

System 2008



May 30-June 1, 2008 Chicago, IL

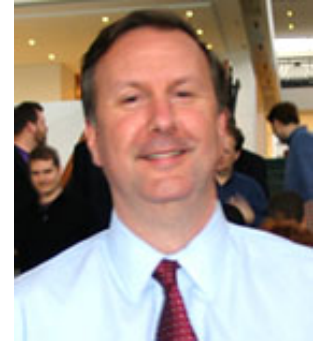
For in-depth interviews with all the System 2008 Faculty go to
<http://www.TheSystemBlog.com>

Welcome to System 2008!

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 (1,319,872,109 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.

A handwritten signature in blue ink that reads "Ken".

Ken McCarthy
Founder, The System

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Table of Contents

Conference Schedule

Conference Schedule 4

Breakouts At A Glance

All Breakout Schedules at a Glance..... 5

Conference Floor Plans

7

Breakout Sessions -detail course descriptions

Saturday May 31 System Breakout Sessions..... 8

Sunday June 1 System Breakout Sessions 15

System 2008 Faculty Biographies

Nancy Andrews..... 26

Colin Arthur 26

Martin Atkins 27

Gauher Chaudhry 28

Ann Convery 29

Darrell Crowe..... 29

Chris Daigle 30

Dave Dee..... 31

Sean D’Souza..... 31

Kim Dushinski 32

Ross Goldberg..... 33

Major Tim Gorman 33

Christina Hills 34

Lloyd Irvin 34

Howie Jacobson 35

Cindy Kappler..... 35

Tom Leung..... 36

Glenn Livingston 36

James Martell 37

Ken McCarthy..... 37

Colin McDougall 38

Robert Middleton 38

Christian Mickelsen 39

Richard Mouser..... 39

Lon Naylor 40

Sharon Odom 40

Ed O’Keefe 41

Timothy Seward..... 41

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Conference Schedule

Friday May 30

5 PM – 7PM

Registration for the main event – LaSalle Foyer

7 PM – 8:15 PM

General Session – LaSalle Ballroom

8:15 PM – end

Traditional System Networking Event – LaSalle Foyer

Saturday May 31

9 AM – 12 Noon

General Session - Grand Ballroom A&B

Ken McCarthy, Tom Leung, Glenn Livingston

12 Noon – 1:30 PM

Lunch

1:30 PM – 5 PM

Breakout Sessions – see Breakout Schedules

5 PM – 7:00PM

Dinner

7:30 PM – end

System Trade Show with faculty and others – Grand Ballroom East Foyer

Sunday June 1

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

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

All Breakout Schedules at a Glance

Saturday Breakout Sessions 1:30 PM – 3:30

<p>Ken McCarthy Lloyd Irvin</p> <p>How to get started the right way</p> <p>BALLROOM A</p> <p>Orientation</p>	<p>Glen Livingston</p> <p>How To Successfully Enter New Markets</p> <p>BALLROOM B</p> <p>Research</p>	<p>Tim Gorman</p> <p>Article Marketing Strategies</p> <p>EXECUTIVE FORUM</p> <p>Traffic</p>	<p>Ed O’Keefe</p> <p>Dead Broke To \$6,200,000.00 In Less Than 5 Years!</p> <p>LAKESHORE</p> <p>Infomarketing</p>	<p>Ann Convery</p> <p>Go From “Who Are You” to “My Wallet’s Out”</p> <p>LA SALLE</p> <p>Strategy</p>
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Break 3:00 PM – 3:30:40 AM

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

<p>Nancy Andrews</p> <p>SEO - It's Simpler than You Think</p> <p>GRAND BALLROOM A</p> <p>Traffic</p>	<p>James Martell</p> <p>How to Make Money with Affiliate Programs</p> <p>GRAND BALLROOM B</p> <p>Strategy</p>	<p>Sean D’Souza</p> <p>Consumption is Critical To Sell Product</p> <p>EXECUTIVE FORUM</p> <p>Infomarketing</p>	<p>Sharon Odom</p> <p>Lead Generation for Fun & Profits</p> <p>LAKESHORE</p> <p>Lead Generation</p>	<p>Lon Naylor</p> <p>Marketing With Video on the Internet - Strategy, Tactics, Tips</p> <p>LA SALLE</p> <p>Video</p>
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Sunday Breakout Session 9:00AM – 10:30AM

<p>Lloyd Irvin</p> <p>Infomarketing Mastery</p> <p>GRAND BALLROOM A</p> <p>Strategy</p>	<p>Howie Jacobson</p> <p>AdWords: The Bedrock of Online Success</p> <p>GRAND BALLROOM B</p> <p>Traffic</p>	<p>Dave Dee</p> <p>Your Own Internet Based Info-Publishing Empire</p> <p>EXECUTIVE FORUM</p> <p>Infomarketing</p>	<p>Colin Arthur</p> <p>“Sweet” Tips to Prevent the Dreaded Google Slap!</p> <p>LAKESHORE</p> <p>Traffic</p>	<p>Richard Mouser</p> <p>Getting Started With Website Testing</p> <p>LA SALLE</p> <p>Track & Test</p>
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Break 10:30AM - 10:40 AM

Sunday Breakout Session 10:40AM – 12 Noon

<p>Colin McDougall</p> <p>Creating Cashflow Conversations</p> <p>GRAND BALLROOM A</p> <p>Traffic</p>	<p>Chris Daigle Lloyd Irvin</p> <p>How the Internet is Streamlining Real Estate Profits</p> <p>GRAND BALLROOM B</p> <p>Realestate</p>	<p>Robert Middleton</p> <p>The Anatomy of an Online Information Business</p> <p>EXECUTIVE FORUM</p> <p>Infomarketing</p>	<p>Timothy Seward</p> <p>Google Analytics</p> <p>LAKESHORE</p> <p>Track & Test</p>	<p>Christina Hills</p> <p>Email Marketing: Why Blogging Is Not Enough!</p> <p>LA SALLE</p> <p>Strategy</p>
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Lunch 12 Noon – 1:30 PM

