
Worldprofit Home Business Bootcamp Training Lessons



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You are encouraged to print this book for easy reading.

Preface / Introduction

These Bootcamp Training Lessons are specifically prepared for Ruben Xavier and should be used to learn about all of the different member areas and products you get to help you earn income online. Take your time and remember to always login to your member area to apply these lessons.

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Lesson 1: Getting Started

Let's Get STARTED...



Let me introduce myself as your Instructor for Worldprofit's Home Business Bootcamp Training program. George Kosch, MSc is my name and I am one of the co-founders of Worldprofit. I am a former Military Jet Instructor Pilot and Graduate of the Royal Military College of Canada which is similar to West Point in the US. I designed this course in a very military step by step fashion and hope you enjoy it. My Bio can be found by [clicking here](#) if you are curious.

Lesson 1 has the introductory video below that is VERY IMPORTANT for you to watch. After that video the official first lesson video should be watched below to get you started. Be sure to take notes and watch more than once to get a good solid, successful start on the course.

My goal in this training is to help you learn how to earn online. I will be showing you what you need to do to make money from home. I will keep it as simple as I can in the beginning and as the training continues will get more detailed. If you are new to online marketing this training will help you. If you are more experienced we have lots for you too.

This Video Is VERY IMPORTANT TO WATCH FIRST

==> [Click Here To See Video](#)

This Video Is VERY IMPORTANT TO WATCH SECOND

==> [Click Here To See Video](#)

Be sure NOT to advance to the next lesson until you finish these videos. And, if you would like to see any of these videos click the link above called, "Training" on the top menu.

Lesson 2: Marketing 101

Welcome to Lesson 2 of our training program. We want to get you started in the marketing program. It's important to remember that if you can't direct traffic to a website then there is no way you are going to make any money. The video below is simply me, George Kosch, doing the job of working on the actual marketing via Safelists and Exchanges. It's very very important to note that marketing to safelists/exchanges is the START of your marketing and NOT the ONLY way to market. Please watch this video then click the button below to CONFIRM you have watched it (take notes please) then advance.

Here is the Video Training That You MUST WATCH to complete LESSON 2:

[Click Here To Watch Video](#)

Lesson 3: Safelist And Exchange Marketing

In Lesson 3 you will learn how marketing works by actually DOING IT. You recall the last videos detailed both joining the Safelists and Exchanges and using the Ad Examples above to SEND out the ads. If you don't recall this information and/or need review simply click the link on the top menu called [Training](#) so you can watch them again. As you post the ads to the safelists and exchanges you will be directing people to the landing pages (lead capture pages). These are very powerful and DO tie into all of your accounts in a few ways. Let's leave that aside for now.

You are posting the ads so that as people fill out the form on the landing page they are brought instantly into the member area for the MONITORS to convert them into Silver Members for you during the daily webcast presentation.

Your First Task is to make sure you use the link below to join some Safelists (ONLY DO 1 at a time):

[Start Joining the Safelists Here](#)

[Start Joining the Traffic Exchanges Here](#)

***NOTE: You need to be careful not to lose track of what you signed up for etc. So go SLOWLY, take notes and use tools like RoboForm or 1Password (Macs). As you join be sure, very sure, to enter your referral ID in the space shown in that area. If you need help see below.**

[Click here to see HELP on REFERRAL IDs](#)

Before you send your posting, as you recall in my training videos, be sure to Mask/Cloak your links using the buttons below the ads.

OKAY, so you have joined some of these program and are starting to promote. Good for you!

The most important tool you have at your disposal is the Ad Tracker. It will confirm, as per my training videos, that you are doing it right!

[Click here to see Your Ad Tracker Tool](#)

You should see clicks almost immediately after you start to promote. If you don't then carefully review the very first training video under [Training](#) on the top menu.

Here is your Training Video for lesson 3

[Click Here To Watch Video](#)

I understand if you find this difficult so anytime you need help just fill out a support form using the left hand menu. Our Support team is here 7 days a week to help you as required.

Lesson 4: Introduction To Clickbank

You should now be posting as much as possible to those Safelists and keeping your ads updated in the Traffic Exchanges. This does take time and should be done BEFORE you start your day. If you have not posted today then do so now. It's critical you do your marketing daily. Need credits? Check out the promo code center using the top menu. Those are special offers made by companies we do business with on a regular basis. Use those credits AND earn credits by surfing the exchanges and responding to credit emails. This is very important so you don't run out.

