

GREAT INTERNET MARKETING RETREAT CENTER & JOINT VENTURE PROGRAM

Presented By Tom Antion & Associates

feature articles

**"I Guess The Internet
is Not A Fad"**

"Residual Affiliates"

**"21 Questions to Ask
Before Using Any
Shopping Cart System"**



A Message from Tom Antion

How would you like to sit in your estate home every day with your feet up while you are overlooking your lovely pool and tennis court? Maybe you'd rather spend a few hours relaxing in your theater or infrared sauna, or maybe you want to take the day off and play golf or go shopping; all the while not worrying about money because you have an enormous passive cash flow from many different Internet sites you own.

Maybe you decide you want to buy a new car, so you sit down for a few hours and write up an email promotion to send out to your list of subscribers who are thrilled to hear from you. Twenty minutes after you send out your promotion you hear "Kachings" coming from your computer as the orders start pouring in. You call up the car dealer and put in your order.

Think this is all hocus pocus and a wild daydream?

I know it's not because that's the way I live my life every day (even though I'd rather play tennis than golf). I am one of the tens of thousands of people making a full-time living on the Internet. Not only do I make a living on the Internet, I am also one of the top people in the world who teaches other people how to do it and that's what this brochure is all about.

I've even created one of the most unique training programs ever, in which my students come to Virginia Beach and actually live with me for a long weekend as part of their year-long training.

Many times people mistakenly describe me as the "tech guru." This could not be further from the truth. I can barely install a program, I have yet to figure out how to get control over the icons on my desktop. A tenth grader who watched me work thought I was some kind of alien because it took me ten keystrokes to do what he could do in two. Here's what he said about me, "I can't believe an adult making this much money could be so stupid." Ha! Ha! Ha! He told me, didn't he?

Well, all I care about is where to click to make money and that's all you need to care about, too. Yes, you will learn some things about your computer along the way to Internet riches, however, you don't have to be a "propeller head" or "technogeek" to make your fortune and create a better and more secure lifestyle for you and your family.

Check out my mentor program and all the tips in this brochure, along with our feature articles. Even if you are in business already and have a website, I can assure you there are lots of things that you could be doing to increase your bottom line.

If you don't have a website and have no ideas of what you might sell, then the entire world is open to you and part of my job is to help you identify the things that you would enjoy profiting from on the web. Whether it's a hobby you enjoy or some hardcore business applications, there is definitely something for everyone on the Internet.

I can't wait to hear Kachings coming from your computer!

Tom Antion

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Did you know...?

You can use the Internet to create security for you and your family where you could not stop the money coming into your checking account if you tried. To find out how to make this happen visit:

www.GreatInternetMarketing.com/rap.htm

“I Guess The Internet is Not A Fad.”

www.GreatInternetMarketing.com

A lady came up to me when I was speaking in Los Angeles and said, “I saw you speak about two years ago and I guess this Internet thing isn’t a fad is it?” I said, “No ma’am, I don’t think it’s a fad.”

I was actually much more sure than I sounded because I’d probably made about \$5 million online since she had seen me, but I didn’t want to rub that in her face, making her feel bad. She had done nothing with what she learned at that last speech, but I continued to build little and inexpensive cash flow websites to promote my products and services.

Unfortunately, this is very typical. People continue to slave away at their traditional endeavors even though they know the Internet is here to stay and billions of dollars of business is conducted online every day. Somehow they just don’t see how they could get their piece of this pie that’s getting bigger and bigger every day.

Online Sales are Going Crazy

Most likely, you have ordered something over the Internet. Many people do all their shopping on the Internet because they don’t want to fight the crowds and malls, or they need a specialty product in a hurry that is not stocked locally. According to *USA TODAY*, “Consumers are clearly shifting their preference to online.” The article went on to say that U.S. online sales will grow by 20% this year and that one-third of all U.S. households shop online. That figure is expected to grow by 40% in the next 2 years. The November 29 issue of *Internet News* reported that Internet spending broke records by a great margin this year. Shopster.com CEO Sarath Samarasekera said, “The 1,500 e-stores my company hosts across the United States and Canada saw a 48% increase in week-over-week traffic this year . . .”

Don’t Forget About International Sales

I sell stuff in 40 countries right from my home office. My *Great Speaking* ezine goes to about 80 countries, and we’re adding countries all the time. I never get tired of seeing legitimate orders coming in from places in the world I can’t even spell.

This is a great time to be getting into the Internet game because online purchases are increasing every year and even though Europe, Asia, Africa, and Latin America are behind us right now, their sales are increasing too. And guess what? They buy things from the U.S. and other countries too. So wherever you are, you can reach more and more buyers with your websites.

But Tom, I Sell Consulting, Speaking and Other Business-to-Business Products

So do I, and the Internet is perfect for this too. How many times have you wasted your time and money going to networking functions only to find a bunch of other people shaking your hand just so you

can buy their stuff? How many times have you done free speeches hoping someone will hire you? In how many directories and other traditional publications have you listed yourself?

The same amount of time, effort, and money could be put into building a niche market website that works for you, forever bringing in leads that are already prequalified (i.e., they’ve already read about you and want to talk to you about doing business.)

Want to get your rates up for your products and services? One absolutely foolproof way is to become better known. The first place someone goes to check you out before they even waste their time calling you is the Internet. If you don’t have a significant web presence, they probably won’t call, . . . or if they do, they will be price conscious and negotiate hard for cheaper rates.

What happens if they see tens of thousands of references to your name? The entire power struggle of the call changes. They read all the great things about you (in fact, they couldn’t possibly read them all because there are so many) and then call to see if you are available and if they can afford you. This is a much better position to be in and has made me a multi-millionaire in a few short years.

So What’s the Problem?

The problem is that you either don’t take action, or you took ill-informed action because you listened to technical people and web designers that never made a nickel actually selling anything online. Oh yes, you have a pretty website . . . with no visitors and no sales. I hope your ego is enjoying it because no one else is.

