

# **“Bla Bla Notices”**

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**Are you just starting out in online marketing and you don’t know what to believe?**

## **“The Harsh, Brutal Truth Of What It Really Takes To Succeed Online And Why It Is Almost Impossible To Accept For Most People”**

**I’ve seen the IM field grow and change since Yahoo was popular and Gmail was an invitation only service. I’ve seen the explosion of information products, the rise and fall of the dating / relationship niche and how the biz op niche got contaminated with so many scams. Let me tell you a story about this and then explain you what it really takes to succeed, no matter if you like it or not.**

From the desk of Razvan Rogoz  
Taipei, Taiwan

Dear friend,

I've seen the business opportunity industry grow since I was in high-school. I was aware of Warrior Forum, of ClickBank and of the entire idea of earning money online as early as 2007.

Back then, it wasn't called MMO (make money online) as MMO used to stand for the massively multiplayer games. This was a very popular online niche that sold guides to gamers playing games like World of Warcraft and Runecraft. It wasn't really called biz op either as biz op was more of the MLM side of things.

The definition was generally business in a box or simply online marketing business. I've seen this industry go through several cycles, I've been there when mobile became important, when Google started penalizing content farms and started ranking only high quality content, when Google AdWords was still the tool to use and Facebook PPC was not that good. I was there when Fiverr was launched for the first time and when video sales letters were an experiment taken only by daring marketers.

So I've been round the block.

Unfortunately, this field has fallen into disgrace. It is not that biz op was ever a very honorable field to begin with but if in the past there were a few low quality products and many good ones, now it is hard to find something good. People were less willing to lie, less willing to make outrageous claims, less willing to play the showman in order to make a sale. Quality actually mattered.

Nowadays, you have people who never sold anything online creating guides on how to sell online. You have people who haven't made \$500 online selling guides on how to earn \$50.000 in your first month.

The field of biz op is not regulated, at least not in the most of the world. It is not like weight loss or investments where making false claims can land you in hot water with authorities at least in the United States. If you read an ad about an investment opportunity, a lot of it must comply to rules of what you can say and what you can not. As an example, fake advertorials are not allowed anymore for investment opportunities even if this was the main strategy of marketers for years.

So there is a lot of BS, to say it clearly and there is going to be a lot more until this industry gets regulated.

That's why I've thought about writing a guide about this - about if you can actually earn money online and what is the truth behind the effort required to do so. This should serve both as an inspiration and a warning to those who are new to this field and who are not willing to fall for hype or enthusiasm but rather want to get a more skeptical perspective to the topic.

To answer it simply ...

Can you earn money online? Yes.

Can you earn a lot of money online, to quit your job? Yes.

Can you make a fortune? Yes.

On the other side ...

Can you do it in the next twenty days with zero skills, zero risk, zero skin in the game, working just twelve minutes a day? No. Never. It takes a lot more effort, risk, involvement and hard work to succeed than any business

opportunity publisher will ever admit. Saying that you can earn money online with ease is like saying that going to the gym and running five minutes a day will make you lose twenty pounds per month. It simply doesn't happen this way.

### **“Biz Op Has A Lot In Common With The Seduction Industry”**

A long time ago, being a PUA was very popular. PUA stands for pick up artist and it is an honorary self-imposed rank for someone who can easily meet and attract women.

An entire industry grew around this. This industry grew out of the frustration of many men that they are alone and that they don't have the skills nor the traits required to meet beautiful woman.

Now, you may think this a bit weird or even stupid but it was not. The industry itself was the best thing that could have happened to many men. It taught men to improve themselves, to get over fear of rejection, to hit the gym, to improve their mind, to develop skills. I have a feeling that the seduction field sold more NLP and body-language courses and books than all other fields combined. Most of the successful people that I know started there, learning first how to seduce women. They've built healthy habits like going to the gym or approaching first and then they've transferred their discipline and motivation to business.

While most see in this field horny young adults who want to get laid more, the entire mASF, seduction community, PU and so may have been the most successful man empowerment movement of the last twenty years and people like Ross Jeffrey and Mystery did more for the self-improvement field than Tony Robbins and Brian Tracy.

There was a problem though.

This field started as honest. You will never find a pick up guru promoting overnight results. If you were ugly and fat, most people would have simply told you to go to the gym because this was an obstacle. There was a degree of tough love and harsh truth about what needed to be done. Then Internet marketing came.

You see, when you have an audience of tens of millions of people, you have two choices. You can say the same thing as everyone else and not stand out or you can promote easy, overnight results and making tens or hundred of thousands of dollars per month. When you find someone who is desperate after companionship you can tell him about a one year plan for changing his life that requires discipline and a lot of focus or you can tell him about a five step system that will help him sleep with fifty women per week.

