

If you know that your website should be generating more leads, buyers, and sellers, then pay close attention ...

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# **“Give Me 3 Days and I’ll Show you Step-by-Step How to Turn Your Website into a Lead Generating, Tracking, and Converting Machine! ... Even If You Don’t Know Anything About Computers.”**

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“I’m going to all but hand you a lead generating machine on a silver platter with everything done for you and ready to start generating leads. We’re talking about all the content, layout, lead generation, follow-up, management, design etc. All for a tiny fraction of the time and money you would have to spend if you did it all yourself.”

## **WARNING:**

“Only 297 seats will be released (Dallas SOLD OUT in just 7 short weeks) and this will be the absolute last time I reveal these secrets live. After this last-in-a-lifetime event in July, I will no longer offer this event to any other agent in the world. That means that there will be less than 500 agents in the world that I have completely spilled my guts to and know every one of my secrets to being successful online.”



Dear Agent,

For years I have been speaking in front of thousands of Realtors® in every state across the United States, even as far off as Australia, sharing my secrets to unlocking the power of doing business online.

You would not believe the offers I have received to do personal consulting jobs for agents who “just want to get it done.” I turn them down every time. It is just too labor intensive and time consuming for me to go into that much detail... until now.



I have taken all my most powerful secrets of doing more online business and crammed them into the most intense 3-day workshop you will ever attend. When the three days are done, not only will you be begging for mercy, but you will have in your hand a detailed outline that you can just hand over to a web designer and under your supervision they should be able to produce a lead generating machine.

## It's NOT Your Fault...

Listen, it's not your fault if you haven't fully embraced the Internet and figured out how to make it profitable (or more profitable) for your business. Most people want to make everything too complicated for you. Vendors prefer to talk over your head in computer 'mumbo-jumbo' so you don't understand what the heck they're talking about, then you fork over a big check with several zeroes for their services (and you're still not 100% sure how to profit from what they've provided). Let's face it, these tech guys may know a lot about the Internet, but in general they know nothing about business.

Trust me, I understand it's easier to just bury your head in the sand and say “Forget It!”

But here's the good news - it's not too late for you if....

1) You know you've been missing the boat on the Internet.

Or..

2) You know the web component of your business should be doing a lot better than it is.

**But I have to warn you - your window of opportunity is closing pretty darn quickly!**

The “Big Boys” with deep pockets are waking up to the two points I just mentioned. They have got their sights set on dominating the Internet and muscling you out of the action.

That's why it's even more important than ever to pay close attention to exactly how to find out the real-world strategies to transform fledgling (or even non-existent) websites into real profit machines and still be one step ahead of your competitors.

# The **FINAL** Russer 3-Day Internet Marketing Boot Camp July 7-9, 2006 Chicago, IL

You are about to discover the most important event that the real estate industry has seen in years!

## Before I share this with you, let me warn you again.....

This will be the last time I do this event. I am not getting any younger and any time I do this event, I have to take the next two weeks off just to recover. The information is just so powerful and intense it takes everything I have just to deliver it. The other reason that I will never do this event again is that it has only been delivered to less than 150 Realtors® and I want to leave you with that competitive advantage. If I start delivering this event to the masses, everyone would be using it and there would be no advantage.



## If you can't handle the heat...stay out of the kitchen

If you're not prepared or can't ramp up quickly enough to handle a virtual stampede of new customers, please put this letter away! This is the quickest way to turbo-charge your business if you are ready for the surge or it can be the quickest way kill it if you're not prepared to handle the response. I suppose there are worse ways to go than drowning in a mob of people trying to give you their business, but I don't want to be responsible.

