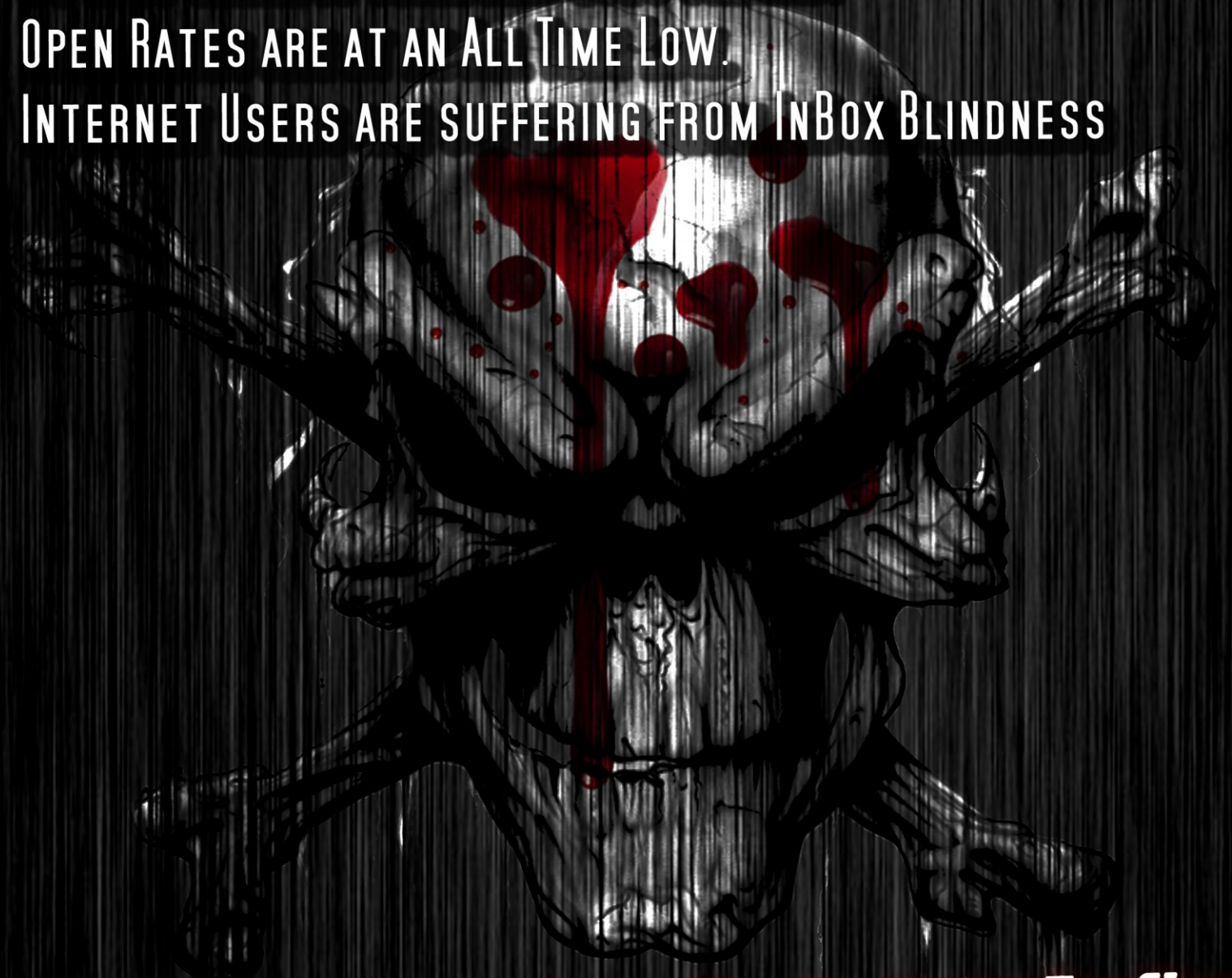


THE DEATH OF EMAIL MARKETING

90% OF EMAIL IS SPAM AND GOES UNREAD!

OPEN RATES ARE AT AN ALL TIME LOW.