Many, extremely many people took this route and the market was flooded with instant gratification, magic bullets products that promised overnight results to anyone who would pay three easy payments of \$49.95. If the field was the equivalent of healthy living and vegan (strange comparison), then these people became the vendors of cheap burger and fries.

Now you may be thinking - well, people should know better, if it is too good to be true, then it generally isn't. Oh, really? Think about this. You have in front of you steamed broccoli and green tea. It is decent, it tastes okay, you won't throw up but it is not your favorite. Then to your right you have the most delicious beef stake with a glass of Coca Cola and 300 grams of French fries.

Which one is more appealing? Can you override your emotional centers and think rationally, justifying the extra added value of the broccoli in your life? If you could, if we all could, the world would be a far more rational place but the reason why cheating exists, fast food is so popular, smoking, drinking and

generally any form of harmful behavior is done is that between two competing choices, we'll pick the one that gives us more pleasure in the moment, not the one that makes more sense.

So when you have two products, one saying that you need to follow strict exercises for 60 days to improve your self esteem (and that works) and what that promises you that tonight you'll get laid (and which doesn't work) which one do you think you'll pick?

I could go further into why this is happening, how our rational side is very new compared to our emotional centers and how irrational but emotionally pleasant thoughts light up our brain as a Christmas tree but I won't. There are many books on how the limbic system works and they'll explain it better than I do.

So slowly the entire field became a joke. From an empowering movement based on self-improvement, fitness and getting past the fear of rejection, it became a marketplace for weird psychological tricks that would make a beautiful woman fall for you. Up until the point of easy distribution and selling products online, the only way in which you could have become well known was to have something good to say. The field was a meritocracy. When it became easy to sell anything, by anyone, the expert with twenty years of experience received the same stage as the virgin who never dated a girl but wanted to make some quick money online.

Once this happened, everything went to hell.

Exactly the same happened in biz op and in virtually every other field. At essence, they were good. They are good. I've learned so much from people like Eben Pagan and Jeff Walker. What they are teaching works and folks like Eben Pagan can be considered geniuses in their fields. If you review their more advanced products, you'd think you're taking a master degree in

behavioral economics, not studying an internet marketing course. But for every person who had something to say, there were ten who cared only about earning some quick money and who couldn't care less if you succeed or not, as long as you pay for their products.

This led to quite some ironic situations. You'll find beginners asking advice like "I've created a course on how to earn \$1000 in one week online. How can I promote it and sell it online?". In some cases, people who posted PayPal screenshots of earning tens of thousands of dollars per month were so broke that they couldn't afford to pay for a copywriter. The barrier of entry lowered and while this also allowed for the democratization of opportunity (chances are that we would not have this conversation if this would not have happened) it also opened the floodgates to huge promises backed up by worthless instructions.

### **“So, Are You Too Late To The Game?”**

No.

First of all, there are many quality products out there. I won't name them but while they're not easy to find as your get rich quick scheme, you can find real education.

Second, there is no real biz op. There are systems and procedures that sell online. This means that whatever you are selling gardening products or courses on online marketing, the process is about the same.

Think of what you're selling as the cargo in a truck. Your job is to get the truck and to find the best roads to drive your truck on. The cargo can be anything. A truck can carry fish or it can carry electronics. Contrary to popular beliefs, what works in selling a weight loss course is the same that works in a manual on how to do proper SEO.

For all intents and purposes, there is nothing magical and mystical about online marketing. You offer a value and you exchange someone's money for your product. The logic is the same as with any type of commerce. Someone who succeeds in selling furniture can succeed in selling online because they are very similar. The only difference is implementation as brick and mortar businesses rely a lot more on reputation and branding while online marketing businesses rely mostly on direct response methods (asking for the sale at the point of contact).

I will explain more in the pages to follow.

For now you need to understand that if you want to succeed in online marketing, you have two choices.

The first one is to achieve competency in several fields. An online business is not a whole but rather, several parts that interact together and generally, the chain is as strong as the weakest part.

At the most basic level you have your product, your conversion and your market. On top of this you can add your systems and your people. Finally, you have "yourself" which generally reflects to personal productivity and the entire mindset you bring, the meta-game. This is the most important part as most people fail because they give up and that for most, their emotional bank accounts ends up empty long before their bank account.

