System 2007

April 27-29, 2007 Chicago, IL

Welcome to System 2007!

What a long, strange trip it's been…

In 1994, at the first conference on web marketing, Marc Andreessen, co-founder of Netscape, estimated there were a total of 3 million people on the web.

Today there are nearly 100 million broadband web users in the US alone and, according to InternetWorldStats.com, over one BILLION Internet users total worldwide (1,022,863, 307 to be exact.)

At the same conference, Marc mentioned there were "over twenty" companies working on commercial applications for the web. Today, the number must be in the millions.

Internet marketing in the broadband age

The online world has been through three generations and has one foot firmly in the fourth.

From text-only computer bulletin boards, to the 'blue-sky' dotcom days, to the pay-per-click revolution, and now broadband… In the US, 68% of all active Internet users have a broadband connection to the Internet and the percentage is even higher in some countries.

So not only has the number of people online grown exponentially over the last twelve years, but so has the network's speed. Perhaps even more significant is the new and central role the Internet plays in the lives of its users.

More opportunities than ever

All these factors add up to one thing: more opportunities on the Internet than ever.

But today's Internet is not the Internet of 1994. It's not even the Internet of 2002.

The old "traffic + conversion = profits" formula is still as valid as ever, but the world is finally catching up to where we were years ago and it's time for us to push the envelope further.

Smart Internet entrepreneurs are broadening their outlook and ramping up their skills. And, as always, you're in the right place at the right time… at the System.

Ken McCarthy
Founder, The System

Table of Contents

Conference Schedule

Conference Schedule 4
System Club Members ONLY Meeting 4
"Insiders Only"Advanced Intensive on Info Marketing 6

Breakouts At A Glance

All Breakout Schedules At A Glance 7

Conference Floor Plans

Conference & Breakout Session Floor Plans 8

Breakout Sessions - detail course descriptions

Saturday April 28 System Breakout Sessions 9
Sunday April 29 System Breakout Sessions 17

System 2007 Faculty Biographies

Gary Ambrose 26
Meg Awtrey 26
David Bullock 27
John Carlton 27
Kim Castle 28
Joe Chapuis 28
Ann Convery 29
Robin Cowie 29
Darrell Crowe 30
Dave Dee 30
Lori Feldman 31
Ari Galper 31
Captain Tim Gorman 32
Rob Goyette 32
Marc Harty 33
Christina Hills 33
Sherman Hu 34
Lloyd Irvin 34
Sydney Johnston 35
Glenn Livingston 35
Perry Marshall 36
Ken McCarthy 36
Chris Moreno 37
Richard Mouser 38
Buck Rizvi and Brock Felt 38
Dave Taylor 39

Conference Schedule

Friday April 27

System Club Members ONLY Meeting
10AM – 4PM

System Success Stories:
Lloyd Irvin, John Rinaldi, Darrell Crow

Article Marketing Panel
Tim Gorman

How to Go From "Who Are You?" to "My Wallet's Out!" in 30 Seconds Or Less
Ann Convery

Secrets of the Offline World
Lori Feldman and guest
P
System Code Club
Rob Goyette

General Session Main Conference

5 PM – 7PM
Registration for the main event – Grand Ballroom East Foyer

7 PM – 8:15 PM
General Session – Grand Ballroom Salon B&C

8:15 PM – end
Traditional System Networking Event – Grand Ballroom South Foyer

Saturday April 28

9 AM – 12 Noon
General Session - Grand Ballroom Salon B&C
Ken McCarthy, Dave Taylor, Ari Galper

12 Noon – 1:30 PM
Lunch

1:30 PM – 5 PM
Breakout Sessions – see Breakout Schedules

5 PM – 7:30PM
Dinner

7:30 PM – end
System Trade Show with faculty and others – Grand Ballroom South Foyer

Sunday April 29

9 AM – 12 Noon
Breakout Sessions – see Breakout Schedules

12 Noon – 1:30 PM
Lunch

1:30 PM – 3 PM
Breakout Sessions – see Breakout Schedules

3:30 PM – 5PM
General Session – Grand Ballroom Salon B&C

"Insiders Only"
Advanced Intensive on Info Marketing
To Benefit New Orleans Rebuilding

Note: You must be registered for this event through the Amacord Foundation
http://www.AmacordFoundation.com/system2007

Killer Copywriting with Ken McCarthy
Copywriting is the heart and soul of the info products business. Good luck finding anyone to teach you the real ins and outs. I'll be teaching this one personally. (A very rare opportunity as I practically never take the time to share my methods with anyone.)

How to Design and Sell Info Products
How to ramp up an info products business fast with online *and* offline methods with **Dave Dee**. Dave's one of the sharpest info marketers I know, and has discovered many winning methods the rest of the world *still* hasn't caught on to yet.

How to Sell Your Know-How for Big Bucks
How to turn your info products sales into big bucks consulting contracts with **David Bullock**. As a salesman, David has closed over $100,000,000 in business and now enjoys a lucrative career selling his Internet marketing expertise to businesses large and small. Whatever you know can be packaged for profit this way too. David's the master.

How to Make Winning Video Products
Video is the wave of the future for info products. **Andy Jenkins** is a master Internet marketer who has had spectacular success in the info marketing arena. He's also a professional film and video producer. Get the low down on producing video info products from a total pro.

High Stakes, High Volume, Big Market Marketing
Buck Rizvi knows how to pump up the volume when it comes to Internet marketing. If you have something that already works on a small scale, you may be just a few tweaks away from a 10X or even a 100X improvement in sales and profits. Buck will show you how.

David Bullock Traffic, conversion and testing master

Lloyd Irvin - From Zero to $7 million a year and growing - in four years with info marketing

Breakout Schedules At A Glance

Saturday Breakout Sessions 1:30 PM – 3:00 PM

Perry Marshall Intermediate and Advanced Google AdWords **GRAND BALLROOM B**	**Gary Ambrose** Building Quality Lists of Buyers **GRAND BALLROOM C**	**Marc Harty** Web PR + Social Media = Targeted Traffic 2.0 **EXECUTIVE FORUM**	**Richard Mouser** Getting Started with Taguchi Optimization **MADISON**	**Robin Cowie** Profitable Product Sourcing **DIRECTORS A&B**

Break 3:00 PM – 3:30PM

Saturday Breakout Sessions 3:30 PM – 5:00 PM

Ari Galper 10X Your Sales Without A Penny More In New Traffic! **GRAND BALLROOM B**	**John Carlton** Hooks, Personality, and Operation MoneySuck **GRAND BALLROOM C**	**Kim Castle** Branding On The Internet Is More Important Than Ever **EXECUTIVE FORUM**	**Rob Goyette** Make More Money Online With Custom Programming **MADISON**	**Chris Moreno** Spreadsheet Marketing **DIRECTORS A&B**

Sunday Breakout Sessions 9 AM – 10:30 AM

Glen Livingston How To Enter New Markets With No Risk **GRAND BALLROOM B**	**Sydney Johnston** Using EBay to Add Customers to Your Mailing List **GRAND BALLROOM C**	**Dave Dee** Easy Online & Offline Integration: How To Skyrocket Your Conversions By 100% **EXECUTIVE FORUM**	**Meg Awtrey** Building a Diverse Web Business **MADISON**	**Lori Feldman** Deep Diving For Hidden Profits Using Database Marketing **DIRECTORS A&B**

Break 10:30 AM – 10:40 AM

Sunday Breakout Sessions 10:40 AM – 12 Noon

David Bullock Design A Profitable Business Without Losing Your Mind **GRAND BALLROOM B**	**Dave Taylor** Strategic Blogging: Become An Authority In Your Industry **GRAND BALLROOM C**	**Joe Chapuis** Web Video Secrets **EXECUTIVE FORUM**	**Darrell Crow** 12 Essentials for a Six Figure Income **MADISON**	**Tim Gorman** Advanced Article Marketing **DIRECTORS A&B**