You have to make the web an integral part of your business every day. I’m not saying to quit what you’re doing. That would be irresponsible. I’m saying you need to be putting a percentage of your time, effort, and promotional energy into the web. I contend that if you do this correctly, eventually your web operations will make it too costly for you to continue your traditional methods of doing business and your profits will soar.

Insurance Policy

I love tennis. Unfortunately, I’m out of shape and I watch too many 17-year olds making spectacular shots on The Tennis Channel. In my effort to be a superstar on my home tennis court, I tore a calf muscle, which required about four weeks of elevation, ice, heat, vitamins, therapy, and so on. I remember that on one of the days when the pain was at its peak, I was on the couch all day (watching The Tennis Channel of course) and \$24,000.00 came in from my Internet business. I hadn’t sent out an email or done any promotional activities at all that week.

(continued on page 14)

Website Samples

Wedding Speeches and Toasts

Here's an example of a one-page website that's been bringing in over \$30,000.00 a year since 2002. This website sells a downloadable e-book that helps a person prepare a memorable wedding toast.

Be Tom's friend at:

<https://www.facebook.com/AntonAndAssociates>



Did you know...?

Did you know that you can have money coming in over the Internet in about two days? Find out how at: www.GreatInternetMarketing.com/eb.htm

Success Story

"We owe a great deal to Tom Antion; about \$35,000.00 to be exact!"

Just kidding, of course. Here's what we really tell people:

The Blog Squad owes a great deal to Tom Antion. Since we started working under his mentorship, our business has skyrocketed. At last count, we've tripled our revenues in the past year. Most of that growth has been in the last six months! Of course, we do the work and implement a lot of what he suggests. Tom generously shares with us what is working for him in his business, and we take steps to fit those ideas into our business model.

We've also become bolder in how we promote our services and products and generated many, many, new opportunities and joint ventures with excellent results.

When we started working with Tom, we had a list of 1,500 prospects and clients; now that list is over 9,000 and rapidly growing everyday. We used to hold our collective breath at product launch time, and we felt lucky to get 20 to 30 teleclass registrations. Our most recent program launched with immediate sales and registrations of 90% capacity (80+ for a fee-based training program) within 3 days. Implementing just one tip of Tom's made it easy for clients to add more products at checkout time, which doubled our revenues. In December of this year, we had our biggest month ever, which was nearly six times greater than our average month when we started working with Tom.

It is hard to say which tool, tip, or strategy has had the biggest effect on growing our business. Tom has reviewed and improved our sales copy, speeches, and program ideas. Tom is generous in sharing what works on the Internet, as well as what doesn't work and is a waste of time. He doesn't pull punches or sugarcoat his feedback. If you have what it takes to be a success, and don't mind actually doing the work, then Tom's the man to work with. If you're looking for a quick and easy way to make money online without doing any work, then go somewhere else and good luck to you. . . you'll need it.

Denise Wakeman and Patsi Krakoff, Psy.D. The Blog Squad, www.BlogSquad.biz



THE BLOG SQUAD

Call and talk to Tom (757) 431-1366



21 Questions to Ask Before You Use Any Shopping Cart System

Even if you don't understand some of these questions, you are most likely leaving large amounts of money on the table. Read the complete article and watch the "How To" videos at www.HowToUseAShoppingCart.com



1. Will it calculate shipping & tax? . . . Believe it or not, some free carts won't even do this basic calculation.

2. Does it handle specialized shipping like FedEx and UPS in real time? . . . Shipping calculations are a pain in the neck. This takes care of it automatically.

3. Will it automatically deliver e-books and other digital products? . . . People won't order if they have to wait even an hour.

4. Does it offer customizable "Return to Shopping" pages without needing custom programming? . . . This lets you run multiple websites with different product lines without confusing your customer.



5. Does it offer customizable "Thank You" pages based on what the customer just bought? . . . You can put custom affiliate links on these pages, which will make you even more money.

6. Does it deliver receipt and confirmation emails automatically so your customer isn't wondering if his order went through?

7. Does it allow multiple order and dropship emails so other people can automatically ship products for you?



8. Does it have a web-based administration page so you can work on your cart from any computer that has Internet access?

9. Does it include encryption technology and a secure server? . . . Many carts charge extra for this.

10. Does it deliver easy output to your accounting software? . . . Bean counting has never been easier.

11. Does it have its own associate/affiliate program, or is it easily compatible with other major brands of associate software? . . . Have an army of sales people selling your stuff and only pay a commission if they produce a sale.



12. Does it have integrated upsell modules, like Amazon.com? . . . This can make an additional 30 to 40% on every promotion you do.

13. Does it have recurring billing? . . . Give really powerful finance options and promotions, like CD-of-the-month clubs, where money comes in automatically every 30 days.

14. Does it have an integrated sales and prospect database? . . . All your customers, subscribers, and prospects are right at your fingertips.



15. Does it have broadcast email capability? . . . Send emails to any segment of your database with just a few keystrokes.

(continued on next page)



16. Does it have mail-merge capability? . . . You have total control of personalizing your emails in many more ways than just adding someone’s name in the subject line.

17. Can it handle coupons and other discounts? . . . You no longer have to take all day doing this by hand.

18. Can it work for multiple websites with no extra fees? . . . Never again will you be forced to get a new cart for every website you want to build.

19. Does it have unlimited and fully integrated sequential autoresponders? . . . This type of autoresponder is considered to be one of the most powerful tools on the Internet and you get unlimited numbers of them with a good shopping cart system.



20. Does it have ad tracking tied into actual sales? . . . You will always have up-to-the-minute knowledge of which promotions are making you money and which are losing money.

21. Does it have a pop-up box builder? . . . Judicious use of pop-up boxes makes you a fortune without upsetting your customers.

I’m known for giving extra value so here are a couple more questions.

