WMD Manual
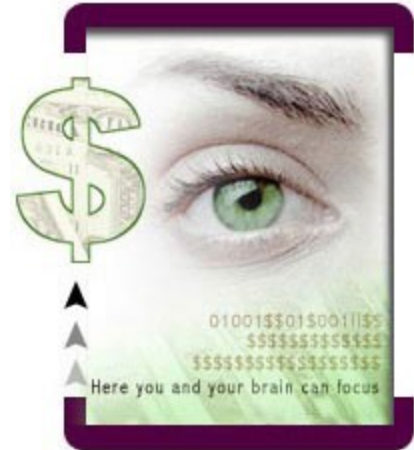
The Profit Rally System
to
Weapons of Massive Downlines

Focus and Persistence are the two requirements for online success.

We will help you achieve both.

2nd Edition

By Ernest O'Dell

ProfitRally.com Intro

What's all this talk about referrals, affiliates, downline, upline and so on?

Affiliates

Many companies that sell products online deploy some form of an affiliate system. This means that members earn a commission, be it cash or credits, by selling their products for them.

Why would they do that? Aren't they giving away a part of their profits?

Yes they are but the program owner could never generate the marketing muscle of several thousand users. Let's say they make a profit of $10 with a product. One sale, $10. Now let's say they offer you a $5 commission if you sell it for them.

When you sell the product 2 times, you make $10 in profit, and the company makes $10 in profit as well, without spending any money on marketing, which can be the most expensive part of a product. In such a system you are an affiliate with the company you're selling the product for.

According to Forrester Research affiliate programs will represent 53.8 billion dollars of e-commerce sales by 2005!

Multi Level Marketing (MLM), Referrals

The affiliate system becomes muliti level when you recruit new affiliates and earn a percentage of their commissions as well. That way the company can develop a marketing machine where thousands of people are promoting their products. The new members you recruited to the affiliate program are your referrals.

Downline, Upline

The referrals that you introduced to the system and the members that where referred by them are your downline.

The member that referred you is your upline or your sponsor.

Stand out of the crowd!

www.profitrally.com

These terms apply equally to Paid Programs and free ones.

How ProfitRally works

ProfitRally was built to make referring new members to Traffic Exchange and MLM programs easier. Usually you would promote 1 program at a time and hope that someone signed up below you. Then you hope that the new member promotes your program as well so that the lower levels of your downline fill up.

ProfitRally takes the "hoping" out of this by giving members at least one good reason to join below you: they will have the chance to recruit new members themselves and reason to believe they can be successful at it. That way your downline will slowly fill up on all levels.

Getting started

Your first step should be to join some or all of the Traffic Exchange programs we are promoting. Plus the Banner and Textlink exchange programs. When you already are a member in any of the programs you can work with your existing membership. Only when you join all of these programs your referrals will join below you. Otherwise they would join below your sponsor or the site admin and you will not earn credits. Not to put pressure on you, you can do this at your own pace, but I recommend joining a few programs now to get started.

When you sign up to a program you should login and enter the URL of your ProfitRally URL Rotator. You can find the URL in the "Member Home" section or in "URL Rotator". When a program doesn't allow the use of a rotator you should enter one or two of the Promotional pages you get with your ProfitRally membership. They can be found under "Member Home".

I recommend you set up a Word document or an Excel sheet to keep track of your programs and note down which URLs you are promoting. This will help you when you are signed up to several programs.

In the next step you should enter your own referral codes in the "Manage programs" section. That way your referrals to ProfitRally will be able join below you in the programs we are promoting.

Setting up the rotator

The main problem with using several Traffic Exchanges at once is the management of your pages.
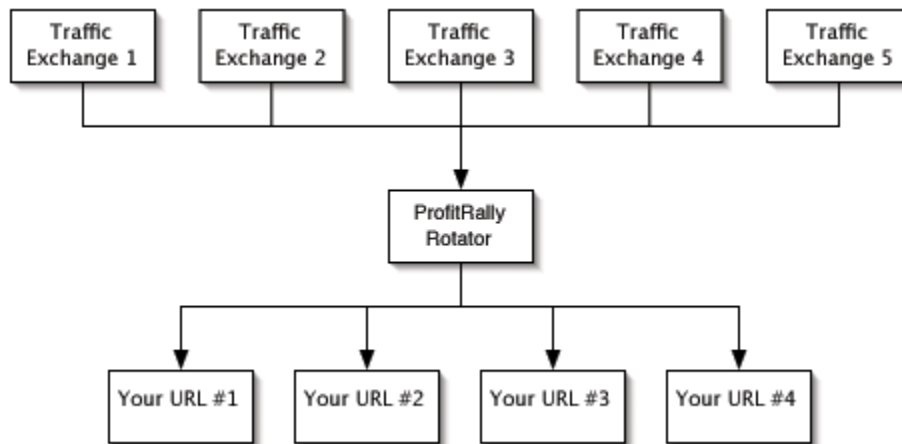
Adding a new site to 20 exchange programs can take a while and is not too much fun.