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

<p>Ken McCarthy Darrell Crow Cindy Kappler Christina Hills</p> <p>What's Next? Finding Your Place in Internet Marketing</p> <p>GRAND BALLROOM A</p> <p>Strategy</p>	<p>Ross Goldberg</p> <p>The Internet Marketing Revolution</p> <p>GRAND BALLROOM B</p> <p>Traffic</p>	<p>Christian Mickelsen</p> <p>Your Business + Coaching = Instant Income</p> <p>EXECUTIVE FORUM</p> <p>Coaching</p>	<p>Gauher Chaudhry</p> <p>How To Build A Monthly Six-Figure Income As A Traffic Broker</p> <p>LAKESHORE</p> <p>Lead Generation</p>	<p>Kim Dushinski</p> <p>Mobile Marketing: The Next Gold Rush</p> <p>LA SALLE</p> <p>Mobile Marketing</p>
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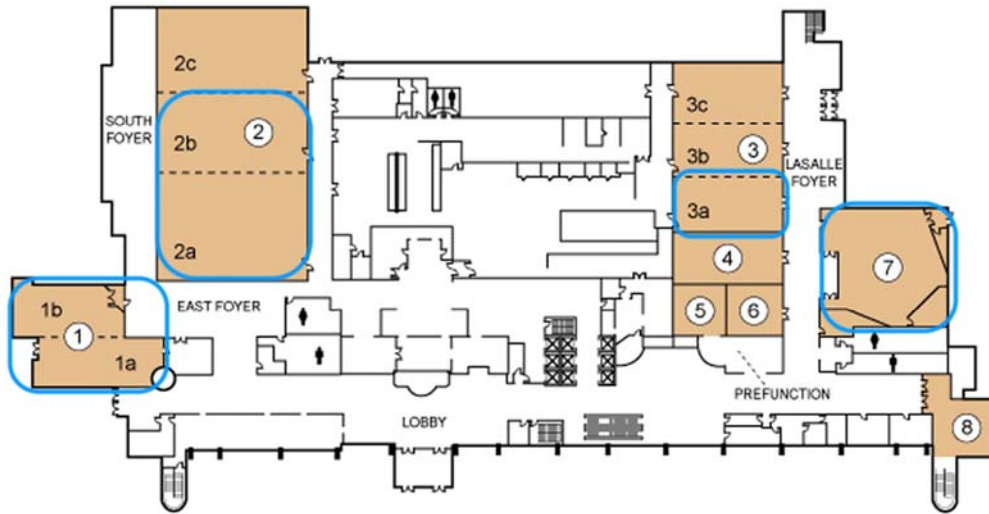
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Conference & Breakout Session Floor Plans

System Breakout Rooms

Grand Ballroom Salon A
Grand Ballroom Salaon B
LakeShore A&B

Executive Forum
LaSalle Salon A



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|-------------------|-------------------|---------------------|
| 1. LAKESHORE ROOM | 2. GRAND BALLROOM | 3. LASALLE BALLROOM |
| 1a. LAKESHORE A | 2a. SALON A | 3a. LASALLE SALON A |
| 1b. LAKESHORE B | 2b. SALON B | 3b. LASALLE SALON B |
| | 2c. SALON C | 3c. LASALLE SALON C |

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Saturday May 31 System Breakout Sessions

1:30 PM – 3:00 PM

Ken McCarthy Lloyd Irvin How To Get Started the Right Way BALLROOM A Orientation	Glen Livingston How To Successfully Enter New Markets BALLROOM B Research	Tim Gorman Article Marketing Strategies EXECUTIVE FORUM Traffic	Ed O'Keefe Dead Broke To \$6,200,000.00 In Less Than 5 Years! LAKESHORE Infomarketing	Ann Convery Go From "Who Are You" to "My Wallet's Out" LA SALLE Strategy
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Ken McCarthy & Lloyd Irvin – Grand Ballroom A **How To Get Started the Right Way**

Are you new to Internet marketing? Are you new to the System?

If so, this is the session is designed especially for you.

System founder Ken McCarthy and System grad superstar Lloyd Irvin reveal the core principles behind every Internet marketing success story.

Just five short years ago, Lloyd's online revenue was zero. Today, he calculates it in the millions annually by providing real products to real people - the System Way.

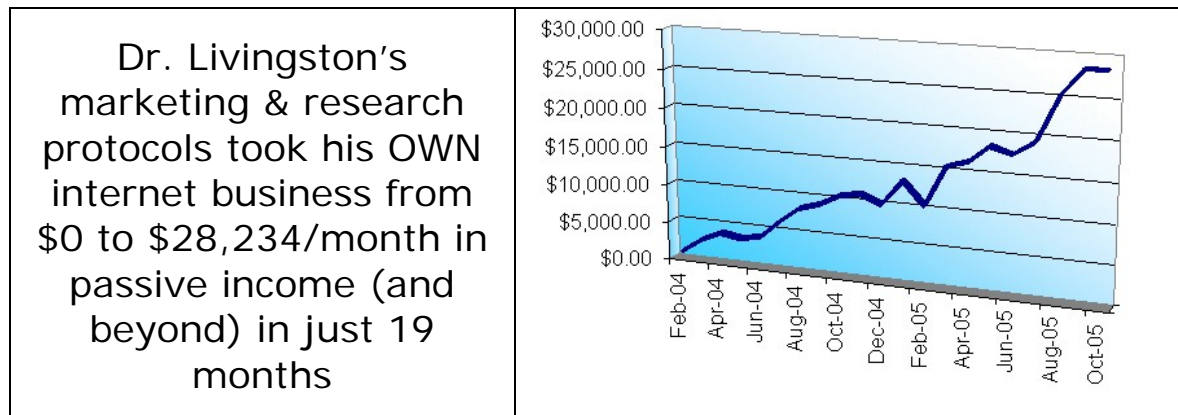
Attending this workshop will insure you get the most out of your System Seminar experience and accelerate your progress to the maximum degree possible.

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Glen 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



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 UNSSELL 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!

Tim Gorman — Executive Forum **Article Marketing Strategies That Will Exponentially Grow Your Online Income**

This presentation will focus on how to correctly use articles to quickly identify niche markets ripe for profit exploiting, obtain top 5 placings in Google search engine results, in less than 24 hours and exponentially increase your online income as rapidly as possible. Strong emphasis will be placed on incorporating article marketing with Web 2.0 sites in order to harness their traffic generating capabilities. Tim will reveal for the first time his newest article marketing system that is guaranteed to make you rethink your entire article marketing efforts.

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Ed O'Keefe- Lakeshore

**Dead Broke To \$6,200,000.00 In Less Than 5 Years!
How a Former Dead Broke Bartender Cracked The Code In
The Information Business, Entered An Extremely
Competitive Market and Now Makes Over \$6,200,000.00 a
Year At the Age of 32!"**

Ed O'Keefe is the perfect example that the American Dream is real. Being the 12th of 13 children, Ed grew up in a blue collar family where 'hard work' was the motto. The problem that Ed found was that it was great for creating a great family with a great work ethic...but that is NOT the way to make BIG MONEY in America.

After 4 1/2 years of struggling and stumbling from one business idea to the next, Ed found the magic formula, entered a highly competitive market, and has taken his business, Dentist Profits, from scratch to over \$6,200,000.00 a year and growing. At the age of 32, Ed is touted as "one of the brightest up n' coming minds in the business. You should be watching, studying, and modeling just about everything Ed is doing." by Dan Kennedy.

Lloyd Irvin says about Ed, "If I knew what Ed knows at his age, I'd rule the world! If you want to listen to someone who moves FAST, is fearless, and 'gets' this stuff at a very high level. You MUST listen to Ed O'Keefe"

Attend Ed's Breakout Session to Hear:

*** How he went from Dead Broke to doing over \$6,000,000.00 In Less Than 5 Years**

- How he uses both online and offline strategies to grow each of his businesses
- His "Andrew Carnegie" Theory and How He applies it to his own Wealth Creation Strategy!
- **The #1 Critical Missing Piece of the Puzzle that 99.9% of Internet Marketers and Info-Marketers are missing...**and why it can either make OR break your business
- The #1 Biggest Mistake Ed kept making...that he 'finally' figured out! Hint: You'll discover why "Cash Flow REALLY Is King" and how it 'really' applies to small and medium size businesses!
- How he measures and tracks his metrics from 6 different businesses
- How to develop a team that DOES 90% of the work for you...and Ed's brand new discoveries of what you can and cannot outsource
- 3 things you must DO to go from \$1,000,000.00 a year to go over the \$6,000,000.00 a year mark

Plus much, much more!

