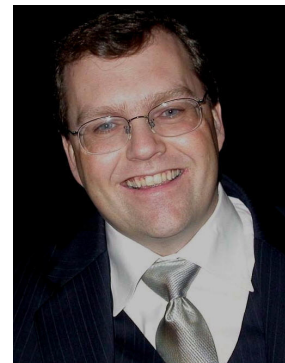


Internet Marketing Gurus Left Red-Faced And Humiliated As

“Lazy Fat Boy From Australia Sells His Puny Niche Sites For Five Million Dollars Cash ...Even Though He Didn’t Actually Create The Sites, Make The Products, Or Write The Sales Letters!”

...And If That Wasn’t Enough To Make The So-Called Gurus Look Like A Pack Of Amateur Wannabes, He’s Further Humiliating Them By Publicly Stating:

“Anyone can build a web business and sell it! In fact, I’m so sure of it, I’ll Do Everything For You But Haul Your Cash To The Bank And Deposit It For You! ... Plus I’ll Take It One Step Further: If You Follow My Instructions And Don’t Sell Your Website, I’ll Buy It From You Myself!” Ed Dale



Could this be your chance to write a blank check for your own business success while someone else does the grunt work?

December 13, 2005
From: Frank Kern

Dear Friend,

First of all, let me prove to you that Ed Dale really DID sell his websites this summer for five million dollars.

And I believe that if Ed can do it, a dead lab rat can do it.

Here's why:

These weren't big fancy-pants corporate sites like the ones you read about in the paper.

He got five million dollars for a collection of classic "Underachiever" websites that sell little downloadable products to hungry niche markets.

Yes, these are the same types of websites we've been telling you about for the past year.

So before we go any further, let me show you

Legally Documented Proof!

(Screenshot goes here)

What you see above is a screenshot of the actual sales contract Ed received when he sold his websites.

This contract is on file at Ed's attorney's office which is located at [INSERT ATTORNEY'S ADDRESS HERE].

We've blocked out the name of the people who bought Ed's sites because Ed is under an iron-tight Non Disclosure agreement with them.

Naturally, they don't want the world to know what these websites are because they don't want to attract a bunch of knockoff artists.

Anyway, doesn't it blow your mind that guy like you and me could create a bunch of little niche sites and turn around get \$5,000,000.00 for them?

After all, NONE of the "gurus" have ever pulled this off.

In fact, you'll probably agree that no one else in our "internet community" has ever done anything even remotely like selling their tiny little websites for five million cash.

But what'll really blow your mind is Ed's belief that

**Selling Your Tiny Little Niche Websites For An Avalanche Of
Cash Is Easy As Pie Because Super-Rich Investors Are
Chomping At The Bit To Buy As Many Of These Types Of
Websites As Humanly Possible!**

When Ed first explained this to me, I thought he'd been sniffing glue or something.

It sounded too good to be true.

And the fact of the matter is, not everybody can pull this off.

If you think that reading this letter or buying anyone's advice or anything like that is going to make rich guys line up to throw millions at you, you're wrong.

The reason why is...

**There's A Catch To This Whole "Sell Your Sites For Millions"
Thing**

But it's not a big one. Especially if you know about it in advance.

The "catch" is you have to build your niche *business* the right way from the get-go.

In other words, before you even place your first ad and get your first visitor, you have to structure your business so that when it's time to sell, you can

press a button, prove your website has value, and make your buyer salivate at the prospect of giving you money.

You can't just slap a product together, throw it up on Clickbank, tack it up on Google Adwords, and wake up rich the next morning.

There are some very simple steps which if followed will make the sale of your website a piece of cake. Or, if ignored, will make your website an albatross around your neck that no one will ever consider buying no matter how much money you make.

And it's not enough to say, "Look guys, this site makes 10 sales a day so gimme a million bucks."

When you're dealing with millions of dollars, you're going to have to deal with "real world" people like accountants and lawyers who are going to sniff in every corner to justify the purchase.

But this isn't a bad thing. After all, you want to make sure everything is on the up and up, right? So you'll welcome these lawyers and accountants with open arms. Do everything right and *these guys will practically make the sale for you.*

All you have to do is put systems in place from the get-go that can prove that **giving you money is a great idea.**

You've got to prove how much your site makes, you have to prove how many people get refunds, you have to prove how much you spend on advertising, you have to prove how many customers you have, you have to create actual assets in the business and prove their value, and so forth.

