

Piggyback Profits

By Will Riley

--- IMPORTANT ---

Read this report before you buy another product, read another sales pitch, or try any other online money making method.

Who I Am and Why You Should Listen to Me

My name is *Will Riley* and I am an Internet Marketer from Sydney, Australia. I have been marketing online since way back in 2001.



Over the last few years **I have sold over 25,000 products**, had 4 of my products voted as best sellers, earned as much as \$30,000 in just 1 day, and helped hundreds of people, just like you, earn their first dollar online.

But unlike most other marketers out there, I like to tell it as it is. Yes, it gets me into trouble sometimes but I think you deserve the truth. So if it's sugar coated back-patting you want, I am NOT your man.

I am here to tell you *exactly* how it is.

The reality is though, I can sit here and tell you how great I am all day long—heck, other marketers do it all the time. But none of that matters.

When you are looking to learn from someone else all you should be concerned about is results. Have I been able to achieve the sort of results you are looking to achieve for yourself?

Well, I will let you be the judge of that...

Product	Pos.	Visitors / Views	Clicks Unq/Tot	Sales	Conv. Rate	Visitor Value	Customer Value	Total Revenue
TOTALS (26 items)		351218 / 678580	30377	19053	5%	\$0.95	\$17.53	\$334,065.92

Product	Hops	Sales	Hop Conv.	\$/Hop	\$/Sale	Total \$
TOTALS (57 items)	36788	3459	9%	\$0.98	\$10.42	\$36,053.00

SALES					
Visitors	Sales	Conversions	\$ Per Visitor	\$ Per Sale	Total
130,355	1,836	1.41%	0.51	\$36.54	\$67,094.57

8bd52627	06/19/2014 02:34:51	\$ 270.73
f7c06785	07/9/2014 00:09:11	\$ 1872.45
		\$ 40076.83

Clicks	Visitors	Sales	Conv	\$ per Visitor	\$ per Sale	Total
11,808	14,742	969	6.57%	\$0.96	\$14.57	\$14,119.66

Showing 1 to 20 of 312 rows. < 1 2 3 4 5 >

Total For [redacted] = \$18042.00

Total For [redacted] = \$2142.00

Total For Both Products = **\$20184.00**

Want to Know How I Consistently Get Results Like This? Read on...

Reality Check: The Way You Are Trying To Make Money Online Is NOT Working...

**(This Isn't Another Useless Sales Pitch. This Is FREE ADVICE That
Will Change Your Online Business Perspective Forever...)**

From: Will Riley
Internet Marketer

By now, if you've found this report, there is a good chance that you have tried at least one—and likely more than one way—to make money online.

How's that working out for you?

I can nearly guarantee that it's less than perfect.

In fact, for most new online marketers, making money through the internet *rarely* lives up to expectations.

The reason I can bet with confidence that you *aren't* making as much money as you want online is because the majority of new internet marketers spend at least six months trying to make money online.

That's the point where they start to think it's all a scam and they give up.

It doesn't matter if you have been at it six months and you are already at the point where you want to give up, or if you are just getting started, you need to keep reading and listen to this advice.

It's *that* important.

Does Any Of This Sound Familiar?

Before you start learning about what you need to do to *actually* be successful, you need to understand that online marketing can actually work—regardless of what you’ve experienced.

Seriously, you *can* make money online. You just have to have the right approach.

Now, **take a moment and think about what you’ve already tried...**

- **Did You Start With A “Complete” Guide To Marketing?** – Was it written by an “expert marketing guru” who already made millions through his flawless “system?” Was the system actually flawless?
- **Did You Pay Into A “Turn-Key” Product Platform?** – A service that gave you a product to sell, a website to do it with, a complete, ready-to-go sales funnel? Let me guess... that was just a waste of money wasn’t it?
- **Try Anything Else?** – There are more systems, programs, guides, eBooks, experts, and marketing guru tips available out there—products that you can buy to help you make money—than I can possibly list. What else have you tried that’s failed?

You’ve already tried some way to make money online.

Chances are, you’ve tried a few.

What’s The Point? Most Online Marketing Systems Don’t Work

Think about it.

It's impossible for them to work.