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Ann Convery – LaSalle

How To Go From “Who Are You” to “My Wallet’s Out” in 30 Seconds or Less

Tired of those glazed eyeballs, online and off?

You’re leaving money on the table if your message does not instantly hook your listeners or viewers into a heightened state of curiosity and hunger for more.

- ✓ How much money, deals and Joint Ventures have you left on the table because you introduced your business and they didn’t “get it”?
- ✓ You’re on video and you have 7 seconds to capture their attention. Do your viewers start thinking “I need this now or I’m dead in the water”? If not, why not?
- ✓ Before you talk to your copywriter -- do you have short, powerful scripts that will serve as a laser-targeted backbone for your copy and off-line marketing campaigns?

In this warp-speed workshop you’ll discover a system called “Speak Your Business in 30 Seconds or Less. TM”. It can create a massive spike in interest and sales and change the way you speak about your business forever.

- STOP selling your service or product and START selling your value.
- Find out why they stop listening on the *second word out of your mouth*.
- Start speaking in BUYER’s language, not yours.
- On a video or podcast – dollarize and quantify for accelerated results.
- Discover how to subtly shift your prospect from hesitation to action.
- Let Trigger Words plant your offer into their “buying brain.”
- Dollarize your value to your audience (95% of people who sell still don’t do this.)

Customize a new business script and take home a template for creating a verbal marketing funnel to immediately attract more prospects, business and money, every time you speak – online or off.

P.S. Results vary, but one System grad from 2007 used these formulas to DOUBLE HIS YEARLY INCOME IN 48 HOURS. It works if you work it!

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**Saturday May 31 System Breakout Sessions
3:30 PM – 5:00 PM**

Nancy Andrews SEO - It's Simpler than You Think GRAND BALLROOM A Traffic	James Martell How to Make Money with Affiliate Programs GRAND BALLROOM B Strategy	Sean D'Souza Consumption is Critical To Sell Product EXECUTIVE FORUM Infomarketing	Sharon Odom Lead Generation for Fun & Profits LAKESHORE Lead Generation	Lon Naylor Marketing With Video on the Internet - Strategy, Tactics, Tips LA SALLE Video
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Nancy Andrews – Grand Ballroom A

SEO - It's Simpler than You Think

Find out what the gurus won't tell you, why much of what you read is wrong and why working smarter - not harder is the only way to beat the big boys at their own game.

Have you ever wondered why most (all?) of the guys who call themselves SEO gurus never point to a site that they own that they have ranked at the top of the SERPs for years without falling off?

Better yet, have you ever seen one of them announce publicly that they'd take a site down Google's SERPs and do it?

As the only coach who can show she's been able to hold a site at the top of the SERPs for years – uninterrupted – and be able to move a site down Google's SERPs - almost at will - I can tell you that most of the so called 'help' out there is misleading your efforts.

But more importantly, search engine optimization does not need to be overly complex, require the deciphering of complex mathematics, or required tens of thousands of backlinks to get you to the top.

SEO *IS* simpler than you think!

We all want natural search positions because they bring us free highly targeted traffic. Unfortunately many feel that it's too hard to attain or won't last. When you understand what influences the search engines and which search engine is the best one to target, you begin to see that there is a path that leads to successful rankings that stick.

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Come find out what factors are influencing Google the most right now and what is likely to stick for the future. Discover how you can make small changes for big results. And find out why you want to aim for the big market, not highly targeted niche for maximum profit for your online business.

James Martell – Grand Ballroom B

How to Make Money with Affiliate Programs

Even if you have never built a website before you can learn in your spare time how to develop a profitable website of your own.

In this session, James Martell will discuss the affiliate marketing industry and will share real life websites and concrete strategies you can use to develop your own sustainable home business.

James will share with you how to gain top 10 rankings at Google, get into the mind of your visitor, and how to increase your conversion rate. If you're looking for a career change or want to increase your income -- you do not want to miss this session.

Sean D'Souza – Executive Forum

The Sound of Burp: Why Consumption is Critical To Sell More Product

Every marketing plan is based on attraction and conversion. So why is that a mistake? Most marketing plans don't factor in consumption. Yet, consumption is the core. Even if a customer buys your product, but doesn't use it, they'll never come back for more. And the revenue lies in fewer customers coming back many, many times!

Fewer customers? But I want more! Conventional business models tells you that you need to have a huge number of clients at the top of the funnel. That if you have fewer clients, you're going to suffer--and suffer like crazy. And conventional business models are right. But only half-right. Because conventional business models, are based on a factor of attraction and conversion.

And here is how attraction and conversion works... Attraction and conversion is about getting clients, and selling them a product or service. And then once you're done, you can hope that those clients come back again, but you can't guarantee they'll come back. So you have to go out and find newer clients. And you have to spend time and money, and energy trying to find clients all the time to fill that darned funnel.

Find out how consumption helps you work with less customers. Find out how you're able to sell more product at higher prices. Find out how you structure a sequence just like they do at airports. Find out how we do it, without affiliates, without joint ventures, without staff, without Virtual assistants, without Google ads, without all the rah-rah.

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Sharon Odom - Lakeshore

Lead Generation for Fun & Profits

Sharon will share with you how she built a six figure business from scratch, while raising triplets, even though she didn't know anything about lead generation and did almost everything wrong at first.

In this workshop, you will discover:

- What is lead generation? How is it different from building an email list?
- How to choose the perfect niche for you and **why** this is so important.
- The \$500,000 mistake Sharon made and how you can avoid blunders like this.
- What she did right ... the #1 reason for her success – do this and your business will flourish.
- How to monetize your leads...there are SO many ways!

If you want to find out more about lead generation and learn how to get started without making costly mistakes, put this session on your schedule.

Lon Naylor – LaSalle

Marketing With Video on the Internet - Strategy, Tactics, Tips

You know that marketing with video on the Internet works but...only if you do it properly! We'll cover the most important strategic points you **MUST** address for videos to be effective selling tools. Then, put them into action with specific tactics and tips that you can use to immediately take your videos to the next level and sell more of whatever you're selling.

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Sunday June 1 System Breakout Sessions

9 AM – 10:30 AM

Lloyd Irvin Infomarketing Mastery GRAND BALLROOM A Strategy	Howie Jacobson AdWords: The Bedrock of Online Success GRAND BALLROOM B Traffic	Dave Dee Your Own Internet Based Info-Publishing Empire EXECUTIVE FORUM Infomarketing	Colin Arthur "Sweet" Tips to Prevent the Dreaded Google Slap! LAKESHORE Traffic	Richard Mouser Getting Started With Website Testing LA SALLE Track & Test
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Lloyd Irvin – Grand Ballroom A **Infomarketing Mastery**

Five years ago, Lloyd Irvin's online income was ZERO.

This year, he's on track to surpass the \$10 million mark in annual sales. What happened?

Several things...

