

The System Intensive:

An Internet Marketing Principles and Foundations Course

What is the System Intensive?

To make a long story short...

It's designed to make you smart about Internet marketing FAST - without the overload.

Here's what one recent System Intensive attendee said about the training:

"If you want to quickly arm yourself with a rock-solid foundation in proven online and offline fundamentals, attend Ken's System Intensive.

"As a result, of attending his hype-free event, I've co-founded a mastermind group in the Chicago metro area with some of the entrepreneurs I met. How much is that worth? Priceless.

"Furthermore, I learned new Google AdWords strategies that will improve my keyword research, conversions and add a few more zeros to my bank balance."

Tony Ostian
"THE Web Copy Guy"
Certified Master of Web Copywriting
Elk Grove Village, Illinois

New Orleans will be a small group training and will fill fast so if you're interested and don't want to be disappointed, you probably need to take a look at the date now.

P.S. People ask if I'm really teaching these sessions personally.

The answer is: Yes!

The fact is I love to teach and in years past I used to offer sessions like this quietly without fanfare.

Here's a short list of people who attended my small group trainings **before** they became famous:

Yanik Silver, Matt Furey, Tom Antion, Ali Brown, Ed Dale, Mike Stewart, John Reese, Alex Mandossian

That's right.

Long before any of these now seven-figure producers ever gave an Internet marketing seminar on their own, they had the advantage of learning from me directly in a small group setting.

Here's what another Intensive participant had to say:

"System Intensive 2007 is one of those mind-shifting events you hope for, but rarely encounter in marketing circles.

"Conducted in a guru-free zone, Ken's master class in marketing is an interactive research lab that compels you to: focus on your mission, perfect your sales process, test new techniques and deliver value.

"Beginning marketers learned how to start and market a web-based business.

"Intermediate to experienced marketers offered to share their successes and failures with other students.

"Even the most advanced marketers benefited from Ken's conversations about conversion.

"In about 8 hours, you'll walk out with fresh perspectives, new contacts and an action plan to take your business to the place where you really need to be: one that delivers value for your clients."

Barbara Rozgonyi
Founder, www.CoryWestMedia.com

[Register here](#) by donating through the National Heritage Foundation:

<http://tinyurl.com/37t2vf>

Are you in the Internet game for real? Do you want to be?

Did you know that on Thursday, April 16, I'll be in New Orleans to personally teach the System approach to marketing and business building, along with *AdWords For Dummies* author Howie Jacobson?

You may know that a huge percentage of today's celebrity gurus got their start as System Seminar students.

What you may not know is that System Intensive at its current tuition rate (a \$1000 donation to St. John #5 Faith Church) in it's current setting (30 attendees or less) is a very one time thing.

If you're serious about Internet marketing and if you'd like to work directly with the guy most of today's current "experts" cribbed from - this is something for you to look at seriously while there is still time.

"I just wanted to THANK YOU one more time for a truly exceptional seminar. I am not a newbie (I have worked in the Internet for the last 7 years including a major launch with AOL) and I am not easily impressed (I have worked for large companies like PepsiCo and Accenture).

"I can honestly said that your 1-day System Intensive was exceptional and of enormous value to me and my company."

- Diego Saenz
Petplace.com

"The System Intensive helped me take everything I've learned over the years and put it all together into a comprehensive strategy. Again, I was amazed by the quality of the content and the people I met."

- Kristie McDonald
www.nitro-toyz.com

"If you have any interest in developing an Internet-based business or integrating Internet marketing into your brick and mortar business, this seminar is a MUST. It will save you a lot of time and money and put the focus on the things you need to know to make money that are based in reality."

- Martha Conway

No nonsense PR expert who has worked with Dan Kennedy

"I watched your 'pre-system' videos for 2 years, so when I heard that you were doing the System Intensive in my city, I jumped on without a second thought.

"As expected, I walked away from that day with solid, real methods that I could put into action right away.

"What makes your seminars unique is that you combine the new with the old-newer technology with time-tested methods of building a real business, and that's what really works. Your seminars are very special and can help just about anyone build their business on the Internet."

- Sandra Sinclair

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This is a very different kind of training...

1. For once, learn it from the top

I'm teaching these Intensives personally, something I unfortunately don't get the time or chance to do very often (last time was one event in 2004.)

Odds are if you've been to an Internet seminar anywhere on this planet, you're learning from someone who got their start with and/or "borrowed" quite a bit of their material from me.

That's what happens when you've been teaching a subject for FOURTEEN years.

2. Small group

We've been averaging 30 attendees or less at these special Intensive seminars. Perfect size for teaching and learning.

My accountant says I'm insane to go through the effort and expense when I normally command audiences in the hundreds.

I don't care. It's my business and I'll run it the way I want to... but do yourself a favor and take advantage of me now because my accountant tends to win his arguments in the long run.

3. No bull

I'm not putting these events on to sell something else.