It's a lot of stuff but it's easy to do if you know how.

By the way, I'm not trying to freak you out by telling you all this. I just want to be up front with you.

Ed says that in order to really pull this off, you have to put these "proof systems" in place on day one.

And if you're getting a little overwhelmed at this point, don't worry because

Ed Dale Will Personally Coach You And A Select Handful Of People To Create Highly Profitable Web Businesses And Then He's Going To Take You By The Hand And Help You Sell Them!

And that's just the beginning of what this letter is all about.

Ed sold a whole bunch of his "Underachiever" sites for five million dollars and when he did it, he discovered there's an insatiable market for "Underachiever" sites, just like the ones we've been telling you about for the past year.

Just about a year ago, Ed and I revealed our personal strategy for creating wealth on the Internet; we called it the Underachiever Mastery system. Over 11,000 people tried to get their hands on a copy but we pulled it off the market when just 700 sets were sold.

If you missed your chance a year ago, you lost out on a great opportunity. The Underachiever System is about creating multiple niche sites and selling digital products. But this system was radically different from any other program on the Internet. Here's why...

It was an all inclusive system that taught you everything in a consistent step-by-step fashion. We don't talk Geek. If you were a total newbie to the Internet, you could have a bunch of websites up making money in no time flat. In fact, people have told us the Underachiever Mastery program was the only thing someone needed to succeed online.

Now once these sites are set up, **they run like clockwork totally hands off** and that's precisely why people want to buy them.

When you have websites like Ed did that can produce this kind of income day after day and year after year, people want to buy them for continuous income without any significant effort.

Warning: Success Brings Cheap Imitators

This is the era of the instant expert. There were people who watched our Underachiever Mastery System and ran out and crowned themselves niche

experts. In their rush to imitate the Underachiever System, they blatantly copied some elements and ignored others.

Tons of copycats came out of the woodwork selling similar courses, software, and other tools for niche ebook marketing. Many people got burned because they bought these cheap knock-offs only to find themselves not making any money.

The "niche marketing" concept became saturated and soon many people stopped thinking of it as a viable online business. Ed and I didn't complain about this at all; they left plenty of low hanging fruit for us.

While the market was becoming saturated from all the copycats, Ed and I continued to work hard on their own niche businesses because we truly believed in them -- and they did something very few other marketers that were praising niche marketing, **we practiced what we preached.**

By following the same system we released to the public, I grew my own underachiever business from \$30,000/month to nearly \$100,000/month (and growing).

Down Under, Ed continued to grow his own Underachiever Empire and ended up selling 38 Underachiever sites for \$5,000,000.

Here's How I Made One Million Dollars This Year

In the year since Underachiever's was released, Ed and I have made some incredible discoveries we're just dying to share with you.

I gonna show you how to really tweak your websites and rake in huge numbers from them. How huge? Well these puny sites I've put together will pull in over one million dollars for me this year.

There's no flashy stuff on my website. There's no brilliant copy. I wrote it myself. And yet...

In the month of September, I personally pulled in \$2,992.56 per day with my sites...despite the fact the entire nation was been glued to the TV all month watching Katrina stuff.

And all of my sites are selling downloadable stuff ...some just promoting affiliate programs. None of them have to do with “marketing”.

I can prove this with screenshots, camtasia, whatever. I will not, however, disclose the sites. I’ve been there, done that, and gotten ripped off by vultures. So I won’t do that again.

I even let my sites run on autopilot while I went to teach two seminars and like clockwork, my websites continued to roll – and the cash continued to come in.

A million dollars buys a lot of really nice things. My wife is enjoying a really incredible house we bought this year. And I’m driving a Ferrari.

Five million dollars buys a lot of nice things. (Especially for Ed who loves to dress up in frilly woman’s clothing.)

The reason someone will buy your websites is because...

You’ve Created A Constant Income Stream

Let’s say you have ten thousand dollars and invest it in a money market account in the bank. The current interest rate is a measly 3.5% and at the end of the year, you have approximately \$10,350. (I know they compound it differently – we’re just using the numbers as an example.)

But, if you take that same ten grand and buy a respectable Underachiever site that brings a measly one 29.95 sale a day, at the end of a year, you’ve made \$10,782 and you are ahead a big \$782.

Here’s where the magic starts... while the bank keeps giving you its measly interest rate, your site keeps bringing in nearly eleven grand a year.