22. Does it have a printable off-line order form? . . . Don’t forget the entire world is not comfortable ordering off the Internet, and we want them to do business with us too.

23. Does it provide free training? . . . Most businesspeople never really fully use the functions of their shopping cart, which could cost you an enormous amount of money.

If you want to know even more about this subject, you can download a free e-book, *How to Pick a Shopping Cart System That Makes You Money*, at www.HowToUseAShoppingCart.com

What shopping cart system do I use? I have my own private label called www.KickStartCart.com Visit the site and get a 30-day free trial. ♦



Online Merchant Accounts – Or How to Take Credit Cards Online

Do yourself a favor and deal with a merchant account that understands online operations. Many traditional banks are clueless when it comes to e-commerce, and you’ll pay the price in higher fees and lost time dealing with people that don’t know what they’re doing. Also, many don’t allow you to use the account to sell e-books, digital products, and telephone seminars. Avoid this kind of merchant account at all costs.

Your e-commerce operation consists of four parts:

- 1. Your website, 2. Shopping cart, 3. Merchant account, and 4. Online gateway.**

I’m sure you’ve heard of the first three parts of the system, but the fourth part is not that well known. Your online gateway is the mechanism that connects your merchant company to your shopping cart. The gateway is the part of your system that securely encrypts all your customer’s personal information as it travels through cyberspace between your cart and the merchant account. The gateway is what allows your transactions to be completed in real time. Most of the time, it only takes 15 seconds or less to complete the deal with your customer. You will usually get a gateway with your merchant account, but you must check to make sure it is also compatible with the shopping cart you are using.

We recommend a great company that you will find at: www.HowToUseAShoppingCart.com



Are You Ready for A Taste of My Life?

Doesn't it crack you up when you see ads where someone is standing in front of an airplane they don't own, a car they don't own, and a mansion they don't own?

Well, here's my story. I looked into buying a used Cessna Citation jet because I was a professional charter pilot (back in Snoopy and the Red Baron days Ha! Ha! Ha!). I found several decent planes in the \$2 to 3 million range . . . so far, so good. I can handle that.

Then I called up the insurance company. The representative had a pretty good laugh when he heard that not only did I not have any jet or turbine experience, but that my flying hours were 25-years old. He said they would insure me for \$50,000.00 a year and that I'd have to fly with an experienced captain for a year (another \$70,000.00.) Hm . . . \$120,000.00 and that didn't include mechanical work, training, fuel, inspections, and paying for the darn plane, etc. Could I have done it? Yes. Did I? Absolutely not! People with more money and ego than brains do those kinds of things.

I used to pay cash for my Mercedes cars. Now, I lease because it makes better tax sense.

And yes, I own the Retreat Center, which is now worth twice what I paid for it.... A good solid investment and a place to live as well.

This is what you'll get dealing with me. . . I'm not preaching get-rich-quick stuff and making ridiculous investments with unbelievable returns. I'm preaching a very important point; that you need to build a solid online business that will allow you to buy the airplane and mansion if you want to. It's up to you if you want to or not.



Call and talk to Tom (757) 431-1366



WARNING!!! FIRE YOUR WEB DESIGNER...

You should fire your web designer as soon as possible.

Your web designer only knows how to put pictures, graphics, and text on a web page (and many aren't even good at doing that!). Most of these people are graphic artists and know nothing about making a website sell or getting high rankings in the search engines. You need a web marketer to make sure what you put on your website has a chance of making money.

If you listen to the "technogeeks" and "propeller heads," you will most likely lose your shirt.

Virtually all of the technically oriented people trying to help you with your website never made a nickel selling things on the Internet. They also love all the fancy stuff that does not give you a good return on your investment. Do you want these people in charge of your financial future?

Beware of your brother-in-law who works for Intel (or any big company)

If you get caught in this trap, I would say you fall into the category of "crazy" or at the very least "unknowing" of the perils that await you. **A.** Intel has enough money to advertise on the side of every bus in America. You don't. What big companies do is different than what you can do as a small businessperson. **B.** 50 or 100 people work on Intel's website. Your brother-in-law may be in charge of punctuation in the chip division. This doesn't qualify him to teach you how to sell on a small-business website. **C.** When he hasn't completed what he promised you two months ago because the "kids have been sick" or some other excuse, are you going to cause a big stink in the family over it? You cannot let your business have a strangle hold on it with this kind of situation!

If you think you can get out of learning the principles of selling on the Internet, you have very little chance of success.

Many people call me and just want someone to "do it for them." Sure, you can find people that will be glad to "do it for you" for a fee. The illogical part about this is that if they were so good at selling on the Internet, why would they bother working for you? They would be making themselves rich selling their own products. Your results will most likely be zero or those that cost you ten to one hundred times the amount of money you needed to spend.

If you have a shopping cart, I can virtually guarantee it's a worthless piece of junk.

(See article page 3) Most shopping carts are bare-bones giveaways that merchant companies use to entice you to use their services. These carts are terrible and won't do even a fraction of what your shopping cart should do to sell more to the same number of visitors and follow up with your customers automatically. 💎



Website Samples

TomAntionWebinars.com

This site houses mostly free webinars, but almost every webinar leads to a sale of one of my products or to an affiliate product. You have to learn to give high quality content that stimulates demand for your products and services. My mentor/joint venture program will teach you how to do this.

Like Tom's Facebook Page and Get a Bunch of Freebies:

<https://www.facebook.com/AntionAndAssociates>



Did you know...?

You can make your website number 1 on Google in less than 30 minutes. This is not a scam or hocus pocus. Find out how at: www.GreatInternetMarketing.com/ppc.htm

Revenue Sources

We have 9 different ways of making money on the web. My program will teach you any or all of these methods of bringing in the bucks.

