

CLASSIFICATION: TOP SECRET

**Confidential Glazer-Kennedy
Underground Report:**

**“Using Event &
Theme Driven
Marketing for
MAXIMUM Profits”**

By Yanik Silver

**[Click Here for Information on the
Upcoming Underground Online
Seminar III](#)**

Clandestine Underground Idea: Using Event and Theme Driven Marketing

First things first is I suggest getting a quick calendar together of what kind of promotions you'd like to run throughout the year. This doesn't need to be anything fancy – but take a look at holidays and “milestone” events throughout the year.

Here's a list of major holidays that might be used for promotions...

Marketing Planning Calendar:

Jan: New Year's -

Ideas: “New Years - New You/New Start”, “Get rid of Last year's inventory”

Feb: Valentine's Day

Ideas: “Give yourself the ____ you'll love”, “We love you and want to do something special for you”

Feb: Mardi Gras

Ideas: Mardi-Gras theme promotion

Feb: Chinese New Year

**Ideas: Year of the rooster “Wake up your ____
____financial genius____”**

Feb: Ground Hog's Day

Ideas: “You'll get an extra 6 weeks to pay because the groundhog saw his shadow”

March: St. Patrick's Day

Idea: “Make Your Friends Green With Envy with _____” “Your lucky day”

March: Spring Break

Idea: Spring break savings, Getaway contest

April: April Fools Day -

Idea: “These discounts are so low my accountant thought this was an April's fools day joke”

May: Mother's Day

Idea: “Mother always said you should _____”

April: Tax Day

Idea: “I need to pay for my taxes”

May: Cinco de Mayo

June: Father's Day/Graduation

Idea: "Graduate to a new _____"

July: 4th of July

**Ideas: "Watch Fireworks explode when you _____",
"celebrate your independence _____"**

August: Back to school

Idea: "kids aren't the only ones that can get a new look for back to school"

Sept: Fall

Idea: "Fall Special", "Harvesting Big savings"

October: Halloween

Idea: "Give yourself a treat this month"

November: Election Day

Idea: "Elect a new _____"

November: Thanksgiving

Idea: "thank you to our best customers"

Dec: Holidays

Idea: "Happy holidays - winter sale", "Ho ho ho – Can't beat the fat man so we're having a sale"

I'll show you a couple of interesting ideas from these holidays and events – plus I really want to expand your mind to get you thinking about creating "anytime" promotions. My mentor, Dan Kennedy, says the #1 sin in marketing is being boring. Online it's harder than ever to try and breakthrough the clutter.

And one way to do this is to take an event and really make it fun and entertaining for your customers/prospects without going too far over the top. Now most people will never even come close to pushing the envelope because they might get 1 or 2 complaints about what they're doing. That's good. Develop a thicker skin and get over it. For the Underground seminar – I had a subscriber tell me I'm crazy to be using the spy theme with terrorism so high and the government is probably watching every communication sent out. (Gee – can you say paranoid?)

Since I'm in my Halloween mood – let's start there with a couple interesting examples. First one is last Halloween I released my "Ultimate At-Home Internet Copywriting Course" (If you're a secret society member and don't have – check out the enclosed insert for the ultra special deal.).

I planned the launch during Halloween and wanted to create a bit of a stir in the Internet marketing community. Try to get some people talking about what I was doing. So my idea was to become "Count Yanik". You see, the previous Halloween I dressed up as "The Count" from Sesame Street. Missy said I was the most annoying guest at the party because I went around counting everything...

"One, Two, Three beer bottles.....Ahhhhh.....Ahhhh!!!....."

"One, Two, Three, Four, Five hot dogs.....Ahhhhh.....Ahhhh!!!....."

Okay, so maybe I was annoying – but I had fun. 😊

Regardless, I had one good photo of me in my purple make-up, monocular and black cape. That became a key part of my campaign and I'll explain in a moment.