The intensives are not a set up for some crazy five-figure "coaching" program or some other such nonsense.

You're going to walk away with a complete education on the system I use to analyze and harvest opportunities in the marketplace.

I've accumulated masses of deadly practical how to on every aspect of business building, stuff you won't find in any book or guru pitch-fest. These Intensives are my chance to let loose the floodgates.

If you want to take advantage, it will be great to see you there.

A Short Lesson on List Segmentation – the “Secret” Million Dollar Strategy

If you're from Canada, you know part of the story.

If you're not, odds are you don't.

A loonie is three things:

1. It's a bird
2. It's the nickname for the Canadian dollar
3. It's a lesson in list segmentation

Yes, a lesson in list segmentation which is code for "getting a much higher response from all your mailings."

First, what the heck **is** a loonie?

It's the nickname for the Canadian dollar.

The Canadians call their dollar a loonie because there's a common loon, a water bird, pressed on their \$1 coin.

For the longest time, the US dollar was very strong compared to the loonie.

Not that long ago, you were able to go to Canada and trade \$100 US for \$130-\$140 Canadian.

I know because I did it often :-)

Now the loonie is "at par" with the US dollar which means a US dollar only buys you one Canadian dollar.

A good time for Canadians to go shopping in the US.

But this is not a lesson about spending money. It's a lesson about making it.

List Segmentation 101

Not one out of 100 Internet gurus knows anything about list segmentation.

In fact, if you search all your notes from all the courses, eBooks and tele-seminars you've been on, you may not even see the phrase mentioned once. Not even once.

And yet, it's one of the golden keys to getting response.

I know. Because every time I promote someone else's product - a rare occurrence, but I do it when I think it's a good deal for my customers - 9 times out of 10, the promoter calls me up and says:

"You've got the most responsive e-mail list I've ever seen. Your response rate wasn't just higher, it was in another universe!"

Name any big name "guru" you can think of.

Odds are that in a head-to-head competition I don't just beat them in a conversion competition. I massacre them. It's not a fair contest.

Why?

Because I segment my lists - and I personalize.

It's not what you think

Now some half-educated guru dorks think that personalization is using someone's name...

"Hey Joe. Nice to see you Joe. Nice tie Joe. How's it been Joe?"

Wrong.

Personalization is talking to your prospects in their own private language.

This means knowing - really knowing - what's on your customers' mind.

You've probably heard that before, but you probably haven't heard what follows...and it's been worth an extra six figures to me for as long as I can remember.

And it could be for you too when you grasp it.

Here it is:

You have many different kinds of customers.

Sounds obvious, right?

Well, it isn't.

How many times have you heard someone pontificate on the value of getting inside your customer's (singular) head?

A million times I'm sure.

How many times has anyone ever said, get into all your different customers (plural) heads?

Not once. Unless you are a System grad or are otherwise very lucky.

Getting into you customers' (plural) head is called list segmentation and personalization.

First, you segment your list by breaking it down into all kinds of logical groups.

Then you personalize your offers based on what you know about the people in that group.

The payoff?

Boosts in readership and response that can go anywhere from 22% to 2,487%

Making the magic happen

How do you segment your list?

It can get very elaborate and frankly the more you segment and personalize, the more you make, but here's a few quick and easy ways to get you started.

1. Inquiries vs. buyers

There's a world of difference.

People who have just opted in but never bought are completely different animals than buyers.

The goal of a communication with opt-ins is to get them to make the leap and get something.

The goal of communication with customers is to retain them and move them up the value ladder (i.e. get them to buy something bigger.)

Talking to these two groups with the same language is nuts. You wouldn't do it in a store. Why would you do it on the Internet?

2. Inquiry types

If you sell shoes, you need to know that there is a world of difference between a woman buying shoes for a wedding and a teenage boy buying basketball sneakers.

Don't laugh. It may be obvious when I lay it out with an example like this, but many Internet marketers - including some famous gurus - just dump all buyers into the same list.

Dumb!

It gives you a HUGE advantage when you know what someone has inquired about or purchased when you write them again.

3. Geography

I love geographic segmentation.

The world is NOT flat.

Every part of the world is different from every other part of the world.

For example, everyone in Canada knows what a loonie is. Practically no one else on earth does.

Everyone in Ontario knows that the GTA is. Practically no one else does. (It's short for the "Greater Toronto Area.")

Every Canadian is aware that last week after many, many years, the Canadian dollar went to "par" with the US dollar.

Few Americans are aware (unless they own a store just south of the border) and for the rest of the world, it's a total non-event.

But to Canadians it's not just news. It's THE news.

Segmenting geographically and knowing something about the place you're writing to lets you speak your prospects' secret language.

I called it "secret" because to the rest of the world, "loonie" and "GTA" might as well be words from Mars.

But to a Torontonians they RESONATE.

In fact, one of the signs that you're hitting the secret language just right is that your letter will make almost no sense to anyone OUTSIDE the group you're mailing to.