There have to be literally thousands—tens of thousands of products—that you can buy as a beginner online marketer.

Each of them promising to make you money.

The reality behind these programs is that you aren't playing the role of online marketer. They don't help make you money, or give you the knowledge you need to be successful.

If they did, the real online marketing world would be filled with too many successful people for you to ever make a reasonable profit—there would be too much competition.

The online marketing gurus who are making real money know this.

And here's what they've done to you...

Right Now, You Are NOT The Marketer, You Are The Consumer

Online marketing experts and product creators have *made* you the consumer.

They've developed a whole industry selling you pre-packaged programs, ideas, tools and informational guides. Everything from \$9.97 video training to complete turn-key systems that cost thousands of dollars.

Smart online marketers know that you want to make money. So they make promises and you buy them.

Right now, you are not the marketer, you are the consumer.

You are the person shelling money into products that have a low probability of ever making you money.

Stop Trying To Build a Business Without Understanding The BIG PICTURE

If you understood the whole picture—the complete details of how to make money online—you would stop buying marketing products, guides, and services from the people making money off of you, and people like you, right now.

They don't want you to see the entire picture.

Think about it this way...

They've sold you a do-it-yourself package, but the package is incomplete.

It's like trying to build an 'assemble at home' furniture kit from the store only to find that the most important screws are missing. It won't work.

Yes, plenty of online marketing programs come with "100% money back guarantees." If you buy it, open it up and find pieces missing then you can ask for your money back.

But unlike the at-home furniture kit, it's hard to recognize what you are missing when you buy an online marketing package.

Right now, you are relying on industry "experts" to give you information and details about something—you are trusting people—who don't want to give you the whole picture.

If they did tell you everything, they would be losing money in the long run.

Letting you know exactly how to make money online would create more competition in the online marketing world and slowly put a dent in a multi-million dollar consumer base that you are part of.

So, What's The Only Way To Make Money?

When it comes down to it, there's only one way to make money in *any* business.

It's something that internet marketing gurus who sell online products for you to buy don't want to talk about.

They don't want to tell you the truth because you'll end up getting out of the cycle that you're stuck in right now.

And that will cut into their profits.

Your search for an online business that *actually* works ends when you discover that...

You *have* to have a product or service to sell.

You need to start with that simple concept right now if you *ever* want to have any chance of making money online.

If you aren't selling a finished product, you can't make any money.

It's that simple.

Now, let's add a level of complexity to this...

So You Need A Product

BUT

How Do You Find One To Sell?

There are two ways to get a product.

You can create your own OR you can sell someone else's product.

Now creating products *is* difficult, *especially* if you are just getting started in online marketing.

I've been working online in marketing for over 10 years now, have sold to over 25,000+ customers and generated over a million dollars in sales—and I still find it very hard to create my own products.

The process is generally too difficult for most people to master.

Even then, when you *do* get it right, you have to take on the task of selling.

There are very few people that can create AND sell products. For the most part, it's a time and resources issue. You can only sell products as fast as you can create them. As the market changes, you have to change and adapt your products.

You have to spend the money to develop new ideas and put them into production—a huge cost and a massive risk for someone just getting started in online marketing.

What About Affiliate Marketing?

This is where most online marketers who aren't product creators start.

You might have already tried affiliate marketing yourself.

The idea is pretty simple. You become an affiliate for a business that already has a product. It seems like a great idea because you don't have to do *any* of the product creation.

A business gives you an affiliate link, you drive visitors to that link, surround it with content that drives a sale, and you end up with a percentage of commission on every sale you make.

Sounds easy enough, right?

But There Are Definite Downsides You Need to Consider

First, you need to consider the cost and energy of finding customers.

Website traffic is increasingly difficult to get in all niche areas. Most businesses with affiliate products that you can promote are also already heavily saturated so competition is fierce.

You then need to develop a website and create quality content.

The point is, I see new online marketers all the time who were sold on the promise of affiliate marketing only to find themselves losing money.

They have to find freelancers for web design and development, hire someone with search engine experience, pay for a writer to create high quality content—there are so many variables hidden on the surface that can hinder your success.

But the worst part is that with affiliate marketing, you are doing tons of work and putting in countless hours in a competitive, saturated market only to make *another* business or product creator rich.