Here's the first email sent out to get the ball rolling and people intrigued:

```
[firstname], a message from "Count" Yanik...

Greetings [firstname],

"The Count" has an unusual and terrifyingly
profitable message waiting for you here:

http://www.UltimateCopywritingWorkshop.com/count/

** Go only if you dare! **

- Yanik "The Count" Silver

P.S. Don't forget to turn up your speakers.
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Actually the page is still up so you might want to check it out. It's worth the laugh. It's a flash animation file I had created where you see a purple bat fly into the screen and turn into a talking "Count Yanik". Then I turn back into a bat and fly out of the screen. I paid \$150 to have this created at www.Rentacoder.com – super cheap. Here's a screenshot of how it looked. (I included the refer-a-friend there in case someone wanted to forward it.)



[Click here for an exclusive 143 page PDF preview and a special 1 hour copywriting Secrets call](#)

Send this page to a friend!			
Your Name:	<input type="text"/>	Your Email:	<input type="text"/>
Friend Name:	<input type="text"/>	Friend Email:	<input type="text"/>
<input type="button" value="Send This Page to Your Friend"/>			
<small>A one-time email will be sent to your friend telling them about this page</small>			

I kept them going with the email to this Early-bird list (those who signed for the free PDF on the Count Yanik page):

[firstname], So profitable it's scary....

Hi [firstname],

Since you signed up on the Priority Notification List for my brand new Internet Copywriting Workshop Tapes - I wanted to give you a quick heads up...

I thought it would be fun to release the DVDs and CDs on the week of Halloween because you're going to get hauntingly powerful secrets for making monster-sized gobs of cash...anytime you want! (simply using the power of your pen or the keyboard)

Mark your calendar for October 26th!

Hang tight and look for another email from me

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shortly with more details.

((SWITCH ON SPOOKY VOICE NOW))

Arrrrhaaaa-haaaaa...Arrrrhaaaa-haaaaa...Arrrrhaaaa-haaaaa!

Best,

Yanik "The Count" Silver
SurefireMarketing.com

Then for the release – here's part of that email:

For Halloween I figured this is the perfect time to share my powerful formulas for creating more ghastly sales, more frightening profits, more monster wealth & more of anything else you could ever want...with nothing more than your keyboard or pen.

Then on the landing page there's more Halloween theme. I really got into it with the "bloody" text. Actually Missy told me I had to tone it down so people could read it better. I settled on just the headline in dripping blood.

Hurry! Only 77 72 Discounted Packages Available

"OOPS"

You missed out on my Ultimate Internet Copywriting Workshop – Don't miss out TWICE!

It's Spooky! You're Exactly One Ad, Web Site or Sales Letter Away From a Terrifying Fortune When You...

"DISCOVER HOW TO MASTER THE SHOCKINGLY SCARY SKILL THAT POURS MONEY INTO YOUR BANK ACCOUNT DAY & NIGHT...ALMOST LIKE MAGIC!"

Here's The Secret Formula For Creating More *Ghastly* Sales, More *Frightening* Profits, More *Monster* Wealth & More of ANYTHING Else You Could Ever Want... Using Nothing More Than Your Keyboard or a Pen



Listen to an audio message from Yanik "The Count" Silver

And you can also see a couple sections of the letter I mixed in more Halloween:

- Do you know the absolute best ways to "suck" people into your letter and not let go until they pull out their wallets? You will! I'll hand you a magic shortcut to creating a rhythm and flow in your sales letter so your prospects don't want to put down your letter until they're ready to buy.
- "Frankenstein Copywriting": How to cut, copy and "stitch" together copy blocks and points from other sources to turn out effective copy (legally). Unless you're mailing out millions of pieces or competing against the 'best of the best' copywriters – this technique will usually be more than enough to get the job done.



Bonuses:



Special Ghastly Bonuses For Immediate Sign-Up:

Even though this material is head and shoulders above anything else out there, I've still decided to sweeten the pot, er... cauldron, a little bit more with these exclusive bonuses...

Ultimate Copywriting At-Home Workshop Bonus #1:

Last November I presented at Dan Kennedy's sold-out and last-ever "Copywriting Mastery and Sales Thinking Boot Camp". Attendees paid up to \$4,690.00 to attend. My presentation on web copywriting to this group of 'hard-core' direct response marketers was one of the highlights.

Guarantee:

Second, if you stay with me past 3 months, I'll still assure your success. I absolutely guarantee that if you make a diligent effort to try just a handful of the copywriting strategies and techniques I reveal inside this exclusive, you'll make at least \$50,000.00 in profits within the next year. **That's right – \$50,000.00 in additional profits you've never have seen without this material!** If not, I'll gladly buy the entire 'At-Home' Workshop back from you for every penny you paid! All you have to do is look in me in the "eye" on paper and show me what you tried.

Am I batty?

I don't think so because at the Workshop I actually made an even bolder guarantee. I told attendees if anytime during the 2 ½ days, for any reason, they were unhappy or didn't think the material they were learning wasn't worth 10x their \$3,975.00 tuition – I would write them a check on the spot plus pay their airfare and hotel bill.



Want to guess how many people took me up on this?

Absolutely zero! Nada! Zippo!

* * *

Then I did a quick email follow-up (always increases response and most people never do this enough).

```
{!firstname_fix}, another message from "Count" Yanik...
```

```
Greetings {!firstname_fix},
```

```
Nearly half of the specially discounted Ultimate  
'At-Home' Internet Copywriting Workshops packages have  
vanished. If you want to get your hands on one of the last  
ones listen to another message from "The Count"
```

```
http://ultimatecopywritingworkshop.com/trickortreat/
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```
Terrifyingly scary profits coming your way!
```