INTERNET USERS ARE SUFFERING FROM INBOX BLINDNESS



**Tapping in to the Biggest Online Trend in the last Ten Years,
Creating Massive Wealth & Leapfrogging The Entire
Internet Marketing Community in the Process!**

PRODUCED BY SCOTT BOULCH



The Death of Email Marketing

Tapping into the Biggest Online Trend in the last Ten Years,
Creating Massive Wealth & Leapfrogging The Entire Internet Marketing
Community in the Process!

Income Disclaimer

This document contains business strategies, marketing methods and other business advice that, regardless of my own results and experience, may not produce the same results (or any results) for you. I make absolutely no guarantee, expressed or implied, that by following the advice below you will make any money, as there are several factors and variables that come into play regarding any given business primarily, getting off your butt and putting in the work necessary to generate the potential income. As with any business endeavor, you assume all risk related to investment and money based on your own discretion and at your own potential expense.

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"My lack of ability to properly use English, and strange sense of humor" Disclaimer

This document is meant to be the closest thing I can have to a conversation with you, it is not intended to be a grammatically correct, error free, politically correct stuffy white paper. Please read this for content and not context. If there are any die-hard grade school teacher types out there that feel the need to email me and point out every little mistake, please don't bother! I know It makes me look stupid but being grammatically correct never made me one dime! Besides it's a FREE report and I hope that if you get just one good insight from it then it will be worth your time reading it, errors and all! Hey have you heard the one about the Editor that made a million dollars? No? Me either!

<http://www.90210isnow.com> © 2010 Scott Boulch

I know You... You are sick and tired of chasing online income and wondering after so many months or years and so many dollars spent, why you are still not profitable.

I know You... You are tired of all those awesome looking pre-launch videos that seem to get magically promoted simultaneously then all lead to a disappointing \$2,000 dollar price tag during video number four!

I know You... You can tell that something is amiss and just doesn't feel right about seemingly perfectly timed and coordinated product launches and promises of a new and better way to earn income online.

I know You... Your credit card balance is ten times as large as the biggest single month of earnings you have made online.

I know You... You get conflicting advice from every single Guru and then scratch your head when they promote each other's conflicting products and trainings.

I know You... At the end of the day you just can't seem to decide what niche, or market to follow and worse have no idea how to create a compelling product even if you do decide!

I know You... Along each step of the way, you become more cynical and less hopeful, less inspired and less able to afford the next bright shiny object that's on the syndicate's launch calendar!

I know You... The "Hail Mary" pass that could save it all and turn it all around has come and gone and still, no long term wealth, no free time, less time spent doing the important things in life that don't involve chasing money.

I know You... because I am you, and I know how gut wrenching it can be to chase your dreams at the expense of personal relationships, marriages, health, and bottom line happiness!

I know You... because you are my customer and list subscriber and in spite of the fact that some have gone on to create true wealth online, the majority of you have not, and you are struggling.

Struggling to pay the mortgage, to keep the family afloat, to spend time with the ones you love and maybe even carve out some personal time for yourself all while trying to win at this game of online marketing.

So what does this have to do with ***The Death Of Email Marketing?***

Nothing, and as you will soon see, ***Everything!***

In September of 2006 I wrote a free report called "The Death Of AdSense".

In just three short weeks that report generated a list of over 35,000 people who were all thinking the same thing, that AdSense was dead; it's just that nobody had the guts to come out and say it.

I released it just as one method of earning income online was dying, and another was about to take its place. Some that took advantage of that massive change in online income generation made fortunes and others sat and watched as their AdSense incomes dried up to a fraction of what they once were.

Since then and over two million dollars in online earnings later, I have had the good fortune to play in the Internet Marketing game.

I've played the game as a business builder creating some massive incomes online, as a consumer spending thousands of dollars on trainings, seminars, software, and as a seller of how to products and software.

During the few years since I released "The Death of AdSense" I realized that most of us face very similar challenges that keep us from making the income we want online and starting our own business.

On a daily basis we deal with Guru Confusion, Email Inundation, Multiple Nightly Webinars, Teleconferences, Weekly Launches and Pre Launch videos to watch.

We have the courses we purchased last week to consume and wait... here comes another one this week that we "Must" have according to the person that sold us their course last week.

Our credit cards are maxed, our eyes are tired and Dammit where is that vacation to the beach that we should be on by now, or better yet why aren't we living on the beach and working that highly outsourced 4 hour work week!