You aren't really building your own business.

Even if you make a 50% commission on affiliate sales, the cost of getting traffic and maintaining your website can really eat away at your profits.

Take A Lesson From Successful Corporate Businesses and Instead Use The "Piggyback Business Model"

There's a third way to make money... and very few people talk about it.

I call it the **Piggyback Business Model**.

You've actually seen it in action and you don't even know it.

It's the way big companies like *Apple* and *Amazon* are making *huge* amounts of money right now.

Piggyback Business is fairly simple.

You sell a product that someone else has already created.

Apple does it with the iTunes store. They don't have to create a single product. Instead, they provide a marketplace for apps, audio files, and other digital media that other people create.

Amazon is an entire business built off of other products. They sell Kindle books but they don't create a single one of them.

Take a look at some of the biggest companies in the world—Subway, McDonalds, KFC, Pizza Hut—restaurant chains that sell a menu, a concept, and a plan to franchise buyers who handle everything else.

Someone buys the McDonalds "idea" and product and goes out and makes money with it.

This Is How Online Marketers Who Don't Create Products Are Making Money

A lot of them are using the *Piggyback Business Model*.

They've purchased the rights to products that other people developed and they are selling them as their own.

Chances are, you didn't even know this was going on until now.

It's the secret behind the most successful businesses and the most successful online marketers.

The reason is that it lets you take advantage of the best of both worlds of business. You can get started selling a product that you don't have to create AND you get to keep nearly all of the profits.

The *Piggyback Business Model* is a much more effective business model than affiliate marketing because all of the resources you put into your business are actually working for YOU and not someone else.

The Piggyback Business Model Has Many Advantages

There are several clear advantages to the *Piggyback Business Model*...

- **You Can Get Started Right Away** – With most *Piggyback Business Models*, everything is already created. You don't need to develop a product and in many cases you don't need to develop a plan. Think about a person opening a McDonald's franchise restaurant. They don't have to develop anything. It's a plug and play business!

- **You Keep The Profit** – You end up paying for the rights to a product once. That's it. You aren't making a commission and building someone else's business. That's one of the main drawbacks of an affiliate marketing program.
- **You Keep The Customers** – The secret to successful long term online business is developing an email list and marketing to it over and over again. With the *Piggyback Business Model*, you end up keeping all your customers. You aren't sending them off to someone else.
- **You Are Building Your Own Business** – This is the key. With the *Piggyback Business Model*, you are in control of your own business. Unlike affiliate marketing, you are putting time and energy into a long-term plan that benefits you and not someone else.

It really is the perfect business model.

You instantly get a high quality and in demand product that you can sell. You don't have to spend time developing a product. You aren't working for someone else.

AND you build a long-term list of clients for the future.

This Is What Internet Marketing Gurus Don't Want You To Know...

Many of the products that internet marketers are offering you right now are, in fact, products that they purchased from someone else.

Remember right now, you are a *consumer* in the online marketing world.

You're thinking about buying more products that will help you succeed. Maybe you've already paid for a few.

You're caught in a cycle of buying things to advance your marketing career and the products that you are buying are being sold to you by people who (in many cases) didn't even make them.

Isn't It Time You Learned How To *Actually* Make Money?

Want to see the *Piggyback Business Model* in action?

I recently used the *Piggyback Business Model* to make **\$37,801.35 in just 40 days**—without my own product.

And I've used it many times in the past to do launches that have consistently generated over \$30,000 in just 24 hours.

But I sure wasn't the pioneer of this business model.

A close friend of mine has put together a [complete case study](#) for you that explains every step of the *Piggyback Business Model*—in detail.

He has used this exact same system to go from where you are right now to making over \$314,900 per month. In fact his business is on track to do over 50 million dollars in revenue this year.

Imagine if you could replicate even a [fraction](#) of his success.

He really is one of the best at teaching this business model (even better than me) and his results speak for themselves.

If you [grab this case-study right now](#), you'll be able to immediately see *exactly* how you can use someone else's product to build your own business, starting today.