Lunch 12 Noon – 1:30 PM

Sunday Breakout Sessions 1:30 PM – 3:00 PM

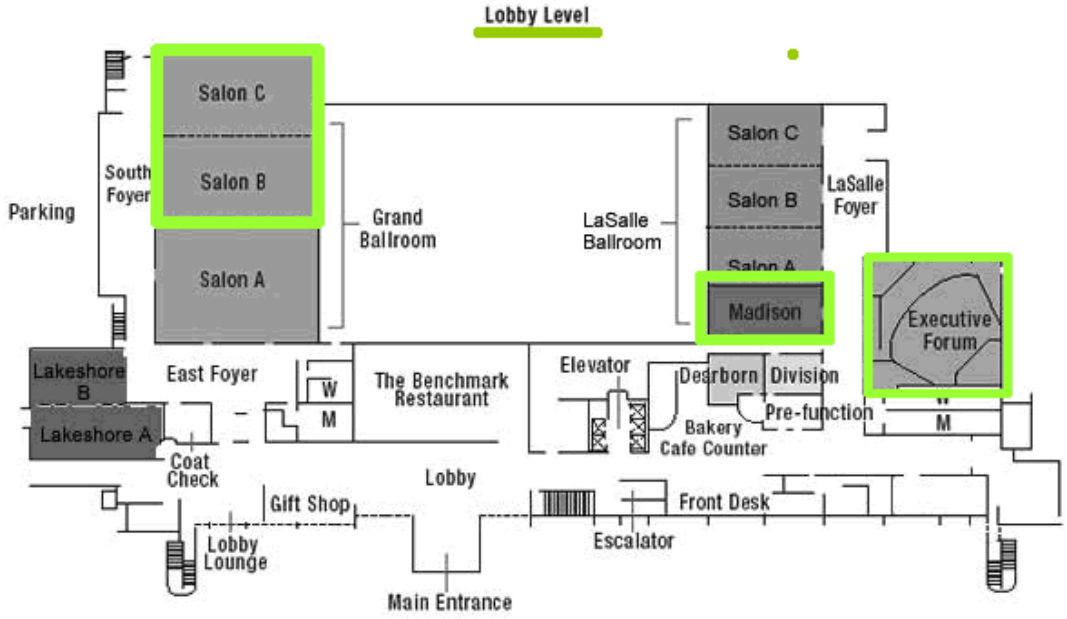
Panel: Stump the Chump AKA The Grand Synthesis **GRAND BALLROOM B**	**Buck Rizvi & Brock Felt** Co-Registration **GRAND BALLROOM C**	**Sherman Hu** Blogging for Traffic **EXECUTIVE FORUM**	**Lloyd Irvin** How I Went From ZERO to A Multi Millionaire Online - And How You Can Do It Too **MADISON**	**Christina Hills** Boost Your Online Sales With Upselling **DIRECTORS A&B**

Conference & Breakout Session Floor Plans

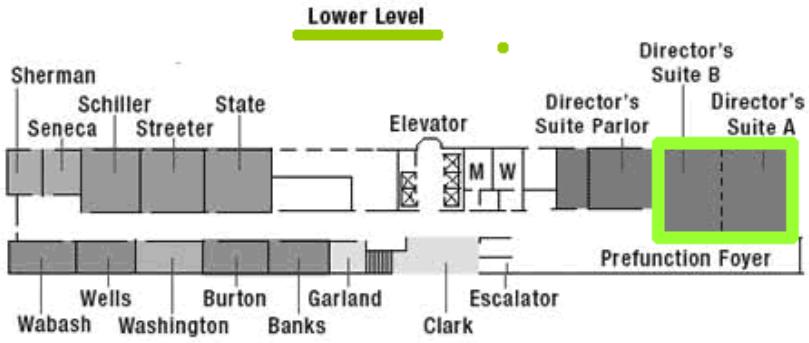
System Breakout Rooms

Grand Ballroom Salon B
Grand Ballroom Salon C

Madison
Executive Forum



Directors A&B



Saturday April 28 System Breakout Sessions

1:30 PM – 3:00 PM

Perry Marshall	Gary Ambrose	Marc Harty	Richard Mouser	Robin Cowie
Intermediate and Advanced Google AdWords	Building Quality Lists of Buyers	Web PR + Social Media = Targeted Traffic 2.0	Getting Started with Taguchi Optimization	Profitable Product Sourcing
GRAND BALLROOM B	**GRAND BALLROOM C**	**EXECUTIVE FORUM**	**MADISON**	**DIRECTORS A&B**

Perry Marshall – Grand Ballroom B

Intermediate and Advanced Google AdWords Strategies: What separates the men from the boys in Pay Per Click

- The inner psychology of keywords and keyword research
- A major shift in PPC strategy, now that the bid landscape is five years mature
- How to cut through the clutter when you're battling 100 to 500 bidders - and only ten get to be on the first page
- How to get tons of quality traffic from the AdSense network, and enter the Jet Stream of high-volume content ads
- Generous Q&A time for System attendees

Gary Ambrose – Grand Ballroom C

Quality Lists - Building List Of Buyers, Not Prospects.

If you've been following traditional list building advice, you could soon find yourself on the path to an early grave. The death of email as a marketing tool has been largely exaggerated, but don't let that fool you into believing that a shift in strategy isn't necessary.

While conventional wisdom has always been that bigger is better when it comes to lists, Gary will share with you in his session why this way of thinking is not only outdated, but potentially dangerous.

Gary's unique background, in both the extremely complex aspects of email delivery, and as a successful information marketer, give him a perspective on email marketing's future that, quite frankly, very few others have the knowledge to see.

In his fast-paced session, Gary will share with you why a shift in your list-building strategy will be more profitable for you in the short term, and give you an almost unfair advantage in the long term.

You'll also learn how to quickly, and easily build tightly focused, highly responsive lists of proven buyers - while actually generating a profit in the process!

If you're considering using email as part of your online marketing strategy (and you'd be crazy not to), this is a session that you simply can not afford to miss.

Marc Harty – Executive Forum
Web PR + Social Media = Targeted Traffic 2.0

Ever try to *consistently* attract quality visitors to a web site? One problem: the search engines keep moving the goal posts. In short, what works today may not work so well tomorrow. And do your really want to throw time and money at temporary tactics when the landscape keeps shifting?

Fortunately, there is one solution that combines the best of both worlds. (The tried and proven with the new and innovative.) First, this approach builds on an inherent skill you already possess. (A *very* basic writing ability.)

At its core, this strategy features a proven marketing communications vehicle that's been around for over 100 years: the press release. Next, integrate it with new, innovative ways to connect people, information, communities and shared interests.

The Result: the combined firepower of Web PR PLUS Social Media. What's Social Media? An "umbrella" term that includes such leading edge communications methods like blogs, Podcasting, Online Video, Image Searches, RSS, Social Bookmarking sites like Digg, Del.ici.ous, Word Cloud Tagging and more.

Join PR Traffic Founder Marc Harty as he reveals these Web PR + Social Media Insider Secrets:

- A proven formula to write press releases—even if you're not a writer

- **The three "kiss of death" myths that sabotage 90% of press releases and how you can avoid them**
- How to quickly and easily transform a plain text press release into a multimedia powerhouse
- **The single biggest social media secret—once you learn this, your competition will NEVER catch you**
- Two "must do's" to accelerate the growth of your social media empire

Richard Mouser - Madison
Getting Started With Taguchi Optimization

Many people seem to be intimidated by Taguchi testing, it shouldn't be that way. This session is all about getting past the fear and putting Taguchi optimization into action on your website.