```
- Yanik "The Count" Silver
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```
P.S. Don't forget to turn up your speakers.
```


Actually you can still go here and listen to the audio postcard - <http://ultimatecopywritingworkshop.com/trickortreat/> - which looked this with bats flying around (this was my Halloween costume pic from 2 years ago):

“LISTEN TO A PROFITABLY SPOOKY MESSAGE FROM “COUNT” YANIK!”



Listen to an audio message from Yanik “The Count” Silver



* * *

Okay now how about results?

This sold over six-figures of my copywriting course in the first week on the market. Actually more specifically 114 packages for a total of \$145,350.00. So this stuff works!

Now there are a couple big points I really want to make sure you get before I go on with a other examples:

#1 – **Make your marketing fun and have people wonder what is this guy/gal up to next?**

Fact is, most of your prospects and customers probably lead fairly normal and mundane lives. If you can give them something to get excited about or even live a little bit through what you do – you'll have 'hooked' them in.

#2 – **This is critical!** Don't make your theme or “fun” idea take away from the sales message. Big advertisers do this all the time and waste all their money. They try to use humor or something clever in their advertising but have no salesmanship. The fun or theme aspect of your promotion cannot stand on its own without the fundamentals of direct response (i.e. compelling offer, deadline, headlines, benefits, etc). Bottom line - don't confuse this with being cute or clever and not actually selling. There is a big, BIG difference.

#3 – **“Reason Why” copy works perfectly for most of the events or themes you create.** As you know most retailers will use some sort of event (i.e. Presidents Day) for a sale. Well that’s a pretty weak reason why but most people will accept just about any excuse for a special deal. However, when you combine it with real meaningful reason why copy it works even better even if the reason is a bit contrived. For example, I did a “Save Yanik’s Marriage” sale when I needed to clean out our stockroom because Missy was pissed off at me. (I’ll show you the full example later on.)

Telling people the reason why you are doing something is one of the most powerful influencers of human behavior. Robert Cialdini, Ph.D. in his book "Influence: The Psychology of Persuasion" talks about an experiment by Harvard social psychologist, Ellen Langer, that concluded people like to have a reason for what they do. (side note – this is must-read book, I’ve read it 9 times!)

Her experiment consisted of people waiting in line to use a library copy machine and then having experimenters ask to get ahead in line. The first excuse used was "Excuse me, I have five pages. May I use the Xerox machine because I'm in a rush?" This request coupled with a reason was successful 94% of the time. However when the experimenter made a request only: "Excuse me, I have five pages. May I use the Xerox machine?" this request was only granted 60% of the time. A significant drop.

Okay now for the shocker... It may seem like the difference between those two requests was the additional information of "because I'm in a rush", but that's just not the case. Because in a third experimenter, the experimenter asks "Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies?" There's no reason mentioned or new information presented, just the words "because".

This time a full 93% of the people said yes simply due to the word 'BECAUSE'! And it didn't even matter that there was no reason given. Just the word because triggered a magic response.

Using this psychological ‘hot button’ can massively increase your Marketing success. Max Sackheim, famous for the long-running ad *"Do You Make These Mistakes In English"* and originator of the book-of-the-month concept, says this: **"Whenever you make a claim or special offer in your advertising, come up with an honest reason why, and then state it sincerely. You'll sell many more products this way."**

And this powerful strategy works just as well today.

Okay let’s keep going with more Halloween examples I just recently saw to get your mind going...

Here’s one from my first-year Apprentice, Chris Zavadowski for his MLM marketplace selling a free teleseminar. He took my idea of “Count Yanik” from last year and decided

to knock it off in a smart way with his own character, "FrankenChris". He had an artist create Frankenstein morphed with his own face:

ONLY 148 PEOPLE WILL BE ALLOWED TO LISTEN TO THIS SPOOKY FREE CALL...



"FREE Teleseminar Reveals a TERRIFYINGLY POWERFUL Way to Discover a SHOCKING Number of FRESH Online Prospects for YOUR Network Marketing Business... on Autopilot!"

FRIGHTENINGLY FREE EVENT this Sunday, October 30:
FrankenChris Zaradowski Grills
'Instant Traffic' Expert Perry Marshall

October 24, 2005

Dear Ghouls and Goblins,

If you'd like to discover an eerily effective way to bring thousands of top-notch, laser-targeted prospects to your website and into your prospecting system, then you should definitely register for a spooky one-time-only FREE teleseminar I'm hosting **this Sunday, October 30 at the stroke of 10:00pm (EST)**.

[Click here to sign up now. \(It's FREE!\)](#)

WANT A WAY TO CREATE A HORRIFIC AMOUNT OF INSTANT ONLINE PROSPECTS?

And another great Halloween example is something my friend Bill Glazer, publisher of the Dan Kennedy newsletter, has done 2 years in a row now (hmmm...must be working) selling a package of information products together.

Here's the email and landing page.

Subject: Yanik, this is frightening!!

Hi Yanik,

Boo!!

Hope I didn't scare you. But with Halloween right around the corner, I wanted to share with you a special opportunity that Bill Glazer recently told me about that nearly frightened me to an early grave.

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Here's the story...

Bill told me he wanted to give all of our members and online subscribers a special opportunity to get a 'complete package' of our money-making tools and information at an unbelievable...never to be repeated again savings opportunity. And Halloween was the perfect time to do it!

Here's what Bill has done (which once you see it, you'll understand how these LOW prices scared the bejesus out of me).

Bill took all of our products and bundled them together into packages depending on what area you are most interested in:

There's a package just for people who want to be, or are already in the Information Marketing Business.

There's a package just for people who are Speakers or who want to get into the business of speaking.

There's a package for people who want to achieve total 'Financial Freedom.'

And of course, there's a package of all of my complete Marketing materials.

This is when he got to the point when he scared the 'you know what' out of me!!! He told me that he wanted to package these bundles at prices so low...you think you're stealing.

When you click onto the special link below, you'll discover that each of these special packages represents REAL...HONEST SAVINGS of AT LEAST 50% OFF the prices we sell our information for online and through our catalogue.

<http://www.DanKennedy.com/halloween>

Now you know why I got scared. After all, these are priced so low...most of my profit has been stripped away. But Bill was insistent and after all, for those of you who know Bill, know he can be pretty darn stubborn.

So, if you want to take advantage of these bargains, then I urge you to click onto the special link and gobble these up fast, because I'm only going to allow my money-making tools and profits to stay at these special bundle prices until the day after Halloween... Tuesday November 1st.

After midnight on Tuesday night these prices go 'bye-bye.'

Dedicated To Multiplying Your Income,

Dan Kennedy

P.S. Please DON'T pass this email onto your friends. This opportunity is scary enough without a bunch of other people jumping onto it.

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<http://www.DanKennedy.com/halloween>



IT SCARES ME TO THINK...



YOU MIGHT BE MISSING ALL OF THE TOOLS YOU NEED.

...It scares me to think that you don't have all of the tested and proven real world strategies you need to explode your profits and create real wealth.