The System Seminar which Lloyd first took in 2003, his commitment to his business and customers, passion for trying new methods and testing, testing, testing.

In this session, Lloyd talks about how he took his online business from zero to where it is today and his unique online/offline method of generating leads.

Howie Jacobson – Grand Ballroom B **AdWords: The Bedrock of Online Success**

The Secret and The Four Hour Work Week both started as AdWords campaigns. The Secret relied on AdWords traffic for almost a year before the Oprah discovery. The Four Hour Work Week was the winning AdWords headline, which became the bestselling title. No matter where your online business is at right now, you can use AdWords to test, tweak, and improve your sales process. And you might just find the AdWords traffic itself a huge source of profitable new business.

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There are lots of traffic strategies to choose from, but you must start with AdWords. Otherwise, you'll be overpaying for traffic, and you'll waste time and money optimizing for the wrong keywords. And as the world's most powerful and instantaneous testing tool, AdWords will help you improve your site conversion massively – if you know what and how to test.

Join Howie for the latest on winning the AdWords game – how to write killer ads that leave the competition in the dust, which keywords to turn up the traffic on and which to not touch with a ten-foot mouse cord, and how to set up a landing page that Google and your visitors will love. And how to keep track of it all, in minutes a week.

Dave Dee – Executive Forum

How To Turn Your Passion Into Profits And Make A Fortune With Your Own Internet Based Info-Publishing Empire"

Since 2000, Dave Dee, speaker, author and master info-marketer, has taught tens of thousands of entrepreneurs from every corner of the world how to turn their passion into profits.

Lawyers, dentists, coaches, speakers, authors, and every type of small business owner imaginable have benefited from Dave's straightforward, no-nonsense, tell it like it is approach to finding how to uncover the money hidden in their passion with their own Internet based info-publishing business.

For example, Alexis Martin Neely, made \$117,000 in her first three months of working with Dave Dee. (Now, one year later she is raking in over \$30,000 a month in continuity income.)

Jack Turk, a former Microsoft executive, made just under \$100,000 his first year, in the info-publishing business.

The "godfather" of information marketing, Dan Kennedy, made Dave his partner in one of his MAJOR, multi-million dollar info businesses because of his expertise.

In a System Seminar exclusive, Dave will reveal:

* How to GUARANTEE your greatest chance of success as an info-publisher. (No one else has the guts to tell you this.)

* How Alexis made \$117,000 in 57 minutes and you can too. Oh, and she did it with no list and no product...only a landing page and an autoresponder.

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* The secret for turning emails into piles of cash-and why what almost every "guru" has told you about email marketing is wrong! (Discover the precise number of emails you should send every month for maximum profits.)

* How to easily create info-products that virtually sell themselves and make boatloads of money while doing with very little work.

* A secret page on your website that'll increase you profits by 500% or more and provide you with your most valuable business asset. (NO ONE is teaching this and it is powerful.)

* The three elements that need to be in EVERY offer for you to make maximum profits...It's virtually guaranteed you are NOT doing this and losing money because of it.

* PLUS one secret that will make you more money and make you feel great about what you're doing. It's simple and yet profound.

Dave always has the most controversial and one of the highest rated System presentations each year.If you want to turn your passion into profits, monetize your message and help more people then this is the one presentation you MUST attend.

Colin Arthur - Lakeshore

How To Create Site Candy for Visitors and Spiders – “Sweet” Tips to Prevent the Dreaded Google Slap!

Learn search engine friendly design strategies that will teach marketers how to position their sites to be visually appealing for their visitors while keeping them richly attractive for hungry search engine spiders. Colin Arthur has combined his years of design experience with the SEO strategies taught by Colin "Google" McDougall and will present a hybrid of tips and techniques to bring more visitors and more credibility to any online business. It is pure VEO (Visitor Experienced Optimization) at its best!

Every marketer needs to learn these "sweet" tips to prevent the dreaded Google Slap!

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Richard Mouser – LaSalle

Getting Started With Website Testing

Everyone says "test it", but most people don't actually do much testing.

With all the choices of methods, tools and questions about which is best for you, getting started can be a daunting task.

This session is about starting fast and making testing just another everyday thing for you.

This interactive and visually oriented presentation will give you:

- Motivation to get you started testing and keep you going
- A logical understanding of how websites are tested to increase conversions
- A mechanical understanding of testing (how it works on your website)
- Key knowledge to design more effective tests so you get fast, dramatic results
- Ways to collect ideas for testing
- Tips for choosing the right test tools for your specific situation
- Live Demonstration: We'll setup a real test with the tool chosen by attendees:
 - Google Website Optimizer
 - Split Test Accelerator
- How to evaluate your test results and flow seamlessly into a follow-on test
- Opportunities for Questions and Answers all through the session

Break 10:30 AM - 10:40 AM

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**Sunday June 1 System Breakout Sessions
10:40 AM – 12 NOON**

Colin McDougall Creating Cashflow Conversations GRAND BALLROOM A Traffic	Chris Daigle Lloyd Irvin GRAND BALLROOM B Realestate	Robert Middleton The Anatomy of an Online Information Business EXECUTIVE FORUM Infomarketing	Timothy Seward Google Analytics LAKESHORE Track & Test	Christina Hills Email Marketing: Why Blogging Is Not Enough! LA SALLE Strategy
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**Colin McDougall – Grand Ballroom A
Creating Cashflow Conversations**

Shhhh...Listen....Did you hear that? Was that somebody talking about your business on the web?

Web2.0 is a phenomenon that is allowing you to grow your business faster than ever before. Colin McDougall will share his secrets about how to use Web 2.0 to get people talking about your business and putting more cash in your bank account.

Colin is one of the most brilliant minds in teaching business owners how to leverage the social media to grow their bottom line in rapid time. Colin will show you how to create a buzz about your product or service and get the maximum benefit from Web 2.0

**Chris Daigle & Lloyd Irvin – Grand Ballroom B
How the Internet is streamlining real estate profits**

Chris and Lloyd will be moderating a panel of experts who will teach you how Real Estate investors are using Internet Marketing strategies to buy and sell properties using the Internet and other simple technologies. You will walk away from this panel with a clear understanding of how these "virtual" real estate investors are able make money in markets they will never step foot in.

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<http://www.TheSystemBlog.com>

Robert Middleton – Executive Forum

The Anatomy of an Online Information Business

This presentation by Robert Middleton is an peek into the inner workings of his wildly successful online information business, Action Plan Marketing. He'll show you what he does and how he does it - how he builds his email list, how he develops and promotes online products, and how he launches campaigns for workshops and other high-end programs.

In this presentation you'll learn the following:

- The strategies and techniques for building long-term client loyalty
- How inexpensive products can earn a lot of money fast
- The criteria for an "evergreen product" that you can sell for years
- How to continually take your business to the next level
- The importance of walking your talk (and how to do that)

In addition, Robert will discuss the many things he refuses to do when marketing his business online that "everyone" else seems to be doing.

You'll leave this presentation with very solid and proven approaches and strategies to marketing an online business with minimal overhead or technical hassles and while keeping your integrity intact.