Inside this case-study you'll discover:

I.M. REVOLUTION

The C.P.T. Formula (\$194 value)
Using strategies made popular by the 4 Hour Workweek by Tim Ferriss, this course will show anyone how to leverage "other people's time" and outsource their monotonous tasks for pennies on the dollar. This will make you "time rich" - so you can enjoy the time-freedom and lifestyle of the ultra-wealthy.

The total value of these courses is \$873, but you will get them absolutely FREE when you join MORE.

"This all sounds great, but how much does it cost to partner with you?"

Well, the amount of money you can make with MORE is essentially limitless. Even just 2 sales of my MUR program in your first 30 days will net you \$2,400 for the month. And every single customer you bring in could result in \$5,000 to \$5,000 (or more) over the next couple years.

Let's do some simple math. Take a look at the chart below and you'll quickly see the potential here. Remember, the numbers shown here are YOUR commissions.

Front End Sales	Income	Back End Sales	Income	Total
4	\$2,990.70	1	\$1,200	\$4,190.70
8	\$5,981.40	2	\$2,400	\$8,382.40
12	\$8,972.10	3	\$3,600	\$11,672.10
24	\$17,944.20	6	\$7,200	\$25,144.20

Now, this is just an estimate of possible earnings... but you could potentially make \$25,144.20 every single month averaging LESS than 1 sale per day. That's more than some doctors and lawyers make! That's the raw power of this business model at work.

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I.M. REVOLUTION



All this means is that you're unlikely to make a decent profit, which is going to make your time and energy worthless.

Unless you have a sales funnel that is able to take that traffic, and convert it into cash to pay for the increasing costs, your survival online is doomed.

If you want to make a 6-to-7 figure income online, the most sure-fire way is to create your own info-products and your own sales funnels. Though this is highly profitable, it's also the hardest, most expensive and time-consuming way to make money online.

Why The Odds Are Stacked Against You When You Start Out...

When you're getting started, there are a lot of challenges, roadblocks, and new things to learn...

- ★ How to write persuasive sales copy
- ★ How to create your own information product
- ★ How to create a sales funnel (squeeze page, sales page, email follow up, etc)
- ★ Apply for and set up a merchant account
- ★ Integrate shipping carts with your email auto responder and payment gateway
- ★ Handle customer support

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- **(Page 23)** the biggest misconception about the Internet Marketing industry that only 3% (the top earners) know about...
- **(Page 30)** why vending machines and lemon juice squeezers are vital to the success of your business...
- **(Page 33)** the 4 main leverage points that *transformed* his business into a multiple six-figure income source, in less than 3 months...
- **(Page 37)** the single reason why you're not making as much money as you'd like to in your business, and how to fix it right away...
- **(Page 59)** how you can access a bunch of high-quality in demand products and get the *Piggyback Business Model* working for you...
- *and a whole lot more.*

At the very least, you'll definitely be able to spot when an internet marketer is using the *Piggyback Business Model*.

Here's My Promise To You

Matt and I are going to give you access to [this case-study](#) for just \$1.

Normally, it's \$9.95. That's the price I need to charge to pay my bills and to make a small profit. After all, I've got to pay for my advertising and other expenses.

You're going to pay \$1 for this report and you'll get 7 days to read it. If you don't think it's useful, I will give you your \$1 back.

In fact here is my personal [Facebook page](#). If you don't like the case-study, contact me personally and I will have your refund taken care of immediately.

But if you *do* think that you've learned something, all I ask is that you pay the remaining \$8.95 in 7 days' time so that I can pay my bills and keep helping marketers like you uncover the secrets of online marketing.

Sound fair enough? [Grab the case-study here >>](#)

You Can Take Action Now

OR

**You Can Spend More Money On
Advice You Don't Need**

It's *your* choice.

You can learn from this real case study that shows you the *Piggyback Business Model* in action, or you can continue to spend money on products that don't work and won't make you any money.

Remember, it's time you stopped being an online marketing *consumer* and start making this an actual source of income.

You owe it to yourself. You deserve the success other people are already having. So click below and grab this case study right now.

[Click Here to Get Access to This Special Case Study for Just \\$1](#)

To Your Success,



Will Riley

Internet Marketer

P.S. In this business, proof is everything. But I don't want to just show you *my* results. I want you to realize ordinary people can achieve these results as well. I am talking about real people getting real results using this exact same *Piggyback Business model*. Check them out below...