Direct Sales – This type of web page sells directly to the consumer or business customer.

www.antion.com/speakervideo.htm
www.antion.com/public-speaking.htm

1 These two pages have brought in over \$1 million

Residual Affiliate Programs – Refer something once and get paid forever.

www.KickStartCart.com • www.KickStartSound.com

Two excellent programs, and you can get paid monthly for referring them

3

eBay Direct Sales – eBay is a great lead generator and database builder.

Just type “antion” into the search box at www.ebay.com, and you’ll see some of what I’m doing there

5

Other Ads – You can get paid for displaying banners, text links, and text boxes, as well as for sending out classified and solo ads to your list.

www.Antion.com/humor/speakerhumor/dogs.htm

This page displays various ads for dog-related stuff

7

Mentoring / Coaching / Retreats – You can make money by helping others one-on-one or in small groups.

www.GreatInternetMarketingTraining.com This link is obviously what the brochure you’re reading is all about, but I just want to remind you of how many ways you can sell your knowledge

9

Joint Ventures / Affiliate Programs – This kind of promotion has you promoting someone else, or them promoting you.

www.Magic4Speakers.com • www.Antion.com/multimediadvd.htm

Even though these sites still sell directly, they represent collaborations with other professionals

2

Membership Sites – You can get a pretty good monthly recurring income without having thousands of members.

www.AmazingPublicSpeaking.com

This site has over 475 videos teaching people how to be great on stage AND how to make money speaking.

4

Google AdSense – I get paid for displaying sponsored ads on topics I don’t even care about.

www.BoboAntiques.com

This site brings in money everyday with absolutely zero maintenance

6

Telephone Seminars & Webinars – Telephone Seminars & Webinars are both big moneymakers.

www.TomAntionWebinars.com www.hybridWebinars.com

Tom invented hybrid webinars that replay themselves while you answer questions.

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Call and talk to Tom (757) 431-1366

KACHING!
KACHING!
KACHING!



Residual Affiliate Programs

Why You Should Promote Them & Why You Should Have One of Your Own

First of all, I should define a basic affiliate program. Affiliate programs, AKA associate programs, are ways companies can have other people referring their products and services. The person generating the referral gets a commission if the person they referred buys something. Here's an example:

Lisa Mathnut sells a book on her website that teaches parents how to get their children interested in math. Joe Sliderule has an education discussion group on Yahoo! and the subject of math comes up all the time. Joe really likes Lisa's book, so he signs up for Lisa's affiliate program and receives a specific link to refer her book to his discussion group. If someone from the discussion group (or anyone else for that matter) clicks on the link and buys Lisa's book, Joe gets a commission.

It costs nothing for Joe to join Lisa's affiliate program, so if no one buys the book, Joe isn't really out anything but a few minutes of time. Lisa had to invest in some affiliate tracking software, but she only has to pay Joe if he sells something, so she gets a free salesperson and advertisement for her product. Both people have little risk and much to gain.

Work, Get Paid, Paid, Paid, Paid, and Paid Some More

If you've seen me speak, you know the above subheading is my motto. I want to work and then have it pay off forever as opposed to the typical work model that is a cycle of doing work to get paid only once, and then you have to work again to get paid again. This model sucks if you get sick and can't work, or if you decide you don't want to work.

Residual affiliate programs perfectly align with my work model and let you recommend something once, but you keep getting paid on and on and on. Joining someone else's program is perfect for people who really don't want to handle shipping problems and dealing with customers. Let's see what that looks like:

Mike Motivation has a CD-of-the-month club, and you get all fired up when you hear his stories. You join his affiliate program and his software automatically sends you a specific link that ties

any referrals to you so he can pay you at the end of the month. The great part about Mike's program is that if you refer someone to him that joins his program, you get paid for every month they stay. Many people stay in these kinds of programs for years so you get paid for years. You promote Mike's deal on your website, and ezine list, and to all your friends. Mike ships the CDs and handles any customer issues. Pretty soon you are getting a very large monthly check from Mike . . . even if you quit sending any more referrals.

Grow Your Own

Why not operate your own residual income program and have other people selling your stuff? With a small investment in software, you can have a setup where other people can sign up for your program and automatically get all the information they need to promote you. Your software even keeps track of all the people who have sent you customers that month and calculates how much you owe them. If they don't sell anything, they don't get paid so you don't have much risk. Let's take a peek at what that looks like:

You have a monthly teleclass on sales tips for independent sales agents. The people that sign up for your monthly classes put their credit card in your shopping cart and agree to let you charge their card monthly for the cost of each class. Whether you have 20 or 200 people on each call means the same amount of work for you, so it is in your best interest to have as many people as you can get, . . . even if you give up part of the profits to your affiliates. A good affiliate can send you hundreds or even thousands of customers a year, but most won't do it unless they get a piece of the action. Yes, people will refer you because they like you, but many more will refer you if they get paid for doing so.

I've been working only part-time on residual affiliate programs and in a few short years I could literally retire on the money they bring me every month. Will I retire? Ha! Ha! Ha! Not on your life! I'm having too much fun listening to those Kachings coming into my computer, AND I want to hear them coming from your computer too. Let me know when you're ready to start! 💰

Website Samples

AmazingPublicSpeaking.com

I wrote an article "When Does 20 = 24,000?" Let's do the math to see what the article meant: As little as 100 members at \$20.00 / month = \$2000.00 per month. This means a cash flow of \$24,000.00 a year. 200 members = \$48,000.00 and so forth.... You can do this!

Be Tom's friend at:

<https://www.facebook.com/AntionAndAssociates>

Did you know...?

You can make money on the Internet with no website at all. If you don't believe it, check out: www.GreatInternetMarketing.com/ap.htm

Success Story

"Tom Antion is the one person most responsible for my success as an Internet marketer."

I was selling ZERO off my website until I started studying with Tom. I was dizzy with the array of less-than-credible "Make me rich" Internet offers that came in unsolicited to my email. I joined his mentor program, and my Internet income has grown and grown. Take a look at just some of my fantastic results.