In this report I will be making some bold and unpopular predictions. But just as I did back in 2006, I have looked at the writing on the wall, and if you look closely you will see massive opportunity as one marketing method dies out and another takes it's place... and it's ***hiding in plain sight!***

Email is Dead!

Or at least terminally ill!

And in that statement there is a fortune to be made!

And Yes YOU can make that fortune if you recognize it, take action on it and yes god forbid go to work!

Here is the "Big Promise" of The Death Of Email Marketing.

***Tapping into the Biggest Online Trend in the last Ten Years,
Creating Massive Wealth & Leapfrogging The Entire Internet Marketing
Community in the Process!***

Sounds like a bold claim doesn't it?

Well consider this...

What if....

What if you could tap into a technology that everyone in every civilized nation in the world uses, that is superior in quality, and lower in price, and that virtually nobody is offering to millions of customers... YET?

Do you think you could carve out a small percentage of a market so massive that literally everyone you talk to is a potential customer?

This is truly a game changing moment for you if you grasp the concepts and specific action plan laid out in this report.

The world is changing, and changing at such an accelerated pace that opportunity presents itself on a daily basis. There are now so many opportunities and ways to create wealth that we actually get paralyzed by indecision!

However, once every few years an opportunity presents itself that is so massive in its scale that entire new industries are born and fortunes are made.

Right now in the fall of 2010, is one of those times!

So what can you expect from the few minutes you are going to spend finishing this report?

Contained in the rest of this report you are about to find:

A way to create an ***Immediate Residual Income*** based on a new technology.

A way to ***Separate Yourself*** from the generation of that income.

A way to ***Lock in that income for life***, or until the next major technology shift this huge occurs again...

A way to ***Apply the leverage of the Internet*** to acquire that Income.

A way to tap into the ***Social Media Marketing Craze*** without ever sending a tweet or logging into Facebook or any other social media site!

A way to tap into the ***Outsourcing Craze*** without ever hiring one employee, virtual assistant or overseas worker!

A way to tap into the ***Local and Small Business Marketing Craze*** without ever having to become an expert in SEO, PPC, Or Social Media!

A way to ***Leapfrog the rest of the Internet Marketing Community*** who are just now starting to explore this massive trend.

A way to ***Unplug Yourself*** from the constant ringing of voices demanding your time and attention and money.

A way to ***Focus on One, Massive, Universal, Global, Wave of Behavior*** the likes of which we have never seen and may never see again.

A way to ***Market a Technology*** that you don't have to create, that is priced at or below the market, that fits in every business in every industry and in the hands of every entrepreneur everywhere.

A way to ***Market a Technology that is More Addictive Than Cigarettes***, that is ***Growing Faster than the Population of the Earth*** and that ***Many Risk their Very Lives for on a Daily Basis!***

And maybe the best part, you can start today with a total cost of less than \$100 per year!

So how's that for Bold Claims?

O.K. now that we have the "I don't have the money to participate" issue out of the way you can relax and focus on the message of "The Death of Email Marketing" Knowing that there is no \$2,000 gotcha at the end!

Before we get into the specifics of The Death of Email Marketing, there is one very general problem that needs to be addressed and will be solved in this report.

The Myth of False Momentum...

Here is the bottom line. You cannot **learn** your way to financial success or online income.

If you have been around the internet marketing community for more than 24 hours you know that literally every single day we are being fed a glut of must have products that claim to be the missing link in our income.

They claim that if only we scrape together another \$2,000 and run up our credit cards one more time, then this will be the one that gets us over the top...

(Flat Out Lies!)

No course, no training, no seminar, no software, technique or strategy will ever make you a dime.

What we end up with when we buy (and sometimes even consume) a new must have training course is simply more information and a ***false sense of momentum!***

The truth is we are no closer to achieving our goal after we buy and ***sometimes*** consume the latest bright shiny object than we were before we bought it.

It's not until we ***Do Something*** that there is any potential for generating income and it's not until we take action that we are in any way closer to our goal!

The problem with the never ending stream of education and how-to courses is that we get so caught up ***Learning*** that there is no time left for ***Doing*** anything but learning!

False Momentum is the feeling we get by buying more stuff that promises to lead us to income. It's not truly moving us forward; it's actually crippling our chances of success by distracting us from the real issue... Generating Income!

And with the saturation of product launches in the Internet Marketing Community, there appears to be something we "Must Learn" about once a week!