The second one is to hire people to do this. You don't need to learn how to write a sales letter when you can hire someone to do so. I guess this is the true definition of entrepreneurship. However, even if you can hire someone, you must know at the very basic how to do it yourself. You don't need to be a painter but buy a good painting but you need to know what a good painting is. When you buy a car, you don't need to know how to disassemble an engine

and put it back but chances are that you need to know the basics of how a car works otherwise you may buy a potato.

And this is the first problem.

Most so called gurus promote a quick fix or a simple paradigm, that you can simply follow a three step strategy and succeed online. The problem is that there is no such strategy. You can learn a toolbox and apply to your own circumstances but even if I tell you exactly what I do, this doesn't mean that it will work for you, as even slightly different circumstances may require a different approach.

So while launching a product may be as simple as writing a book, creating a sales letter, building a funnel, these three simple goals involve a dozen skills from ghostwriting to salesmanship and copywriting to marketing strategy and a lot more.

It is like in our dating example earlier.

You can take someone who never dated before and help him. If I ended up dating supermodels, then chances are anyone can. You can tell him the solution in 30 seconds or less and it would be true. However, that 30 second solution may mean 4000 hours of execution. I can tell you that you can build your upper part of your body, your chest and arms by doing 50 push-ups a day for one year. I dare you to say this wouldn't achieve a results. In theory is simple. In practice, you actually need to do 18250 push-ups without exception.

It is not as simple as it seems nor it is as easy as it seems. Yes, at the end of the day it comes down to a few basic principles and practices but most internet marketing books make it look like you're starting on Friday and between Netflix shows and playing on the XBOX, by Sunday you'll have an

online business. The truth is that you invest 5 hours a day for a few weeks and you'll have a prototype, that may or may not work. You also need to learn how to write a copy, how to write good articles, how to install Wordpress, how to use Facebook PPC. You need to go through trial and error as chances are you won't get it right. You need to iterate and improve. And only then you achieve success.

If someone told you this upfront in an Ebook, chances are you would have never bought a book from him again. You don't want a full time job. You want to get rich quick. And yes, you could have gotten rich quick, fifteen years ago. In 2017, 20% of people online earn money and 80% wish they'd earn money. You choose in what group you want to be by either taking a pragmatic and systematic approach to success or by looking to exploit opportunities.

And you know what?

You can exploit opportunities. There are people who can earn \$10,000 in a month with zero capital. I can earn a lot more in a week now than in three months five years ago.

But there's a catch. To get here, these people invested thousands of hours in refining their skills, in improving themselves, in building the mental, emotional and spiritual muscles.

It is like a CEO who loses his job. He's still the CEO. He can bounce right up.

Let me give you another example. It takes hard work to run a 5K. Even if you're not a couch potato and I'm sure you're not, to run 5000 meters it takes about 30 minutes of consistent effort. This takes training and practice. The average training cycle is about eight weeks with three sessions per week.

After eight weeks of running in which you gradually increase your endurance or about 12 hours of minimum training, you can run a 5K. On the other hand, a professional athlete can run a 5K in his worst day. He can run a 5K in jeans. He just shows up and does it. This is because he trained for a 5K, for a 10K, for a marathon and for him it is easy. But without that prior training and accomplishments, it would have been impossible to do it from the first try.

So it is with online marketing. Yes, there are ways to earn \$5000 in the next seven days but those are ways that work for people who have been doing this for a long time. If you're just starting out, even if you had a complete step by step approach on what to do (which is almost impossible), you'd still not have the foundation required to make it happen.

I'm not saying this to depress you. I'm saying this because it is the truth. Selling something online or offline is a relatively complex system. Even when you keep things simple, you still have at least a few disciplines you need to use. You can't ask someone to design you a website if he doesn't know HTML or at least Dreamweaver ... you can't ask someone to program you an application if he doesn't know C++ or SWIFT or something similar ... and you can't ask for a driver to take you home safely if he doesn't know how to park or how to change lanes on a busy street.

There is no easy way. The way to have a easy way is to do it the hard way first. Just like a nerd with no social skills, no empathy, no worked out body is not going to date a hottie just because he knows a good opener ... so a complete beginner is not going to build an online business in just two hours a week with zero skills.

**“You Need A Form Of Value To Trade For Money”**

No matter your business model, it comes down to value. You can write blog posts or eBooks or video courses or membership sites or sell your knowledge on Udemy or anything of that nature but people are not going to pay you just for your effort but rather because you're solving a problem for them.

At the most basic level, you must find a problem to solve. The bigger the problem is and the better you can solve it, the more money you'll earn. There is a "barometer" of kinds that determines how much we're willing to pay or how likely we are to live with a problem. If I am stranded in the middle of nowhere, I'm hungry and tired and you offer to take me to a hotel for \$1000, then I'd likely pay. If at the same time I'm stranded in the middle of Paris, I'll deny. If you are offering me a way to improve my website conversion by 5%, I'll pay \$50. If you offer me a way to double my sales, I'll pay \$3000.