If you can drive traffic from Adwords and make a sale or refer visitors to an affiliate program, you can dramatically improve your conversion rate and profit with Taguchi.

There are moderately priced Taguchi programs available that you can install on your website, and we are still very early on the adoption curve, so now is the time to implement Taguchi and crush your competition.

This visually oriented presentation that will give you:

- An intuitive understanding of Taguchi optimization (no math degree required)
- Why Taguchi is so much more powerful than standard split testing
- How to create an effective Taguchi test
- What to test first for a sales letter
- How to overcome the challenges of testing an e-commerce catalog site
- What Taguchi programs are available and a live demo overview of one example
- A peek at some real test results and how the optimum page can differ by keyword and search engine…the difference is surprising
- A post-System action plan to get you started with Taguchi testing (handout)

Robin Cowie – Directors A&B
Profitable Product Sourcing

There are two critical questions to making money online by selling physical products:

- WHAT should I sell online? and
- WHERE can I get it from a reliable wholesale source?

For the last 7 years, WorldwideBrands.com has helped over 100,000 online entrepreneurs succeed by answering these questions. In this seminar, Robin will save you money by detailing the mistakes people make and then he'll share the step by step process for making product sourcing profitable.

Break 3:00 PM – 3:30 PM

Saturday April 28 System Breakout Sessions
3:30 PM – 5:00 PM

Ari Galper	John Carlton	Kim Castle	Rob Goyette	Chris Moreno
10X Your Sales Without A Penny More In New Traffic!	Hooks, Personality, and Operation MoneySuck	Branding on the Internet Is More Important Than Ever	Make More Money Online With Custom Programming	Spreadsheet Marketing
GRAND BALLROOM B	**GRAND BALLROOM C**	**EXECUTIVE FORUM**	**MADISON**	**DIRECTORS A&B**

Ari Galper – Grand Ballroom B

10x Your Sales Without A Penny More In New Traffic! Add The "Human Touch" To Your Website And Watch Your Sales Skyrocket.

What if you had X-Ray Vision to see exactly where people are getting stuck in your sales funnel?

What if you had Bionic Ears to hear their objections, in real time - while they are reading the words on your site?

What if you could get 10X your sales without a cent more in traffic!

You don't want to miss Ari Galper's powerful presentation where he shares insider strategies from his ChatWise™ Conversion System and **will even be going live, behind the scenes of his online business, to show you how his special method of chatting with his visitors on his site leads to more sales.**

Ari's techniques have generated explosive results, online and offline, increasing loyalty and sales. His methods are unique and innovative, and his strategies are transforming the Internet Marketing world.

Here's just a fraction of what you will learn…

- A no-pressure method that causes visitors to voluntarily and eagerly tell you precisely how to sell to them
- How to add the human touch to your website in a way that makes you virtually untouchable by your competition
- How to strip the hype out of your website and copy so customers buy without feeling 'pitched'

- A 180-degree shift in focus *away* from sales that actually brings you more business
- How to make doubt and skepticism melt like ice, and engender trust and confidence instead
- How to perform seemingly complex tests of your web traffic with no statistics programs, no complex traffic systems, no expensive techno-wizardry and no split testing

John Carlton – Grand Ballroom C

Hooks, Personality, and Operation MoneySuck -- How the best copywriters in the biz secretly craft killer sales messages

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In his lecture, John will discuss the essentials of a killer sales pitch -- focusing on multiple (and extremely specific) examples of the "hook", which is easily the most critical element of pro-level copy. John will show you how to be the most exciting thing your prospect encounters each time you contact them… by targeting the "emotional sweet spot" deep in their heart and tickling it mercilessly.

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If you truly have a product or service that your prospect base needs… then it's your job to understand how to get your message across in a way that hits home. Crafting a world-class sales pitch isn't brain surgery… but it does require that "a-*HA!*" moment of clarity most marketers never have.

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This is where John comes in. If you've ever wondered how killer marketing is created, you're in for an honest discovery that really can change your business life overnight.

Kim Castle – Executive Forum

Why Should I Buy THAT from YOU? -- Why Branding on the Web is More Important Than Ever

It is estimated that Americans are exposed to 300 to 3,000 marketing messages every single day. Your customers see more ads in one year than people saw in a lifetime just 50 years ago. And it's only going to grow... thanks to the Internet!

The question becomes: *How do YOU cut through the marketing* ***from companies far bigger and richer than you*** *and still reach your market?*

The bigger question is: *Are you ready to stop being a part of the* ***marketing noise that is thrown at consumers daily*** *and finally create a business that is worthy of your energy and focus?*

Are you ready to laser your products into the minds of many and create a business that gives you the joy of financial success and the pride of people craving what you sell?"

Would you like to be sure that people will come when you build it? You can. And it's so much easier than you can ever imagine.

Join Kim Castle, author and co-creator of BrandU®: the world's #1 eight-step process for turning any business into a money-making marketable brand, for her high-energy, thought-provoking presentation. Everything you think you know about branding is wrong. Don't miss this opportunity to open your eyes and get Kim's help on developing your brand immediately.

Rob Goyette - Madison

The Internet Entrepreneur's Secret: How to Make More Money with Less Hassle.

Learn to use custom programming to apply internet marketing principles to your business. Save more time and make more money when you let custom scripts and programs do the work.

Chris Moreno – Directors A&B

Spreadsheet Marketing: How You Can Create A Fully Optimized, 5,000 page, Physical Product E-Commerce Website, Generating Millions of Dollars in Annual Revenue and Chock Full of Both On and Off Page Keyword Rich Content- Even If (like Chris)You Possess No Writing, HTML or Artistic Talent

Imagine being able to outsource virtually every element of your physical product website so that you are left to concentrate on the "big picture" stuff which is a lot more fun (and a lot less mundane) than the actual doing of the work. At the same time, you sleep well knowing that each day your business is growing according to a well thought out plan with several products being added each week and that one day in the not too distant future you will have an extremely saleable (not to mention valuable) business generating literally millions of dollars of revenue.

The information shared in this eye opening presentation will provide the cure for two ailments common to internet marketers:

The first ailment is **Internet Marketing Block Headache** (I.M. Block Head, for short). This is the condition where the internet marketer (the patient) has absorbed more information (and spent more money) than they ever would have believed possible when they first started. Typical symptoms include the ability of the patient to speak intelligently for hours on end about the wonders of the internet and e-commerce, yet, troublingly (through some mysterious quirk in their

brain), when it comes to their own website (in terms of both income and equity), the patient has very little (if anything) to show for all their hard work and money. In other words, for some reason, there is a mental "block". Though totally curable, if left untreated, this condition may in rare cases, prove fatal.

The second ailment to be cured will be **Spousal Shock Syndrome**. This is the condition best illustrated by the look on the face of the internet marketer's spouse, parent, child or significant other the day they discover how much money the patient has spent to date and how little in terms of both income and equity they have to show for it. There is no risk of death to the patient although SSS has undoubtedly proved fatal to many marriages over the years.

Both of these maladies are closely related and thankfully Chris Moreno has discovered (actually, he stole it from something Andy Jenkins said during Andy's presentation at last year's System Seminar) a secret cure that eliminates both once and for all. If you are interested in selling physical products, come to the presentation and discover what exactly Andy Jenkins said and why Chris credits this one sentence with causing him to immediately sell two multi-million dollar businesses and devote the rest of his life to both practicing and teaching internet marketing. At the end of the presentation, you too will have all the tools you need to build a multi-million dollar revenue stream online.

Two Important Notes:

1) Nothing will be for sale at this presentation and Chris will share everything he knows on the subject.

2) Chris asks (but does not require) that attendees read the following books if they plan on attending his presentation: The Long Tail by Christopher Anderson, The E-Myth Revisited by Michael Gerber, System Secrets by Ken McCarthy and The Science of Getting Rich by Wallace Wattles. All are quick reads.