- I recently made more than \$22,000.00 in sales from just one email message. And this WAS NOT spam! Every person on my list has asked to hear from me. Tom showed me how to get subscribers, how to get them to open my messages, and how to write the sales copy that encourages them to buy.
- By participating in Tom's program, I learned how to create more than 100 information products and sell them through my weekly ezine, my number one revenue generator—all while working in my pajamas in rural Wisconsin.
- Tom showed me how to launch a mentor program, similar to his, in which I mentor everyone from publicists to experts who want publicity. This has become another major revenue stream.
- Tom opened my eyes to the value of affiliate programs. Most months, I make several thousand dollars in affiliate commission without lifting a finger because I've referred my customers to other people's top-quality products and services. . . . And my customers love me for it!
- And best of all, I now make a great six-figure income, and I never even have to leave the house if I don't want to.

If you're on the fence about working with Tom, get off it and get moving. **Warning: The lazy need not apply.**

Joan Stewart, *The Publicity Hound*, www.PublicityHound.com



Joan Stewart sells tons of downloadable special reports.

Call and talk to Tom (757) 431-1366

Retreat Center Amenities



The TV Studio
Students shoot their productions here



The Marketing Library
One of three large libraries at the Retreat Center

- Extra Large Heated Swimming Pool
- Indoor Hot Tub with Music and TV
- Hot Rock Sauna
- Infrared Sauna with Music and TV
- Workout Room with Nautilus Machine, Treadmill, Dumbbells, and Videos
- Singles and Doubles Tennis Court
- Sitting Areas throughout the Property
- TV Studio
- Surround Sound Theater with Vibrating Floor
- Exotic Flora
- Custom-Made Jewelry Display
- Massage Table
- No Alcohol Bar
- Fish Pond
- High-Speed Wireless Internet on the Entire Property
- Electronic Bedroom Door Locks
- Marketing Library
- Speaking and Publishing Library
- Home & Garden, Sports, and Fitness Libraries
- Mentee Product Display
- No Smoke Environment
- Outdoor Designated Smoking Area
- Sun Porch
- Video Production Room
- Guest Computer
- TV, VCR, and DVD in Each Bedroom
- Big-Screen TV
- Flower Garden
- Organic Vegetable Garden



Website Samples

Antion.com

This is my speaker site, which brings in lots of speaking engagement requests and sales for my product line for speakers. You can see it is very simple, but the traffic and income generated from this site is enormous.

Be Tom's friend at:

<https://www.facebook.com/AntionAndAssociates>



Did you know...?

You can be a published author on the Internet and never write a word. Check out how at:

www.GreatInternetMarketing.com/gw.htm

Success Story

"Tom, you are the indispensable resource on Internet marketing."

I thought I had a great website until Tom enlightened me. I did what he told me to do and immediately added the source coding, the shopping cart, and many other essential techniques that turned my website and my consulting in to a million-dollar business.

My position as "the expert of choice" in my field of impression management and business etiquette was solidified when I implemented his strategies.

Thanks to Tom, my website commands attention and is positioned for maximum exposure. When a client calls, they only have two questions, "How much?" and "When are you available?"

I sell all kinds of products and services on my websites, from e-books all the way up to six-figure certification programs. I also sold a franchise to people in Taiwan for \$31,500.00, with additional inquiries from India and Dubai. The U.S. Army even booked me for a \$54,000.00 contract this year. Can you believe it?

Recent client bookings have taken me to Taiwan, Bermuda, Hawaii, and Italy. An average week brings three to five interviews with the media. I was selected as the image and etiquette coach for the TV show, *Style by Jury* and recently was the spokesperson for Crest and Dymo business products; all thanks to Tom's guidance and knowledge of Internet marketing.

I just had an article appear in the *Dubai Gulf News* and will be on *Breakfast TV* in Dubai, with over 90 million viewers next week when I am there for my signature program, "The Modern Day Finishing School."

I paid cash for a new car with a recent two-day seminar booking! Another client has booked me for 15 etiquette seminars in Europe this year. I wake up every morning with seminar bookings and sales from my five e-books.

The best investment I have ever made to grow my career and position myself as the expert of choice was to attend Tom Antion's training. He is simply the best!

Gloria has been cited for excellence in training and coaching by The Society for the Advancement of Consulting.

Gloria Starr, www.GloriaStarr.com



Gloria Starr - My first e-millionaire

Call and talk to Tom (757) 431-1366

Why I Started the Joint Venture Program

First of all, I never set out to become an Internet “guru.” I got into professional speaking in 1991, after owning an entertainment company for six years where I wrote custom humor for parties and pulled practical jokes on people. I didn’t really know anything about microphones, business speeches, meeting room setup, or anything else you needed to know to be a good professional speaker.

My father always told me that if you want to learn how to do something well, study it religiously until you learn it, and then practice it until you become great at it. I knew I had to learn about speaking, or I would probably get bounced out of the hotel by the meeting planner if I bombed.

I took over the tape librarianship at my local speakers’ association chapter so I had full access to all the tapes. I listened to hundreds of hours of the best-of-the-best speakers. I bought every book on public speaking I could find. To see speakers in action, I attended every seminar I possibly could. Soon after practicing and implementing all the techniques, I started to get pretty good on stage. So good in fact that other speakers started asking me for help. That’s when I wrote *Wake ‘em Up Business Presentations* and I eventually produced the *Wake ‘em Up Video Professional Speaking System*.

1994

I developed my first website in 1994, just when the commercial Internet started to show up on the world radar screen. I certainly don’t consider myself a futurist, but it quickly became apparent to me that the Internet was one of the greatest things ever invented. In the 17 years I had been in business for myself since 1977, I had always found it challenging to advertise my products to people from other states, not to mention other countries. Just by having a website, anyone in the world can now see my products.