Knowing how to market is the MOST IMPORTANT thing you will ever learn. Don't worry, there are more, many more, ways to market but for now I need YOU TO MASTER this system before you can move on.

This lesson is about using that ability you have to market to other affiliate programs and NOT just Worldprofit. This leads to more than ONE income stream.

I would like to introduce you to Clickbank. At this point I need you to simply signup and get your Clickbank ID. The link is on the left menu under Clickbank Store and is called, "Clickbank Promo Kit".

[Click here to see the Clickbank Promo Kit](#)

IMPORTANT NOTE: At this point just JOIN the program.

[Click Here To Watch Video](#)

Lesson 5: Repetition Is The Key To Success

Let's review how you sign more people up into the Associate program?

Every Bootcamp Workshop is recorded by George Kosch and tells you exactly how to get Associates to join our program. Watch this weeks below and then come back here.

[Click here to see latest Bootcamp Video Training Workshop](#)

Each and every week on Friday at 10:00 AM Central Time George Kosch does a Workshop and answers any and ALL questions that you have on the program. You can get to the live workshops on Friday by clicking the link under the category, "Home Business Bootcamp" - Live Bootcamp Training. Be sure to enter as a guest. All are welcome and all questions are welcome. George is here to help and be YOUR sponsor.

Lesson 6: Understanding How Landing Pages Work With Our System



Hi again, and let me just say a big CONGRATULATIONS for making it this far!! Wonderful. As you know by now our whole system works this way... and you may have seen this in action but let me break it down for you.

1. YOU use the safelists and exchanges to promote.
2. The VISITORS to the various landing pages, see the form and signup. After they signup they become a FREE Associate member.
3. They are then taken right into the Member area and meet up with the Live Business Center Monitors. The Monitors are training by Dr. Jeffrey Lant to direct Associates to the Live or Recorded Presentation.
4. After they see the presentation they come back to the Live Business Center and are made an offer by one of the Monitors on duty. It could even be Dr. Lant himself!
5. The Associate is made an offer to upgrade to Silver Membership. This offer changes daily and so do some of our tactics. Best part, YOU DON'T HAVE TO WORRY ABOUT THE DETAILS! If the Associate takes the offer and upgrades, YOU GRADUATE! HURRAY! If not then we give them 24 hours to reconsider at which time we'll still make a deal forever to get their upgrade for YOU.

Here is what you can do in the meantime. If you look above on the top menu, you will see "Who's Logged In". This gives you an idea of what the Associates you've brought into the program are doing. If you see them logging in with a week you can call them if you feel up to it. During the call you are simply asking them if they attended the daily webcast. If they have questions you can't answer, simply ask them to login. If they lost their details ask them to visit Worldprofit.com and then click the Members link on the top menu. From there they can either fill out a support ticket or use the retriever to get

Remember, the PURPOSE of the member area is to convert new Associates into upgraded Silver Members. The PURPOSE of the dialy webcast presentations is the EXPLAIN OUR BUSINESS PLAN AND Memberships. The PURPOSE of our Bootcamp Training program is to show YOU that anyone can make it on the Internet given the proper training and a system that works!!

Try to keep remembering that money is a numbers game. The more Associates you bring in, the more upgrades you will get! It's that simple.

Lesson 7: Clickbank Explained

Clickbank is an incredible Joint Venture system whereby you can sell products using the Clickbank Promo Kit on the top menu and make money.

First, watch this video carefully and do take notes.

[Click Here To Watch Video](#)

Lesson 8: Welcome To CEC and MCEC Program

Once you have an Associate member upgrade to Silver member, you become a CEC (Certified eBusiness Consultant). The next stage is about consistent performance and the MCEC status. Master CEC is what we define as someone who has mastered the repetitive nature of successful business. Hence, to achieve the "Master" CEC requires 2 upgrades and 25 Associates. But, wait a minute, that's easy!

The day you get your MCEC status the system will mark the date on your file. Then you are on track. EVERY 30 days your goal will be to bring in 25 Associates and 2 upgrades. The progress board above will keep track of your stats.

If you fail to keep your MCEC status the system will reset you back to CEC and show you what is required to make it back to Master status. Be sure to stand by for updates and webcasts ONLY open to CEC Dealers in BC II.

Lesson 9: PLR Store / The Vault

Worldprofit Silver and Platinum VIP Members get unlimited access to the PLR Store/The Vault.