We are in a state of **Education Paralyzation!**

At some point we actually have to ***Stop Learning***, and ***Start Doing!***

Before you think that this report falls into that very False Momentum trap, I can assure you that contained in these pages is something you can go do immediately (without learning anything else) that can create a substantial income for you.

What you need is a ***viable business model*** not ***another how to course***, and I promise you by the end of this report you will have in your hands not only a viable business model; but a way to tap into the biggest single shift in communication we have seen in our lifetime!

This report will also be short and to the point.

If I do my job correctly, this report will simply expose you to a massive window of opportunity that has opened, and then show you how to tap into the income stream it creates.

Now you can stop the myth of false momentum and start the generation of a significant residual income.

Just one more word of warning before I get into the details.

This massive window of opportunity that has just opened closes a little bit every day and the unique timing situation you find yourself in should not be taken lightly.

Today is September 25, 2010, By October the Early Adopters will be all over this trend and by New Years it will have spread across multiple markets. By the summer of 2011 it will be the Hot New Way to generate income and by the fall of 2011 there will be a mad rush into the market.

If you are unfortunate enough to get this report late in 2011 or early 2012 you're now playing catch up and you missed the land grab!

A massive change has occurred in the way we communicate with each other, our friends, fans, subscribers, business partners and most important our customers!

Those that recognize and capitalize on this change early can potentially make millions of dollars. Even better than the upside potential, the best news that goes along with the size of this opportunity and the scale of change that is occurring is the simplicity of turning that change into income!

Email Marketing is Dead... On to the proof!

You've Got Mail!



Ah, the good old days! Do you remember when email was something you looked forward to getting? In the early years of "Electronic Mail" we would rush to the computer when the little recorded voice told us "You've Got Mail."

Now... Not so much!

You know that when Hollywood makes a romantic comedy about a topic that it has in fact become part of our culture.

Email has evolved from something we looked forward to, into a time sucking productivity killing pariah.

We are now as desensitized to email as we are to car alarms going off in a parking lot!

We are in a constant battle to empty our inbox and waste massive amounts of

productive time dealing with the crap we must wade through every day.

The importance we place on email has plummeted and even the most important email gets lost in the glut of marketing messages and spam.

We no longer look forward to email, we now dread dealing with it.

It's now estimated that 90% of all email goes unread or is spam!

An entire industry was born creating products to deal with spam and viruses passed around through email.

When I sat down to write this report I was about to dive into massive amounts of research proving how ineffective email is compared to ten years ago. I was ready to bury you with statistics and charts and graphs but then I realized I didn't even need to go that far to prove that email is dead.

Let me instead just ask you a few simple questions about your own experiences and see if the "Proof" is not already ***self evident!***

Inbox Blindness, Inbox Apathy, and Inbox Frustration

Q: Have you ever received so much email that you got into a near trance deleting them based on a less than split second decision, only to find out later that you deleted something important?

You know... when you are burning through your email inbox, click, delete, click delete, click delete... whoops!

They say that Direct Mail died and that the evidence of that is the fact that now days most of us sort our mail over the trash can. Well isn't it the same thing when we burn through emails and delete with extreme prejudice?

Q: Have you ever given out one email address to friends and family and another to the "outsiders" on the Internet, only to find you get the same spam in both places?

I went so far with this strategy a few years ago, that I set up addresses on my own domain like, personal@, work@, affiliates@, newsletters@ in an attempt to deal with the important emails first. I failed miserably!

Q: Have you ever sorted your inbox by sender to see who pisses you off the most by sending you too much email then opted out of their list?

Q: Have you tried Spam programs in an attempt to deal with all the unsolicited email only to find it took more time to make sure "Important" emails weren't living in the spam folder?

Q: Have you ever set up elaborate systems of rules and folders in your email program to try (in vain) to separate the "Important" email from the clutter?

Q: Have you ever lost a hard drive or accidentally deleted an entire inbox, or worse all of your saved email only to feel surprisingly liberated the next day as if you had a new start on life?

I remember the first time this happened to me and how much better I felt, especially after seeing an empty inbox for the first time in years!

I found out that all that email that I thought was so important was actually insignificant; I lived, and anything really important found me anyway!

Q: Have you ever intentionally deleted all your email out of sheer frustration and the desire for a fresh start?