Fortunately you get a great, ad free website rotator with your account at ProfitRally.

You simply enter the rotator URL into the traffic exchanges and the URLs you wish to promote into the rotator.

Whenever someone opens the rotator they will be redirected to one of your URLs.

Which one will be determined randomly, unless you change the weight. The more weight, the more often that website will be displayed. Look at the graph for an explanation of the concept:

Not all Traffic Exchange programs allow the use of rotators though because users can use them to hide inappropriate websites.

You'll have to manage your pages directly with these programs. You can check whether a program allows rotators in the "Manage Programs Section."

The ProfitRally rotator can also distinguish between Traffic Exchanges that allow popup advertising and those that don't, provided they are in our list of supported programs.
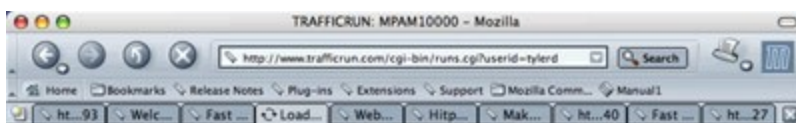
When entering URLs into the rotator simply enter whether the page contains a popup or not. The rotator will not show these pages in Traffic Exchanges that don't allow popups.

Surfing

Using Mozilla for easy browsing

Mozilla is a very reliable OpenSource Browser that allows you to view several websites in one window by using "Tabs".

It also has an integrated popup blocker.

Maybe you have already heard of **Crazybrowser**, which offers a similar concept but is based on Internet Explorer. The problem is that it brings all of Internet Explorer's security problems with it. So I'd rather use Mozilla, but you can choose whichever you like.

Download Mozilla

Please note: Setting up the bookmarks has become obsolete with the introduction of the Surfpage Rotator. I'll update the information later when I get it from the site owner.
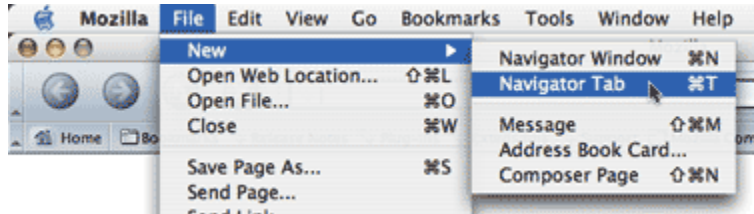
Creating a group of bookmarks.

When you signed up to the manual traffic exchange programs most of them sent an email containing your personal surflink. You will also find it in your user area on their websites. It will usually look like this:

http://www.trafficswarm.com/go.cgi?134718

Other programs won't supply a surflink, but require you to log in before starting to surf. This is mentioned for each program in the "Manage Programs Section"

The next step will be to open several Tabs with the surflink or homepage of each Traffic Exchange. Enter the first link, hit Return to let the page load and open a new Tab. Enter the next link and so on.

Hit Return each time, but do not click on any links on the page, since we want to bookmark the startpage or surfpage of each program. You'll have to experiment how many tabs your computer can handle, I recommend 6 or 7, but you can go higher if you want. We will then bookmark this group of tabs so we can open all these programs with a single click.

The picture below shows several tabs in the browser. (I'm using Google Chrome in this example instead of Mozilla FoxFire.)

You now have a very simple to use setup that takes the hassle out of working with several websites at once.

Depending on the way you work, your computer and the time you want to invest you can set up several different Bookmark groups this way. Some programs will log you out when you have been idle for too long. Put all these programs into one group and use it you plan to work concentrated for a while.
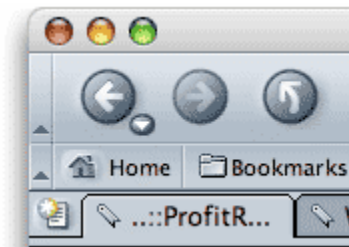
Surfing for traffic

From here it's very simple. Simply click on one of the bookmark groups you created and start surfing.