My dad’s influence kicked in again. I started studying the Internet feverishly. This was no easy thing to do since I’m not really technically inclined. The time period from 1994 to 1996 was exciting, but extremely frustrating. It actually took a year for the technogeek who offered to help me to get a picture of my *Wake ‘em Up* book on my website. At that time, there were no web design programs like FrontPage, Dreamweaver or Wordpress. Everything was HTML coded by hand so it was pretty much impossible for me to do things myself. I didn’t make a nickel in those two years.

1996

I had been buying every product I could get my hands on that had to do with selling on the web. I now know that most of that stuff was crap and written by a bunch of scam artists. I thank my lucky stars that I eventually found Corey Rudl. (Corey recently died in a tragic racing accident.) He was credible and actually made money on the Internet. I studied his course, had a consultation with him, and then was off to the races. I started making money, and it’s been increasing ever since.

Just like when I started getting good at speaking, people were suddenly begging me for help with their websites, e-zines, e-books, shopping carts, and everything else related to selling their products and services on the web. I was helping them so much I couldn’t get my own work done. That’s when the “infamous” ButtCamp seminars were born. These teach how to make money sitting on your rear end. Coming from a comic background, I was not about to call it a “bootcamp” like everyone else calls their seminars. The concept quickly caught on, and I’ve since done ButtCamps in many countries around the world . . . except in the UK, where I called it “BumCamp” Ha! Ha! Ha!

(continued on next page)



Tom’s Practical Joke Company



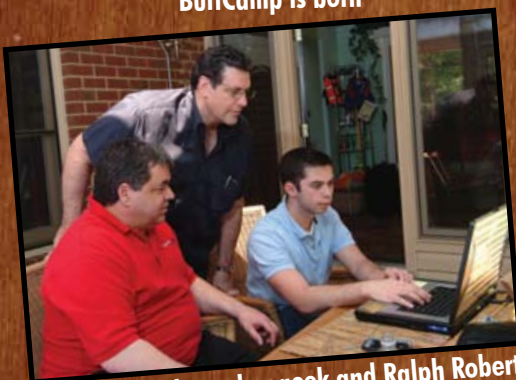
One of Tom’s 2,700 speaking engagements



How am I ever gonna get a website?!



ButtCamp is born



Tom with Ilya the technogeek and Ralph Roberts the most successful realtor in the USA

Tips

Two to Five Hours of Tutoring by a High School Student You Can Save \$100,000.00 in Web Design Costs

Being able to “update” your website yourself means that you can put hundreds or thousands of pages on your site without paying anything extra. Web designers could charge you \$50 to \$100 per page. I’m so sick of hearing people tell you to delegate everything. That’s one of the fastest ways to the poor house!

You Can Have As Many Professionally Designed Websites As You Want for \$25.00 Each

There are many ways to get fabulous websites either pre-made, or easily customized starting as low as 99 cents. You can buy sites from eBay, get template sites, and get sites made by freelancers for as little as \$10.00. Be warned though, you must know what you’re doing before you purchase one of these sites.

Mixing The Internet And Your Telephone Can Make You Rich

You can make the most money by being willing to talk to clients that are attracted to you by your website, but who are not comfortable ordering over the Internet. Many of the young kids selling Internet training promote sitting at the beach with your feet up and they tell you that everything is digital and you don’t have to talk to customers. Yes, you can structure your business that way if you want, but I can assure you my sales figures blow those kids away, and yours will too if you treat this like a business and take care of customers and prospects.

I Guess The Internet Is Not A Fad *(cont. from page 1)*

What if YOU get hurt or sick? Do enormous amounts of money still come to you? If you quit work today, would you still have a great deal of money coming in monthly to keep up a great lifestyle? And God forbid if another airplane hits a building from a terrorist attack, will you still be in business? Colleagues of mine went out of business a few months after 9/11. . . . I don’t want that to happen to you!

Take Action!

The Internet is not going away (unless Al Gore decides to close it) Ha! Ha! Ha! People are going to spend more and more on the web and they’re going to make their buying decisions there for consulting, speaking, and other business products and services. This will happen, and is happening, whether you like it or not. It’s your choice. . . whether you want to watch the money go into my pockets and the pockets of your competitors, or if you want to get your share of it.

Check out the rest of the tips and info in this brochure and maybe you’ll decide you would like to get a piece of this “fad.” 💰

Why I Started The Joint Venture Program *(continued from previous page)*

Circa 2001

I can’t really remember when my first mentor program started. It pretty much came about because people wanted individual help from me with their web operations. I originally charged them a few hundred dollars a month. Then I started making them pay six months in advance and then a year in advance. I really enjoy helping people succeed on the web, but I want them to be truly committed, which is why I make them pay in advance. I don’t teach get-rich-quick stuff. I teach “get-very-rich-over-time” techniques and I want them to know that learning, really learning, takes time.

Just like before, I got to the point where all of my time was spent working with other people, and I couldn’t find the time to continue to build my own web operation. At that time, I could send out one email and easily make about \$4,000.00—almost the same amount I was charging to mentor a student for an entire year. I couldn’t go on like this much longer. That’s when the Great Internet Marketing Retreat and Joint Venture Program was born.

2002

I had already outgrown my house in Lanham, Maryland. We were shipping so many products that the living room, entire basement, and giant brick storage shed were covered floor to ceiling with products. You could barely walk through the house. We even had an additional computer workstation in the kitchen.

I like to do things that no one has done before. I dreamed of a setting where my students would actually live with me and watch me work. For this I needed a super large house with lots of amenities to allow the students to relax between sessions. I finally purchased such a place, as you can see in this brochure. But I still had one problem. . . . how could I afford the time to help students for a year and continue to manage and grow my own web business? Working my own business was extremely important to me because I didn’t want to be one of those ripoffs that charge money to teach others something they have never done themselves.