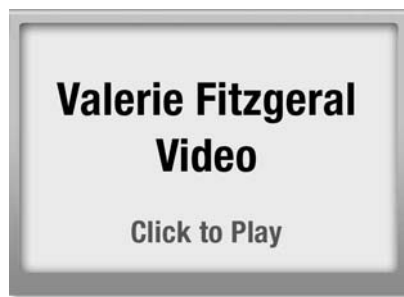
My unconventional web design and Internet marketing strategies have given clients results they never thought possible. You see, I have developed a system that does three amazing things:

1. **It gets people to your website!** It doesn't matter how good the content on your site is if you can't get people to go there. I have several fool proof ways to generate a huge amount of traffic to your site.
2. **It gets the person involved in your site!** Copy at its best requires tremendous skill and talent in order to get the reader involved (it literally captures and leads the imagination). The 'involvement' technology in my system achieves this, without the need for a world class copywriter.
3. **It guarantees a response!** My system creates a sense of urgency in the mind of your prospect or customer and actually 'conditions' them to respond.

So, what does this mean for you? More business than you can shake a stick at. In other words, my system will blow away any of your previous websites or Internet marketing you have ever done! Sound arrogant? Well, after having worked with over 100,000 Realtors® and Brokers all over the world, you start developing a sense of what works and what doesn't and I haven't seen anything that comes remotely close to what my system can do.

But, don't take my word for it, the proof is in the pudding and we are talking concrete, rock solid, tested proof that using this system gets results.

Valerie Fitzgerald is a perfect example of how applying just a few key, yet simple principles can result in huge returns (over \$40 Million in serious buyers just a few months after the workshop). Go to [www.Russer3Day.com](http://www.Russer3Day.com) to hear Valerie talk about her experience after her first Russer 3-Day Boot Camp.



There is way too much material to cover in this one booklet, but here are just a few things we will cover.

## **How To Get Targeted Traffic To Your Site Instantly.**

This always seems to be one of the hottest topics at this event. It doesn't matter how good your site is, if no one is going there you will never get any leads from it. All I have to say is you will not believe how easy it is to start driving huge amounts of traffic to your site.

## **How To Bring Visitors Back To Your Site Over and Over Again While Keeping Them Excited!**

So, now that we have figured out how to get the people to your site, what is going to keep them there, make them leave their contact information and turn them into clients? I will give you a hint: It's not about you... it's about them and what information they need to make the decision to make you their Realtor®. Trust me, they don't care how many dogs you have or that you like tennis. All they want to know is how you are going to get their home sold and why they should pick you over the other thousands of Realtors® in your market.

*"The best workshop I have ever attended!"*

**Casey Margenau**

World's #1 RE/MAX Agent 5 years in a row

## **How To Follow-Up On Every Qualified Visitor Automatically While You Sleep!**

It always astounds me that most Realtors® complain about not having enough leads. But when they get the leads, they fail to follow-up properly. Hey, I'm not suggesting you're lazy, but maybe just too busy. If this has ever happened to you, I have a solution that will follow up on every qualified lead, even if you are on vacation. You will never again lose potential business because of poor follow-up. Oh, I almost forgot the best part... this entire follow-up system can be set up in less than 20 minutes.



## **New! Website Copywriting Clinic: How to write compelling copy for your website that will make people take action Now!**

I hear the same thing all the time, "I am getting 1000 hits on my website... but I'm not getting any leads". Copywriting is the lifeblood to any marketing and can be the difference in your response rate. I have invited one of the best copywriters I have ever worked with to show you all the tips and tricks to writing compelling copy...every time! You won't believe how easy it is.

## **New! How to drive traffic to your website using offline marketing.**

That same copywriter will show us all why this is quickly becoming one of the best ways to get qualified leads to your site... but there is a trick to it. It can be expensive if you don't know what your doing. He will give us all his deepest secrets on how to do this successfully and keep it cost effective.

# **The Next Big Thing**

## **How to build an entire team without spending one extra cent... and never have to see their faces!**

There is nothing more painful than hiring, training, and managing a team. You may often think to yourself "**Am I a Realtor® or a babysitter?**" Although hiring a team can be a great way to leverage your time, let's face it, no one ever told you how time consuming and costly it would be. Over these three days in Chicago, I will teach you one of the most profitable, time freeing principles I know. As one of the founding fathers of "Virtual Outsourcing" I will show you just how powerful and easy it can be to set up an entire virtual office at no cost. The only time you have to pay your team... is when they do something. No more wasted hours by the water cooler... you get exactly what you pay for.