Is there any question if you were a smart businessman, where you would put your money – in a bank that brings you \$350 a year or a website that rakes in close to eleven grand?

This is super important, they are not buying websites. They are buying income streams.

And if you tweak your sites the Ultra Underachievers way, your numbers get better and better.

The higher the ROI (return on investment) is on your sites...the more people will pay for your Underachiever sites.

Who Exactly Wants To Buy Your Underachiever Sites? It's Not Who You Think!

What nobody in the Internet Marketing crowd really knows is that guys like us are small potatoes. And by that I mean, a website that makes a thousand dollars a month, two thousand a month, or even 20 thousand a month just isn't that big of a deal when you're dealing with 'real world' businesses investors (as in The Guys Who Will Buy Your Sites).

See ... companies like the one Ed sold his sites to are used to paying HUNDREDS OF MILLIONS to acquire other businesses. So dropping five million bucks is a drop in the bucket to them. And they'll be back for more.

Often, the businesses they do buy are rife with problems such as having to support a herd of quarrelsome employees, mountains of bad debt, bad public relations ...and so forth.

So when a "Big Company" sees a business like an Underachiever site... one that has zero employees, zero inventory, and spits out a steady stream of profit every month ...it looks like a dream come true.

They get the income stream with none of the headaches.

Large companies may be very interested in successful Underachiever sites. But that's not all...

Look Who Else Wants To Buy Your Sites

If you pay attention to the financial markets, they've been a perpetual yo-yo going up, down, and sideways all on the same day. *The days of guaranteed riches from buying and holding in the market are over.*

Stash your cash in the banks? They are paying miserly interest rates these days. You're not going to see a big increase in cash coming from saving in the banks.

As the baby boomers get older, the ones who see the writing on the wall know they can't depend on Social Security for income when they retire.

So, guess what they are doing to make money? They are buying franchises to make money.

Wonder who the genius was who thought of that.

Take someone who really wants to retire and settle down and give them a full time job with a huge investment, find a location, sign a lease, training, franchise fees, real estate overhead, insurance woes, finding and training managers and staff, and salary and tax payments out the wazoo.

That's Dante's vision of hell not retirement.

Here's my vision of retirement. I'm on a beach someplace warm and sunny.

A nubile young nymph brings me a drink. I flick on my laptop and see that my Underachiever sites racked in another 100 grand...in the past month. That's when I hear, "Mr. Kern, could you please turn over?" and my massage continues.

My sites churn out cash around the clock while the biggest problem in my life is whether to take my sailboat out for a spin or go parasailing.

Which retirement would you rather have? So the boomers are the one's we're going to sell our sites to. They are not techno-phobes and can appreciate a steady income stream.

And they want to be sites that bring in regular checks (especially if you set them up the way Ed will reveal.)

Forced Into Revealing My Secrets

I vowed never to teach internet marketing again but Ed has me by the short hairs. He said the only way he'd me sell my sites is if I shared my secrets with YOU and helped you get yours running on all cylinders.

So I'm going to pull out all the stops and show you exactly what I do to rake in the big bucks. And while I'm doing this Ed's gonna show you how to structure all your stuff so you can sell it for top dollar when the time comes.

And here's the best part, even if you missed out on the Underachiever Mastery System, there's time to...

Get Aboard The Ultra Underachiever Express

In just a year, we have traveled light years beyond where we were when we did Underachievers.

In that time, we've assisted in mentoring thousands of Underachievers who bought our mastery system or discovered our blog and forum. We've shared freely in the past year and have enjoyed the exchange of ideas.

But we've also discovered a new hot our proprietary market research system to find you blistering hot markets just dying for information products like yours.

And we've unearthed a secret technique telling us exactly what people are buying in this market and what they are paying for it. This eliminates the guesswork when putting up your sites.

One of the biggest discoveries we found is that people are charging far below what the market is willing to pay for your product.

You see, once Ed and I take a look at your site, we can give you an instant marketing makeover so lightning fast you'll wonder why you didn't see what we point out. And if you act on our suggestions, chances are you'll see increased opt-ins, increased conversions, and increased sales.

Here's What Ultra Underachievers Is All About

It's an opportunity for just 500 people to discover...