This section of your Member area is filled with Private Label Reseller Products and Ebooks that you can access FREE for your personal use. We've made arrangements with the vendors and hand select the products we think will best help you build your online business.

Our Home Business Program is designed to provide you with good-for-you tools, resources and information to help you learn how to earn online. That's why we have included the PLR Store/Vault for the exclusive use of our Members.

The Products are valuable and we add new ones on a regular basis. These products are geared to help you build your online business with companies like Google, Twitter, Facebook, ClickBank to name just a few.

These products are YOURS - they are FREE for all Worldprofit Silver and Platinum VIP Members to use at NO charge.

(Platinumm VIP Members get the products for personal use AND can also sell them to earn 100% commission)

Here's just a small sample of what you get FREE in the PLR Store/The Vault

- learn how to market online -effectively for maximum results
- optimize your search engine strategies
- create a successful marketing plan
- how to brand yourself
- how to create Fan Page ads in Facebook
- how to use WordPress
- how to convert words and phrases in your ad copy to increase your sales
- ClickBank Sales secrets
- How to Create Stunning Videos to boost your sales
- Secrets to Viral Marketing
- How to create Ad Rotators
- How to Write Effective Sales Letters that SELL
- How to create your own Membership within your WordPress Site
- PLR Product Sales
- How to make Instant Facebook Templates
- Stunning Graphics you can use FREE on your Sales Materials
- Automated Traffic Tools
- Affiliate Marketing: What you MUST do to profit
- How to harness the power of Social Media - Twitter, Facebook and more!
- You can be a Super Affiliare, here's exactly how
- Adsense: What you need to know as a blogger to earn from your efforts
- Webinars: How to Profit by offering online workshops and webcasts
- Key Word Tools: Uncover the key words you need to use to get targetted site traffic
- List Building: You won't grow your business unless you grow your list, here's how
- Ebay: Get a piece of the Ebay profits -step-by-step details
- Backlinks: How to get quality backlinks from the BIG sites
- Article Marketing - how to use articles to get more traffic than you can handle
- Ipad Aps: Get in on this now - how you can build your own aps

- Website Flipping - Build it - sell it - profit! Here's how.
- Landing Page - creator program - easy - awesome!
- Amazon Sales - a video series shows you how
- ClickBank Review Articles - use these to sell ClickBank
- Google Ads - Free for the taking IF you know what to do, here's how.
- Traffic Strategies that work, no hype, no fluff, just results.

Here's how to get the PLR/Vault products.

In your Member area, on the TOP MENU, select PLR STORE/ VAULT
Download one, or download them all - Worldprofit Silver and Platinum VIP Members get all of the products listed there - FREE for your personal use.

The PLR Store

Now, if you want to go one step further and SELL these products - you can!
Sell these products and you earn 100% of the sales you make!
We have made it easy for you to sell them by offering you your own PLR Store.
Platinum VIP Members get the PLR Store free. Silver Members can either upgrade to Platinum VIP Membership to get the PLR Store free, or it can be purchased. Platinum VIP Members earn 100% commission on the sales of the PLR products.

To access the PLR Store and learn more, In your Member area, on the TOP MENU, select PLR STORE/ VAULT then click on PLR Store on the mini-menu.

Lesson 10: Promo Code Center

Worldprofit has made arrangements with a number of reputable traffic sites so YOU can get FREE Traffic!

Use it to promote ANYTHING you like, your affiliates, your hot business opportunities, whatever you are selling.

Worldprofit Silver and Platinum VIP Members can access the FREE PROMO CODE CENTER to get free traffic.

Here's how it works.

In your Member area on the TOP MENU select PROMO CODE CENTER

There you sign up for the sites listed, activate your account, then on their site enter your PROMO Code. It's that easy.

This is FREE Advertising for anyone on a very tight budget.

Lesson 11: Safelist Advertising: What You Need To Know

Safelist advertising is a powerful, effective advertising resource for affiliate marketers. It's a myth that Safelist Advertising is not effective. There are definitely ways to get better results, and this is what we will teach you in this lesson.

In this lesson, we introduce you to a more detailed discussion on Safelist Marketing.

Worldprofit owns a number of safelists that allow you to post your opportunities - whatever you are promoting - to a target market of home based business people. It is important that you understand how powerful this advertising strategy is and how you benefit by being a Member at Worldprofit.

What is a Safelist?