## Save Your Money! Which website tools make you money and which waste your money?

Let's face it; we are in the information age. The problem is that there is so much of it we don't know what to believe. **We are in information overload!**

You get bombarded with all kinds of "new" technology that is supposed to bring you more leads than you can handle, automate your office, or even do your laundry. How are you supposed to focus on your business and research all the cutting edge technology that comes out every day? You can't - but I can. I get updated information almost everyday from vendors on their new products. In most cases, I have tested them and at this event I will go over the technology that you absolutely must have and the technology that you need to stay away from.

## It sounds great, but what will I leave with?

At most events, you hear all kinds of great information but you are always expected to figure it out on your own. Not this time... Here are some before and afters from just a few of this program's graduates.



Patrick Lilly - [www.thetownhousespecialist.com](http://www.thetownhousespecialist.com)

Chris Lane - [www.mylanehome.com](http://www.mylanehome.com)

Are you still not convinced?

## How much would you pay to have your website critiqued by Mr. Internet® himself?

These "Hot Seats" have become world famous. On a volunteer basis, we invite a couple of very lucky attendees to sit up at the front of the room while we put their website up on the screen... and rip it apart. (In a nice way) This is a great way for me (Mr. Internet®) to personally have a look and give you invaluable tips on what you need to do to start generating more business through your website. These spots are pre-selected prior to the event. You can apply to sit in a "Hot Seat" when you register.

## Real “Live” Virtual Assistants On-Site

Have you ever wondered what a virtual assistant looks like? I promise you there will be no less than 10 highly skilled VA's helping you for the entire weekend. I have scoured the continent looking for just the right ones for this event. As the “Grandfather” of virtual outsourcing... I know what to look for.

### Don't take my word for it.

One of my favorite things is to read all the great success stories that come in after an event like this. Here is one from Rick Parlante who just happens to be one of the most successful Realtors® in Naples, Florida.

*Hi Michael,*

*Incredible changes have taken place in my business since I attended your presentation at the 3 Day Advanced Workshop. Over the last 8-9 months I've assembled an international team and developed my brand and website - and the changes have been dramatic. Even though I've had 3-4 websites, they were only “OK” – they were not top quality and didn't have the high end feel that I wanted. And more importantly, the websites didn't get results.*

*We'll bring in \$10 million in volume this year generated solely by website leads from [www.NoSnowNaples.com](http://www.NoSnowNaples.com). Leads from previous sites were mediocre and extremely hit and miss.*

*You were instrumental in showing me how to develop a business plan for my website and online presence; how to put it together and what it should contain. Developing the plan gave me what I needed to start putting the remaining pieces together.*

*You found a way to take a concept or idea and bring it into fruition. I had ideas, but finding people to do it was the challenge. Depending on local people won't work; by looking beyond my local area, my pool of resources expanded to the world. In the end you'll spend less money and end up with better quality because the team you hire is specific to what you need. And they are the best that you can buy – top notch in what they do.*

*Another important thing we've found is that when the look and feel of the website became more professional, the quality of our leads improved. People coming to our site now fill out the forms with solid contact information, where on previous websites, they didn't have the comfort level to provide the information we needed. A successful website is about the look and feel of the site as well as the consistency of what you say in the content.*

*After six months, the website now receives 350,000 hits and 25,000-30,000 unique visitors per month. Summer is normally our slowest season by about 50%. But with the new website, this summer we grew for the first time by 10-15% per month.*

*Bottom line? Having worked with a virtual team to create a website and brand that have produced incredible results in a short period of time - I know that “if you can think of it, you can get it done.”*

*Many thanks for showing me the way to make this happen!*

*Rick Parlante*

*The Parlante Group, Coldwell Banker Florida, [www.NoSnowNaples.com](http://www.NoSnowNaples.com)*

Before we get to the cost of this last-in-a-lifetime event, I just want to recap a few of the things you will learn over the three days in Chicago.