- The “one” word at the core of your online business. If you don’t live by the word, you’re not really in the game... and you’re making 1/10 the money you could be!
- The real secrets for making insane amounts of money in with your website totally hands off! (Only a handful of “gurus” even know this secret... let alone, share how it’s really done.)
- The new realities in doing business with Google and Overture today! Master these simple tricks and your competition will eat your dust.
- How to design a web site for maximum sales! (Most of what you hear about designing a web site-for-profit is garbage. Get real on this now... if... you want to succeed online!)
- How to eliminate online shopping cart or order form bailouts! Roughly 50% of people who click to order will not complete the purchase unless you know the inside scoop.
- Why you should never let your web designer be “creative” when designing your site. This is a beginner’s mistake and more common than you think. You’ll discover the exact page layout to maximize sales.
- How to slash refunds to the absolute minimum! This simple technique defies logic but is used by the smartest online marketers. Your hard earned money stays in your pocket where it belongs.
- How to build a huge email list... you’ll never hear this anywhere else! Only a fraction of people make big money in emails and you’ll discover their tricks.
- The correct way to send emails for maximum response! Forget everything you’ve already heard on this subject... there’s a secret way that’s infinitely more powerful than any other! And... if you don’t use it... up to 90% of your email will bounce.
- How to keep Google and Overture honest! Very simple to do once you know how they can empty your bank account faster than a bank robber.
- A secret to working with Overture. I’m totally amazed more people aren’t aware of it. It’s a total shock to me this has slipped under their noses.
- A little-known fact to help you deal with the web’s rapid changing landscape! Discover how the latest isn’t the greatest and what you

must do to guarantee continued success. Listen to every rumor you hear may earn you the dreaded Google ban. We'll give you a "BS filter" so you follow what's proven and never fails.

- The biggest "cash drain" on an online business... and... how to overcome it quickly and easily! It will bankrupt you if you're not careful but will make you obscene piles of cash if you master this simple skill.
- A secret technique used by the pros to generate website after website without struggle. And even the people who know this trick don't know how to do it well. Here's the secret which separates the success stories from the ones you'd rather forget.
- How to increase response to your pay per click ads by 300% instantly! Follow these simple steps and see the effects in minutes.
- A simple trick that can up to double the profitability of all your online sales letters! This can turn a certain loser into a winner... and... a winner into a grand slam homerun!
- What you must include on your order page to triple your response. You'll laugh at all the people who don't do this as your bank account engorges with cash.
- The secret email that sends your profits soaring! People who use it always spend time think up ways to do this again and again.

This Is What You Get Every Month

For the applicants lucky enough to be accepted into the Ultra Underachiever program, we'll take you behind the scenes and show you in our Ultra Underachiever newsletter exactly how we crank out winning sites one after the other. We'll show you the latest tricks of the trade in Underachieving. **We've never revealed our deep bag of tricks like this before.**

A New Proven Niche Every Month

Forget waking up in the middle of the night in a cold sweat wondering if there's a hot niche market for monkey clothing. (Believe it or not, there are 11 Adwords campaigns for Monkey clothing.)

You can stop prowling Amazon.com and Magazine.com six times a day looking for new niches.

And for Pete sakes you can finally stop hanging out in the teenage chat rooms with Ed and telling your folks you're doing market research.

We're going to use a methodology we've never shared to do all the legwork for you. And month after month, we're going to reveal some of the hottest markets that are screaming for your entry.

And not only we'll we provide the niche; we'll even give you suggestions about working your niche.

So each month, we'll reveal three markets we think are killer.

We'll tell you exactly what they're buying (down to the product and the dollar amount spent).

We'll give you the exact keywords that this market searches for.

We'll show you products you can promote to them as an affiliate while you're doing research and creating something on your own.

And That's Just For Starters!

We're going to make this brain dead simple. Get a load of this –

Pick three domain names and we'll register them for you

We'll host these domains for you absolutely free

We're going to give you free HTML service where all you've got to do is send us your sales letter and we'll turn it into a web page on your site. Forget coding errors, links that don't work, or hooking things up with Clickbank. We'll handle it all for you. I learned HTML before I discovered the wonders of outsourcing. So I did some of my early sites on my own and I may even do a quick fly catcher here and there.

But I don't wake up in the middle of the night hoping I've got some HTML to code today.

But, like many of you, I've discovered there are some pretty strange creatures hanging out on elance, scriptlance, and rent-a-coder.

Like people for who English is their 23rd language or the people who take your copy and save it in Word as HTML. So the words come out upside down or backwards.

We'll have open call in days every month where you can get on the phone with me and/or Edwardo and we'll answer your questions

We're going to give you a CD every month where you can look over our shoulder and we'll show you how we turn electrons into gold.