Q: Do you feel like your email controls you and that you are the slave to its demands on your time?

Lets get to the bottom line...

Q: When is the last time you looked forward to getting or answering more email, months, years, was AOL still hot then?

Bonus Question...

Q: Have you ever risked your life to check an email message?

For all our sakes, I hope the answer to the last question is no, but I bet the answers to most or all of the other questions was an exasperated yes.

Again, there are tons of statistics that I found researching this report (boring...) I will list a few shortly but let's not waste time on what's no longer working and move on to what is working and what you can do to capitalize on it!

See, I told you this would be short and to the point!

One last question... ***Would You Risk Your Life just to read an Email?***

The screenshot shows the CNBC website interface. At the top, there's a navigation bar with the CNBC logo (circled in red), "REAL-TIME QUOTES", a search bar, and various menu items like HOME, NEWS, MARKETS, EARNINGS, INVESTING, VIDEO, CNBC TV, and CNBC 3. Below this is a secondary navigation bar with categories like U.S., ASIA-PACIFIC, EUROPE, ECONOMY, ENERGY, GREEN, TECHNOLOGY, and BLOGS. The main content area features a large advertisement for "NOX EDGE" by "The Daily Guy" with a "NEW" badge. Below the ad is a section titled "BEHIND THE WHEEL with Phil LeBeau". The article "Texting And Driving Worse Than Drinking and Driving" by Phil LeBeau is prominently displayed. It includes a sub-headline "Admit it. You've done it." and a red arrow pointing to the article title. The article text begins with "You've been driving down the side street (and yes, the highway as well) when your phone,". At the bottom of the page, there is a footer with contact information for Brent DuBose, including a phone number and an email address.

RT REAL-TIME QUOTES
Symbol / Company Go Symbol Lookup
SEARCH Go

HOME NEWS MARKETS EARNINGS INVESTING VIDEO CNBC TV CNBC 3
U.S. ASIA-PACIFIC EUROPE ECONOMY ENERGY GREEN TECHNOLOGY BLOGS

NOX EDGE NEW
Brought to you by: The Daily Guy

BEHIND THE WHEEL with Phil LeBeau What?

Texting And Driving Worse Than Drinking and Driving

Published: Thursday, 25 Jun 2009 | 11:54 AM ET
By: Phil LeBeau

Admit it.
You've done it.

You've been driving down the side street (and yes, the highway as well) when your phone,

Your next step is to visit this site: <http://creekmanormarketing.90210isnow.com/eb>
Brent DuBose - Phone: 678-835-7669 Email address: creekmanormarketing@gmail.com

It's official!

Texting and Driving is now proven to be deadlier than drinking and driving! Stay with me here, this epidemic holds a lesson of opportunity!

According to a study done by Car and Driver and published by CNBC, Here are the sobering results!

"Rigging a car with a red light to alert drivers when to brake, the magazine tested how long it takes to hit the brake when sober, when legally drunk at .08, when reading and e-mail, and when sending a text. The results are scary. Driving 70 miles per hour on a deserted air strip Car and Driver editor Eddie Alterman was slower and slower reacting and braking when e-mailing and texting.

The results:

- *Unimpaired: .54 seconds to brake*
- *Legally drunk: add 4 feet*
- *Reading e-mail: add 36 feet*
- ***Sending a text: add 70 feet"***

O.K., at this point you may be wondering what in the hell does all this have to do with making money...

Texting is addictive, it's Pavlovian, and it's gotten so bad that we no longer watch where we are driving; we would rather risk our life and the lives of others rather than miss that all important text message!

Admit it, you've done it right, only **you** were **"Careful?"**

I bet if someone has sent you a text since you started reading this report, that you laid it down, grabbed your phone and checked it

You will do it while driving, you will do it at dinner, you will do it when you're on a live phone call, you'll do it sitting in the movie theater, in the seats at a seminar, you'll even do it in the middle of a face to face conversation with a friend!

It is the ultimate interrupt! And it is the exact opposite of email!

We will do almost anything including risk our lives to read that 160 character bit of info!

People are addicted to sending and receiving text messages above all other forms of communication!

Text Messaging vs. Email!

Here are just a few mind-blowing stats!

FACT: 90% of the 200 billion emails sent on a daily basis are SPAM!

FACT: A mobile device will be the world's *primary* method of connection to the Internet by 2020!