Timothy Seward - Lakeshore

How to Kick Your Pay-Per-Click Advertising into Overdrive in 3 Months with Google Analytics

We hear from website owners' everyday who tell us they're running Pay-Per-Click advertising campaigns, they heard about Google Analytics, and got really excited about it. So they go out and sign up for a free account, add the code to their website and start diving into the reports.

But all they discover is a lot of reports. They have not yet discovered how to configure and use Google Analytics as a tool to reduce their waste Pay-Per-Click ad spend, to increase their conversions, nor to reduce the amount of time spent managing their campaigns.

In this session you'll learn:

- The 7 most common, costly mistakes made when starting out with Google Analytics and AdWords... Avoid these traps, and escape from throwing thousands of dollars down the drain.

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- Hear case studies that showcase companies that went from good to great. You won't want to miss hearing how one company nailed \$132,000-worth of sales revenue from a \$4,000 AdWords budget in a single month!
- How to use Google Analytics for fast, easy reporting on who's coming to your site, what they are clicking on, and what words, phrases, and offers are bringing in the biggest bucks.

Christina Hills

Email Marketing: Why Blogging Is Not Enough!

How to Automate Your Business & Deliver Your Message Using Autoresponders"

Although Blogging is great! Blogs alone are not enough! Get your online (or offline) business automated 24/7 with the use of autoresponders and broadcasting and build your database of people you can follow up with and market to. In this session Christina Hills, "The Shopping Cart Queen", will walk you through how autoresponders and broadcasting works to drive people to your website/blog via email marketing.

The money is in email marketing!

In this session you will learn, step by step:

- What is the difference between subscribing to a blog vs subscribing to an email list.
- Why it's important to build an email list
- The difference between single opt in and double (confirmed) opt in
- The difference between autoresponders and broadcasting
- What you need in your email marketing to be spam compliant
- And more!

LUNCH 12:00 – 1:30 PM

For in-depth interviews with all the System 2008 Faculty go to

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**Sunday June 1 System Breakout Sessions
1:30 PM – 3:00 PM**

<p>Ken McCarthy Darrell Crow Cindy Kappler Christina Hills</p> <p>What Next? Finding Your Place in Internet Marketing</p> <p>GRAND BALLROOM A</p> <p>Strategy</p>	<p>Ross Goldberg</p> <p>The Internet Marketing Revolution</p> <p>GRAND BALLROOM B</p> <p>Traffic</p>	<p>Christian Mickelsen</p> <p>Your Business + Coaching = Instant Income</p> <p>EXECUTIVE FORUM</p> <p>Coaching</p>	<p>Gauher Chaudhry</p> <p>How To Build A Monthly Six- Figure Income As A Traffic Broker</p> <p>LAKESHORE</p> <p>Lead Generation</p>	<p>Kim Dushinski</p> <p>Mobile Marketing: The Next Gold Rush</p> <p>LA SALLE</p> <p>Mobile Marketing</p>
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Ken McCarthy, Darrell Crow, Cindy Kappler & Christina Hills

– Grand Ballroom A

What's Next? Finding Your Place in Internet Marketing

You've just attended the most advanced gathering of serious Internet entrepreneurs on the planet.

Feeling a bit overwhelmed?

Don't worry. It's normal.

That's why we created this session for you to help you develop a specific action plan to put your new learning into practice.

A big part of becoming financially successful is pursuing the specific opportunities that make the most sense for YOU. We'll help you with that most challenging of all issues in this session.

For in-depth interviews with all the System 2008 Faculty go to

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Ross Goldberg – Grand Ballroom B **The Internet Marketing Revolution**

You will walk in clueless and walk out with a total understanding of what social marketing is and why it is so important to your business. We're not talking nickels here, we're talking six figures per month (Ross made more than that in February).

Social Marketing gives you the power to take advantage of the most popular websites online, including YouTube, Facebook, and MySpace. You will also discover how to do it the smart, ethical way without looking like a spammer.

Don't miss Ross's class or you will miss your chance at doubling or tripling your current income. By truly understanding how to take advantage of social marketing, you will go home with an action plan to dominate any niche and reach thousands of new customers.

Christian Mickelsen – Executive Forum **Your Business + Coaching = Instant Income: How To Offer Coaching Programs That will Create More Success Stories, Enhance Your Market Research, & Add a 6 or 7 Figure Revenue Stream to Your Business.**

At this exciting workshop, you will discover how to...

- Create a lucrative coaching program that potential clients are hungry for
- Get potential clients lining up to work with you
- Go deep inside the hearts and minds of your target market so that you can create better products & programs, and create more powerful marketing materials
- Speed up the rate of success of your customers and create more powerful success stories and testimonials
- Help a segment of your customer base that can't get results on their own but are willing to pay extra to make results happen
- Quickly add a 6 or 7 figure revenue stream to your existing business
- Start adding serious revenue to your new business even if you're just starting from scratch

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Gauher Chaudhry - Lakeshore

Formerly Quiet, 'Scientific' Marketer Breaks His Silence and Reveals His 'Top Secret' Online Money-Making System That Brought In \$173,810.49 in Affiliate Commissions in One Month Alone!

Discover How To Build A Monthly Six-Figure Income As A Traffic Broker

If you are serious about building a lucrative income stream from the Internet, Gauher can teach you everything you need to know about traffic brokering without having to worry about having your own product, writing your own sales letter or handling any orders.

Gauher believes that “traffic brokering” is one of the best ways to make money because you are simply a middleman between the traffic and the CPA network. Gauher will show you how people as young as eighteen are now grossing millions of dollars yearly simply promoting CPA offers and generating leads for CPA networks.

In an industry that has grown over 300% in the last few years you will discover how you can get paid as high as \$3.00 for simply getting people to submit their five digit zip code on certain CPA offers. You will learn insights into how to drive large volumes of traffic from major pay per click search engines such as Google Adwords, Yahoo Search Marketing and MSN Adcenter.

If you are serious about creating an income stream that operates on semi-autopilot, this is a session you will definitely do not want to miss.

Kim Dushinski –LaSalle

Mobile Marketing: The Next Gold Rush

What if it was 1997 again and you could go back in time with all your current knowledge and jump into internet marketing? While you're mulling that over, you might like to know that in the area of mobile marketing in the United States it IS 1997.

You – yes you – have the chance to be one of the first businesses in your field to have a mobile website. You can get started with mobile pay per click advertising while it is still not crowded and works like a charm. You can build your business (brick and mortar or internet-based) by utilizing savvy mobile marketing techniques before your competitors even know what mobile marketing is. Just like if you were time traveling back to the early days of the Internet.

This “back to the future” session will cover:

- What mobile marketing is exactly and why it is important to you today.
- Three specific ways to utilize mobile marketing in your business - whatever it is.

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- Important differences between mobile marketing and internet marketing. (Not knowing these will cost you a lot of time and money if you try to do mobile without them.)
- The shortcuts you can take because you already understand internet marketing.
- The tools of mobile marketing and how you can get your hands on them in the most cost effective manner.
- The ins and outs of mobile that you simply must know to proceed. (Like who can shut down your mobile marketing without any notice to you and there is nothing you can do about it.)
- How to strategize your mobile campaign from the ground up so it will succeed.
- Ideas and examples you can use to springboard your mobile offerings.