It's a select group and in just a few moments, I'll explain what you'll need to do to claim one of the spots.

Let's Get Down And Dirty Here

After a lot of discussion Ed and I have decided to place an upper limit of 500 people who can join Ultra Underachievers.

A lot of people say things like this to imply scarcity. We're not doing that here. By now we've proven – we say what we mean and do what we say.

So these 500 spaces will be gone rather quickly and some people will miss out on these exclusives...

- Special Camtasia videos every month showing you how to stay one up on the competition. Hey, my recent video on getting Google to turn your ads back on in a second brought how much into your bank account?
- Special call in days where Ed and I will be available to take your calls. That's right – you'll talk straight to us and we'll give you the inside scoop on your situation.
- Ed and I will reveal a new profitable niche every month. No need to worry about whether these are tire kickers or buyers – we've done all the work for you.
- New ways to work these niche topics. We've discussed these among ourselves but they've never been part of the Underachiever System. We feel the Ultra Underachievers are ready to take the next step.
- You pick out the domain names and we'll register and host them for you free.
- You formulate the product you want to sell, get us the copy and we'll get your

How To Sell Your Underachiever Sites

The first thing you'll need to have is accurate records. Many internet marketers speak in generalities. **If you're not tracking your results, you will not be able to sell them because you will not be able to prove income. Your Clickbank records are a good proof of monthly income but remember – a buyer will want to see the PPC costs as well.**

You will have to have an accountant prepare a financial statement for your business. Be prepared to discuss prospects for future growth in your niche. Your accountant may want to recast future earnings to allow for future growth under new ownership. Also, consider adding in any equipment or other assets that would be included in the sale, as well as your availability for consulting that make your business appealing.

But how do decide upon an asking price for your Underachiever sites?

If you hire an agent to sell your business – and they take a nasty chunk 10-12% - they will evaluate for business and propose a price. Make sure they have had experience selling websites.

They'll be most interested in your cash flow. The constant flow of cash generating from your sites is what the buyer wants. So they are going to look at your cash flow and use a figure called a multiplier to determine the value of your business.

The higher the multiplier the more you are asking for your business. In Ed's case, the buyer was purchasing the future earnings potential of the sites and was willing to pay a high price for the cash flow.

sites uploaded for you.

- We'll provide an exhaustive list of keywords to use. No more "latest tools" to buy. You won't need them.
- How to take your Ultra Underachiever business in a surprising new direction to new audiences of proven buyers. Imagine if you could show your website only to buyers; can you begin to imagine what that would do to your sales?

Ultra Underachievers is going to **give you more control** over your business so you can worry less while you earn more.

Plus because this is all about simplifying your business, **just about everything is going to be done for you.**

And ultimately, Ultra Underachiever goes in a new direction; you aren't building a collection of websites, you'll be **building a saleable business so you can sell them just like Ed or he will buy them himself.**

My Clickbank Sales Skyrocketed!

My initial Clickbank efforts were pathetic. They drained my bank account. Heck, some months, I earned so little Clickbank didn't even send me a check. But those days are over. Now, thanks to Frank and Ed – my Underachiever sites are drawing close to the six figure mark. And I've got more sites lined up waiting to go. Now, you guys are going to do the work? Me first! Wash your feet guys because I might just kiss them when I see you next! – Harlan Kilstein

\$3500 Bucks And Counting My First Week. Wow!

It was easier than connecting the dots. I launched my first site last week and it was a homerun. I've raked in over \$3500 in my first week with zero returns. I'm paying a nickel a click and my product is selling all day for \$29.95. Thanks Frank and Ed. Reserve my seat in Ultra Underachievers. **Frank's cousin Trey**

And that's why what we are going to do is going to shock many of you. 'Cause we're about to put Underachievers on steroids when we reveal...

Easy Ways To Boost Your Profits

There are seven immediate ways to double your profits without raising the prices on your products. Ed and I are using all seven. How many are you currently using?

Ultra Underachiever Secret #1: When a customer buys one of your products, that's a clear sign he's ready to buy another product on the same topic. Does your thank you page direct him to another of your own Underachiever sites or even your competition so you make an affiliate commission?

Ultra Underachiever Secret #2: Are you offering an upsell on your Underachiever sites where a digital ebook is \$49 but a digital audio of the ebook is \$98?

Ultra Underachiever Secret #3: Are you offering free reports or incentives to get people to purchase more of your products? Are you putting Adsense on these reports so you make even more money?