I recommend setting up some form of schedule for yourself. You really should surf at least 1 hour each day. Keep this up and you'll be surprised how much success you will have.

Some tips

Mozilla's PopUp Blocker is located under "Privacy & Security --> Popup Windows"

In Mozilla's Preferences you should disable a feature called "Link Prefetching". Otherwise Mozilla starts pre-fetching linked pages. Not a good idea when surfing a traffic exchange.

Try hiding the personal toolbar when surfing. That will stop you from clicking on it accidentally.

You can use "CTRL + PageUp" and "CTRL + PageDown" to rotate through the tabs.

About security:

Mozilla allows the saving of passwords, so that you don't have to enter them each time you access a site. You can edit the settings for this feature in the Preferences Dialog -> Privacy & Security -> Passwords. You should check the "Use encryption" feature and also set a Master password under Privacy & Security -> Master Password. That way your passwords are stored on your hard drive in an encrypted format, making it very difficult for hackers to steal them.

You should also avoid using the same password in all programs. A password generator takes the pain out of coming up with a new password for each program. Recommended programs are:

Roboform. A great tool to manage and generate passwords. (Windows) When using Mozilla, be sure to install the Mozilla / Netscape Adapter

RPG (Random Password Generator, for MacOS X).

Refer new users to ProfitRally

By bringing new users to ProfitRally you can automatically grow your downline in all of our programs, provided you joined these programs and entered your referral Ids.

All the codes and marketing resources you need to promote your ProfitRally pages are available in the "Codes / Promote" section on the left menu bar in your admin panel.

The 4 step plan to recurring income.

What is recurring income? The point is to create income streams that will at some point make money for you without requiring any more work from your part. A high commission from a product sale may be nice, but you will have to make that sale every month to generate income. I'd rather go for a smaller commission that I earn every month without further work. All 3 paid programs in our 4 step plan where chosen under that condition.

Step 1 – Webhosting

Three new discount web hosting programs that you will want to look at:

Web Hosting at River Offers

Step 1a – Domain Names

Four new domain name programs that you will recognize (including GoDaddy!).

Domain Name Registration at River Offers

Step 2 - Marketing resources and a flow of leads

When I joined Empowerism I was overwhelmed by the amount of training material they offer to their members. Page after page of tips, sample sales letters, articles and more. And a very profitable payplan: **"Empower Three and It's Free!"** is their slogan. Use their information to kickstart you online marketing career.

PowerCashGenerator delivers a flow of fresh leads and helps you to "get the word out"

Step 3 - Online Money Maker

Cognigen/River Offers is where the real money is. A proven winner and pays out the largest commission checks to sales people who like to sell telecommunications products and services. Get into the corporate sales of just one or two products and you can easily make over a quarter million dollars a month.

Whether you are an experienced telecom salesperson or you're just looking for a part-time second income, Cognigen/River Offers is the perfect opportunity for you. All you need to begin is a computer with Internet access. This opportunity is open to anyone and it works from any country in the world. With **NO INVESTMENT REQUIRED** and a lot of free stuff that comes with it. You won't be disappointed.

Read more about it at their affiliate site by **clicking here**.

Step 4 - Bring visitors to your site

Use the techniques in "Surfing for Traffic" and the techniques you learned at Empowerism to boost traffic to your sites and start selling products and subscription.

Bonus Traffic Builders

The following Traffic Exchanges (TE's) and List Builders (LB's) are usually not included in the admin section of Profit Rally, but I include them here just in case you want to use them in your recruiting campaigns.

Free Viral - So how does Free Viral work? The concept is simple. When you sign up for FreeViral, you will receive your own FreeViral page, with your ad in the #1 ad position (at the top of 6 other ads). The person you signed up under, whose ad is in the #1 position previously, has their ad move down to the #2 position. The ad that was previous in the 2nd position moves down to the #3 position, and so on with the last classified ad being taken off of the page.

When someone signs up from your website, their classified ad will be placed in the #1 spot with your ad moving to the #2 spot.... the 2nd ad moving down to the #3 spot.... and so on. By the time your classified ad reaches the #6 spot, you will have noticed an amazing amount of FREE traffic! (I usually get over a million visits to my ad each month!)