FACT: The average American teen sends 2,272 text messages per month!

FACT: 93% of U.S. adults own a cell phone!

FACT: There are 4.1 Billion Mobile phones worldwide!

FACT: 97% of Text Messages are opened!

FACT: 83% of Text Messages are opened in less than one hour!

FACT: In any given public setting, a huge percentage of the public will be in the "***Preacher Position!***" (*You know the hands folded around their cell phone looking down and sending and receiving texts position*)

Take this challenge, go anywhere where there is a large group of people, and count the number of people in the "***Preacher Position!***"

I've been talking about the "***Preacher Position!***" to my friends and family for over two years now as the anti-social act of texting in public has become epidemic!

You may choose to act on the information in this report or you may not, but one thing is certain; every time you look around and see people in the "**Preacher Position**" you will be reminded of **the opportunity you capitalized on**, or reminded of **the one that you missed!**

Even Bill Gates is jumping on the **"Preacher Position"**... Check out this recent advertisement for Windows Mobile Phones, 3 weeks **AFTER** I wrote this report this commercial aired for the first time. There is no dispute we are on to something big here!



Click the link below to watch the commercial or copy and paste the link in to your browser window: <http://www.90210isnow.com/evp2/windowsphone/>

Even though there are more text messages sent and received every day than there are people alive on this earth there is one massive, gaping window of opportunity surrounding text messaging that until now people have missed, and that one oversight can make some of you reading this report very wealthy.

Are you ready?

Let's Look at Traditional Text Messaging

It's a one to one relationship.

Let's go through a typical texting scenario!

*Pay close attention and see if you can spot the **tens of millions of dollars** in this conversation!*

It's 2:00 pm in the afternoon on a Thursday!

Bob texts Mary, "How about meeting somewhere for dinner tonight?"

Mary Responds back to Bob, "Sure where did you have in mind?"

Bob, "How about PF Changs at 7:00 pm"

Mary, "Sounds great have you talked to anyone else about meeting up"

Bob, "No, who did you have in mind?"

Mary, "Jill and Tom might want to go again"

Bob, "Great, why don't you text them and see if they can make it"

(Fortunately Mary has a new iPhone and that finally has the copy and paste feature)

Mary Copies from above "How about PF Changs at 7:00 pm" then adds, "Bob and I are meeting then"

Mary then sends this text to Jill, "How about PF Changs at 7:00 pm Bob and I are meeting then"

Mary Sends this Text to Tom, "How about PF Changs at 7:00 pm" Bob and I are meeting then"

Tom Replies to Mary, "I'm in, see you there!"

Mary Sends Bob, "Tom's in!"

Jill replies to Mary, "Sure, we had such a great time last week lets do it again"

Mary texts Bob, "Jill's in too, said she had a blast last week"

Mary texts Jill, "Tom's in too"

Mary Texts Tom, "Jill is coming again this week as well"

Now, what's missing from this simple conversation can make you a fortune if you recognize it... Did you see it?

Where is the biggest glaring painfully obvious opportunity here?

It's hiding in plain sight, right in front of you!

Put on your marketing hat and read it again!

OK, maybe you guessed something like, using twitter to make the entire conversation easier to manage. Nope... Guess again!

Here is the multi-million dollar text.

PF Changs Texts to Bob, Mary, Jill and Tom simultaneously: "Thanks for stopping by last week, bring in this text tonight for a free order of Lettuce Wraps with any entree!"

PF Changs Texts... did you get that?

PF Changs send a **"Text Broadcast"** directly to each of them NOT as some cluttered twitter feed or mass email, or coupon in the snail mail!

In the movie the graduate, Mr. McGuire (Walter Brooke) has the following conversation with Ben (Dustin Hoffman)

*Mr. McGuire: **I just want to say one word to you - just one word.***

Ben: Yes sir.

Mr. McGuire: Are you listening?

Ben: Yes I am.

*Mr. McGuire: **'Plastics.'***

Ben: Exactly how do you mean?

Mr. McGuire: There's a great future in plastics. Think about it. Will you think about it?

Ben: Yes I will.

Mr. McGuire: Shh! Enough said. That's a deal.

Well I just want to say two words to you – Just Two Words!

Are you listening?

"Text Broadcasting"

There's a great future in Text Broadcasting!

Stay with me....

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