Ultra Underachiever Secret #4: Do you figure out what other products your customers will need once they have used your product? If you are selling customers a book on potty training, you can follow your customers through their child's entire life selling them information they'll need.

Ultra Underachiever Secret #5: Are you sending your clients to affiliate sites so you get paid for traffic you send their way? Some savvy affiliates pay 60%, 75%, or even more for targeted traffic.

Ultra Underachiever Secret #6: Are you designing sites with a back end in mind? Create sites with a subscription based back end for regular sales.

Ultra Underachiever Secret #7: Are you using fly catcher campaigns to discover what your list wants to buy to further their knowledge? Heck, these are your best customers and they'll buy from you again and again if you've got something to sell them!

This is just a taste of what you are going to get in Ultra Underachievers.

PUT THESE IN INDIVIDUAL TESTIMONIAL BOXES...

All, I can say is the Underachiever system can be used for many more things than then just setting up websites (though you can make a bucket load doing that). Thanks for sharing your secrets.

Nikesh Thakorlal
Sydney, Australia

I am an absolute newbie to Internet Marketing and was behind the 8 ball with technology when I started. So it was a daunting process I was about to take on to say the least – yet I was clear about my goal – which was to create an Underachiever Site and make a sale as close to 30 days from beginning as possible.

I am thrilled to say I made that first sale on day 38, and many more since then! And more importantly for me it has proven to be a great learning ground for me to hone my internet marketing skills and I am soon to venture into my next Underachiever project.

Thank you to Ed & Frank for all that you offer – you have certainly changed my life for the better, economically.

Carolyne McCourtie
Sydney, Australia

There is NO product or program out there that has given me more in one month. I have been "on the internet" since 1997 and have not found anything that comes close to teaching you step by step success the specifics of setting up a web business.

Sales have been "steady", about 2 a day. The cost of my item is \$17.77, so over \$35 per day is not bad.

Ron Ruhle

You guys simply rock. The words, THANK YOU seem highly inadequate. All I can say is if you happen to chance upon the opportunity to participate in the Underachiever Open Source learning system (30 day challenge), grab onto it with both hands and legs, and prepare yourself for the ride of your life. It is not a magic pill, but it is the closest thing I have seen that resembles it. With my sincerest thanks and regards,

Harold Tsiamis
Johor Bahru

Malaysia

We attended both Underachievers Weekends and both Aussie World Internet Summits. We have both Underachievers Courses that you put out. These are the only "how to" ones out there that deliver any moolah!

Obviously Google's changes increase the challenge to a Pure Underachiever Site. To that end, we have AdSense now paying 80% of our AdWords advertising costs... nice! None of this would have occurred without you guys. Heartfelt thanks.

Steve, Mitch & Family.

In one month we've made a total of 66 sales for a total of \$1,921.97 AUD.

Are we happy with that? You bet! After all, it largely takes care of itself now... we're just fine-tuning. We're planning lots more sites using the same system (and tweaking them, of course, using all the little techniques you showed us to bring in even more income)... and now that we've been through the process once, we know it'll be a lot smoother the second time around. We're constantly learning so much - and the forum is incredible: the support and expertise there has helped so many people. What a great thing you guys have started.

Yee hah!
Marg & Rob :-)

I joined this 1 month challenge expecting to get some great tips, and I came out of it with a SOLID business. I have heard Frank talking about his sites bringing in \$300-400 a month and thought, "Yeah, well that's you Frank. That's a big crock for most of us".

But, you have proven to me that anyone can do this, even me. Anyhow, thanks again guys. I am totally excited and blown away by what you have given to me.

Best Wishes,
Al Speer
Portland, OR

In just the last 4 days I've had multiple offline job offers because many business owners think I'm some type of "Marketing Guru". These business owners are completely baffled at my simple approach to marketing. Too bad for them, I'm gonna stay home and Underachieve. Real jobs suck.....

After finishing the 30 Day Challenge I cleared a profit of \$137.82 from my niche product in just the first week. Quickly I started onto my 2nd Underachiever product and am now researching a 3rd niche.

It's tough to put into words how grateful I am for your amazing generosity. I honestly feel like that 30 Day Crash Course provided at least 5 times the value that going to college would have given me, and that is no exaggeration".