So I have put together a savings so huge that it may just have our accountant so frightened that he will go out and **howl at the moon!** If you are a business owner/practice owner, speaker, info-marketer or entrepreneur of any kind, you will find the tools you need to succeed at a savings we have **never offered before.**

But you must hurry... because when the clock strikes twelve on November 1st, this offer will disappear like a ghost in the night!

Look below for more info on these **Terrifyingly Terrific** Opportunities!

And if this isn't enough Halloween stuff – I found another one in my files from my friend Marlon Sanders. Here's the email in HTML format:

From: "Marlon Sanders" <email@marlonsanders.com>
Subject: yanik: Your "Treat Filled Bag Of Goodies" From Marlon Is Ready!



**SPOOKTACULAR
HOLIDAY SALE**

DEAR FRIEND,

WE'RE THE GHOSTS AND GOBLINS AT **MARLON SANDERS'** OFFICE WITH AN "INSANELY SPOOKTACULAR" HOLIDAY "TREAT" FOR YOU!

FOR 72 HRS ONLY YOU CAN GRAB A NEW "TREAT" FILLED BAG OF "GOODIES" FOR A "SCARY" LOW PRICE: BUT TO GET THIS TREAT AND SAVE HUNDREDS OFF THE PRICE, YOU'VE GOT TO GO HERE RIGHT NOW:

CLICK HERE: WWW.ACTIONGRID.COM/SPOOKY

MISS THIS OFFER AND BE "HAUNTED" FOREVER!

Alright now I hope that's you got your ghoulish greed glands sufficiently excited about the frightening profit potential with Holidays and events. (Sorry couldn't resist 😊)

Okay let's keep going because we got a lot more meaty examples to cover in this issue. I think you've got it when it comes to "real" events or Holidays but how about just "making one up". I'm talking about...

The "Any-Reason-Is-Good-Reason-For-a-Sale" Sale

Using reason-why copy (like I stressed before) is the perfect way to create an event for yourself anytime things are slow, you've hit a milestone in your business (or personal life) or because you need to get rid of inventory, etc. There are tons of ways of doing this that I've seen successfully applied. A couple of the top of my head are ...

- "Scratch & Dent" sale...
- "Fire/Flood sale"...
- "Need to pay my taxes sales"...
- "Birthday or Anniversary sale"...
- "My server crashed" sale...
- "It's raining out"...

(I'm serious there's a local Taco place I love that will send out an email anytime it rains, since their foot traffic goes down, offering free chips and queso. Smart!)

"Boss is away sale", etc. etc...

Let me share with you some more examples. We'll start with a "scratch & dent" sale. I've used this successfully for years. During the normal course of business you'll get screw-ups from vendors, returns (that are practically untouched), etc. Any number of reasons why products pile up and you need to get rid of them.

Personally, I don't like to do sales too often. I think it devalues your products and it helps condition your prospects and customers to wait for a "deal". With that said, I will typically have some sort of sale maybe 2x or 3x a year. One of my favorite ones that's worked forever is the "scratch & dent" like I mentioned. I have to laugh because when I did this

promotion I had people email me and say "Corey, just did a scratch & dent sale – seems fishy." Or something like that. Well guess what? I didn't invent the scratch & dent sale – it's been around a long, long time.

The first time I really saw it used effectively (and where I swiped the model) is from the Robert Collier Letter book. Get it from Amazon immediately If you do not have this book – you absolutely must pick it up. I have 2 copies of the original 5th edition on my bookshelf because I never wanted to lose one.

Here's my "original" scratch and dent offer -

[[firstname]], one-time-only "scratch and dent" sale...

From: Yanik Silver

Dear [[firstname]],

As some of you know, Missy and I just moved into a new house, which means boxes and boxes of stuff to unpack. (UGH!) I had no clue we had so much stuff :)

Now that we're finally settling in - I've had time to go through the pile of marketing materials sitting here, which for one reason or another, can't be sold for full price.

You see, we keep a small inventory of products in our house and during the move if something got mishandled or packed incorrectly it couldn't be sold as "brand new". Now, in some cases it might be something as minor as being smudged during handling or a torn page in a manual. In most cases, you'd have to look real close to notice anything wrong with them. But even still, we can't sell them as new sets.

And that's good news for you because our problem is your opportunity...

Instead of just trashing these products or sending them back to the supplier (and letting them profit), we've decided to offer them to you at a significant discount during this one-time only "scratch and dent" sale.

If you want to get in on these incredible bargains - I suggest you act fast because it's "first-come-first-served" and the deals are only around until we run out of each item. After that, it's back to the full retail price.

Here's what you can snap up at bargain prices:

* Internet Marketing Lab Videos - 4 sets available Just \$179 (Normally - \$299) - you save 41% * Or bargain basement \$99 without any packaging or the transcript (3 sets

available) please specify which one you want * Read about it here: <http://www.surefiremarketing.com/lab/>

* Etc (other products)

* Etc

=====
Here's how to order:
=====

Here's 2 simple ways to take advantage of this deal:

1. simply fax us at 301-770-1096, anytime, with all of the following:

- Your full contact and shipping information
- Your payment information (we accept all major credit cards)
- Which item (or items) you want sent to you.

** Please make sure to indicate billing address of card IF it is different than the shipping address

2. Or you can call our office at 301-770-0423.

Remember, there are only a few sets available at this incredible discount. And once they're gone this offer absolutely expires. You've got to hurry because I fully expect to sell out within a few days (especially since this message is going out to over 7,129 of our best customers).

Please don't wait and be disappointed!

Best,

Yanik Silver

P.S. Important note: If your order comes in after our inventory is gone, your order will not be processed and we'll let you know we cannot fulfill the order.

P.P.S. Special bonus gift - With your order I'm also going to throw in a special video tape from my friend Paul Hartunian called "How to Get \$1 Million in Free Publicity". He's the guy who actually sold the Brooklyn Bridge.

Now that worked great to clear out all my inventory however I wanted something a bit different for the next "scratch and dent" sale - not the same thing because there were others using this same technique. Well I got it from my wife - literally. It was the "Save Yanik's Marriage Sale" with the whole premise being Missy, my wife, was really

annoyed at me for the basement being so overloaded with boxes. Truthfully, she WAS really mad and made a big stink about it – but I embellished the story a bit to have this:

[[firstname]], save Yanik's marriage sale...

Hi [[firstname]],

I need your help to put me back into good graces with my wife.

Last night when I heard the yelling from the basement I knew I was in trouble. Big trouble.

"Y - - A - - N - - I - - K!! Get down here NOW!"

Oh oh...

I came downstairs and in my sweetest, most innocent voice I asked, "Yes honey, what's up?"...

Missy pointed to our... (to be continued)

* * *

You can find out the rest of this story along with pictures of my 'big mess' right here:

<http://www.surefiremarketing.com/saveyanik/>

I sure hope you can help.

Best,

Yanik Silver

P.S. Get over there now because my screw-up is actually your BIG opportunity to save on some of our best-selling products and resources. You'll find out the whole scoop here:

<http://www.surefiremarketing.com/saveyanik/>

Then that email lead them here (the picture really makes this promotion and notice the caption – most online marketers never caption their photos):



I'm not sure what the problem is with our storage room looking like this - but my wife, Missy, sure thinks there is a big problem. Which means it is MY problem. So my problem is your opportunity to save big on some of our best-selling marketing products. Please help me clear out this room!