- ✓ **How To Get Targeted Traffic To Your Site Instantly.**
- ✓ **How To Bring Visitors Back To Your Site Over and Over Again While Keeping Them Excited!**
- ✓ **How To Follow-up On Every Qualified Visitor Automatically While You Sleep!**
- ✓ **New! Website Copywriting Clinic: How to write compelling copy that will make people take action Now!**
- ✓ **New! How to drive traffic to your website using offline marketing.**
- ✓ **The Next Big Thing: How to build an entire team without spending one extra cent... and never have to see their face!**
- ✓ **Save Your Money! Which website tools make you money and which waste your money?**
- ✓ **Have your website critiqued by Mr. Internet® himself!**

**Register NOW**

3 easy ways: Online, Fax, and Mail (Details on back cover.)

## **What Kind of Hefty Price Tag Should This Go For?**

Before you consider what price you are willing to pay for this last-in-a-lifetime event, consider this. How much money are you losing each year by not being online? How many deals would you have to do as a result of this boot camp in order for it to pay for itself? What is it worth to you to have access to information that less than 150 other Realtors® have ever had?

Actually the lowest number my colleagues, who attended last year's event, suggested was \$5,000. And yes, I could charge and get this amount – but then it would limit this information to people who are already doing well online.

**But I've decided to put this at a more reasonable level of \$2,997 (with a very generous payment plan if you so desire).**

On the other hand, if that price makes you flinch... that's good. It really is. Because I don't want anyone who is not 100% committed to dominating their market online.

At this price it separates the pack from the “wannabees”. Still, I understand it might be a stretch for some of you - so as an added incentive I’m willing to give you a **significant Early Bird Discount to reward you for making a quick decision...**

## **Assistants, partners, spouses... come for FREE!**

I keep telling you about how much work will be involved here. I’m really not joking. This is a great opportunity to involve someone who is going to help you develop and/or implement all the cutting edge information...absolutely FREE!



## **E-Z-PAY OPTION**

**Pay only a \$99.00 deposit now**, the balance divided in equal payments through July. (example: If you register in before the end of February... five easy monthly payments: March, April, May, June, and July).

So, as little as \$99.00 locks in your registration.

Or hey, you might just want to pre-pay it and take a \$50.00 bookkeeping discount.

You can mark your preference on the Early Registration Form.

## **BIG Early Bird Bonuses**

Yes, there’s still more...just to make this an absolutely irresistible offer, I’ve decided to add several more ‘reasons why’ you absolutely need to get signed up before the early sign-up deadline of April 30th, 2006 (or until the remaining early bird seats are taken). Let’s call them “Shameless Early Sign-Up Bonuses.”

## **Shameless Early Sign-Up Bonuses**

**Bonus#1 3-Month Telephone Follow-Up Program** - I am not going to lie, this will be one of the most informative and intense weekends you have ever been to. The only problem with that is it is difficult to remember all of the information you have learned over the weekend. Once a month we will get together on a conference call and I will be open to any questions or problems you may have. This will be a key element in getting your site up as quickly as possible.

**Bonus#2 Home Study Course** - As an extension of bonus #1, I have hired an entire film crew from New York City to record every second of the weekend. We will not only provide you with a copy of every minute on high quality DVD, but I am also including a complete set of the audio version on CD so you can listen wherever you are.

**Bonus#3 256 Page e-Pro Book** - Are your online customers slipping away? Turn your email and website into compelling and magnetic tools for getting more closed deals—ePOWER! PRO™ tells you how! This comprehensive 256-page book clearly shows you, step-by-step, the differences between successful sites and sites that fail—it is truly a ‘must-have’ for any agent who wants an effective online presence. Join the ranks of agents who have made millions because they simply followed the steps and ideas provided in this book!