Sincerely,

Jason Moffatt

Since I started Underachieving, I've made the following sales:

MONTH	SALES	TOTALS
March	5	116.05
April	17	352.87
May	37	794.06
June	48	1009.08
July	117	2479.42
August	306	7341.83

Total revenue in the past 6 months: \$12,093.31

So far, I only have 5 sites up and running, but I'll have many, many more in the future! And, they'll all be based on your methods.

Randy Pryor
Lake Forest, CA

I went from zero (no market idea, no product) to my first sale of a completed product in just 13 days.

Now THAT is impressive.

Thanks again Ed - nothing beats the feeling of getting an email from Clickbank alerting me that I've made a new sale!

John Childs-Eddy
North Sydney, Australia

While working through the 30 Day Challenge, I was able to choose a topic and get a product and web site up by Day 28. Only 2 days later I made my first sale. It's now a month since the challenge ended and I have made \$2,387 from sales and Google AdSense revenue thanks to the techniques you've taught me. Focusing on your methods has resulted in my first month of positive income on the internet.

Chris A. Baker

We followed the Underachievers system from Day 1. Thanks to the powerful, “no nonsense” knowledge and advice we received, we went from knowing almost nothing about niche marketing to selling an actual product in just 28 days.

We went “live” with our product site on Day 28 of the 30 Day Challenge. We made our first sale 11 minutes after we went live! We could hardly believe it. Our second sale happened just 4 hours after that! We’ve continued to make steady sales and now have affiliates directing traffic to our site as well. We have even had the thrill of seeing our product quoted on blogs and websites!

Andrew & Loretta Sernekos
Cherry Hill, NJ, USA

To date, I've sold 11 ebooks at \$19.95 (it's only 54 pages), which has paid for half of my production costs. My cost per customer is approx \$6 with a profit of about \$13 per sale. This is so exciting for me, who made about \$25 on this the entire previous year. What turned out to be even more fantastic, is I applied all I learned about research, sales letters, keywords, blog-and-pinging, and other Underachiever tactics to my ecommerce site. And it went from page two on Google to #1 in its two main keywords. And my sales on that site went up about 400%.

Now I'm working on some new ideas and I know that I can make a living at this. And the best part is, I can do it in my Underachiever!

So I can't thank you enough.

Jan Oswald
Denver, Colorado.

Thanks for everything! My site was up and running in 30 days and I got my first sale after being live for only 25 hours. I've now made 10 sales for a total of \$258.20. When I fix my sales letter following your advice the only way is up!

Chris Lloyd

I've been following you thirty day challenge videos and podcasts and created my first underachiever site in 27 days, (Including research and product creation).

The first sale came 3 days later :-)

I can't begin to describe the feeling of complete satisfaction and joy one gets when they sell their OWN product.

Because I was a little busy I had left my site (almost) untouched... but guess what... the sales have been coming like clock work... 2 sales per week and that's without me doing a thing.

Now with your help and instructions I know I can easily turn this small site into a 1000\$ pay my rent (and more) automatic money making machine.

But this is not all... I plan on creating at least 2 more sites like this by the end of this year. Once I learned the process I know I can create other sites like this in a matter of 3 weeks. No more.

You teach the real deal: Add value to get Value. Help people get what they want and they will give you what you want.

Best Regards,

Nadav Lichter
Tel-Aviv
Israel

I just wanted to let you know how thankful I am that I stumbled upon your underachieving system. The results from my first site have been nothing short of amazing. I launched it at the end of Nov 2004 - here's my checks from Clickbank since then...

Dec \$185.06
Jan \$405.49
Feb \$991.07
Mar \$1,201.47
Apr \$1,442.06
May \$2,342.72
Jun \$2,273.34
Jul \$2,211.61
Aug \$2,025.02

That's a total of \$13,077.84

Of course that's not all profit, my total adwords costs for this period was \$2,282.11 leaving a profit of \$10,795.74 in just nine months. I still can't believe it myself.

None of this was due to any great skills on my part, in fact the sales letter I wrote doesn't even convert at 1% I just followed your system step by step. My goal was to have a site generating \$400 a month, as you can see I exceeded that in the second month.

I can't thank you enough for sharing this system. It really works.

Dean Rackley
Ontario, Canada

Until Nov 2004 I had made 4 sales online, but since watching your Gold Coast Seminar I learnt a few things more things and since then I've made 451 sales at an average \$ sale of \$18.08 so that's US\$8154.08 in about 7 months at roughly 50% profit.