I eventually found the answer. I would tie myself to their success. This would give me a chance to get compensated for the time I spent helping them, yet still make it affordable for a small-business person to participate. I decided to charge an entry fee to keep out the riff raff and give the students super service and plenty of my time. Then I get a percentage of their profits that is capped off so they aren’t stuck paying me forever. This program has actually been working much better than when I charged one fee for the entire year. That’s because so many “big-name guru ripoffs” sell expensive coaching programs, then disappear forever once they get your money. In my program it’s totally to my benefit to keep helping you, because I get my big money only after you’re making your big money.

Well, that’s my story, and I’m sticking to it. For complete details on what you get when you sign up for my program, visit us at www.GreatInternetMarketingTraining.com/ 💰

Retreat Center Amenities



The Lavender Room
Tom calls it the "Spyware" Room



The Theater
Action on the screen makes the floor shake



The Technogeek Room
Bill Gates watches over you in this high-tech room



The Sauna
Enjoy a little relaxation and rejuvenation



The Kitchen
More food than a cruise ship



The Blog Bar
Don't forget to tip your blogtender Ha! Ha! Ha!



Website Samples

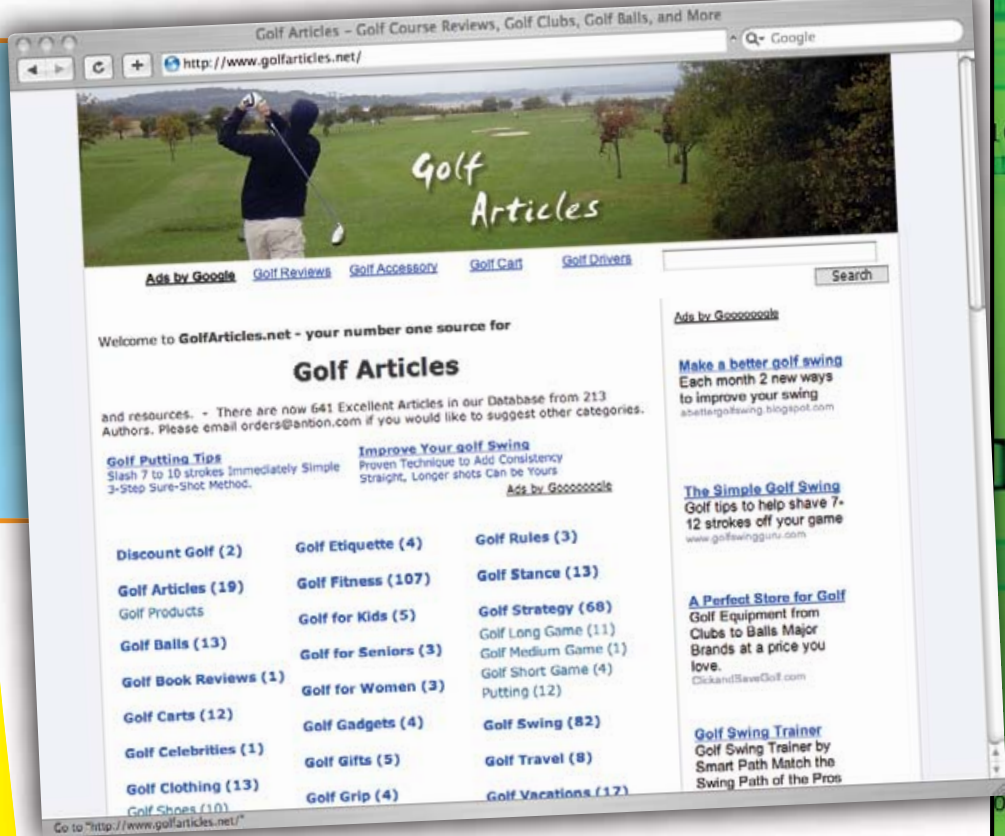
GolfArticles.net

I don't play golf. I don't watch golf on TV. The only golfer I ever heard of recently is Tiger Woods. . . . To get me to go out on a golf course you'd have to have the Swedish Bikini Team out there holding my laptop for me and they better have a high-speed wireless internet connection, or I'm still not going. Basically, I hate golf. That doesn't mean I can't or shouldn't make money off people who are crazy about golf.

Did you know...?

You can start a blog (weblog) for free, with no web designer and you can update the blog from your cell phone.

Find out how at:
www.GreatInternetMarketing.com/b.htm



Success Story

"Because I took action and learned from Tom, I added a whole bunch of money into my bank account and created tons of security for my family."

Of course, the Internet is not a fad. I have known for years that I should be doing something with it, and I even started a few websites just to see what it was all about. Every step of the way was frustrating because I didn't know what I was doing.

I had various kids, technical people, web designers, friends, and family all advising me on what I should do. I half-heartedly tried some of their ideas with no success. It was hard to get excited about any of it because I was getting conflicting information from all of them.

As I look back on it, not one of those people had made an even modest amount of money selling on the Internet. Most of them never made a nickel. I didn't want to entrust my financial future and the security of my family to people who struggle to make their car payment and rent every month. I wanted help from someone who was the real deal.

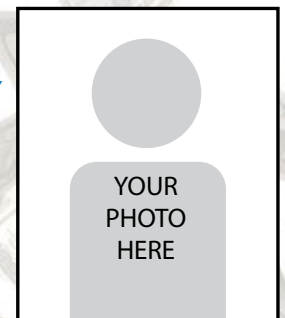
That's when I found Tom Antion. Tom is not technical and has made millions of dollars on the Internet. He taught me easy-to-understand techniques that work. He encouraged me to get my kids involved and now one of them has a website that's putting her through college. I started part-time and now have 15 cash flow websites and 1 site that sells speaking and consulting services.

Was my spouse skeptical? You bet! But now there's a different tune being sung around my house because our website business brings in almost as much as both of our salaries put together. We are just about to quit our jobs and work the Internet full-time. I wish I had known about Tom years ago because I could have been home with my kids while they were growing up instead of running all over the place trying to make a living. I also could have been buying lots of the cars, clothes, and luxuries that I couldn't afford.