You can win a copy of Kim's upcoming book *The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns* by texting WINBOOK to 95495. Chances of winning are 1 in 20 and at least 5 books will be given away to System participants. Entering to win will also put you on my book announcement list and you will receive ONE additional text message in the fall reminding you my book is out. There is no charge to enter the contest. Standard text message rates from your cell phone carrier will apply.

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System 2008 Faculty Biographies



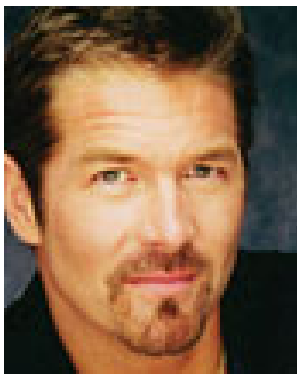
Nancy Andrews

Creator and Coach of the LiveBlueprints membership community, Nancy Andrews continues to show old hands and new entrepreneurs how mastering search engine rankings doesn't need to be overly complex or overwhelming.

Nancy spent over 20 years sharpening her analytical skills in the corporate world culminating with her advancement to Vice President of Finance for a \$350+ Million a year software company. In that position it was imperative that she could discern trendy new fads from subtle but permanent shifts in the business landscape.

In 2003 Nancy decided the time was ripe for a change and took a year looking at different Internet options. During this time she ran a consulting company with her husband, Bob, helping others to get their sites found.

In 2004 Nancy decided to open her own ecommerce site. Within 12 weeks the site, TheGolfCollection.com, was on page 1 of Google and top ranked on Yahoo and MSN. But more importantly, TheGolfCollection.com has remained on top of Google for nearly 4 years despite many changes in Google's algorithm and stiff competition from \$300+ million golf giants like Golfsmith.com. Nancy will tell you it was the analytical skills she developed in the corporate world that permit her to 'see' the quick trends from permanent shifts in Google's algorithm. Nancy has been asked to 'leak' her secrets on search engine ranking for several years speaking at several highly recognizable seminars. She quietly had been helping others advance their online businesses in a one on one coaching situation. In 2007 at the urging of a friend, she decided to go forth and help others succeed in a larger way and launched LiveBlueprints.com.



Colin Arthur

Colin Arthur is a singer/songwriter, author/speaker, entertainer and founder of Fast Creative Creative Inc., the world's first Virtual Marketing Department. Colin is passionate about inspiring you to become all that you can dream. He has always followed his passions and believes if you follow your heart you'll find true wealth and success.

Colin gained his experience as the Creative Director of Advertising for Vancouver's two major daily newspapers, The Vancouver Sun and The Province. He founded

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Fast Creative in 1997 and went on to work with many dot com companies during the boom of the 1990's. It was during his contract with an online advertising start-up that Colin discovered the power of Internet marketing.

Fast Creative's clients range from major insurance companies to financial institutions, professionals like doctors, dentists and financial planners, and retailers and non-profits. Colin consults with pro-audio companies, record labels, authors, Internet marketers and also donates much of his time and money to a variety of charitable organizations.

Colin's passion is music as well as design. He has recorded and toured with legendary classic rock icon, Randy Bachman (of the Guess Who and Bachman Turner Overdrive) for over 16 years. He has four nationally released CD's and is a past winner of the American Song Festival. Colin started his first podcast called Roadcast in 2005 and his articles on podcasting have been featured in various publications.

Don't miss Colin revealing some behind-the-scenes stories from the rock'n'roll tour bus and how a famous radio show was conceived and created literally by accident.

Colin teamed up with SEO expert Colin McDougall last year and they formed The Fly On The Wall Club.com, a non-guru coaching club that actually invites members to log in and see exactly what a Super Affiliate does everyday to generate hundreds of thousands of dollars in online sales. Members can watch a site being researched, designed, promoted and visually see the procedures used to get high natural search listings. Members can ask questions and get specific help for their own businesses.

Colin co-authored The Constant Conversation and The Cashflow Conversation and he is currently finishing his new book that looks at the subconscious effect of motivational advertising.



Martin Atkins

Martin started playing drums at the age of nine, playing in bands in the North East of England, gigging many nights a week and doing his homework in the dressing room. He moved to London and joined Public Image Ltd. in 1979 just in time to co-write and perform one songs on The Metal Box ("Bad Baby"). His first live show with PiL was recorded and released as Paris au Printemps and within the first six months he performed live on BBC TV's Old Grey Whistle Test and ABC's American Bandstand.

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Martin co-wrote and performed several tracks and co-produced the first 32 track digital live recording Live in Tokyo. He toured the world with PiL until leaving in 1985. At some point in the early eighties he packed two suitcases, jumped on a plane and moved to The States.

Martin had his own alter-ego, Brian Brain from 1978 to the late '80s. He toured the U.S. and Europe and had nine releases. He started Invisible Records in September 1988.

Just as things seemed to be settling down for his in the U.S., he received a phone call from Killing Joke asking him to join the band. He flew to the UK and eventually became the band's manager. Martin began to design t-shirts and scenery for the band. A Chicago Killing Joke show led to an invitation to work with Ministry on 1990's legendary Cage Tour documented in the In Case You Didn't Feel Like Showing Up video.

Martin taught himself to engineer and started to record, mix, and produce Invisible bands as well as his own projects. Pigface grew. The tours got crazier. The lineup kept changing. In 1995, Martin started to create and promote multi-band package tours complete with sound reinforcement and video projections.

In 2003, the work load from package tours prompted Martin to visit Columbia College in Chicago to present his touring activities and ask for interns to help in return for credit and experience. Phyllis Johnson asked him to begin teaching "The Business of Touring." That's when he finally began to learn. Not just about teaching and how much that fueled him, but by paying attention to the lessons he'd already learned at great cost.

Martin is still out there doing it, either taking his SuicideGirls column on the road, drumming, guest lecturing, presenting his working on a new sound library, DJing, or sitting in his studio dubbing a new track. He's still smiling.



Gauher Chaudhry

Gauher is the author of the Pay Per Click Formula (www.PayPerClickFormula.com) system that is the first comprehensive course that teaches individuals how to make money with CPA offers from pay per click traffic.

Gauher is well known in the CPA affiliate industry and consistently grosses over six-figures per month simply driving paid traffic from search engines such as Google, Yahoo and MSN to CPA offers hosted by dozens of CPA networks.

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Gauher has spent the last year dedicated to teaching and training students on how to use the Pay Per Click Formula system and now has students grossing as high as \$300,000 per *month* simply sending paid traffic to CPA networks.



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*, *Time Magazine*, *The Los Angeles Times*, *Vogue*, *People*, *Self*, and other outlets.

Ann has enabled her clients to generate up to hundreds of thousands of dollars within weeks with her popular program “Speak Your Business in 30 Seconds or Less™”. She offers private training and seminars on creating the perfect speech, public relations and attracting more clients in 30 seconds or less.

Ann has guest lectured at UCLA Extension and The USC Marshall School of Business, as well as the Learning Annex in L.A. and New York. She has spoken for corporate and private groups all over Southern California, and in New York, Chicago, Mexico City, Barcelona and Madrid.