Not exactly enough to retire on, but hey I'm still learning every day and it's not bad for not doing much to make it. The best part it is really fun so it's not a bad little profitable hobby. Any way I hope this helps. Looking forward to the next challenge.

Scott Patterson
Scarborough, QLD
AUSTRALIA

In early 2004 I got my hands on a little 'ole course called 'The Underachiever Formula'.

For me, getting that course was like finding the 'holy grail'.

That information I got out of your 'Underachiever Formula' course has been directly responsible for increasing my income 600% to where I am now earning a high five figure income (without affiliates) from just six small fairly crude UA sites.

With more UA sites in motion, along with ramping up my existing sites, I'm expecting to easily double that figure within the next six months.

Anyway...thank again guys. Underachieving rocks!!!

Glen Hooke
Sydney, Australia.

I would personally like to thank you for a very special goal that I achieved earlier this month. That was making my first dollar online. I know it may not sound like much, but learning how to make \$1 is the hard bit, as once you've learnt this, the income really starts to snowball.

So far, I have had:
19636 impressions
779 clicks
3.9% CTR
11 sales @ \$27.97 per sale
Therefore 1 sale in every 71 clicks.

It's a start, and I know it can get a lot better once I get more traffic.

Regards,
Chris Freville
Birmingham
England

In the 30 days following, I've made 60 sales for total sales revenue of \$1,085.80. My one month profit is just above \$500.00! This includes several sales by affiliates.

You have restored my faith in the concept of a 'home based business. I have two little girls and I've always wanted to believe there was a way to bring in an income while staying at home to raise them. This is the way. I will repeat what I've learned over and over and over again.

So, gentlemen, thank you (and I believe my daughters thank you as well)

JoAnne Westcott
St. Louis, Missouri, USA

END TESTIMONIAL BOXES

Chomping At the Bit To Enroll

Ever since we've told people Ultra Underachievers is on the way the universal question has been, "Can we get in on it early?" In fact, we could have pre-sold the entire program just to the people who've been setting siege to our email addresses. But that would not have been fair.

So the deal is on for right now and by the time you [click on the application page](#), we may be sold out.

Frank's recent Serializer class sold out in four minutes. So if, we've dinged your curiosity button, I'd sign up now.

The first 500 people who qualify will be accepted. If you delay and miss out, you will be placed on the waiting list which we will explain shortly.

You're not locked in to anything against your will. You may cancel your subscription at any time. If we ever fail to live up to our promises, we insist that you cancel.

But... if you do cancel, we immediately award your place to the next person on the waiting list and you are out of luck; you can not rejoin.

But knowing what Ed and I have in store for the lucky 500, we don't expect people seriously interested in the hands off approach to building an online business to drop out on us.

We expect our first issue will appear on xxxxxxx and every month after that you can eagerly await its delivery to your door.

No glitz. No fancy models on the cover. No full length centerfolds of Ed wearing frilly lady's clothing. Just packed with information you need to grow your Underachiever sites into a business you can sell.

May I suggest you...

[Apply Right Away](#)

[Frank and Ed, I Want To Be An Ultra Underachiever!](#)

Let's take you a year into the future. Your new Ultra Underachiever niches are up and you haven't had to do any of the grunt work. Your business has grown like a weed. You name your children after Ed and me... well maybe just after me.

Think about the possibilities and we expect to see you on board.

It's just 299.50 a month and it's only available to the first 500 smart enough to climb on board.

Just to be 110% clear, when you join Ultra Underachievers, you'll get our newsletters, videos, and podcasts every month with a new niche topic, keywords, and the latest techniques to increase the performance of your Underachiever sites.

You'll have exclusive access to Ed's support team that will give you 3 domain names a month, free hosting, HTML work, special tools we use behind the scenes, and so much more.

This offer is open ONLY to the first 500 who sign up and if advance word is any indication, this will sell out in a New York minute.

[I'm Grabbing My Place Right Now](#)

To your success,

Frank Kern

PS. Man it burns me up that Ed, that Lazy Fat Boy, is now five million bucks richer. You can be sure I'm going to rake him over the coals to find

out how he did it. Now that I think of it, raking him over the coals is a good idea.

[Become An Ultra Underachiever Now](#)

PPS. We are absolutely serious that only 500 of you can join. And we already have people who have heard about Ultra Underachievers waiting for this site to go live. If you blink, you'll miss the opportunity.

[Sign Me Up Ed And Frank. I Want To Ultra Underachieve](#)

[Click Here To Enroll](#)