A Safelist is a mailing list where Members can email each other. These emails cannot be considered as spam because Member must opt-in to receive the mailings and also have confirmed their email address. A Safelist can be used to advertise a product or service, including business opportunities, affiliate programs, home business products, Clickbank products and so forth. Most Safelists work by allowing Members to earn credits but also offer paid advertising. Basic Membership in a Safelist is usually free.

Benefits of Safelist Advertising

1. Affordable: Cost is ZERO to join most safelists. You can either surf to earn credits for your own advertising, or you can pay a very small cost for a paid subscription. Paid subscriptions allow you to post more often and to more people.

If you can afford it, DO get a paid subscription, cost can be as little as \$10 and up. It will save you time by NOT having to earn ad credits. Lifetime Memberships are also a good economical way to save money and have continued access to promotions.

2. Targeted: You reach a targeted audience of other home business folks, affiliate marketers, entrepreneurs and information seekers.

3. Legitimate: Once scoffed at as a cheesy time-wasting practice, Safelists are a legitimate marketing practice and have gained credibility and popularity. Spam laws have limited the number of ways to market a product or service. Safelist Advertising allows marketers to reach consumers easily and legitimately with their permission.

4. Variety: There are various forms of advertising available within Safelist programs. Members have many options for advertising affordably and this can include Text Ads, HTML ads, solo ads, banners, login ads, landing pages, ad rotations etc.

5. Reach: Creating your own in-house mailing list is ideal but does take an enormous amount of time and can be self-limiting to who is on your own list. To reach larger, new audiences, affiliate marketers have discovered the power of being able to post to a large legitimate list of people.

To get better results from your Safelist advertising, here is what you need to know.

Always, always, always promote a LANDING PAGE and NOT your website when using Safelist Advertising. Remember you want to make an eye-popping offer and get an instant result. Your website can't and won't do that in most cases.

A Landing Page that will generate results includes:

- Attention Grabbing headline
- Point form, punchy copy thick with the benefits to the reader
- A call to action, DO THIS! GET THIS!
- Lead form to gather contact details of the person.
- Option to subscribe to your newsletter, or receive further special offers
- More copy than graphics so your page loads quickly and command attention with words not distracting unnecessary graphics.
- some research is now showing that embedding a video in your Landing Page will get better results, the funny thing is the video doesn't even have to be professional. In the age of YouTube, people are used to "home-grown" videos.

When posting your ads, don't rely on just one Safelist. If your funds are limited select 3 - 5 to get started and post as often as you can.

If you have a dud ad that doesn't get response, change it up, run a revised or different ad. How will you know if it's an ineffective ad, or safelist? Check your Ad Tracker. See below.

Make sure you an ad tracking software program like the AD TRACKER that Worldprofit includes at no cost to all Members. When you post an ad you can see the click-rate and analyze the effectiveness of your ads. Many Safelists offer this tool for their Members. You can find the AD TRACKER in your Member area, on left menu, select ADVERTISING/TRAFFIC then click on AD TRACKER.

HINT: We have a lesson plan that details Worldprofit's Ad Tracker Tool, refer to that Lesson for more information on this tool.

Summary: The key to effective Safelist Advertising is two-fold.

1) Get a PAID subscription from a number of reputable Safelists so you can promote to larger audiences and more often. Worldprofit provides you with a list of recommended safelists. You can find this in your Member area, on left menu, select ADVERTISING/TRAFFIC then click on SAFELISTS. Accept that you will get the BEST results from PAID ads. All successful businesses put money back into their business, and you must promote to get results. The good news is that paid ads, and lifetime Memberships are very inexpensive.

2) Promote a well-written copy-dense Landing Page with minimal graphics. Emphasis is on eye-grabbing headline, benefit-laden copy, and ultra-fast loading. Worldprofit provides you with lots of free Landing Pages that we have tested for response. You will find these in your Member area, on left menu, select ADVERTISING/TRAFFIC then click on AD EXAMPLES.

HELPFUL SUGGESTION: In your Member area on the left menu you have access to the Traffic Management Control Center, also to the 21 Streams of Income, and the Solo Email Blaster. Look for those and review to see how you can use these to promote all your opportunities not just Worldprofit services. We have lessons on each of these sections as well so review those lessons for more information.

* * * * *

Looking for even more marketing and promotion tools?

Other Worldprofit Member resources useful in your promotions (for ANYTHING YOU ARE SELLING not just Worldprofit services) are located in your Member area. You will also find help Lessons for each of these services.

- Prospect Manager
- CB Promo Kit

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