[The Butterfly Marketing Manuscript®](#)

Butterfly Marketing ®
"The Leaked Chapter"
Version 2.0

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Why the "Leaked Chapter"?

It is simple, as you know [ButterflyMarketing.com](#) went live on January 31st, 2006. It took the marketing community by storm. The home study course sold $200,000 in sales in just 16 minutes.

It went on to do half a Million dollars in 5 hours and $671,000 in sales on 1 day. $1 Million was sold in just the first 5 days and the sell out of the 1500 units grossing $1.5 Million happened in just 24 days.

It was then taken off the market for about 1 and returned to the market at $1497 and selling well to this day.

Many people have gone on to use the course to make hundreds of thousands of dollars.

[ButterflyMarketing](#) is much more than this complete version of this Manuscript. It will include software that I used to make many of the sites in this report. It will allow anyone with access to it to make site after site after site – This software will be worth $100,000 and more per year to the right people. Those that "sharpen their saw", read, learn , and take action…

The [TheButterflyMarketingManuscipt.com](#) launched on Tuesday, August 8th, 2006 and also took the market by storm.

This leaked chapter is a portion of the [TheButterflyMarketingManuscipt.com](#) It is to give you a taste of how powerful the course is. The full Manuscript can be seen at [TheButterflyMarketingManuscipt.com](#)

But again, you ask… Why? Why would you give away this part of your ebook for free?

One of my mentors, John Childers told me that when you have someone's attention, give them your very best! They will come to realize… "If I can get this much information from this person in just

a few pages, what impact will it have when I get 100% of their information in one concise home study program?"

I had a friend post a part of the Manuscript on a forum a few weeks before the Home Study Course went live. It was not what I wanted out to the public. It had leaked out. So to protect the manuscript, I had to Leak the real and current version to the world.

Reviews on just the leak came in like wild fire.

But why is the leaked chapter free? Simple... One of the chapters, in Butterfly Marketing (not included here,) talks about the "Pringle" promotion.

Give people a taste of what you have, and you can achieve 2 things.
   1- You will find your qualified prospects (potential customers.) You will find out who wants your product; then, when they buy it, there will be less chance of a refund.
   2- You get MORE exposure of your product to the masses. So now, I have you reading this. If you like my "Pringle Potato Chip," you are now more likely to want more. Once you pop – you can't stop.

Now that you have popped the Pringle Can to TheButterflyMarketingManuscipt.com, and now that you know why I am giving away a great chapter of the book for free, let's get started and see if we can open your mind a bit to see the power of Butterfly Marketing and TheButterflyMarketingManuscipt.com (and how I have used it to make over $800,000 in 2005.)

Ready? Read on….

The Post Launch Phase – Keeping Momentum (Page 35)

This chapter is really what Butterfly Marketing is all about. This is where I finally get to reveal to you what I have learned about passive income success and list building.

What I am about to share with you is something I think that less than 3% of the Guru's even know. There are guys out there that know a hell of lot more about marketing than I do. But this section is what separates me in many ways from others.

Sure, some guys can make huge launches and write great copy etc., but the "Set and Forget" aspect to their marketing may be missing. This is what allows me to have ongoing success as opposed to constant splash to market hits that dies out in weeks.

The 3% that know what I am about to go over with you have also done some incredible things with their projects. Some of these guys I know, and we share test results; others I have observed. As I join sites, the first thing I do is see if they have their "Butterflies" set up. Is it set up to be viral? Is it set up to have a butterfly effect from this point forward? Do they practice WIIFM marketing?

I have postponed the [Butterfly Marketing](#) project for over 1 year. I was working on PayDotCom.com and other projects and seminars, that I felt it was best to put it off until the time I did. (I needed my programmer to make the script wizard but I also needed him to complete PayDotCom. It was just a matter of priorities of our time at hand.)

Each time I revisited the project I had to adjust sales copy I was working on, or even entries in this book.

Heck, when I first started the idea for this project, I wrote that my list size was 40,000 members. Then it went to 100,000 members. A few months later it was 150,000. I remember hitting 203,000 members on June 21st 2005 while I was making my Power Point for the MegaSeminar.com in June of 2006.

Then each month I was speaking at a new seminar. In September, I adjusted my power point to read 242,000 members. Heck, I went from 203K to 242K in 3 months. That's 13,000 members per month or about 425 new members per day!

6 weeks later, on the Marketing cruise for November 1st, I was at 275,000 members.

8 weeks later, as I write this (yes, it is December 26, 2005) the day after Christmas, I am at 300,436 members.

Now I do not know about you, but the fact that I went from 200K to 300K in 6 months has me excited. Could you imagine if you had 400-500 people joining your sites every single day? …Almost all of them seeing some type of offer at the site they join?

Take 400 new members daily x just 3% conversion. Now, with an average OTO net profit of $100, that's $1200 per day in passive income just from One Time Offers. And to let you in on a fact… in 2005 I made over $400,000 in OTO's alone.

I hope you can now appreciate the power of putting many of these little sites out there on auto pilot.

But the key is – "SET AND FORGET" autopilot systems. If it wasn't for the following section, none of the success I have had or just showed you, would or could have happened. That is why I said this is the most important chapter in the book. So let me share those secrets with you now.

The Viral Exponent – Butterflies
Earlier, when we were talking about Viral Marketing, I spoke very briefly about the Vx (Viral Exponent.)

The Viral Exponent (Vx) is a metric or a way to measure the growth of your site over a period of time. Mark Joyner refers to this as the "copulation rate."

I do not want you to feel that I am going over any type of mathematic concept here. Do not worry it is very easy to understand.

Here is the VX in a nut shell…

If you launch your site, we call that the catalyst. That is the huge spike you see, from you and all of the heavy hitters promoting the site like crazy. It is very unlikely that you will continue signups at the same rate you do in your first few days.

So let's start to measure your Vx about 2 weeks into the site.

What you want to do is see how many people join your site (or take any call to action you want to measure) in a certain amount of time. This time period can be by the hour, day, week, month, or year (or even more.)

I like to measure by the "day."

So let's say that today I get 100 new people to join my site. For it to survive on auto pilot, I need to get 100 people tomorrow, 100 people the next day, and 100 people each day for the rest of time.

That would mean that my **V**iral (**x**) factor is at 1.0. That is what you want to strive for. 100 people x 1.0 = 100 for the next time phase I am measuring.

If I can stay at 1.0 then I know that each day I will get 100 new members for a very long period of time. 1.0 is very hard to reach but can be done if your site is set up to focus on reaching that.

It could be at 1.01 or more, if your site is set up even higher, based on buzz and great copy, and a great focus on WIIFM (What's in it for me) as the members sees it,

Sites such as: Hotmail, GMail, Friendster, and Napster all had a high x-factor in their Vx. They were growing so fast that each day they were getting more members then the last day. Eventually, this cannot continue forever. There are only so many people in the world. You would reach what is called a "saturation" point.

But, my dear friend, if you can reach market saturation in anything, that is where billionaires are made. And the site will not stop at

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