Sunday April 29 System Breakout Sessions

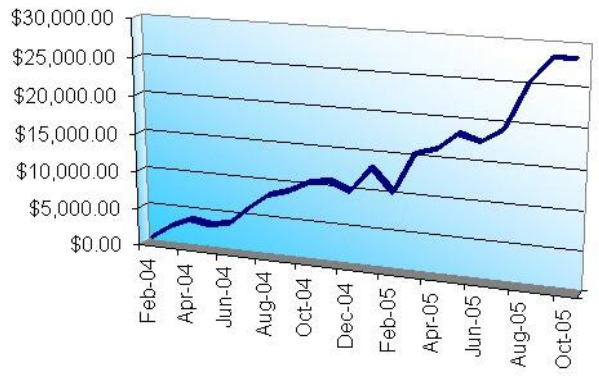
9 AM – 10:30 AM

Glen Livingston	Sydney Johnston	Dave Dee	Meg Awtrey	Lori Feldman
How To Enter New Markets With No Risk	Using EBay to Add Customers to Your Mailing List	Easy Online & Offline Integration: How To Skyrocket Your Conversions By 100%	Building a Diverse Web Business	Deep Diving for Hidden Profits: Using Database Marketing to Make the Sale After the Sale
GRAND BALLROOM B	**GRAND BALLROOM C**	**EXECUTIVE FORUM**	**MADISON**	**DIRECTORS A&B**

Glenn Livingston – Grand Ballroom B

How To Successfully Enter New Markets With Virtually No Risk … And *Double (Or Even Triple)* An Existing Business Using Step By Step, Laser-Precise, Virtually Fail-Proof Internet Marketing Research!

Learn how to use do-it-yourself research to GET MORE CUSTOMERS for LESS MONEY, SELL MORE to them, and minimize your competition so YOU can dominate your market

Dr. Livingston's marketing & research protocols took his OWN internet business from $0 to $28,234/month in passive income (and beyond) in just 19 months	

Attend this dynamic, interactive session to learn why pretty much everything you've been told about survey research is wrong, … why relying upon frequently asked questions can actually

UNSELL your product, … and how to STOP THROWING OUT the absolute MOST VALUABLE INFORMATION internet prospects give you on each and every page visit.

The essence of marketing can be boiled down to asking people what they want and then giving it to them … The only problem is, 99% of marketers really don't know how to ask!

Sydney Johnston – Grand Ballroom C

Use EBAY To Add Huge Numbers Of Customers To Your Mailing List

If you think eBay is only a giant flea market, guess again! eBay is also an incredibly powerful lead-generating site with 212 million registered accounts. It is:

- Cheaper (MUCH cheaper) than pay per click
- You have much more control than you do with organic search, along with more certain results

You can dangle hundreds of pieces of "bait" in the eBay ocean - and set them all up on autopilot - if you know what you're doing. Stop relying only on paid and 'free' search engines for the bulk of your traffic and get large numbers of eager buyers from one of the top five websites in the world.

Dave Dee – Executive Forum

Easy Online & Offline Integration: How To Skyrocket Your Conversions By 100%

The secret for driving leads online using offline methods, how to dramatically increase your conversion on high priced information products and Dave Dee's autopilot online/offline integration system.

Meg Awtry - Madison

Building a Diverse Web Business

We have all heard the catch phrase "Don't put all your eggs in one basket." Diversification is a key concept to having a successful online business. Understanding this key concept has saved and expanded Meg's income from online projects so many times that she feels it is important to share with everyone. The goal of any "smart" online entrepreneur must be to create diverse income streams that can reliably weather the constant changing conditions of today's Internet.

Meg will explain how you can diversify your existing online projects or start a new web business based on diversification. In addition, for some of the newbies especially, Meg will be discussing the five pivotal internet marketing concepts every internet marketer should master to become a more efficient project manager of multiple online projects. Many of these concepts are based on the teachings and online principals of the late Ken Giddens, who was Meg's father and personal mentor. Over the past year, she has continued to learn from him, as she has reviewed his recordings, writings, and her own personal notes of their discussions

Lori Feldman – Directors A&B

Deep Diving for Hidden Profits: Using Database Marketing to Make the Sale After the Sale

Got customers? Then you're perfectly positioned to grow your business with one of the easiest, low-cost marketing strategies available-leveraging your customer database.

If you've ever said, "I wish I had 100 more customers just like X," then you intuitively understand the principle of database marketing. If it's true that it's 10 times easier to sell a current customer than to find a new one, and if 20% of your customers generate 80% of your sales, why wouldn't you do everything in your power to squeeze every drop of business from those who already love you, and then leverage their happiness into a referrals business and new affiliates that doesn't cost you a dime?

In this session we'll demonstrate why an email list and a shopping cart is not a database, three components of the perfect database, six segments of untapped business you may not know you have, how to use RFM (the direct marketer's secret weapon) and ten next-steps you can take with your marketing the day you get back to your office.

Break 10:30 AM - 10:40 AM

Sunday April 29 System Breakout Sessions
10:40 AM – 12 NOON

David Bullock	Dave Taylor	Joe Chapuis	Darrell Crow	Tim Gorman
Design A Profitable Business Without Losing Your Mind	Strategic Blogging: Become An Authority In Your Industry	Web Video Secrets	12 Essentials For A Six Figure Income	Advanced Article Marketing
GRAND BALLROOM B	**GRAND BALLROOM C**	**EXECUTIVE FORUM**	**MADISON**	**DIRECTORS A&B**

David Bullock – Grand Ballroom B

Designing A Profitable Predictable Growing Business Without Losing Your Mind

David will give you easy-to-use tools and precise thinking so that you can design and innovate any component of your business.

This will be a "results only" traffic generation, segmentation, product selection, budgeting and business design conversation with close attention paid to the realities of starting, maintaining and growing a business in a competitive environment.

As a bonus, David will reveal a newly developed budgeting, product selection and goal setting method that you can use to achieve complete financial freedom for yourself and family.

Dave Taylor – Grand Ballroom C

Strategic Blogging: Becoming an authority in your industry

The nuts and bolts of blogging are easy to figure out. The challenge is to figure out what to write about, how to promote your writing, and how to become visible in your marketplace. There are lots of ways to go wrong, ways that can cost you greatly in terms of your online credibility, but attend this talk with internationally recognized "A-List" blogger Dave Taylor and you'll learn insider tips and strategies for what to write, how to write it, why you need to be leery of podcast and video blogging and much more. You'll also learn how to become an industry expert by participating on other blogs, even if you never create a weblog of your own. Don't miss it!

Joe Chapuis – Executive Forum

Web Video Secrets: A crash course in how to use internet video to increase traffic, sales and profits

Just when you thought you had ecommerce and internet marketing all figured out, the web video revolution snuck up on us and changed *everything*.

While web video can be used to entertain, educate, and inform - we're going to be focusing on the most important reason you'll want to incorporate video into your internet marketing game plan: ***To get results.***

In this workshop, you will discover:

- How to use video to get more people to your site - and then how to get them to *do something* (e.g., buy, subscribe, etc.) once they're there.
- Inexpensive yet powerful software programs and video creation tools that make it easy for anyone to quickly produce high quality videos.
- How the addition of one video to an ecommerce site's home page helped increase their sales by 30%.

Video experience is not necessary. We'll be going over all the basic terms and tools you need to know so you can start benefiting from the exploding popularity of web video today.

Darrell Crowe - Madison

12 Essentials You Must Master For A Six Figure Income

Four years ago, Darrell Crow started a small niche educational business that consistently nets a six figure income. But it wasn't all roses. Laid-off, too old, still useful, Darrell went the way of the pitch fests before discovering The System. Taking the Physical Products Course and the System SMART Beginner's Course, Darrell built his niche business from $4,800 a year in sales to deep in the six figures within 12 months.

