

Red Pill/Alternate Universe Traffic And Conversion Pre-Launch Script Number 1.

OK! Time to kick ass and take names and I'm ALL OUT OF ASS . . .

This is our first SHOCK AND AWE piece . . . it's got to be the piece that really GRABS PEOPLE BY THE EYEBALLS and MAKES THEM PAY ATTENTION to what we're saying.

We're going to tell them about a WHOLE DIFFERENT WAY of doing internet marketing. A WHOLE DIFFERENT APPROACH THAT's A HELL of a lot easier than what they're doing now.

No bullshit.
No SEO.

Just you and a mic and a mountain of cash.

FUCK YEAH.

This is a rough draft just to get it all down on paper. Jeff, Jon, Jason, Jeremy (uhh . . so many J's) I'd like you to go through and mark the hell out of this thing, let me know where I'm going in the right direction and where I'm going off the rails. After we get this first bit done, the rest of the launch should be really easy to figure out.

NOTE: I'm not putting visuals in this script. I DO want to make sure we have a good amount of visual interest throughout the video so that folks are compelled and dragged into the whole thing.

Our big goals with this video:

1. Shock and Awe - say something they haven't heard before.
2. Results in advance . . SHOW THEM EXACTLY how you do some of what you do.
3. Create interest and desire.
4. Play off recency and what's going on in Internet marketing in the recent past that you don't have to worry about when you do things this way.

(The "Alternate Universe" Of Internet Marketing)

(Music Up)

Hi, I'm Jason Van Orden . . .

And before I get into the really cool stuff I'm going to share with you today about this weird "alternate universe" I've discovered, I want to ask you a quick, important question . . .

What's the biggest "Sacred Cow" in internet marketing?

What's the ONE THING that you know you have to be GREAT AT if you really want to have **freedom**, build a GREAT business that practically runs itself, live the lifestyle you've always wanted and make a bunch of **money** online?

Seriously . . . Think about it for a second . . .

Now, I've actually asked this question of a whole bunch of people in our little internet marketing community over the last couple years . . .

And the weird thing is that almost every time I ask this question, even if I'm asking the same person as before . . . I get a different answer . . .

Depending on what's been going on, folks say if you want to CRUSH IT online you have to be **great** at . . .

SEO

PPC

Tricking Google (and getting slapped down because of it)

Copywriting (which is, from what I can tell, really hard work)

Creating a TON of products really quickly . . .

Co-Reg (remember that one?)

Sending out a billion twitter messages every day . . .

Facebook . . .

VIDEO marketing

White Hat Tactics

Black Hat tactics

Building a HUGE list

CPA marketing (which, I hear, has nothing to do with my accountant)

Running massive launches

Affiliate Marketing

Social Media

Adsense

Putting up a bunch of fake blogs

Continuity . .

Forced continuity

Micro continuity . . .

(ADD MORE?)

And it seems like every week the list of things you have to be GREAT AT to really MAKE IT online gets BIGGER and BIGGER and BIGGER . . .

And more and more overwhelming . . .

And whether you're already making money online and are worried about things changing again . . . or you're just getting started . . .

Doesn't it make you feel like you're kind of on hamster wheel?

Like you just keep running, stuffing your brain full of new information, learning all this new technology, doing everything you can to catch up . . .

But never quite **getting** anywhere?

Or even if you do get somewhere for a little while, you're constantly waiting for the other shoe to drop and for Google to change the rules of everything again.

Doesn't it feel like a WHOLE LOT of work?

And isn't working a lot kind of the opposite of why you wanted to get into having your own internet business in the first place?

(dot dot dot)

OK, now let me ask you ANOTHER question . . .

Wouldn't it be cool if you didn't have to any of that stuff?

Wouldn't it be cool if you didn't have to CARE about what Google is doing every day?
Or if your merchant account decided to shut you down?

Wouldn't it be cool if there was some Alternate way to make a bunch of money online
that just worked no matter what "flavor of the week" came running through?

Wouldn't it be cool if there was an easier way?

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**Ok, this is probably starting to sound kind of "weird"
to you . . . so let me explain . . .**

Like I said a minute ago, my name is Jason Van Orden . . .

It's totally possible that you've never heard of me before you came to this video . . .

But my partner and I quietly run a VERY successful high six figure a year business
online . . .

And as weird as it sounds, we do it 100% without Google . . . without doing a bunch of
SEO, without being good "Salesmen" or copywriters, without "fancy" videos and,
honestly, without really paying too much attention to all the bells . . .

(MORE PROOF STUFF ABOUT THE RESULTS YOU GUYS GET - JASON? Doubling
income every year?)

In fact, my partner Jeremy and I were talking the other day and we kind of realized that
in a lot of ways we live in a "Alternate Universe" of internet marketing . . .

While everybody else is scrambling to stay on top of the "coolest new thing" over and
over again, getting beat up by Google and constantly to having to "Right the ship" . . .

We just keep doing what we're doing . . .

Now, I just told you about some of the amazing results Jeremy and I have been getting .
. . .

And in one of my next videos I'm going to tell you about what some friends and students
of ours have been doing . . .

But just to prove how “different” the way we approach internet marketing is . . .

Let me just show you my big “Google proof” traffic source . . .

One that I guarantee, no one in the “guru world” has ever talked to you about before.

(Screen cap of Itunes)

Now, if you’re like most people you probably never thought of Itunes as a traffic source . . .

It’s just one of the traffic sources I use in my business . . . but I want to show you something really cool . . .

(JASON - teaching stuff about Itunes. Showing your positioning with the top show on iTunes for marketing.)

(SHow how EASY it was for you guys to take that top position . . .
And show monetization.

“The cool thing is that I know that every 1000 people who listen to our show (and that’s really not many at all) turn into \$760 in our pocket in X days . . .

Like clockwork.

And that’s FREE traffic that we don’t have to pay for.

And it’s BETTER traffic than what you get from Google, Social media or anything else you can think of.

And really ALL we do to make money off this is put in an hour and a half 3 times a month and . . .

TALK

About internet marketing.

(OTHER EXAMPLES OF PEOPLE USING THIS KIND OF METHOD TO MAKE MONEY)

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OK, now I want you to keep an eye out, because in my next couple videos I'm give you some really cool training . . .

In my next video I'm going to introduce you to "Alternate Universe List Building" . . .

Basically, in that video I'm going to teach you how to use iTunes and other "ignored" and "easy" and free traffic sources to build a SMALL list that makes you a TON of money . . .

In fact, I'm going to show you how our tiny list made us the number one Affiliate for Jeff Walker's most recent "Product Launch Formula" launch . . .

Even though we were up against big Gurus who had lists literally 15X as big as ours (and who's names you'd definitely recognize.)

Keep an eye out for the "Myth Of The Big List" video . . . and make sure you leave your comment or your questions on the blog below.