Help "Save Yanik's Marriage" SALE

Dear Internet Friend,

I need your help to put me back into good graces with my wife.

Last night when I heard the yelling from the basement I knew I was in trouble. Big trouble.

"Y - - A - - N - - I - - K!! Get down here NOW!"

Oh oh...

I came downstairs and in my sweetest, most innocent voice I asked, “Yes honey, what’s up?”...

Without saying a word, Missy just pointed to our storage room.

“Yes, what about it?”, I asked knowing full well the room was a total and complete mess overflowing with many of our products. Products that ended up there all different ways. Some we shipped back and forth from seminars, others had the wrong cover art, others had a slight smudge on them, or maybe a torn page, etc. Whatever the case, it all ended up in this room until I could hardly shut the door anymore to hide it.

And now Missy was really mad at me.

She turned to me and growled, “My friends are coming over for ‘supper club’ on Sunday and you better find a way to clear this out OR ELSE!”

You see, every month Missy and her girlfriends get together at someone else’s house for a dinner party. Well this month it’s our house so I have to get all these products out the door because I don’t want to find out what the “or else” part of her threat is.

So this is actually good news for you because my screw up is your opportunity...

Instead of just trashing these products or sending them back to the supplier (and letting them profit), I've decided to offer them to you at a significant discount during this appropriately named - "**Save Yanik’s Marriage**" Sale.

There are lots of our best selling marketing resources available at discounted prices.

If you want to get in on these incredible bargains – I suggest you act fast because it’s “first-come-first-served” and the deals are only around until we run out of each item. After that, it’s back to the full retail price and hopefully peace and quiet for me. 😊

Even though I cannot sell these products as new – you still get all the bonuses and the complete guarantee that comes with them just like they were brand new.

Don’t forget - there are only a limited amount of sets available at these incredible discounts and once they’re gone this offer absolutely expires. You’ve got to hurry because I fully expect to sell out within a few days (especially since this message is going out to over 67,129 of our subscribers).

Please don’t wait and be disappointed!

Thanks for helping!

Yanik Silver

Yanik Silver

P.S. Important note: If your order comes in after our inventory is gone, your order will not be processed and we'll let you know we cannot fulfill the order.

* * *

Here's What You Can Snap Up At Bargain Prices:

(To order simply check off each product you'd like and then hit submit to be taken to our safe and secure online order form.)

List of products for sale here

Another sale I've had a lot of success with is a milestone type sale. Someone who does this incredibly well is Matt Furey. I've seen him have a sale for his kid's birthdays, for his birthday and for his wife's birthday. I know some of his numbers and they rock!

I just did one recently for my first child, Zachary, being born. **That promotion nearly tripled my expectations for what it would bring in** (it made \$4.60+ for every visitor who came). And more importantly people connected with me as a real person – you should have seen the dozens and dozens of congratulations notes. It was really cool.

Here's the email that started it (notice the cliffhanger):

72-Hour "Baby Z" sale

Hi

In the last "Hot Sheet" newsletter I mentioned Missy and I were coming down to the wire and our first baby should be here in a few weeks. Well, it was quite a bit sooner - more like 18 hours later. ;)

On August 24, 2005 at 7:08 AM, Missy gave birth to our little "Baby Z"...

Now "Baby Z" was either going to be Zachary or Zoe and it was a surprise until the very last second.

And I'm excited to let you know it's a...

it's a...

it's a...

Well...I just can't spoil the surprise for you like that.

You can see pictures of our little "Baby Z" right here:

<http://www.surefiremarketing.com/babyz/>

And more importantly for you, I'm so happy and thrilled to be a Dad that I wanted to celebrate with all our subscribers. I'm holding a huge 72-hour sale on a bunch of our products and resources. If you've been a subscriber or customer you know I don't have a sale very often and if I do it's only been a "scratch & dent" with limited inventory.

So here's your shot to get your hands on this material with a good discount but only until the 72 hours are up (Wednesday Sept 14 at 12pm, ET)

Check it out:

<http://www.surefiremarketing.com/babyz/>

All the best,

Yanik Silver

P.S. Some of the prices are almost too good - I must really be sleep deprived :)

And here's email #2 that follow-up to make sure people didn't miss the sale. (btw - I really was sleep deprived and had the wrong day on the first email.)

Last chance - "Baby Z" sale ends in 24 hours...

Hi

You've got 24 hours left to save big...

Our first-ever "Baby Z" sale is going to end tomorrow (Thursday) at 12 pm ET.

I'm so happy and thrilled to be a Dad that I wanted to celebrate with all our subscribers.

I'm holding a huge sale on a bunch of our products and resources. If you've been on my list for some time, you know I don't have a sale very often and if I do it's only been a "scratch & dent" with limited inventory. So make sure you take advantage of this before the deals are gone (if you haven't already).

<http://www.surefiremarketing.com/babyz/>

All the best,

Yanik Silver

P.S. If you couldn't access the page because of too much traffic previously...I'll give in and let you know it was a boy! Zachary Aleksandr Silver. His pictures are on the site and the handsome little bugger looks like me :)

<http://www.surefiremarketing.com/babyz/>

Here's the landing page:

72-Hour "Baby Z" Sale



Zak and Daddy chilling out



Zachary Aleksandr Silver....or as I like to call him "Mini-Me"!

Dear Internet Friend,

It's a BOY!!!...

In the last "Hot Sheet" issue I mentioned Missy and I were coming down to the wire and our first baby should be here in a few weeks. Well, it was quite a bit sooner – more like 18 hours later. 😊

On August 24, 2005 at 7:08 AM, Missy gave birth our first child....

Zachary Aleksandr Silver

We're calling him "Zak" or "Zack" depending on who gets their way.

And I'm so happy and thrilled to be a Dad that I wanted to **celebrate with all our subscribers. I'm holding a huge 72-hour sale on a bunch of our products and resources.** If you've been a subscriber or customer you know I don't have a sale very often and if I do it's only been a "scratch & dent" with limited inventory.

So here's your shot to get your hands on this material with a good discount but only until the 72 hours are up.

Thanks for contributing to my boy's college fund!



Yanik Silver

P.S. There must be something about August 24th for Internet marketers because I found out John Reese and Jason Potash's first son all share that same birthday. Hmm....I might have to groom my boy to be an Internet mogul 😊

* * *

Here's What You Can Snap Up At Bargain Prices:

To order simply check the box for each product(s) you'd like and then hit submit to be taken to our safe and secure online order form.

Products here

Now in this case I didn't just do email only. I thought it would be great to send out a "birth announcement" to our customers. I'm a big believer in using multiple types of media to

hit customers/prospects. For this I really wanted it to look like a real birth announcement - here's how it turned out:



HE FINALLY ARRIVED!

**ZACHARY ALEKSANDR
SILVER**

ON AUGUST 24, 2005 AT 7:08 AM
7 POUNDS, 2 OUNCES

YANIK AND MISSY SILVER



www.surefiremarketing.com/babysale

Dear Internet Friend,
It's a BOY!!!...

And I'm so happy and thrilled to be a Dad that I wanted to **celebrate with all our subscribers. I'm holding a huge 72-hour sale on a bunch of our products and resources.** *If you've been a subscriber or customer you know I don't have a sale very often and if I do it's only been a "scratch & dent" with limited inventory.*

So here's your shot to get your hands on this material with a good discount but only until the 72 hours are up.

