

Maverick Business Insider Hot Points Sheet

Mike Geary started his first online ventures in 2004, and did not produce a profit for over 2 years. His business is projected to do \$3,000,000 to \$4,000,000 in revenue this year – a major leap from \$500,000 just 12 months ago. Mike still only has just one ebook and just one virtual assistant.

Hot Points:

- Started generating traffic using article marketing. Instead of an author bio, Mike would link back to his site using SEO friendly anchor text for terms such as “ab exercises”.
- Created 2 separate pages for men & women on his landing page. This allows for the tone and language of each sales letter to match the target gender.
- Mike started accumulated more and more powerful testimonials by simply asking for a testimonial after answering a question that a customer has.
- Affiliates are one of the keys to generating massive traffic and exponential growth. Mike switched all his sales completely to ClickBank, which not only handles all of the transactions and refunds, but also exposes his site to an enormous affiliate network.
- Mike pays his affiliates 75% and provides them with tools such as viral e-books and anything else that will help them drive traffic to his site. (Close to 50% of all sales currently come from affiliates.)
- Mike also pays for advertising through pay per click advertising through Google Adsense, Yahoo and just recently using Facebook.

Maverick Lifestyle: A typical day in life of Mike Geary now is waking up in his house overlooking the Eagle River in Colorado, then sitting on his balcony eating breakfast and reading for an hour or two. After breakfast, Mike will do up to 2 hours of work, trying to ignore emails until the end of the day, so he does not get caught up in unproductive work. Mike always make sure to get some sort of fun activity in, mountain biking, hiking, whitewater rafting or just hanging out with friends. That was the main motivation for starting and having a successful online business, besides the financial freedom.

Resources

- Mike’s website: <http://www.truthaboutabs.com/>
- Mike’s affiliate signup page: <http://TruthAboutAbs.com/affiliate-info.html>
- The affiliate add network Mike uses for all of his sales: <http://www.clickbank.com>
- Advertising with Facebook: <http://www.new.facebook.com/advertising/>
- Advertising with Google Adsense: <https://www.google.com/adsense>
- Advertising with Yahoo: <http://advertising.yahoo.com/>
- Article directory, for article advertising: www.EzineArticles.com
- Influential Books: Thinks and Grow Rich and The Secret