## Ironclad, Risk FREE Ten-Times Guarantee

Every workshop, product and service from RUSSEr Communications is fully backed by our ironclad 100% Money Back Guarantee. In fact, we are so confident about the value of this information that we have a guarantee that is unmatched in the entire industry. If after attending a program, trying a product or using a service from RUSSEr Communications, you don't feel that it is worth at least ten times what you paid for it, we will refund your investment. Plus give you an extra \$250 just for your trouble.

### Am I crazy?

I don't think so, even though this puts me on the hook for a big chunk of change. To tell you the truth I'm not worried because I know the tremendous value of the exclusive information, trade secrets and contacts being shared over these 3 days aren't available to anyone else, anywhere!

**But, I need to warn you you have got to be quick...**

## Only 297 Agents Will Get Access to This Top Secret Meeting Location in Chicago, IL

Don't forget, last year we SOLD OUT completely in just 7 weeks and many hopeful attendees were left disappointed because they were too late. This year we've found a new location and expanded the room to hold 250 more people than last time. **But I have a strong feeling with all the buzz from the event and the all-NEW topics and amazing early bird bonuses... this one could sell out even faster!**

**However, by taking care of this now you lock in your seat and get all the bonuses that will be offered.** Classified hotel information will be provided only to registered attendees. I can tell you our hotel is one of the most sought-after downtown Chicago hotels right on the “Magnificent Mile.”

Dates:

**July 7th - 9th, 2006**

Location:

**Chicago, IL**

(hotel information provided to registered attendees)

Times:

**8 am – 6 pm on July 7th, 2006**

**8 am – 6 pm on July 8th, 2006**

**8 am – 3 pm on July 9th, 2006**

# Here's How to Register:

If you're convinced this is the place for you there are 3 easy ways to register:

**One: Register Safely and Securely Online at [www.Russer3Day.com](http://www.Russer3Day.com).** You can pay using your choice of Master Card or Visa. (Sorry. No AMEX!)

**Two: You can FAX in your enrollment form,** anytime, 24 hours-a-day to **613-592-1044.**

**Three: You can send your registration in by mail,** with your personal or company check payable to my management company: **Coach Ken, 555 Legget Dr., Suite 101, Tower A, Kanata Ontario K2K2X3 Canada** (I strongly suggest FedEx because if you are attendee #298 you will be added to our wait list and your payment will be returned.)

Listen, if you're serious about your Internet business - there's no excuse for missing these 3 days.

Do it now and secure your place for the exclusive Early Sign-Up Bonuses.

As you can see.....we've built the biggest, grandest, most valuable Internet Marketing Seminar. Last year's was a truly extraordinary event, totally and exclusively devoted to the Real Estate business. This year is sure to be even more amazing. Certainly, the cost of missing this far, far exceeds the costs (money and time) of attending. I cannot conceive of a serious Realtor® letting anything interfere with participating in this year's event. I imagine everyone will agree, so there should be a literal stampede of people rushing to register. Don't wait!

To your online success,

Michael J Russer  
Mr. Internet®



**P.S. #1:** Remember, This is the last time I am ever delivering this event and it is strictly restricted to the first 297 applicants.

**P.S. #2: This is really important!** Not only is the event backed by a completely risk-free, money back guarantee...but I'm even throwing in an extra \$250 for your troubles. **The only way you can lose is by not getting your registration form in on time!** Please don't make the mistake of waiting to 'think this over'. **Last time over 180 hopeful attendees were turned away because this event SOLD OUT in just 7 short weeks.**

**P.S. #3: You can reserve your seat now for only \$99.** I have made this as easy as possible for you to be a part of the last event of it's kind that will change your business forever.