Celebrate with some serious savings right now at:
www.surefiremarketing.com/babysale

Warmly,
Yanik

PS His pics are up on the site. Take a look because the handsome lil bugger looks just like me!

CLASSIFICATION: TOP SECRET

**Confidential Glazer-Kennedy
Underground Secret Society
Report:**

**“Creating Real
Partnerships and
Joint Ventures”**

By Yanik Silver

**[Click Here for Information on the
Upcoming Underground Online
Seminar III](#)**

Clandestine Underground Idea: Creating Real Partnerships and “JVs”

I admit I’m guilty of this on occasion. I throw out the word “JV” (aka Joint Venture) when I really mean endorse my stuff. You’ll hear “JV” tossed around and bantered about – but that’s not what it is. In my opinion, a true joint venture is a partnership when 2 or more parties come together to create something that’s better & bigger than what they could do on their own.

In the next few pages I’m going to give you the run down on profiting and setting up joint ventures. For me, I’d group joint ventures into 3 broad categories:

- 1. Promotion/endorsement with special offers**
- 2. Services**
- 3. Joint business**

Let’s cover each of these with real-life examples...

Promotion/endorsement with special offers -

This is the lowest on the totem pole of joint ventures in terms of involvement. And it’s really the closest to what others call a “JV” in terms of endorsing products but its different. Instead of just endorsing a product you work out a special deal for your customers in which they will get special that nobody else will. This is the important difference.

For example with Jeff Walker’s recent “Product Launch Formula” – I made Jeff give my customers a free email critique and evaluation of their launch strategy. It was something unique that Jeff was only doing for my list. Another recent example is Andrew Fox’s “Millionaire Mega Yacht” DVDs – Andrew gave my customers a chance to win a free trip to next year’s yacht trip he was doing.

The ideal situation is to have the other person do something they don’t do for everyone else. Then not only do you look good in the eyes of your subscribers & customers but you really do deliver something unique they can’t get anywhere else.

Now this type of joint venture can be formulated in 5 minutes – the other two can’t and that’s what I want to really focus on...

Services –

Think of all the money producing tasks that you don’t have time to do or you don’t have the affinity for. Here’s a quick list off the top of my head...

*** AdWords/PPC * Direct Mail * Product Launches * Buying Advertising * Testing * Telemarketing * Affiliate Management & Recruitment * Product Creation * Search engine optimization * Publicity * Copywriting * Coaching, etc...**

Each of these and more can become a joint venture of sorts with trusted individuals who will help you make more than you could make on your own. In fact, that's one of the criteria for a good joint venture for a service is a task that can be paid out of additional profits and measured that way. I like that.

For example, I know one information marketer who joint ventured with a telemarketer to run a phone room. He pays them a large percentage per sale for the events and high-end products they sells and that's it. This venture brings in millions and millions of dollars of additional revenue but he doesn't have the headache of babysitting and training a bunch of telemarketers. Or if I joint venture with a partner to do search engine optimization for my sites it's a pretty clean relationship because I can simply give them their own affiliate id# and let them have it.

Personally I've worked with several partners on these service joint ventures. The first one is with a friend of mine, Rob Olic, to help me run all my direct mailings.

Side note: I've harped on this before. If you are only using email and online marketing you are missing serious revenues and not maximizing your profit.

Now I realize that – however at the same time I didn't feel like tweaking copy, handling my mailing list, coordinating with vendors, etc. If I had employees this would be a function of one of them – but since I don't want employees at the moment I've gone to partnerships.

So Rob does all those duties to make sure the piece gets in the mail. He's also a good copywriter so he's written the teasers on envelopes, lift-notes, etc. The little things needed to get a good direct mail piece out. Now I pay Rob based on results. I think that's the best way because we are both in it together. If I do well – he does well.

I pay him a percentage of profits – which is figured by gross sales from the promotion less mailing costs (postage/printing/graphics), credit card fees and cost of goods. Rob also has a sliding scale of percentage depending on the total volume of sales generating via direct mail. Now if the direct mail is a postcard that drives people online – I just give him an affiliate id# to track the sales.

Now I have to admit I've been slacking lately on the direct mail because I'm not doing what I originally did when Rob and I first set up this agreement. We used to talk for about a ½ hour each Monday to go over our mailing schedule and we had mailings planned out 3 months ahead. I need to get back to doing that. But use that as a lesson – if you want to partner up with someone for an ongoing service just set up a regular meeting with them to get things done.

Product Launch Partnership -

The other experience with partnering up on a service was just recently for the Underground DVD launch. I recruited one of my former Apprentices, Chris Zavadowski, to help coordinate and run the promotion launch. Chris was someone I knew who got things done from working one-on-one with him. I approached him and offered a percentage of gross sales from the launch for taking care of activities like running my blog, posting to my blog, helping with messages on the blog, get the video clips edited & online, coordinating with affiliate partners (we had individual pages/links for each partner), working with my tech guy, etc. Basically all the details and things I didn't want to do. Chris was happy because he got a chance to work with me and learn some new things and I was happy because I was off running with the bulls in Spain one week before the launch and things were running without me.

Now one of the secrets was I wasn't greedy. I gave Chris a very fair percentage of the sales. I don't want to reveal the specific percentage but put it this way – it was enough to buy him a new car. 😊

The other key aspect of working with partner on a service is to be specific in their duties and how they are going to be paid. You don't want to people upset because of a misunderstanding later on. Chris knew he was paid on every DVD set sold except those sold via direct mail because Rob was paid on that.

Joint Businesses –

Going into a joint business with someone is probably the closest thing to getting married. This is the top of the totem pole of joint ventures for responsibilities and “stuck-togetherness”. Like it or not – you are glued together.

To go into business together or to do a jointly collaborated project it should be done out of strengths not out of weakness. I see a lot of people making a mistake of bringing in a partner just because they are scared to go at it alone or think having another person to be in business with will lighten the load. In most cases that's a BAD idea.

I'm looking for someone who will compliment my strengths and augment my weakness or at least bring something to the table I cannot. Let me give you a couple real-word examples and you'll see what I mean...

Jim Edwards –

One of my very first partnership deals was with Jim Edwards. He and I met in Boulder, CO at one of Jonathan Mizel's seminars back in 2000 or 2001. Jim and I had kept in touch and emailed back and forth but that's about it. Then the day he was fired from his real job – he called me up and I very distinctly remember the conversation. We were kicking around some options for him and then we started brainstorming an idea of a real-world, step-by-step, day-by-day instruction guide for getting up and going online. I grabbed a Bourbon & Ginger and he grabbed a beer and we literally outlined the whole

product right then and there on the phone. That was the birth of our semi-famous “33 Days to Online Profits” course.

