



# System 2006

Special report  
by  
Ken McCarthy

[www.TheSystemSeminar.com](http://www.TheSystemSeminar.com)  
[www.TheSystemBlog.com](http://www.TheSystemBlog.com)

Hopefully, you know a little about the history of the System and our philosophy and why we're so radically different from the rest of the Internet marketing seminars that have sprung up in recent years.

In this document, I'd like to talk specifically about System 2006 and the abundance of new material we'll be offering this year.

In 1994, when I put on the first Internet marketing seminar ever, the big lesson was that the Internet was a direct marketing medium and that many of "old school" direct marketing methods, like long form sales letters, would work on the web as well. I also talked about the value of building up an e-mail list and using e-mail to build a following.

In 2000, when I started offering teleseminars about pay-per-click advertising, the big lesson was that pay-per-click was going to change the nature of Internet marketing by making it easy not only to get traffic, but also to test ads and research new business ideas quickly and easily.

Now it's 2006. What's the big lesson today?

The first big lesson is that the market has finally caught up with where we were in 1994 and in 2000. In 1994, practically no one "got" that the Internet was a direct marketing medium. In 2000, very few people saw the potential in pay-per-click. Those that did made a killing while everyone else sat on their hands.

But it's 2006, EVERYBODY understands that the Internet is a direct marketing medium and EVERYBODY "gets" – and is bidding on – pay-per-click ads. So that information, valuable as it is, is hardly new and, frankly, you can learn practically everything you need to know about these topics from home study courses, eBooks, and free discussion boards.

So the big change for 2006 is that marketing on the Internet is not new anymore. EVERYBODY is doing it and what used to be an edge is now common knowledge.

The gurus don't know how to deal with this, so they're just repackaging the same old stuff under new names and screaming louder, giving away cars, inviting celebrities to speak and a whole bunch of other junk that doesn't do YOU any good.

What Internet marketers need today is the NEW EDGE. Not yesterday's news, but strategies and tactics that the mass of Internet marketers – your competition - haven't figured out yet.

When you look at the faculty for System 2006, you'll probably see a lot of names that you've never seen before. That's because these are the folks who are blazing the new frontier. They're not part of the 'rat pack' of Internet marketing seminar gurus. They're folks who are actually DOING stuff that's giving them and their clients a MAJOR EDGE in today's marketplace.

Here's the big challenge for 2006 and beyond and the OPPORTUNITY ZONE where you can make a major breakthrough in your business and financial life...

While everyone else moans and groans about how hard traditional search marketing is, how e-mail response rates are declining, how pay-per-click prices are being bid to the moon – and how competition is getting fiercer by the day - System 2006 attendees will be learning NEW strategies that haven't appeared in eBooks, teleseminars or 1001 pitch-a-thon seminars...

Let's look at just a few of the "new" speakers at this year System 2006 and see what they'll be sharing with attendees...

**Sherman Hu** from British Columbia, Canada... Sherman will be revealing the marketing power of multimedia blogs.

Sherman was a top professional search engine optimizer – still is – but a few years ago he noticed something unusual about the search engine rankings that blogs were getting. Blogs have become a major traffic driver on the Internet. And adding multimedia in the form of audio and video is like adding lighter fluid to a camp fire.

**Marc Harty** from Houston Texas... Like Sherman Hu, Marc is a search engine professional. Before that, he was in the traditional advertising and marketing business. He knows about the bottom line. He also knows how hard it's become to get top search engine rankings with all the new competition that's out there. So like any smart marketer, he learned to zig while everyone else was zagging.

Much of what Marc is doing is top secret and can't be revealed in a sales letter (and actually that's true for many of this year's new speakers), but I can tell you this much. Marc has perfected a system for using low cost Internet press releases to generate top search engine positions fast. This is a brand new field and no one has done more research and run more tests than Marc.

**Martin Wales** is a top gun media and marketing professional from Toronto, Canada. While lots of people are screaming and yelling about video and encouraging you to spend thousands of dollars on overpriced equipment and courses, Martin will show you how **experienced** media pros get things done.

Martin's been on both sides of the camera as a video spokesman for big companies and a video producer. He's also a savvy Internet marketer and is director of business development for 1ShoppingCart.com, one of the biggest eCommerce platforms for small business people in the world.

**Meg Awtrey** of California, USA is a sharp Internet marketer who literally "grew up" in the business. Her father was the legendary Ken Giddens who was not only one of the Internet marketing world's greatest pioneers, he was also one of it's finest teachers.

Ken was the master of multiple streams of income on the Internet. He probably ran more tests that anyone else in Internet history. He certainly had a longer career. He got started in 1994 and companies like Netscape, the inventors of the web browser, went to him for marketing and training advice. Meg, who was taught by and worked with her father for years, is a savvy Internet

marketer in her own right and will be sharing the best tricks and techniques her father shared with her.

**Robin Cowie** will be talking about one of the last, little-known BIG opportunities on the Internet: drop shipping physical goods.

The eBook and info marketing world can be a lucrative one, but if you're looking for a business to go into that has a high probability of success business, go physical and Robin is one of the leaders in the field.

**Dan Janal** wrote one of the original books on online marketing - and then wrote seven more. Dan's a former journalist, an expert on publicity and a very shrewd Internet entrepreneur. Many big names in the Internet marketing world quietly use his services to help maintain their high profiles.

**Dave Taylor** has been on the cutting edge of Internet technology for over 20 years. No, that is not a misprint. Dave wrote one of the original Internet e-mail programs - Elm - and was one of the very first to report on and document the world of eCommerce.

Today, Dave is a blog marketing expert. He offers a very straightforward, clear method for building traffic with blogs and converting it to cash - ethically and without reporting to the "back hat" tricks that can get you in trouble.

**Sydney Johnston** was one of the first people to conduct an auction on eBay! And since then she's probably learned more real-world tricks and techniques to turn eBay into a cash machine than any other person on earth. One of her students, **Todd Taylor**, who will also be speaking at System 2006, made over \$1,000,000 in sales in his first serious year in business with Sydney's advice.

Sydney shows how ANY business, regardless of what it sells, can use eBay's massive customer database of online buyers as an incredible source of low cost, high volume, high quality leads.

**Mitch Axelrod** is the top business strategist who Jay Abraham hired to teach the participants in his breakthrough Apprentice Program how to market their expertise. Mitch is an expert on how to make business fantastically of all kinds profitable.

Keep in mind that I've only listed just ten of the TWENTY-THREE faculty members who will be teaching at System 2006 and that doesn't include...

Ken McCarthy                      Mike Stewart

Perry Marshall                      Alan Bechtold

Andy Jenkins                      Brad Fallon

Robert Middleton                      Dave Dee

Elsom Eldridge                      Cindy Kappler

Howie Jacobson                      Declan Dunn

Rob Goyette

Quite frankly, it's an INSANELY huge line-up.

No one has ever put together an Internet marketing faculty of this size and quality ever before.

All of these folks have well established public records and you can Google them to find out more about their careers.

Or you can read a little and hear a lot from the faculty at this amazing site.

Over TWENTY HOURS of brand new interviews on cutting edge topics. No fluff. No bull. Just solid content you can use right away.

The web site: <http://www.TheSystemBlog.com>

If you're ready to register, you can do that by phone right now – 845-757-5037 or visit <http://www.TheSystemSeminar.com/register.html>

Note: As of this writing there are less than 29 seats available.

The big tuition jump takes place April 30 when the ticket price will move from \$2,495 to \$5,000.