Along the way Darrell has catalogued 12 essential lessons that are required to help you succeed in achieving a six figure income. Anyone, regardless of their business background or lack of it, can build a successful on-line business. Darrell will cover in detail the steps he took and how you can adapt these lessons for your business. Darrell's presentation will be followed up by an extensive Q&A to help you adapt these principles to your own business.

Tim Gorman

Exponentially Grow Your Online Income Through The Power of Advanced Article Marketing

No matter if you're concentrating on a monetization model that relies on Adsense, CPA leads or selling your own products, Tim shows you how to increase the traffic to your websites and subsequently increase the profitability of your websites through the power of advanced article marketing methods.

You will also be introduced to Tim's leverage principles which rely on strategies normally kept secret. These principles will allow you to significantly increase your online presence and income generating capabilities.

Live website examples and previously unreleased methods and strategies highlight this session.

LUNCH 12:00 – 1:30 PM

Sunday April 29 System Breakout Sessions
1:30 PM – 3:00 PM

Panel with: Perry Marshall, Ari Galper, Glenn Livingston, David Bullock Stump the Chump, AKA The Synthesis **GRAND BALLROOM B**	**Gary Ambrose** Building Quality Lists of Buyers **GRAND BALLROOM C**	**Sherman Hu** Blogging for Traffic **EXECUTIVE FORUM**	**Lloyd Irvin** How I Went From ZERO to A Multi Millionaire Online - And How You Can Do It Too **MADISON**	**Christina Hills** Boost Your Online Sales With Upselling **DIRECTORS A&B**

Panel with Perry Marshall, Ari Galper, Glen Livingston, David Bullock – Grand Ballroom B

Stump the Chump, AKA The Synthesis

Perry Marshall has been one of the key figures in Internet marketing education ever since he was among the very first to "crack the code" on Google AdWords back in 2002 just months after it was launched by Google.

Being the "go to" guy from AdWords for the last five years has put Perry in a central position for discovering and bringing new talent to the Internet marketing community,

Perry's own "system" for finding and giving exposure to new ideas inspired us to launch a special "Friends of Perry Marshall" track within System 2007 itself.

In this final session of the track, you get to ask Perry's Uber-Mastermind colleagues any question you have about Internet marketing...finding markets, closing sales, optimizing your results.

I'd be shocked if you can stump these guys with ANY Internet marketing problem, but give it a try!

Buck Rizvi and Brock Felt – Grand Ballroom C

How Two Nobody's Made A Fast Fortune With Their Own Health & Wellness Product Companies...And You Can Too!

Ever try to *consistently* attract quality visitors to a web site? One problem: the search engines keep moving the goal posts. In short, what works today may not work so well tomorrow. And do your really want to throw time and money at temporary tactics when the landscape keeps shifting?

Sherman Hu – Executive Forum

Blogging For Traffic

Do you really know how to blog to attract a flood of superior traffic, positioning and sales?

In this workshop - "Blogging For Traffic" - Sherman reveals evergreen and cutting-edge strategies you can take action on today to boost your traffic, positioning and sales.

Discover in this hands-on session the specific tools, free software, streamlined processes, cutting-edge strategies and techniques that Sherman uses and recommends to attract superior traffic, positioning and sales.

Make a decision to be one of the fortunate recipients to receive education and insight from this sought-after authority on traffic, positioning and sales for your business this weekend. Bookmark it in your guide to join Sherman in his workshop.

Lloyd Irvin - Madison

How I Went From ZERO to A Multi Millionaire Online Business After Attending My First System Seminar- And How I Will Show You Step By Step How I Did It So You Can Do It Faster Than I Did

WARNING!!! There will be no 'magic', no 'secret software' and no 'secret pills' shared with you in his presentation. Lloyd is an avid follower of the System Seminar core principles.

In his session, he will lay out the step by step process he used after leaving his very first System Seminar and exactly what he's doing now. He will show you all of the tweaks, twists and modifications that continue to make him money on a daily basis, so that you can 'swipe' them for your business.

PROMISE!!! After attending his session you will leave with a solid plan to start an online business or take your existing online business to the next level. If you own a brick and mortar business you will be able get tons more qualified prospects to do business with you. And you will learn Lloyd's secret to getting things done at lightning speed!

BONUS!!! Lloyd will be showing a new twist on a reverse squeeze page that just recently had an 84% opt in rate from Google traffic in the martial arts niche. You can steal this concept for your project.

Christina Hills – Directors A&B
Boost Your Online Sales with Upselling

Did you know that with upsells you can get an immediate sales boost?

The classic example that everyone has experienced is at the fast food chain when the clerk asks you "Would you like fries with that?" Simply put, an upsell is a technique where you ask the customer at checkout if they would like to add another item to their order. Often you offer this item at a reduced price. It's a way to bump up your sale to a customer who has already decided to buy from you.

In this session, Christina Hills, "The Shopping Cart Queen", will show you various different techniques for adding upsells to your sales process.

Through visual examples and case studies, you will see how you can do upsells and/or cross selling on your website to improve your bottom line. And, you can even do this without having to create any new products!

This session will help you if you are an experienced online marketer, or if you are just starting out. Upselling is a technique that works! Yet, most business owners never get around to it.

Are you leaving money on the table by not having upsells in your sales process?

System 2007 Faculty Biographies

Gary Ambrose

Gary Ambrose is truly a rare-breed, as one of the few people who has a firm-grasp on both the technical workings of email delivery, as well as the marketing knowledge required to develop consistently profitable marketing campaigns.

His experience with email marketing dates back to 1994, when he personally developed, and programmed his first for profit website, a part of which was one of the first automated email followup systems. Since that time, Gary's companies have been been directly responsible for the delivery of well over 3 billion permission based emails on behalf of himself and his clients.

Although Gary has a technical background, and continues to be at the forefront of email delivery matters, his focus for the past six years has been on teaching others how to develop and maintain successful email marketing campaigns. His client list is diverse, having worked with companies as varied as local pizza shops, women's health companies, and information marketers.

Learn more about Gary, and the services he provides at http://www.garytheace.com

Meg Awtrey

Since 1997 Meg has worked in the Internet medium. She began with corporate websites and eventually moved towards privately owned content websites. She was taught, mentored, and fathered by the late Ken Giddens, one of the most innovative and creative internet marketing talents around who preached the "longevity" and "profitability" factor of a website.

Since 2003, Meg's efforts have been focused on creating residual income website communities that generate dependable, reliable monthly income through various income streams. Meg is continuing to test, research, and teach under many of the same principles that were discovered and developed by her father, Ken Giddens.

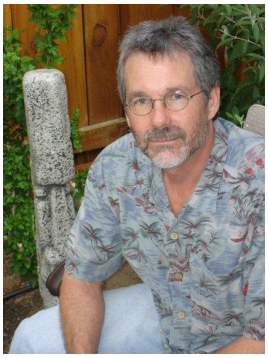
David Bullock

Starting a business is easy. Staying in business and growing continual profits is not.

David Bullock is best known for introducing the advanced testing and tracking and innovation method known as Taguchi-TRIZ to the internet marketing space. His students using these methods have increased conversion rates as much as a documented 600%.

He has been a successful online/offline business owner for over two years after a successful $100,000,000 international sales career in the industrial automation and manufacturing industry.

His practice has been featured in both Direct Marketing News and Black Enterprise Magazine.



John Carlton

John Carlton slyly refers to himself as "the most ripped-off copywriter on the Web", and no one on the inside of the online business world disagrees.

His sales copy has been stalked for decades by many of the best marketers on the Internet, most of whom freely admit using John's ads as templates for their own breakthrough pitches.