Apply common sense here. The more someone wants something (want, not need), the more likely they are to buy it and the more comprehensive the solution it is, the more likely they'll pay an extra. This is why an eBook on Amazon is \$10 but a seminar about the same content can be \$1000. It is virtually the same solution but the second delivers a lot more perceived value than the first one.

### **“You'll Need A Market To Trade It To ...”**

Your product can't help everyone even if it has universal appeal. If you try to sell to everyone you won't be able to get traffic at a decent price (trying to sell to everyone costs exponentially more than defining a niche). You'll also make people feel alienated by not talking to their specific needs. Keep in mind that most info-products are niche based. This means that you need to find a group that is big enough to make a profit but small enough to be relevant.

You don't want to sell weight-loss even if the market is huge. You want to sell weight-loss for women as this reduces the market by half. Imagine that the more specific you make it, the easier it becomes to sell. Or you want to sell to women that are in their young adulthood phase and who are suffering from diabetes. Maybe this is way too specific but creating a product that appeals to their needs is going to convert a lot better than creating another weight loss product.

Most people will buy a Toyota or a Honda. They're cheap, good cars. But if you want to get into the car game, it makes no sense to compete with them. They are way too established, they have too much momentum and you would likely have no reason to be better than them. They can create better products at a lower price.

But you can become a niche player. Instead of competing with mini-vans you can create products for specific needs. Tesla is a good example. Electric cars that are fast are a niche product. Electric cars are a niche of a industry but fast electric cars are a sub-niche of the electric car niche. It is far easier to become an expert in that sub-niche of a niche than in the market as a whole.

So it is with information products. The more specific you become, the more relevant you become to that market. The trick is to narrow it long enough so you can dominate the niche or at least be competitive while keeping the market big enough to make enough sales. When I used to do copywriting, selling to only self-improvement authors made sense. Selling to self-improvement authors that are under the age of 21 and are living only in Nebraska, United States wouldn't have made sense. Maybe there are. Maybe I would have become an expert in a small niche but it would have been a long shot.

On the other hand, there are lawyers that serve a single customer or that are so specialized that they have a market of less than 100 people in the entire

world. The thing is that if they close a deal, that deal is \$1.000.000/year or more. They can afford to make a single sale just like a luxury sports car manufacturer can afford selling only 1000 cars when their cars are \$2.5 millions each. If you're selling a \$10 eBook and your market is made out of 250 people, then you'll most likely fail.

### **“You'll Need Access To Your Market (Traffic) ...”**

Once you've defined your market and found a product that makes sense for them, you must get exposure in front of them. While there are tens of way to do that, it comes down to the same thing - expressing your message, on your website or outside of it to a market.

There are two major ways to do this.

The first one is SEO. This means getting traffic organically from Google and other search engines. People enter a key term and then if you optimize your website, you'll appear among the first choices for an answer. SEO is not that effective in 2017 and it has stopped being effective for at least five years.

It is not that it doesn't work, it is that generally the first page is filled with old, established, authority websites that have thousands of articles and years of activity. There is a lot to say about SEO and how some strategies work better than others, but my honest opinion is to not bother with it. Unless you're in an emerging market or you are a very early adopter of whatever you are selling, it works but it is not a good investment of your time and money.

The second one is PPC. This is when you define an audience and you pay for every click sent to you. It is like buying attention. I can write an ad that reaches a very specific market (20 - 23 years old, living in Paris, male, interested in drones, birthday next month)and pay only for the traffic I'm actually getting to my website.

The upside is that this is the best approach to traffic you can take. It is instant, you can make sales in minutes, you can reach almost anyone, anywhere. Google AdWords or Facebook PPC but there are many networks out there. Some are very specialized (running on a closed network of sites) while others can reach millions of people.

The downside is that it costs quite a lot of money. You're paying \$0.50 - \$1.00 for a single click. This is not a sale. It is a click. In other words, a single person to be sent to your website. If 1 out of 100 people buy, this means that you're paying \$50 - \$100 per sale. Virtually everyone I know that is earning enough from online marketing is competent or specialized in PPC traffic. This is because while there are many things you can outsource, traffic is something you need to be on top of it as if you get the traffic right, you have a huge probability of succeeding.