That's a good thing...

You just learned one zero cost way to boost response to your e-mails exponentially.

It takes a little work and a little thought, but that's where the real money is in our business.

And this is just a tiny sample of the kinds of rarely discussed tactics and strategies I'll be personally sharing with the smart folks who meet me at the New Orleans System Intensive

Organizing the annual System Seminar every year keeps me pretty busy and it's been many years since I've carved out the time to teach.

If you want to train with me directly and learn the details of how I get the results I do in my business (and why the people who've gone through my trainings are among the most successful people in Internet marketing), you can do that.

But why should you consider coming?

If you're just finding your way in Internet marketing (or in marketing in general), this will be the most profitable day you spend all year.

Thanks to the System Seminar and other providers of quality information, there's no longer any shortage of good "how to" info about using the Internet to sell.

But there's still a dramatic shortage of insight into how to put it all together into a business.

Beginners can easily wander around lost for months if not years, missing the forest for the trees.

If you're already a pro...well, pros know.

Pros know that the mechanics of Internet marketing are easy to learn. It's putting all the details together and making it happen that's the challenge.

That's why in LA, attendees included:

- an SEO pro who charges each client \$50,000 to \$150,000 for his services;
- a top PR professional who routinely gets her clients prominently placed in the major media; and
- a savvy and very experienced Internet marketer who worked directly with Jay Abraham for years.

They were among the most enthusiastic students on the whole tour.

Why?

The same reasons a long list of today's leading Internet experts studied with me when they were first trying to get a handle on Internet marketing.

As the System gets bigger and bigger, I find I have less and less time to work with people in small groups. That's why this tour.

I'm writing this letter because I hate the idea of leaving anyone behind who should be at this training, but it's up to you now.

In a few days it's going to be all over and I go back to my home in the Hudson Valley. No more hotels, no more planes, no more hotel AV departments. But in the meantime, I'm all here for anyone who wants to make massive progress in their business.

P.S. People often ask me about private one-on-one sessions.

To me, it's as much work to work one-on-one as it is to work with a group and I charge accordingly.

The last - very rare - individual consultation I did was for a publishing company that does \$1.2 billion a year in sales. They paid me \$5,000 for four hours of my time. They felt they got - and in fact did get - a bargain.

When you think of the number of people who've gone from zero to high six and seven figures a year as the result of my trainings, \$5,000 is a bargain.

All fall I've been on tour taking the best of what I've learned over the last fourteen years of online marketing and sharing it with small groups of Internet marketers all over the US and Canada:

Chicago, New York, Toronto, Los Angeles, San Francisco, Vancouver... and April 16 in New Orleans - and then the tour ends. I've been frank, I've been outspoken, and I've helped people cut through the masses of swirling confusion and hype that keeps so many marketers from making the breakthroughs they're capable of:

Here's a short list of the kinds of the people who've been attracted to these Intensives:

- one of the world's top direct mail copywriters, Doug D'Anna
- an SEO pro who charges his clients \$50,000 to \$150,000 per year each for his services
- one of the sharpest PR professionals I've ever met
- a savvy marketer with over twelve years online experience who worked inside Jay Abraham's organization for several years
- an Internet marketing veteran who's been selling information and physical products successfully since 1994

Of course, we've had lots of people who are new to business and Internet marketing come to the System Intensive for help finding their way.

You can probably imagine why beginners would be attracted to a course that focuses on the fundamentals, but why would pros like these come to the System Intensive?

Here's what one said:

"I went to the Intensive expecting marketing strategy, but I came away with something much deeper. Ken laid out the entire Internet marketing business from soup to nuts with such consummate clarity that I finally 'got' concepts I'd heard a hundred times before. I've studied sales for years, but I never saw the stepping stones across the 'raging river' (customer states of mind) until Ken pointed them out.

"Anyone can cram information down your throat. Ken's mastery of marketing reminds me of martial arts - galactic skill delivered in simple, elegant moves. "Absorbing the massive amount of information was actually easy - and that in itself was amazing."

- Ann Convery

Speak Your Business in 30 Seconds or Less™

After offering six Intensives, attendees have told me two things over and over:

1. There's no place else to get this kind of training... sure you can get technical details, but no one puts it all together in a way that makes a real business difference

2. I'm not charging anywhere near enough compared to what else is going on in the market

Don't worry. I'm not going to convert the System Intensive into a three day weekend for \$10,000 or a \$15,000 "mentorship" program, but if you miss New Orleans, you will have to dig a lot deeper for future Intensives.

I applaud people who've flown from Texas, from Florida, from London, England to take advantage of this new way of learning Internet marketing.

If you're looking for a way to make a major breakthrough in your marketing and take it to the next level, you might want to make sure that you take advantage too while there is still time...

The last System Intensive of the season - Wednesday, April 16 – New Orleans.

[Register Here:](#)

<http://tinyurl.com/37t2vf>