Ann has been interviewed in *The Los Angeles Times*, *Elle*, *Cosmopolitan*, *ABC-TV*, *Woman's Day*, *First for Women*, *Entrepreneur*, *Presentations Magazine*, 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.

Darrell Crowe

Copywriter, Internet Marketing Specialist, Product Marketing Specialist, Journalist, Artist, Instructor, and creator of the Yes! You Can Oil Paint Series, one of the most successful oil painting instructional DVD series on the Internet for four years running.



Not only does Darrell share his artistic talents, but also the marketing insights, strategies and techniques that have allowed him to build and dominate in a crowded niche market. A System graduate and once on the verge of tossing in the towel, Darrell never tires of sharing his experiences that turned his business from pennies a day to thousands of dollars daily. Sometimes earning more in a day than his entire first year.

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Darrell was one of the first to work on the design of microprocessors back in the early 1970's and then went on to launch the first industry publication devoted exclusively to the coverage of this emerging technology, *The Microcomputer Digest*. Darrell then launched a highly successful high-technology marketing career whereby he defined and launched many profitable products including intelligent terminals, 32-bit industrial strength, supercomputers, the Unix Operating system for Wang, and participated in the started up of one of the most successful not-for-profit technology foundations of all time, The Open Software Foundation (OSF). Darrell's successful line of products continued with network monitoring software, remote network management services, and Voice over IP systems.

Seven years ago, Darrell was a casualty of the market aftermath of 2001 and unable to secure a 'j-o-b.' He first turned to marketing on the internet with several multi-tiered network marketing organizations only to find their pyramid type structures were not built for success. After two years, he turned to his hobby, his own artistic passion and created products his students were demanding.

Again, success on the elusive internet was not forthcoming, but fortunately after a year of struggle, Darrell met Ken McCarthy at a System Seminar in 2004 and as often quoted, "The rest is history."

Chris Daigle

Chris is the owner of EasyHUD.com, the founder and host of the VirtualInvestingSeminar.com series and an accomplished real estate investor and internet marketer.

Chris has been online in the Real Estate Investing niche for 6 years and for the past 3 years has been consulting with entrepreneurs on how they can virtualize and outsource their business functions.



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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.



Sean D'Souza

It all started with a copywriter called Leo Burnett - 15+ years ago, fresh out of college with a degree in accounting (of all things) I joined an advertising agency called [Leo Burnett](#).

There I **met** a man who had spent his lifetime in the hard trenches of communication and advertising. Few people have made more of an impression on me than the spirit of Leo Burnett himself. His determination (in the middle of the Great Depression) and his integrity shone through even though he'd been dead for many years.

From Copywriting to Cartoons - This opportunity of working with one of the best advertising agencies in the world took me on the heady road of copywriting, writing TV commercials (and learning how to do them in 5 seconds), graphic design, cartoons and web design. The underlying synchronicity was the constant search to find ways to communicate in the simplest, most effective manner.

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Are you a psychologist? No. But I understand a good deal about how customers think. Why they do what they do. Understanding the psychology of customers is what fascinates me most of all. I read about 100 books or more a year, and listen extensively to audio tapes on learning while in the car (learned this from [James C. Collins](#), Author of 'Good to Great' and [from sales maestro, Brian Tracy](#)). The knowledge contained in those audio tapes and books, when meshed with my own, helps me to give readers, workshop participants and clients a unique perspective on business. Psychologist I may not be, but *psycho* I can be :)

Dad was a teacher, mum was a teacher, grandma too... All the information I provide through articles, teleclasses, etc., is distilled and structured. It's a family thing. Teaching runs in my blood. I was taught early in life that teaching requires mastery. Only when you have total control over the subject, can you simplify it and make it understandable. Then there's dedication, focus and discipline.

Up at 4 - It's a normal working day, when the clock strikes 4. That's why if you write to me (DON'T CALL ...you'll wake up everyone else!), you'll often get responses at weird hours. It's the best part of the morning and it helps me focus on the nitty gritty of the human brain and why it does what it does. My parents always woke up early and that has stuck. What has also stuck is the ability to pass on that knowledge freely.



Kim Dushinski

The founder of MobileMarketingProfits.com and the author of the upcoming book *The Mobile Marketing Handbook: A Step-by-Step Guide to Creating Dynamic Mobile Marketing Campaigns*, **Kim Dushinski** is a mobile marketing launch specialist who helps businesses market effectively with mobile. (Yes, mobile phones.) Her niche-specific Mobile Marketing Intensives help businesses of all types learn how to implement mobile strategies specifically for their type of business. Kim also reviews mobile websites for MobileMarketingWatch, one of the premier blogs in the mobile space.

Connect with Kim on her blog MobileMarketingProfits.com or on Twitter www.twitter.com/KimDushinski.

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Ross Goldberg

Ross Goldberg is an enigma. A disabled veteran, Ross was going through college in 2005, which was paid by the Department of Veterans Affairs. His wife and two kids (his third was on the way) were living on \$1000 per month. It was barely enough to cover the cost of diapers for his kids. Ross was also very ill and dealt with extreme pain at all times.



Ross realized that the internet gave him the chance to change his living situation and found a product he could sell online. Two weeks later, he slipped into a coma. Ten days after that, he awoke paralyzed. After extensive rehab, Ross came home to over \$1000 profit in his bank account.

That was the end of Ross ever working for anyone else.

After about 60 days, Ross was able to walk again. In that period of time he had applied himself to his internet business and taught himself how to position his sites in the search engines through utilizing social media sites most people didn't even know existed. He built his business to up to half a million dollars in sales in its first year and had the largest bedding store on Ebay.

Then, a vendor ran off with his money without fulfilling orders. This caused the business to have to close. Ross immediately began searching for a new business he could do online and began writing his first Ebook. Since then, Ross has released a minimum of one info product per month while learning the art of the Infopreneur. An expert in Social Media, simply search his name in Google and there is no doubt that he understands how to captivate his audience. A seminar promoter and social marketing expert, Ross is thrilled to share his social media secrets with you during his training session.



Major 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 has expanded his streams of income and is now making money creating his own "from scratch" products and creating products using PLR (private label rights) material.

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.

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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.



Christina Hills

Christina Hills, “The Shopping Cart Queen”, is an eCommerce marketer. She helps small business owners understand and use 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 worked in Los Angeles 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 **in the Feature Film Division** 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.

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 2008. 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



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Howie Jacobson

Howie Jacobson, PhD, the author of *AdWords For Dummies*, is an online marketing strategist and coach. He specializes in helping clients use Google AdWords to cut their lead generation costs and increase their bottom line. He also presents at workshops and seminars around the world.

He is the creator of *Leads into Gold*, a home study course that teaches small business owners how to become their own direct marketing agencies, and co-creator of The System Seminar's home study course, *Internet Marketing for Smart Beginners*. He also runs Loweryourbidprice.com, LLC, a company that produces software tools to help AdWords advertisers save time, reduce costs and increase profits.

Howie lives in Durham, North Carolina with his wife, two kids, and big goofy dog.. His lifelong ambition is to bring about world peace through marketing, and after that's accomplished, to play Ultimate Frisbee in the 2044 Olympics in Maui.