They copy John's stuff because it works. As a working freelance copywriter, John is one of a handful at the top of the game -- commanding fees that cause unprepared clients to choke, getting booked for a year in advance by the largest mailers in the world, and consistently writing pitches that sell like crazy.

As a teacher of copywriting, John is responsible for helping a verifiable mob of otherwise clueless marketers get their act together. The rabid testimonials on his home site include nearly every famous and infamous online marketer in existence. He's touched a lot of lives.

John's career arc is now legendary. He started out as the hot-shot "secret weapon" freelance copywriter that Los Angeles ad agencies snuck in the back door to write the hard-hitting sales letters their own staffs couldn't pull off… worked closely with direct response giants Jay Abraham and Gary Halbert for years… was a pioneer in online marketing (among the first to use blogs, podcasts, email and virtual seminars as effective sales tools)… and remains at the cutting edge of Internet entrepreneurial adventures.

John lectures at only a handful of seminars each year, turning down most invitations so he can tend to his vast herd of students. He still personally reviews ads as part of his coaching

programs, and these critiques -- though brutal, since he treats student copy with the same professional seriousness as he treats his own -- have helped create marketing empires.

Kim Castle

The best kept secret to many businesses, Kim was the creative director for the ground-breaking first-ever 3D Virtual Star Trek Convention which drew 1.6 million unique visitors to the website in just 30 days— with absolutely no marketing budget. She was also the creative vision behind the award–winning Concept:Cure website for General Motors which was one-of the first websites to utilize broadband technology.

For over 15 years, Kim has worked on such brands including: Dominos Pizza, Chase Manhattan Bank, Blue Cross, Disney, M&M Mars, IBM, DirecTV, Wolfgang Puck, Hollywood Celebrity Diet, and more as well as helping 100's of entrepreneurs around the world turn their business ideas into money-making marketable brands and gaining *clarity all the way to the bank*™.

Joe Chapuis

In 1995, Joe Chapuis had a hunch about using the internet to make money from home. Having graduated from the University of Connecticut in 1991 with a degree in Psychology, Joe knew nothing about computers, and even less about the internet. Despite this fact, he went ahead and bought a computer, figured out how to use it, and then built his first web site in 1996.

A few months later, Joe received an affiliate commission check in the amount of $13.46. Shortly thereafter, he quit his job and has been online, full-time, ever since. For the next eight years, Joe explored all facets of ecommerce and internet marketing - as a web site and online product developer, email newsletter publisher, ecommerce store owner, and affiliate marketer.

In 2004, Joe realized that an internet video revolution was upon us. He then switched gears and jumped into the world of video production. Two years later, he launched The WebVideoZone (WebVideoZone.com), a service offering cutting edge tools and information to help entrepreneurs and small business owners profit from the web video explosion.

When Joe's not running his site or producing videos, he can frequently be found in Dr. Ken Evoy's popular SiteSell.com forums as the resident web video expert ("Joe the Web Video Guy"). Joe continues to produce training and marketing videos, both for his own business and

for clients. One of his videos was recently featured in Google Video's *Top 20*, and has been viewed more than a million times.

Ann Convery

Ann Convery is an international speaker, seminar leader, trainer and author who has worked with top professionals in the fields of politics, medicine, law, business, health and beauty. For 18 years she has prepared clients for *CNN, 60 Minutes, The New York Times, the Los Angeles Times, Vogue, People, Self,* and other outlets.

Ann created "Speak Your Business in 30 Seconds or Less™", and offers private training and seminars on "The Art of the Pitch," "Dollarize Your Business/Double Your Profit," "Portable PR," and "The Perfect Speech in 3 Hours or Less."

Ann taught "Presentation Skills" at UCLA Extension, "The PR Power Panel" at the Learning Annex in L.A. and New York, and has been interviewed in *Elle, Cosmopolitan, ABC-TV, Maxim, Fitness, Woman's Day, First for Women, Entrepreneur, Presentations Magazine, Bulldog Reporter*, and many other media. She has written several columns for the *L.A. Business Journal*. Ann's second book was published by Harper Collins in May 2006.

Robin Cowie

Robin is the President of WorldwideBrands.com and the co-host of the Entrepreneur eBiz Radio Show. He has an extensive background as an entrepreneur and entertainer having produced 2 feature films (including The Blair Witch Project), 2 television series, hundreds of commercials and websites.

Darrell Crowe

Darrell Crow is fast becoming one of the Internet's most successful artists. Darrell has had four successful careers, first as an engineer in designing large scale integrated chips for microprocessor semiconductor manufacturing, then as the managing editor of the first international magazine devoted exclusively to the then emerging microprocessor industry, and for the next 25 years as the Marketing Product Manager for several high technology products.

Laid off in mid-2001, a promising job market quickly evaporated after 9/11 and Darrell found himself for the first time in his entire life unable to secure a j-o-b. Having seen the power of the internet, Darrell decided to put together an on-line business that would meet his financial needs until the job market re-opened. After floundering for a year and at the point of almost giving up, Darrell discovered Ken McCarthy and the System. He was one of the first 20 students to take Brad Fallon and Andy Jenkins Physical Products Seminar and bought the System Smart Beginners Course from Ken McCarthy. Over the next year, Darrell built his business from a floundering $4,800 a year to deep into the six figures. Anyone can do this.

Dave Dee

In 1999, Dave Dee found himself dead broke, jobless, $15,000 in debt, and his pregnant wife working two jobs out of necessity.

He decided to live out his childhood dream of being a professional magician and, by applying his marketing skills, in less than three months he became extremely successful at it averaging 25-30 shows a month. But he quickly got burnt out and discovered he had just created another "job" for himself.

Then lightning struck...

He put all of his marketing strategies into a program and sold it via direct mail and the Internet to other entertainers.

In less than one year, his wife quit both jobs, he had zero debt, over $10,000 a month coming in, a new home and a high profit home based business.

Today, Dave makes a substantial six figure income, working part time from the comfort of his home, with a unique combination of online and offline information marketing and is dedicated to teaching other people how they too can live the American dream.

Lori Feldman

Lori Feldman, The Database Diva of Aviva, started her direct marketing career in 1982 when she bought a coupon mailer franchise, which was the "new media" of the day. The big lesson she learned had to do with a McDonald's coupon she developed that got a 23% redemption (conversion) rate, but failed because the ad agency thought it should have gotten 30%! The adrenaline rush and "winning the lottery" experience of designing a mailing, putting it out there, then actually being able to track results and determine the ROI--all in a matter of weeks--hooked her for life.

Lori is the owner and president of Aviva, a database marketing consulting firm that helps business owners and sales executives make more money with customers they already have using proven database marketing strategies. ACT! Contact Management Software is her tool of choice when companies want to get started with an easy-to-use marketing database that doesn't require an IT department to manage. ACT! is the world's most popular contact management software with a 78% market share and over 2 million users worldwide.

Five years ago, Lori founded the St. Louis ACT! Users Group for marketers who want to learn competitor-busting database marketing strategies.

Lori is a national speaker on mailing lists, database marketing and CRM, and is a past-president of the Direct Marketing Association of St. Louis. In 2003, Lori was given the DMA's top prize: The "Direct Marketer of the Year" Award.

Ari Galper

Ari Galper, the founder of Unlock The Internet Game®, has created a revolutionary conversion system called ChatWise™ -- a whole new world that maximizes online conversion by combining real-time website intelligence, live chat tools, and website optimization.

For the past few years, Ari Galper has been a student of Perry Marshall. Ari joined Perry's Adwords Coaching Program, and quickly become one of Perry's top students multiplying his online sales by 5x in just a short period of time. Then, using his ChatWise™ Conversion System, he jumped his sales even further without spending a cent more in new traffic.