Keep in mind that your ad will always remain in the #1 ad position on your own FreeViral page. And your ad will always remain in the #2 ad position on the pages of everyone who signed up directly under you. And it will always remain in the #3 position of the FreeViral pages of everyone who signed up below them. And so forth, for six levels deep.

This causes an extreme amount of traffic to come to your site. As I stated above, I usually get around a million visits per month to my ad, but for a while there, I got anywhere from 200 million to 500 million visits, depending on where I'm promoting my ad.

Yeah, that's right: I said between 200 million to 500 million... sometimes more. It's "doable."

Check out **Free Viral** and see if it fits into your recruiting model.

Viral Mailing - Viral Mailing is free list building tool that I've been using quite successfully for the last 5 years. It's free to join and you can start building your subscriber list by advertising your link when you sign up. Free members get to email their subscribers once a week and Pro members get to email once a day.

While it's not an autoresponder, it works well for those quick, "down and dirty" messages that you need to get out to your downline.

Here's the ad I usually run in my ezines:

Get 250,000+ Opt-In Subscribers FRE*E!

Are you struggling building a large sp*am free mailing list? What if every single person you came in contact with suddenly started working furiously to build your opt-in list for FRE*E?

With Viral Mailing this is exactly what happens! You can have thousands or hundreds of thousands of people building you a targeted, double-opt-in list (that means 100% SP*AM Fre*e) around the clock. (*I have over a half-million subscribers in my downline and mail to them about once a week or once a month*.)

Viral Mailing is a flawless, fre*e system that allows you to build a contact list of unlimited opt-in subscribers in NO time! Why? Because it's FRE*E!

Simply join Viral Mailing and invite a few friends or business contacts. That's all you need to do! Your friends will in turn invite a few of their friends, and so on. Before you know it, you've go thousands of new contacts!

Imagine if you manage to just refer 3 people to your mailing list, and in turn they do the same - and so on! Viral Mailing builds your list down to a staggering 10 levels! With little effort on your side, you could after a short while have a mailing list of a staggering 265,719 members or more!

The incredible part is that you will only receive a maximum of 10 return emails a week or less from other members who join above you!

Get started building your list today FRE*E **by clicking here**!

ListFire.com – List Fire is another free list builder that you can use once a week on a free basis. Pro members get to mail every 3 days, which is good, but is not as often as Viral Mailing.

However, you want to use as many of the "free" list builders that you can join and promote as many as possible.

Let's wrap this puppy up!

Over the last 4 or 5 years, I have used Profit Rally to teach people just like you to become financially independent. Not everyone became a millionaire: some people were just as happy making an extra one or two hundred dollars, or a thousand or two, extra each month. It's totally up to you.

I've developed the largest downlines in the history of several affiliate programs using Profit Rally, and so can you! All it takes is time and dedication.

If you want on-going instruction and personal mentoring from me, you can have it and it won't cost you a dime!

All you have to do is subscribe to the **Guerrilla Internet Marketing Group on Yahoo Groups** and get all the mentoring you can use for free.

Now, let me ask you one more question before we close: who else will do this for you?

Maybe you can name one or two people, who knows. But who will give you the time and mentoring necessary to see you successful?

Not very many, huh?

When you sign up on the Guerrilla Internet Marketing Group, I'll personally teach you how to use your new Weapons of Massive Downlines to build your business.

It doesn't matter what business you are in or how many you want to promote. I will show you IN DETAIL how to make them the most massive businesses you've ever seen.

Then, someday, you can take your new "second income" and make it your primary income... stay at home, tell the boss to go take a hike, or stay on the job if you like. It doesn't matter. It's up to you.

Now... what's the next step?

The next step is to TAKE ACTION!

Want to learn more? Sign up for a **free eCourse at ProfitRally.com**. Upon your confirmation you will receive one lesson per day for five days. On day six, you will receive a summary and that will be the end of the course. You can then take your time to review through the courses and practice your marketing skills. You can unsubscribe from the course anytime you choose.

Remember: Focus and Persistence! Take action, stay focused and be persistent.

If you need any help with anything, get into the Guerrilla Internet Marketing Group on Yahoo and post your questions. You WILL get answers!

To your success!

Ernest O'Dell