k per month. It's very doable and all it takes is one site that makes you \$20 to \$100 per month.

If you can do that, then you can make 10, 15 and more per month by promoting more. When I first started I actually thought I could create 100 or more niche sites online in a matter of six months to a year.

I would follow the same system you have learned here and create 100 SYSTEMS. Then, I would spend my time promoting. And, I would outsource a lot of promoting, like more articles, more press releases and on and on...

Could I get those 100 sites to hit \$1,000 per month each? That would be \$100,000 per month or \$1.2 million per year! I set a goal to reach one million dollars per year in income by July 2007.

Watch and see!

So, hitting \$5,000 or \$10,000 per month is doable for you. It's reachable and so is \$100,000 per month. You just need to believe in yourself. Is that one of your strengths or weaknesses?

Next, I am going to tell you why 97% of people don't succeed and never make any money!

The Problem

In this section I am going to cover what I believe is the number one problem online marketers have. I see it everyday.

You see, I believe I've provided you with top-notch information in this publication. I believe that this information is all you need to make yourself a full time living online.

If you take this information and execute the actions necessary for it to be a reality, then you are bound to succeed right?

I have. I use this system. This is my system. This is what I've done to make a full time living online.

I've purchased stuff online that cost 5 times more than this and it was complete junk. I've just about seen it all online, and I still feel that the same problem remains for people.

I'm going to tell you right here and right now what the problem is and why most people fail. It may hit you right between the eyes.

The problem is that most people search for answers online. People want solutions. Remember I said that if you are not making money online you are not solving problems?

It's true. But there's one more twist to this and hopefully I will uncover it for you so strongly... that you see things completely different than you did before.

The problem is that people search for that one secret. People believe there is some "holy grail" of making money. Just like people search for that one "golden" answer to how to lose weight, cure disease, stop stress, win at golf, etc.

So what happens is people buy over and over. People read and invest time, energy and money into discovering more. We as humans are very explorative. I mean, why the heck did Columbus sail across the ocean?

People search for that one answer. There is none. You see, the problem is not information. The Internet is full of information. Just about everything you could ever want or need, can be found for free online. Now, you'll have to process that information and use it, but for the most part, the problem is not information.

The problem is not finding some secret answer or some piece of information. Sure, someone can tell you something that will create a major breakthrough and hopefully I've done that for you in this publication. That was what my goal was anyway...

So here we are... trying to identify what the REAL problem is for people and making money. Are you ready? The problem is not information or lack of secrets... the problem is **implementing that information!**

That is what the problem is for most people. They are not good at implementing. People are not good at taking the necessary action.

I love it when I come across someone who takes massive action... even if the massive action is completely WRONG. It is by far the best thing that person can do.

Taking action is the key. We talked about building relationships and how important that is. However, you can not do that if you do not take action.

The system I provided you with is proven. It works like a charm. The strategies work. The information is golden. The problem is implementing that information. Can you do it?

When you took note of your strengths and weaknesses, did anything show up as being a problem, like taking action or focus?

There in hides the real weakness... implementation. If you can not take an idea and turn it into a reality then, you are missing the key ingredient that makes an entrepreneur an entrepreneur.

The only difference between you and the richest person online is the ability to implement things properly. Yes, that person may have more experience, but you can gain that experience too.

That person may have a list of 400,000 subscribers. And, yes you can have that too. Perhaps that person appears on television. Yep, you can do that too. However, you must implement information and turn it into a reality if you ever think you can succeed online.

And, the quicker you are at implementing things, the faster success will catch up to you.

So, if that is a problem for you... make sure you **master it**... and if need be, partner up with others or outsource it. However, nothing will happen if you do not take action.

Action is what sets everything in motion for you. I can look back at my old emails and see the different actions I took last year. I see emails from others, emails from programs I was into and emails from people I outsourced projects to.

I can go back in time and see for myself the action I took. And, then I fast forward back to today, and I can now see that I am reaping the rewards from the action I took last year.

If you want next year to be different, then you have to start today.

I would say that the single best thing you can do is build relationships with other like-minded individuals. I focus on that constantly. I live in Texas and have created a Texas Mastermind group.