This wasn't a deliberate or thought-out joint venture it just sorta happened. But the nice thing was how each of could divide the work and material of the project based on our strengths. This was my first glimpse into successful joint venture businesses and projects because the two of us accomplished more together than we could have alone. Jim's a great partner and we've done 5 other projects together.

We developed some guidelines throughout the years together that I've followed with other partnerships.

The list we built was jointly owned and we both had veto power over a promotion. If we were sending out a promotion for my product we'd use an affiliate link for Jim. If we send out a promotion for one of Jim's other products to the list we use my affiliate link. We had to clear any mailings with the other partner for endorsements, articles, etc. so there weren't any surprises or hard feelings. Also, we were able to keep open, candid lines of communication open to change the deal slightly. For instance, as customer service became more of an issue we took a small percentage out of the sales that was paid to my company that handled it all.

Public Domain Goldmine –

One of my recent joint venture projects that really turned into a big success is the Public Domain Goldmine product. It's a CD-rom product with 35 different public domain works in 35 different niches. It also includes spreadsheets of keyword research, market analysis, competitors, back-end products to sell, possible joint venture partners and more. Each work has had their copyright cleared by an attorney and been scanned in for you. Everything is all done for the end-user and practically handed to you on a silver platter.

As of this moment we've sold out the previous 6 volumes in only days and we're heading to another sell-out of Volume 7 shortly but there may be a copy left depending on when you get this - **PublicDomainGoldmine.com**.

Back in December 2003 I had the idea for creating a product that was something ready-to-go for people interested in using public domain. The project required a lot of research to find the public domain books and also expertise in niche markets. I could do it all myself or possibly even hire a researcher but I didn't want to coordinate it all and I wanted someone who had a significant personal interest in the outcome of their research. i.e. if I just hired a researcher on a freelance site and paid them by the job they wouldn't care of the spreadsheets were crap or not as long as they got paid. But a true partner would because it would mean no more repeat customers and money gone from their pockets.

So I decided to actively solicit a partner. I had met a guy named Michael Holland at Bob Silber's seminar in the Florida Keys. He had written an ebook called "Strike It Niche" with an analysis on different niche markets based on his own real-world results with certain niches. We only met for about 10 minutes and the Goldmine product wasn't even an idea in my head at that point but I had a good gut feeling about Michael. He really seemed sharp and on top of things. Before I contacted him to partner with me – I checked him out pretty thoroughly. I asked friends about him and I even purchased his materials to see if they were any good.

Everything checked out and I called Michael up to propose this deal to him. After going over everything on the phone we tied up the loose ends by doing a very simple written agreement outlining duties, responsibilities and what each party is in charge of. Here is a copy:

JOINT VENTURE AGREEMENT

This Agreement is made effective as of the 2/28/04 given hereunder by and between Surefire Marketing, Inc and Michael Holland

The parties to this agreement agree to carry on a joint venture for the following purpose: To jointly create and offer a product called "Public Domain Gold Mine Cd" created by Surefire Marketing, Inc and Michael Holland.

1. The term of this Agreement shall be one year from the effective date, and shall automatically renew each successive year thereafter on the anniversary date of this Agreement unless either party. Either party may cancel agreement within 30 days of the end of each license year by giving the other party 30 days notice in writing. Absent such notice, agreement will continue year to year.
2. Each party will contribute the following cash, services, or property:

<u>Name</u>	<u>Cash/services/property</u>
Michael Holland	research, development of topics, analyzing of works to be included, coordination of product, promotional activities and customer and opt-in list
Surefire Marketing, Inc.	Marketing expertise, customer and opt-in list, copywriting services and product development

3. Day-to-day operations and technical/customer support will be handled by Surefire Marketing, Inc

4. Surefire Marketing Inc. will handle all accounting, and provide a monthly summary of Sales & Profits for this product.
5. For each "Public Domain Gold Mine" CD-rom sold individually or as a package, Michael Holland will be paid 50% less agreed upon costs (product, fulfillment, credit card fees, affiliate commission, etc). Payments will be made by the 20th of the month for the prior month's sales. No commissions will be paid on declined accounts.
6. Back-end affiliate commissions for products/services recommended or featured in the product will split 50/50 and separate affiliate id#s will be set-up.
7. Both parties can mutually amend this agreement as common sense dictates.
8. Any disputes between the parties to this agreement which involves interpretations of the terms of this agreement shall be submitted to arbitration under the rules of the American Arbitration Association, and the finding of the Arbitrator shall be binding on all parties.

IN THE WITNESS WHEREOF, Surefire Marketing, Inc. and Michael Holland. have executed this Agreement to be effective as of the following Effective Date.

Effective Date: February 28, 2004

Michael Holland.

Surefire Marketing, Inc.

Signature: _____ Signature: _____

Date: _____ Date: _____

As you can see this is a pretty simple non-legalize document. Not please remember, I am not an attorney so this is not legal advice but I've found if someone wants to break a deal or they're going to screw you – it doesn't matter if you have a 25 page iron-clad contract or scrap of paper. They'll still screw you. I like to keep things simple. In fact, in one case I even have a handshake agreement with one of my partners. Now I don't recommend that because memories fail but a nice simple written agreement helps alleviate discrepancies. Even if you just email your partner the key points to an agreement that's better than nothing in writing.

More Patients –

A recent partnership I formed is with another former Apprentice, Larry Brown. Larry and I discussed taking my old material for cosmetic patients and revamping it into a complete high-cost, done-it-for-them program. So instead of just selling information we wanted to do the marketing for the doctors. Now doing the marketing and sending out promotions for the doctors is a whole lot different than simply selling them a 3-ring binder.

I had a feeling I missed the boat only selling info previously to the doctors (this was my first info marketing business I started in 1998) but I didn't want to hassle with all the administrative aspects of a 'done-for-them' info business.

Some of the things we offer doctors are newsletters sent to for them, birthday greeting sent out for them, a real book "written" by them, a gift sent out to patients each month and more. All of this requires someone to stay on top of it. That's why the partnership with Larry is ideal. From Larry's previous business I knew he had experience with managing employees, overseeing details, etc.

* * *

Keys to successful joint ventures and partnerships

- 1) **Open Communication:** This is one of the big keys. Sometimes resentments will creep up because one partner believes they are doing more work than the other. If you value the relationship more than the money – then you need to realistically assess and possibly recalculate percentages or job duties.