Thanks, Tom. I couldn't have done this by myself! (Your name goes here)

Can't relate to this touching family success story? Visit www.GreatInternetMarketing.com/IAMSINGLE

Call and talk to Tom (757) 431-1366



WHAT'S THE DEAL?

With the Great Internet Marketing Retreat and Joint Venture Program You Get:

- An initial get-to-know-you, one-on-one call to evaluate where you are and lay out a plan to get you where you are going
- A complete Internet Marketing training kit which includes 14.5 hours of audio training, 5.5 hours of video training, plus an 1000 page reference manual
- An immersion weekend at the Great Internet Marketing Retreat Center in Virginia Beach
- Internet marketing teleconferences / rap sessions. If you can't make them, it's no problem; they will be rebroadcast
- A completely private and exclusive password-protected membership site, which includes hundreds of resources, articles, and training videos on all aspects of high-level Internet marketing
- Audio training sessions
- Unlimited email questions answered by me or an appropriate expert
- Unlimited phone consultation with me personally
- eBay program
- Amazon best-seller program
- Affiliate program
- A 25% discount on products, seminars, and services
- 6 ads in *Great Speaking* blog (a \$630.00 value)
- All my public TeleSeminars for free
- We teach you to create a sales site, complete with custom graphics, and we're with you all the way to make sure you don't mess up.
- A CD product where I interview you in a talk-show format; we label and package the product and provide you with your first 50 copies
- A half-day of production time in my new TV studio; we'll shoot you in a talk show format with me as the host or you can bring your own host. OR, you can shoot whatever you want with you as the main event (\$4,000.00 value)
- A trip to the Great Internet Marketing Retreat Center (\$4,995.00 value)
- Basically, you get me on your team to get you profitable as soon as possible and teach you the techniques you need to know to stay profitable on the Internet



Antion & Associates
Box 9558
Virginia Beach, VA 23450

Call Tom at (757) 431-1366 • FAX (757) 431-2050

Important Notice and Disclaimer: No business teacher or mentor can guarantee your success. Not only would it be unethical to do so, it would be downright irresponsible. The people featured in this brochure have all worked hard and dedicated themselves to success. There is no way we can predict how hard you will work at learning Internet marketing and how good you are at implementing what you have learned. There is no way to predict how much money you will make. Joining Tom's exclusive program is no guarantee you will make any money at all on the Internet. Tom does have a guarantee outlined on the website at www.GreatInternetMarketingTraining.com/

Avoid trading links — it's no longer a good idea

Welcome to Virginia Beach

And Tom Antion's Great Internet Marketing Retreat Center

Quick Facts

The three-mile oceanfront boardwalk is lined with restaurants, souvenir shops, and during the summer there are performers of all sorts!

Enjoy the area's:

- Nature parks
- Fishing and boating
- Golf courses
- Historic sites and museums
- Temperate climate (most of the year)

Virginia Beach is a popular tourist destination for its beaches, seafood, and history. If you get a little time, visit the Cape Henry Memorial Cross, which marks the very spot the colonists first landed in 1607.

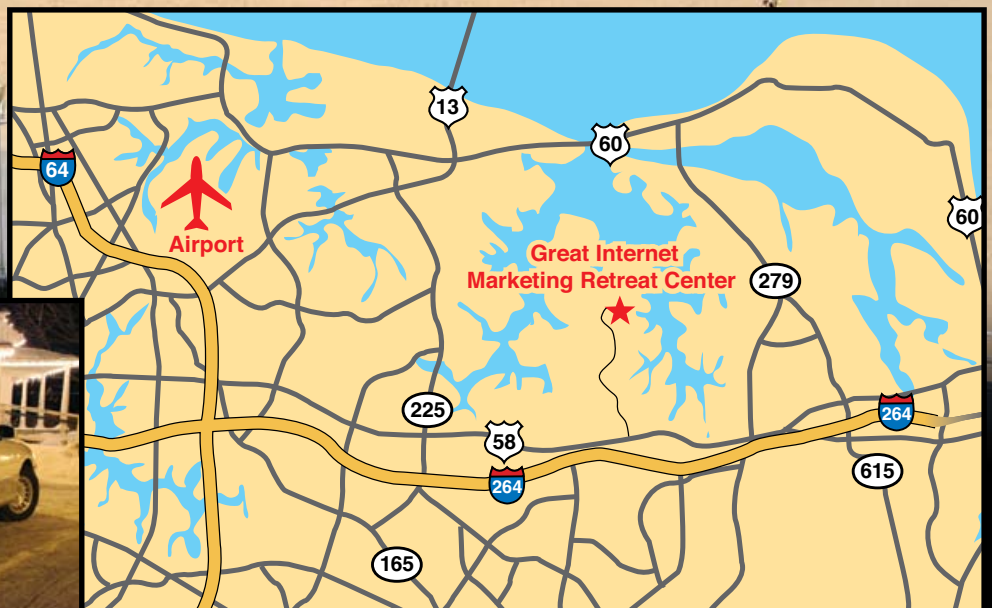
During the summer, it's not uncommon to see pods of dolphins just off the coast. If you happen to make it to Virginia Beach in the winter, the Virginia Beach Marine Science Museum organizes trips to see humpback whales that gather only yards from the beach!

The area is famous for its food. Walking along the boardwalk or the strip, you'll see many a restaurant. Try a few, you won't be disappointed!

Since Virginia Beach is a popular resort city, you can expect to find water sports equipment for rent, as well as bicycles and scooters for getting around the beach area. And don't forget the active nightlife! Venture out, and you'll be sure to find no shortage of bars and nightclubs to enjoy!

Once you've tasted the life in Virginia Beach, you may not want to leave!

Call Tom to arrange your visit!
(757) 431-1366



Enjoy a limo from Norfolk Airport to Tom's House in Virginia Beach