Cindy Kappler

Cindy made the leap from corporate America to Internet marketing in 2003. She is a graduate of Yanik Silver's Internet marketing mentoring program and is the co-creator of several products, including the SYSTEM Smart Beginners Home Study Course for Internet Marketers. She has also created several of her own niche products.



Cindy has a passion for teaching and has spent the last year working with Smart Beginners students to help them get their online businesses up and running. Ken McCarthy has even entrusted her to run the SYSTEM Smart Beginners coaching programs.

Cindy spends her free time chasing after her five children and serving as a consultant to a local K-8 charter school. She finds Internet marketing to be an excellent way to balance being an entrepreneur/business owner and a full-time mom.

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Tom Leung

Tom Leung is a Business Product Manager at Google where he is responsible for the overall vision and product development strategy for Google Website Optimizer.

Tom has been working in online marketing since 1999 and is co-inventor of a number of patents relating to interactive publishing, web communications, and internet advertising.

Previously, Tom has worked at Microsoft where he led product strategy and business planning for Windows Live Hotmail. Tom earned his bachelor's degree from Bowdoin College and MBA from Harvard University.



Glenn Livingston

Holding a Ph.D. in Clinical Psychology ('Scientist-Practitioner' model) from Yeshiva University, Glenn Livingston formally studied research design and analysis for 9 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
American Express
Astra Zeneca
Bausch & Lomb
Burger King
Chase
Citibank
Colgate-Palmolive
Grey Advtg
Hallmark
Hunt Wesson

Exxon
Flagship Banks
Ford Motor Company
General Mills
Gore
J Walter Thompson
Kodak
Kraft
Lipton
M & M/Mars
Master Card

Novartis/Ciba
Ortho McNeil
P & G
Pfizer
Pharmacia
Pillsbury
Roche
Sara Lee
Unilever
Warner Lambert
Nextel

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James Martell

James Martell is a self taught Internet entrepreneur and Natural search and affiliate marketing expert who discovered the lucrative world of pay-for-performance marketing from his desktop computer in the fall of 1999.

Through Internet-based affiliate programs James and his wife Arlene have been able to very comfortably raise their four kids, travel the world, live in a beautiful home and achieve a 25 year dream to own a custom crafted 1965 Shelby Cobra.

Since 2001 James Martell has been teaching students how to be successful online with affiliate programs. Many have gone on to great success from his ebooks, podcasts, live classes and online trainings.



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 colleagues 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)

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Colin McDougall

Colin McDougall entered the world of Internet marketing through trial and error along with information gained from ebooks and various coaching programs before finally getting it right after creating a “chance” meeting with a Google Engineer.



Before becoming a self-sufficient entrepreneur, Colin worked at a “real job” as a UNIX and database administrator. He worked for Nortel for 7 years and BC Hydro for 3 years before saying good-bye to the grind of the 9 to 5 way of life and gaining his financial freedom that is found with operating an Internet business.

Colin has become one of the top internet marketing business coaches, providing a personal touch to a traditionally impersonalized market. You can now watch Colin work to see his exact strategies in The Fly on the Wall Club.



Robert Middleton

Robert Middleton has been working with Independent Professionals since 1984 to help them be better marketers of their services and attract more clients with less struggle. Robert is the author of the online bestsellers, the InfoGuru Marketing Manual and the Web Site ToolKit. He also publishes the More Clients eZine which goes out to about 50,000 people every week. Robert teaches his marketing workshops nationally and is currently training and certifying marketing coaches who use his marketing methodologies with their clients. Robert's web site is <http://www.actionplan.com> .

For in-depth interviews with all the System 2008 Faculty go to

<http://www.TheSystemBlog.com>



Christian Mickelsen

Christian Mickelsen is the author of "How to Quickly Get Started In Professional Coaching: The Hidden Truth About What it Really Takes".

Christian has extensive experience as a small business coach and a life coach. He's been seen in Forbes, MSN, Yahoo Finance, and the Boston Globe.

He recently spent two years on the board of directors for the International Association of Coaching and he has created several support programs to help coaches become financially successful.

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 1998. Unlike the rest of the company, we opened ourselves up for direct end user feedback. This raw feedback clearly showed how easily people can misunderstand or get confused by a web site.

Later experiences in customer pre-sales presentations kindled an interest in sales that ultimately led Richard to create a physical products e-commerce business.

With little marketing and sales experience, Richard looked for a technical approach to learning marketing, salesmanship and his particular niche. Testing was the answer.

Since early 2006, Richard has been using Split Testing and Taguchi optimization to increase conversion rates, lower ad cost per sale and increase profits. Now you can too...



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Lon Naylor

Lon is a 29 year veteran of the computer industry and spent the last nine years of his career as a Senior Engineer for Microsoft before "retiring" in 1999 at the age of 41 (Thanks Uncle Bill!).

Now, he's involved in strategic planning and future technologies with a heavy focus on web video specializing in Camtasia Studio screencast technology from Techsmith



Sharon Odom

Would you like to develop a six figure online business simply by generating leads for others? That's right. No creating or selling any products of your own required. It's the perfect part-time business.

Sharon accidentally discovered the secrets to this little known business... and went on to build her 6 figure business while taking care of triplets.

She discovered the Internet in 1995, immersed herself in the technology, and ultimately led several key web development projects for Disney, where she worked as a systems analyst.

Eventually she left Disney and created her first information product "How to Promote Your Local Business on the Internet", as well as a site devoted to local internet marketing, www.GeoLocal.com

Sharon has authored several books and products, including products with Ken Evoy of SiteSell.com and Terry Dean, with whom she co-created Next Generation Marketing Magic: www.NextGenerationMarketingMagic.com

Sharon is married to Mark Fling, and is the mother of 11-year-old triplets, Isaiah, Mariah & Sierra. Learn more about her at www.SharonOdom.com

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Ed O'Keefe

Ed O'Keefe is the perfect example that the American Dream is real. Being the 12th of 13 children, Ed grew up in a blue collar family where 'hard work' was the motto. The problem that Ed found was that it was great for creating a great family with a great work ethic...but that is NOT the way to make BIG MONEY in America.

After 4 ½ years of struggling and stumbling from one business idea to the next, Ed found the magic formula, entered a highly competitive market, and has taken his business, Dentist Profits, from scratch to over \$6,200,000.00 a year and growing.

At the age of 32, Ed is touted as "one of the brightest up n' coming minds in the business. You should be watching, studying, and modeling just about everything Ed is doing." by Dan Kennedy.

Lloyd Irvin says about Ed, "If I knew what Ed knows at his age, I'd rule the world! If you want to listen to Someone who moves FAST, is fearless, and 'gets' this stuff at a very high level. You MUST listen to Ed O'Keefe"



Timothy Seward

Timothy Seward is the founder and CEO of ROI Revolution, based in Raleigh, NC. ROI Revolution is a charter consulting partner with Google on both Google Analytics and Google Website Optimizer as well as a Google AdWords Qualified Advertising Company.

His staff of twenty-one engineers and paid search analysts serve dozens of large and small Google advertisers throughout the United States and Canada.

Timothy is a summa cum laude graduate of Florida Gulf Coast University with a degree in Computer Science.