- 2) **Swing of responsibilities:** I noticed this frequently with my longest partnership with Jim. No partnership is going to be 50/50 forever. We figured it was about 55/45 or 60/40 in either direction at different times. So perhaps I'd be busy with something else and Jim would have to do a little bit more copywriting than usual (since that's typically my duty). Or vice versa and I might do something else that Jim might normally do. If you don't watch this and try to keep it even – resentment will kick in once again the partnership will die on the vine. The partners who believes they are doing more than their share will simply stop doing anything else to keep the business going and the profits will slow down to a tiny trickle. I won't name names but I've seen this where one partner did not want to mail a promo because that meant their other partner would get paid and he was pissed because that partner was doing nothing.
- 3) **Get it in writing:** Even if you are best friends with your joint venture partner – it's always best to get in writing (especially if you want to remain a friend). I already mentioned this but it's worth noting again.... memories fail but a nice simple written agreement helps alleviate discrepancies. Even if you just email your partner the key points to an agreement that's better than nothing in writing.
- 4) **Administrative functions:** Being the person who has handled the customer support and email on a lot of joint prospects you shouldn't underestimate this task. My latest thinking is that a specific % be allocated from gross sales to handle this task. It makes easy that way. And if you want to totally outsource it I'd recommend getting a virtual assistant to handle the customer support. We use Workaholics4Hire.com and they man our help desk.

- 5) **Keeping GREED in check:** This is a biggie. Once you strike a deal and it's a fair deal you need to be emotionally prepared to write out big checks to your partners (if you're the one handling the money). I've written out monthly royalty checks that most people with real jobs would be jumping for joy to receive in salary for the entire year. You have to remember that this money wouldn't have been possible without your partner and keep reminding yourself a deal is a deal. (Obviously if the deal is really lopsided you should renegotiate and that's why I put wording in my agreements about how it can be amended as common sense dictates.)

Be careful about letting resentment creep in just because you are paying your partner large amounts of money. You might be tempted to rationalize and skim off a tiny percentage here or there. Or not pay them on orders that wouldn't be trackable, etc. Whatever the case is – it's a bad idea because it affects your own self esteem and integrity. It's possible to rationalize almost any behavior but my best advice is don't do it no matter how tempting it is to cut a corner.

Show me the money!

Okay now a big question always asked is “How is the money split?”

50/50 is the typical way and that's how many of my partnerships are but that's not the only way I've done it. It really depends. Even if it is 50/50 it isn't totally 50/50 – let me explain. In cases where I have marketing clout than a partner (i.e. bigger list, etc) I deserve to be compensated for that. In many cases the easiest way to make it fairer to let each person promote a product using their own affiliate id#. So my customers get a promotion with my affiliate id# on it and my partner promotes to his list with his affiliate id#. Then we are each paid our affiliate commissions and that's take out before the 50/50 split. That's one way.

Now other times I've done splits with partners that are 60/40, 35/65, etc. It all depends. It has to be fair and it has to take into consideration what each party is bringing to the table and what they'll do doing. I've also seen 50/50 split work where one party is the total sweat equity and the more established marketing partner does as close to zero as he/she can.

Choosing Partners

Your reputation is going to be directly and indirectly associated with your partner. Just like the old Chinese proverb – “Man who lies with dogs, wakes up with fleas.” I've been very careful of who I endorse, associate with, partner with, etc. because it takes only a minute to lose your hard-won reputation. Many people fall into this trap of hearing about a particular person screwing their partners six ways from Sunday but they think their dealings are going to be different. Get a clue – they don't be. I learned this test from Dan Kennedy. You ask a potential partner to give you 3 people who they've done deals with

in the past and who would be thrilled to do another deal with them. If they can't come up with 3 people in all their business careers – you know there's something really off!

If I'm going to work with someone on a true joint venture fashion I want to them to "GARCIA" stuff. Huh? That's my word I made up that refers to a great little book (public domain by the way so I'll throw it into your CD-rom for this month too) called "Message to Garcia". If you haven't read it – you absolutely should. You can get the main gist of the book from this...

When war broke out between Spain and the United States it was very necessary to communicate quickly with the leader of the Insurgents. Garcia was somewhere in the mountain vastness of Cuba - no one knew where.

No mail nor telegraph message could reach him. The President must secure his cooperation, and quickly. What to do! Some one said to the President, "There's a fellow by the name of Rowan will find Garcia for you, if anybody can." Rowan was sent for and given a letter to be delivered to Garcia. How "the fellow by the name of Rowan" took the letter, sealed it up in an oil-skin pouch, strapped it over his heart, in four days landed by night off the coast of Cuba from an open boat, disappeared into the jungle, and in three weeks came out on the other side of the Island, having traversed a hostile country on foot, and delivered his letter to Garcia - are things I have no special desire now to tell in detail.

The point that I wish to make is this: McKinley gave Rowan a letter to be delivered to Garcia; Rowan took the letter and did not ask, "Where is he at?" By the Eternal! there is a man whose form should be cast in deathless bronze and the statue placed in every college of the land. It is not book-learning young men need, nor instruction about this and that, but a stiffening of the vertebrae which will cause them to be loyal to a trust, to act promptly, concentrate their energies: do the thing -

That's what I'm looking for in a partner – I want them to "GARCIA" it. You should test your potential joint venture partner before you work with them to see if they deliver. Give them something small and see what happens.

I'd rather have a percentage of something than 100% of nothing. That's one of my driving philosophies is I can create a bunch of different joint venture projects (some will be big hits and others won't) but I'll have multiple income streams and multiple partners all working together with me.

Mission Objective: Infiltrate a private closed-door meeting of special Underground Internet Agents who will show you first-hand their unique money-making secrets. This is definitely NOT the same "usual suspects" you see everywhere else...

* * *

It's happening again! You're invited to the most extraordinary and profitable private Internet marketing gathering ever arranged. This is definitely NOT the same "usual suspects" you see speaking elsewhere...

“CAUGHT RED-HANDED! An All-NEW Group of Real-World ‘UNDERGROUND’ Internet Insiders Have Finally Agreed To Break Their ‘Code of Silence’ And Reveal Exactly How They Are Quietly Making Their Fortunes Online...And How YOU Can Too!”

You've Probably Never Heard About These 'Under-The-Radar' Insiders Silently Making Mega Bucks Online! (And they would have been happy to keep it that way too - until I figured out a surprising way to hold them hostage and let you “SPY” on their businesses!)

**Announcing The
Underground Online Seminar™ III:**

Don't Miss Out!
Underground Online Seminar™ I – SOLD OUT 5 Weeks Early
Underground Online Seminar™ II - SOLD OUT 6 ½ Weeks Early
(As a comparison most seminars are still trying to fill seats up until the very day of the event.)

**[Click Here for Information on the
Upcoming Underground Online
Seminar III](#)**