 **Tristan Azcona** Just now · 🌐

It may not be a lot, but to get a \$1,000 commission whilst not really doing any active marketing is just something to be thankful for 😊

Goes really far especially when you are in a country where the dollar is in the multiple of 40 😊

#passivewealth

Like · Comment · Share

👍 Armando Rendon likes this.

 Write a comment... 

 **Rayshawn Lindsey** February 9 · 🌐

OH yeah just got my first sale!!!
"6figures HERE I COME"! (Thanks to Matt & this Awesome biz)...LET THE GAMES BEGIN 😊

Like · Comment · 👍 20 💬 7

👍 Justin Mah, Scott Oliver, Julia Mitchell and 17 others like this.

💬 View 4 more comments

 **Suzanne Rio Allagui** congratulations 😊
February 10 at 6:15pm · Like · 👍 1

 **Robert Jerzy Lach** Congrats !
February 12 at 3:54pm · Like · 👍 1

 **Oludaisi Joseph** Congrats! The feeling is right bro.
February 13 at 11:20pm · Like · 👍 1

 Write a comment... 

 **Saiful Yusoff** November 25, 2013 · 🌐

I'm so blessed. I've got 2 sales today. More will come — 😊 feeling blessed.

Like · Comment · 👍 21 💬 9

👍 21 people like this.

💬 View 6 more comments

 **Cory Boatright** great Saiful Yusoff
November 25, 2013 at 6:47pm · Like · 👍 1

 **Ian Spencer** Great Job Saiful
November 25, 2013 at 6:48pm · Like · 👍 1

 **Andy Bu** Well done! I am looking forward to getting my first sale. Starting with my coach tomorrow.
November 26, 2013 at 5:49am · Like · 👍 1

 Write a comment... 📷

 **Danny Howard** November 14, 2013 · 🌐

Score! Got my **first sale** while I was sleeping last night.

Like · Comment · 👍 10 💬 6

👍 10 people like this.

💬 View 3 more comments

 **Danny Howard** I started marketing a little less than three weeks ago and haven't hit it as hard as I could.
November 15, 2013 at 8:29am · Like

 **Kevin Tiny Cebu** Awesome. You are the second guy already to tell me this result. Thanks
November 15, 2013 at 8:36am · Like

 **Ian Spencer** Awesome Danny
November 15, 2013 at 8:42am · Like

 Write a comment... 📷



A screenshot of a Facebook post by Belinda Lee Cook, dated July 14, 2013. The post text reads: "Cha Ching!!! With absolute certainty, A day of gratitude! Slowly and surely it's coming in. I don't know how but it does. It works ... **First Sale** 3 days ago, And today another one YES, I did it. Thought you wanted to know and thanks for allowing me to share guys." Below the text are interaction icons for 'Like' (11) and 'Comment' (8). A summary line shows 'Carolina Millan and 10 others like this.' and a link to 'View 5 more comments'. Three comments are visible: Deborah H. Robertson (July 16, 2013 at 12:21am - Like), Raena Lynn (July 16, 2013 at 12:21am - Like), and Theraton Bharucha (July 29, 2013 at 9:12pm - Like). At the bottom is a 'Write a comment...' input field with a camera icon.

Belinda Lee Cook
July 14, 2013 · 🌐

Cha Ching!!! With absolute certainty, A day of gratitude! Slowly and surely it's coming in. I don't know how but it does. It works ... **First Sale** 3 days ago, And today another one YES, I did it. Thought you wanted to know and thanks for allowing me to share guys.

Like · Comment · 👍 11 💬 8

👍 Carolina Millan and 10 others like this.

💬 View 5 more comments

 **Deborah H. Robertson** Awesome!
July 16, 2013 at 12:21am · Like

 **Raena Lynn** Congrats!
July 16, 2013 at 12:21am · Like

 **Theraton Bharucha** all the best belinda
July 29, 2013 at 9:12pm · Like

 Write a comment... 📷

[These People Are Already Benefiting From the 'Piggyback Business Model'. Want to Join Them? Click Here >>](#)