## 100% No-Risk Registration Form

# The **FINAL** Russer 3-Day Internet Marketing Boot Camp July 7-9, 2006 Chicago, IL

Times: 8 am - 6 pm on July 7th, 2006 | 8 am - 6 pm on July 8th, 2006 | 8 am - 3 pm on July 9th, 2006

YES, Michael I will be there! There's absolutely no way I'm missing out on this last-in-a-lifetime event. I can't believe I am going to be one of the last 297 agents to ever attend this business and life changing event. I look forward to dominating my competition online. Plus, your outrageous guarantee makes this a real no-brainer.

DOUBLE YES! I'm also signing up right away before the Early Sign-Up deadline of April 30th so that means I get the following exclusive package of bonuses and goodies (ONLY AVAILABLE FOR EARLY SIGN-UPS):

**Bonus#1 3-Month Telephone Follow-Up Program** - I am not going to lie, this will be one of the most informative and intense weekends you have ever been to. The only problem with that is it is difficult to remember all of the information you have learned over the weekend. Once a month we will get together on a conference call and I will be open to any questions or problems you may have. This will be a key element in getting your site up as quickly as possible.

**Bonus#2 Home Study Course** - As an extension of bonus #1, I have hired an entire film crew from New York City to record every second of the weekend. We will not only provide you with a copy of every minute on high quality DVD, but I am also including a complete set of the audio version on CD so you can listen wherever you are.

**Bonus#3 256 Page e-Pro Book** - Are your online customers slipping away? Turn your email and website into compelling and magnetic tools for getting more closed deals—ePOWER! PRO™ tells you how! This comprehensive 256-page book clearly shows you, step-by-step, the differences between successful sites and sites that fail—it is truly a 'must-have' for any agent who wants an effective online presence. Join the ranks of agents who have made millions because they simply followed the steps and ideas provided in this book!

**QUALIFICATION #1: NON-Disclosure (this must be checked).** Via registration for and attendance at this seminar, I hereby agree to use any proprietary information, "trade secrets" or similar disclosures gained here and previously unknown to him/her and exclusively for the benefit of his/her own business(es) or businesses in which he/she has an interest in. This information cannot be disclosed in publication printed or electronic or other means. Plus I understand due to the limited nature of this program - my deposit and/or installments paid NOT subject to refund prior to event. I can cancel my enrollment before April 30th and receive a full refund. If I cancel my enrollment between May 1st and June 15th, I can receive a full refund less a \$600 cancellation fee. Cancellations made after June 15th are NOT refundable. Registration is NOT subject to transfer and re-sale is strictly prohibited.

I prefer to pay (please check one):

In one installment of \$2947(\$2997 less a \$50 bookkeeping fee)

**Pay only a \$99.00 deposit now**, the balance divided in equal Easy payments through July. (example: If you register before the end of February... five easy monthly payments: March, April, May, June, and July).

Michael, in addition to my attendance, I would like to register the following guest (limited to spouse, one employee or business partner.) Limit 1. At Absolutely No Charge.

Guest #1: Please enter full name: \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Country \_\_\_\_\_

Phone (with area code) \_\_\_\_\_

Fax (with area code) \_\_\_\_\_

Email \_\_\_\_\_

### Shipping address if different from above:

Address \_\_\_\_\_  
\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_

Country \_\_\_\_\_

### Payment Method:

VISA     MASTERCARD     Check/Money Order

Credit Card Number \_\_\_\_\_

Expiration Month: \_\_\_\_\_ Year: \_\_\_\_\_

Signature of card holder \_\_\_\_\_

Date \_\_\_\_\_

**Please complete this registration form and fax it, anytime 24 hours-a-day to: 613-592-1044** along with your credit card information Or you can mail your check or money order payable to my management company:

Coach Ken  
555 Legget Dr. Suite 101, Tower A  
Kanata, Ontario K2K2X3 Canada  
Phone: 866-248-0008  
Email: sales@russer3day.com

### We strongly suggest FedEx to avoid disappointment

Note: Your registration is logged and date/time stamped when payment arrives. If you are registrant #298 - your payment will be returned to you and you will have the option of being placed on the 'wait list'.