The secret method that he used is based on his very popular no-pressure sales approach called Unlock The Game®. His Unlock The Game system has helped thousands of sales people break

free from their lives of rejection and pain that they had been experiencing for years using old-school approaches and high-pressure selling techniques.
What Ari has done is applied his no-pressure integrity-based way of selling ONLINE in ways you never would have thought possible.

Captain Tim Gorman

Tim Gorman is a full-time active duty military member who has managed to create a full-time online income working part-time and using the power of article marketing.

Tim, known as TimG online, is also an in-house consultant for the popular membership forum "Keyword Avalanche" where he provides members the knowledge they need to successfully make money and succeed with their online business.

Tim gave an unannounced presentation at Dr. Mike Woo-Ming's Adsense Immersion West seminar held last September 2006 where he provided a rare glimpse into his popular online money making methods and strategies.

Rob Goyette

With a very strong background in computer software, a talent for teaching technology to adults, and both a University (Marketing) Degree and System Seminar Education, Rob has the rare ability to help Internet Marketers work with Programmers.

One of the primary programming languages used to make "intelligent" websites is the language known as PHP. This server-side scripting language allows your website to test and track information, make decisions, recall information from databases and a whole lot more.

If you want to turn your brochure website into an efficient cash generating machine, you need to apply what you learn at The System and integrate it into your website with a "smart" solution like PHP.

Learn more about Rob and his company at www.vaelos.com/system

Marc Harty

Marc once fancied himself a cartoonist. When no one else did, he opted, wisely, for a career in strategic marketing. Some 20 years and $218 million dollars later, Marc's marketing and promotional insights still deliver maximum, sustainable ROI to everyone from small business entrepreneurs to mega-billion Fortune 500 companies.

A sought after speaker on multiple continents, (Antarctica, not so much), Marc speaks frequently and dynamically on Web PR, Social Media, Web Site Traffic Generation and Traffic Conversion, affiliate and email marketing, and ever the Aquarian—on kayaking. (Kayak not included.)

Marc's breakthrough "PR Traffic" is the first and most widely used Web PR Home Study Course in the world today. His tested, "under the radar" traffic methods, have earned him the nickname "Traffic MacGyver."

Marc is CEO of MainTopic Media, Inc. MainTopic training leverages both media and message to transform the "info-fatigued" into uber-achievers by focusing on—you guessed it—one main topic.

Christina Hills

Christina Hills, a.k.a. "The Shopping Cart Queen", is an eCommerce marketer. She helps small business owners understand and optimally use common eCommerce tools like shopping cart systems, membership programs, and autoresponder systems. With Christina's training, you can more effectively sell online by fully engaging with your customers and following up with your prospects. Her skills and background are unquestionably 'technical'; yet her style is completely 'user friendly' and marketing oriented.

Christina started out in Los Angeles working on television broadcast commercials as an animator for the network promotions division of NBC-TV in Burbank, CA. She went on to spend five years as a senior technical director at George Lucas's Industrial Light & Magic in Marin County, CA. There she worked on films such as Star Wars: Episode I, Jurassic Park II (The Lost World), The Perfect Storm, ET the Extra Terrestrial (re-release), Twister, Mars Attacks!, and more.

Through her detailed and methodical teaching style, Christina is truly able to bridge the gap between the technology solutions available and the business owners who need to utilize this technology to deliver their products and marketing messages

Sherman Hu

Known for his passion and energy in presenting and simplifying technology to business owners, Sherman's workshops aren't to be missed. Praised for his patience in coaching beginners, Sherman has a step-by-step, 'no-question-is-a-silly-question' approach through his easy-to-use but powerful tutorials.

Besides his search engine marketing expertise, Sherman's main focus is as a veteran blogger and podcaster. He launched his own search engine marketing firm in 2002.

Sherman is Head Blogging Instructor of WordpressTutorials.com and is recognized by major influencers on the net as the go-to guy to learn about Wordpress as it relates to using it for business and marketing. Sherman coaches thousands of business owners through training videos, forum support & web conferences on setting up, customizing, utilizing, marketing and profiting from Wordpress blogs.

Sherman is proud of his work accomplishments, but it pales in comparison to his pride in being a family man with his gorgeous wife and two beautiful children. His measure of success is the love and respect of those closest to him - his wife, children and family.

Lloyd Irvin

In 2003, when Lloyd Irvin Jr. attended his first System Seminar, he hadn't made one single penny online. He was looking for internet marketing information that would help his brick and mortar business and wanted to start an online business. What he learned that weekend changed his life.

Fast forward to 2007. Lloyd has created a multi-million dollar online empire with products in over seven niche markets, operates a couple million dollar offline businesses powered by online marketing and most recently in August of 2006 launched a new offline business (that he runs out of his house) that has become his next multi-million dollar adventure -- all driven by online marketing.

Sydney Johnston

Sydney Johnston, the Auction Queen, was one of the original sellers on eBay and has been selling on eBay since the winter of 1996. She is the originator and teacher of the famous Auction Genius Course, a powerful 16 hour multi media seminar which teaches how to build a powerful and lucrative online auction business, and is the only eBay training recommended by the eBay radio show.

Currently, Sydney has her own online auction blog and publishes an ezine, Auction Gold, which has a circulation of 45,000+ readers. She is the Auction Consultant for WorldWide Brands, and a regular Contributing Editor to the Entrepreneur Magazine E-Biz Radio Show. She has appeared on Jim Edwards' cable TV show which has 1.1 million viewers. She has spoken at numerous seminars and dozens of radio shows and has authored many books and videos, including products with Ken Evoy of sitesell.com and Chris Malta of Worldwide Brands.

Glenn Livingston

Holding a Ph.D. in Clinical Psychology ('Scientist-Practitioner' model) from Yeshiva University, Glenn Livingston formally studied research design and analysis for nine years. He was an instructor for the graduate student laboratories in "multivariate analysis of behavioral data" on the Einstein Medical Campus before going on to run both a clinical practice AND two Fortune 100 consulting firms.

Dr. Livingston's consulting companies (The Livingston Group for Marketing, Inc. and Executive Solutions, Inc.) have billed more than $14 million dollars to companies like**:**

A T & T	Exxon	Novartis/Ciba
American Express	Flagship Banks	Ortho McNeil
Astra Zeneca	Ford Motor Company	P & G
Bausch & Lomb	General Mills	Pfizer
Burger King	Gore	Pharmacia
Chase	J Walter Thompson	Pillsbury
Citibank	Kodak	Roche
Colgate-Palmolive	Kraft	Sara Lee
Grey Advtg	Lipton	Unilever
Hallmark	M & M/Mars	Warner Lambert
Hunt Wesson	Master Card	Nextel

Perry Marshall

Perry Marshall is an author, speaker and consultant in Chicago. He is known as "The Wizard of Google AdWords" and is one of the world's leading specialists on buying search engine traffic. Google advertisers who use his methods generate over half a billion clicks per month (conservative estimate).

His company, Perry S. Marshall & Associates, consults both online and brick-and-mortar companies on generating sales leads, web traffic, and getting maximum advertising results. Prior to his consulting career, he helped grow a tech company in Chicago from $200,000 to $4 million sales in four years, and sold it to a public company for 18 million dollars.

Like direct marketing pioneer Claude Hopkins, Perry has both an engineering degree and a love for persuasive copywriting. He's published dozens of articles on sales, marketing and technology, and his works include *Guerilla Marketing for Hi-Tech Sales People* and *The Definitive Guide to Google AdWords*. He's spoken at conferences around the world and consulted in dozens of industries, from computer hardware and software to high-end consulting, from health & fitness to corporate finance.

Ken McCarthy

Creator of the System. Ken sponsored and organized the first seminar ever held on the subject of web marketing in 1994.

One of the first direct marketers to see the potential of the web, Ken's students and collegues played formative roles in some of the Internet's biggest success stories: Netscape (Marc Andreessen), Yahoo (Ed Niehaus), Amazon (Steve O'Keefe), and HotWired (Rick Boyce).