There are other methods too, including banner ads, advertorials, media buys, solo ads. With a banner ad you simply buy a banner space and you pay for having it there or for the clicks you're getting. It is like PPC without actually controlling exactly who sees it. Advertorials is having an ad disguised as a valuable article on a website. Media buyers is generally any form of advertising that you can purchase. Solo ads are list of emails that you can promote on to either sell your own products or enlarge your marketing list.

Additionally you can use offline methods like fliers and banners in actual physical places, TV ads, YouTube, social media and a lot more but the most reliable method out of them all is PPC, even if it is also generally the most expensive.

**“You’ll Need A Sales Funnel ...”**

Due to the rising costs of promoting online (generally traffic), it is not a good idea to simply send a prospect to a sales page and be done with it. This is like meeting a girl you like and if she doesn't kiss you right then, then you won't even take her phone number.

As you're going to pay hundreds or thousands of dollars in traffic, you want to maximize the value of that said traffic and this means a sales funnel. It means placing the prospect into a system where you can contact him again, as opposed to losing him or her forever once the website visit is over.

The first point of contact is a squeeze page. This is a page that captures leads by asking for visitors to give their name and email. In order to succeed in this, you'll usually have to give something of value, a lead magnet, a PDF or video or tool that solves a problem.

After this, they'll reach the sales page. This is where you try and persuade them to buy your product. This can take many different formats but at the end, it is always the same thing - an emotional and logical argument on why they should value your product more than they value their money. A sales letter is a complex undertaking and from the fixed costs, this should cost the most, even more than your product.

If they don't buy, they'll get an email sequence. This is a series of contacts in which you prove credibility and authority while also creating value for your reader. The goal of the email sequence is always to get back him to the sales page and make the sale. Sales pages are designed to make the sale now while email sequences are designed to build a relationship gradually.

There are many other elements as a thank you page - where he gets his product, a buyer email sequence - which he receives after becoming a buyer and in which he receives offers for superior or complementary products -

downsell email sequence - where a non-compliant prospect receives a reduced priced offer and much more.

The purpose of the sale funnel is always the same. You want to make a sale. This can be the first sale also called the front-end sale or a subsequent one which is called an upsell. A cross-sell is selling something complementary but not related while a downsell is selling something cheaper when he refused your initial offer. Burger joints do this quite well - when you get a burger, you first get an upsell - fries. Then you get another one - Cola (usually they're bundled). Finally you get the offer of a desert which is a cross sell.

Don't worry about the names so much. Everything here is very logical.

You get a prospect. You capture his name and email in exchange of a bribe. You then send him on a sales page. At the same time, he starts receiving an email sequence. If he buys, that email sequence changes to one of a buyer. If he doesn't buy, it tries to get him to buy the initial product. You're always moving towards a sale and never assume that the sale will happen automatically. The only question is if you're selling your product, a higher value product or a lower priced one.

Sales funnel can get complex and there are tools out there which can help you design something brilliant, with IF/THEN logic. ClickFunnels is one of them, LeadPages is also good. There are enough solutions to make your pick.

**“It's Really Not As Simple As It Seems ...  
But It Is Not Impossible Either”**

I could go into more details, talking about systems, about campaigns, about angles, about blogging, PR, authority and a lot more. But this is not the purpose of this document. Instead, I wanted to shed some true on what it

really takes and why the biz op industry has a lot more scams than genuine information. The best value, the life changing one is in the first part of this eBook, where I explained how the market works and how it evolved.

Now, to be honest, can you do it?

Sure you can. You can become a multi-millionaire if you want.

Will most people do it?

No. Most people will fail once and give up. This has nothing to do with online marketing as it has to do with human nature. Did you know that most gyms oversell subscriptions in December and January? This is because most people want to change something about their life and make a commitment, a New Year's Resolution. So gyms sell as much as 300% their capacity at the beginning of the year or during the holidays. Fortunately for them, almost no one comes and even if there may be an influx of customers in the first days of the year, after a while, the only people who come to the gym are the ones who were coming before too, not the ones who decided to change their lives.

If most people fail in online marketing, it is not because the chips are stacked against them but the simple fact that most don't have the consistency, the enthusiasm, the desire to succeed in this field or most fields. This is true about biz op, it is true about working out, it is true about diets and working on an online business is quite harder than dieting.

That's all I can really say to you. Unfortunately, it may not be enough. My experience as a copywriter and marketer, including an information marketer taught me that logic falls flat in front of a good emotional argument and not all the logic in the world will convince you otherwise if you believe you can get rich with no skills, no money, no effort, no discipline whatsoever.

I know this because I fall for these arguments too, quite often. That being said though, I hope that my report helped you and that you are better off thanks to it.

Best regards,

Razvan Rogoz

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