I have forums, and membership sites. I initiate conversations and keep in touch with others. That is what I want you to do. Step outside yourself and get to know

others. And, keep growing your network. Because it's surely not WHAT you know, it's WHO you know... and implementation.

There is one more section to this publication as I want to end it on an eye opening note...

Presentation

It is all about presentation. Top marketers know this well. Successful people know this well. Politicians know this well. It is all about presentation!

As soon as you realize this, everything changes. What people perceive is everything. It makes the difference on how the world works. For example, you would think that by this time, society would have figured out exactly how to lose weight.

If there was some secret revolutionary way that you could drop weight and keep it off forever, that secret would be plastered all over the news and featured everyday on Oprah.

Am I wrong?

Yet, it's still a multi-billion dollar industry. People had problems with weight centuries ago. People still buy it every second just like they did 200 years ago. Nothing changes.

People are still trying to figure out how to look better, feel better and be more attractive. Men are still trying to figure out how to not go bald. Men are still trying to learn the secrets to picking up women.

Women are still trying to learn all sorts of things as well. I see commercials all the time and I say to myself (or out-loud), that's BS. Man, what a rip off.

It's all about presentation.

If your sales copy converts, you can become rich. Every site in the bizz opp niche says that they have the best way to make money from home... easily.

What people see and read is not always what it really is. If I stand up to speak to you and flash pictures of my beautiful house and nice cars, does that mean I am qualified to sell you my thousand dollar products? Maybe...

If you watch an infomercial, just pay attention to the words they use. These buzz words and phrases capture people's subconscious. It works like a charm.

I recently read a sales copy where someone had on the page:

-John Smith
Renowned Health expert

Renowned Health expert? Give me a *(&^# break. That's full presentation at its best.

This topic is very hard for me to explain, but once you see what I'm referring to and understand it, everything just looks and smells different.

Know what I mean?

I saw a National televised infomercial for real estate in my local area. The pictures on the TV made it look amazing. I was like "wow, where's that at?"

Then I realized, oh that lake they showed is 50 miles away from the neighborhood they are advertising. Oh, and the bustling golden beaches of Galveston Island are not so nice by the way... They missed the tar and trash and murky ugly water...

They show nice looking people jogging on the beach and golf courses, shopping and all sorts of nice stuff. They forget the bums and crime and all the other sore spots that are a block away.

Sure, Galveston is nice, but it's not THAT DAMN nice!

I love it when telemarketers call me and start off by saying that I have been chosen to receive a free seven day cruise. Really? Well, send me the tickets in the mail...bye!

I could have said on my sales page for this publication that I will deliver to you a \$10,000 piece of information I acquired that will knock your socks off and make you insanely rich... guaranteed!

Here it is...

**\$10,000 Piece Of Information That Will Make You
Insanely Rich!**

It's all about presentation and implementation!

Conclusion

I hope that you have enjoyed this publication. The system I've divulged to you is the exact same system I use to make a killing online. It grows everyday more and more.

Do make sure that you build relationships and implement the information you learn. Don't get suckered into buying crazy claims and just treat your online business as a real business!

I wish you the best of luck and tons of success! If we ever have the chance to chat, I look forward to it. Keep plugging away and never ever quit. If you never quit, then you are sure to succeed.

Making money online is real. Don't ever think it's not. I make a six figure income online and I'm no genius. In fact, I misspell that word every time I type it. I also misspell entrepreneur every time. Thank Goodness for spell check...

Really, you can do it! Just go for it. Roll the dice and let it rip. Implement your plan and build it properly. Do what most people don't do. Most people come home from work and watch TV all night and all weekend. Do what they don't do. Invest in yourself and grow yourself over time.

Practice great time management skills and remain as focused as can be. You will never run out of customers! The world grows more crowded every minute.

Make your dreams a reality by **implementing** ideas & information!

To Your Massive Success!

A handwritten signature in blue ink, appearing to read "Eric Louviere". The signature is stylized with a long horizontal stroke extending to the right.

Eric Louviere

<http://www.gurusecretsociety.com>