Since 2002, Ken's primary focus has been on educating small businesses and boot-strap entrepreneurs. (More info at www. kenmccarthy.com)

Chris Moreno

Chris Moreno is the founder of **The Internet Business School** and the author of Work at Home, Play for Keeps; Easy Lessons from The Internet Business School. Chris got his entrepreneurial start in high school during the 1970's, although for legal reasons, he is unable to go into detail (nor can he remember much) about that period of his life. In college, Chris's application to transfer universities was rejected despite a passionate plea by Chris to the Director of Admissions at Northeastern University that the two classes the Director was comparing as equals (Advanced Theoretical Calculus and Intro to Calculus) were "night and day". Three years later (after making up the class at a local community college and finally being admitted), Chris graduated second in his class and hand delivered an "I told you so" to the intellectually impaired admissions director who apologized.

Self-employed since 1988, when he left a six-figure salaried Wall Street position to open a business on a push cart in downtown Boston, Chris has started four different direct sale businesses, all of which remain in business today. Chris's businesses have generated over 5 million dollars in sales in the last three years alone and 2007 promises to be his best year ever.

Chris is a passionate, entertaining speaker who credits everything he knows about internet marketing (which is a substantial amount) to things he has learned over the past few years either directly or indirectly from The System Seminar.

Chris prides himself in taking complex subjects and giving easy, step-by-step presentations leaving very little to chance and assuming nothing about the audience's abilities (in other words, he dumbs it down so much that even he could understand what he was talking about if he was in the audience). During his audition for becoming a System Speaker, Chris told Ken McCarthy he would "bet his house" that the feedback for his presentation would be among the most positive of all the speakers. So if you want to see a grown man cry, you should attend Chris's session and give negative feedback, even if you find that the presentation changes your life forever- which you undoubtedly will.

Richard Mouser

A software engineer by training, Richard has worked in various roles in the software industry since 1983.

Richard's first web project started in 1999 in his corporate job. Unlike the rest of the company, he opened himself up for direct user feedback. This experience led to a strong dislike of "hard to use websites" and ultimately an interest in making e-commerce sites work better.

His engineering background naturally lead to a search for an analytical approach to making websites work better.

Since early 2006, Richard has been focused on learning and implementing Taguchi optimization to increase conversion rates and lower ad cost per sale.

Buck Rizvi and Brock Felt

Buck Rizvi spent the last 21 years on the "Corporate Treadmill" working as an employee for a Fortune 500 company and several software startups. After founding his own Health & Wellness Products company just over a year ago, last fall Buck was able to leave his corporate job forever and now sleeps in until 9:30 each morning instead of hopping on a 7AM flight to New York.

Buck and Brock are co-creators of the Pipeline Profits System, the definitive method for building huge online businesses using co registration leads. In addition to running their own companies, Buck and Brock coach Health Practitioners and other Entrepreneurs on how to build their own highly successful Health & Wellness Product Companies.

Brock Felt started out working at a Gas Station installing windshields for a living. Frustrated with seeing so many "well to do" folks pulling up in their fancy cars, Brock dove head first into selling personal development courses and seminars as a way to break out of his rut. He certainly found his calling as an Internet Marketer, making $73,960 his first week!

Today, Brock owns several highly successful businesses, including a multi-million dollar Health & Wellness company that that specializes in natural remedies for weight loss and arthritis.

Dave Taylor

The day I received my college degree I accepted a job with Hewlett-Packard's Colorado Networks Operation, and while there began creation of The Elm Mail System, a Unix email application that remains popular today. A few years later, I'd quit HP and launched Intuitive Systems, a consulting business that I continue to run. Clients have included the Whole Earth 'Lectronic Link, Apple Computer, The Center for Computer Assisted Research in the Humanities, and more.

Among my freelance writing gigs during this period were "Sun Tech Journal" (later sold to IDG and renamed "SunWorld"), "InfoWorld", "MacWorld", "The HP Chronicles", "Sun Expert" and a cast of dozens more. I also wrote my first book, somewhat to my own surprise: "Global Software", all about software internationalization. It never sold that well (wrong publisher) but showed me that writing a book was surprisingly similar to writing an article, just, well, longer.

Shortly thereafter, the editors at "SunWorld" magazine , where I'd been writing a monthly industry gossip column under the nom de plume "Raymond Rank", asked me to join the staff and build the Advanced Systems Test Center, the first Unix-based product review and testing facility in the industry, so I did. The same week I accepted that job I met a lovely young woman, Linda, and we began dating.

About 18 months later we were both ready to find some new horizons so she convinced me to move to West Lafayette, Indiana, where we both pursued graduate degrees at Purdue University. I earned a Masters in Educational Computing, after having developed the award-winning Purdue Online Writing Lab as my thesis research. While in Indiana, I took some material I'd developed on learning Unix and, with the help of Sams Publishing, turned it into the best-selling "Teach Yourself Unix in a Week". Before we left Indiana the following year, I'd also published the best-selling Creating Cool Web Pages with HTML (IDG Books) and helped write "The Internet Business Guide".

We came back to Silicon Valley as the dotcom boom really started to gain steam, and with the help of two others, turned an online hobby into The Internet Mall, Inc., the first online shopping directory. We raised over $1 million in venture funding, and finally sold the business to TechWave (now Network Commerce) of Seattle. Simultaneous to that, I revised my Unix title for a new series Sams was launching, producing Teach Yourself Unix in 24 Hours. To date, that title has sold over 300,000 copies, been translated into over a dozen languages, and is still going strong!

Somewhere in the mid 1990's Linda and I got married, and we now also share our house with our three wonderful children, two dogs, cat, and tank o' fish.

But back to business! In late 1999 or so I created another startup, iTrack.com, the first third-party auction search system, and the only one that had approval from eBay to legally touch their site. With the help of two good friends, we built a business and sold it to Cosmoz.com, Inc., (now

FinancialContent.com). As part of that process, co-founder Susan and I wrote a book about the world of online auctions: The e*Auction Insider (Osborne/McGraw-Hill). I also wrote a sequel to my popular Creating Cool HTML Web Pages book called Dynamic HTML Weekend Crash Course (IDG/Wiley).

Somewhere along the way I realized that rather than create yet another startup company, my strengths were really more with helping other companies through the process of birthing a business, so I created Growing Ventures, a startup-focused management consulting firm. I've also recently wrapped up an online MBA from the University of Baltimore, with a focus on traditional management and its application to the world of high tech.

Zoom to the present and I've moved aggressively into both management consulting and the intersection of two of my favorite technologies: the Macintosh and Unix. My most recent books are The Complete Idiot's Guide to Growing Your Business with Google (Penguin/Alpha) (widely hailed as a must-read by business experts), Teach Yourself Unix System Administration in 24 Hours (Sams/Macmillan) (which focuses on three operating systems: Red Hat Linux, Solaris and Mac OS X), Solaris 9 for Dummies (Wiley), Learning Unix for Mac OS X Panther (O'Reilly), Wicked Cool Shell Scripts (NoStarch), and Creating Cool Web Sites (Wiley).

We've moved from the Bay Area and relocated to beautiful, quiet Boulder, Colorado, where we can go cross-country skiing at the park around the corner and the kids can practice sledding in our own backyard. A wonderful place!

I've also launched two new companies worth noting: AnswerSquad, a guaranteed high-quality venue for all your tech and computer questions, and ClickThruStats, an innovative Web site, weblog and email link tracking solution.

Any other projects on the burner? Well, you're invited to check out my photography work at Colorado Portraits, learn more about tech Q&A at my popular at Ask Dave Taylor site, and you can always keep up with my business blogging and industry analysis at The Intuitive Life, my weblog. Other than that, well, that would be telling, wouldn't it? :-)