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# **Guru Assassin - Affiliate Marketing Unleashed**

Guru Assassin is near the top of the Clickbank Chart this week. It is the second major launch for Chicago-based Internet guru Jonny Andrews. His first major product, The Money Siphon, was very good--his new product is superb. Have you been struggling with affiliate marketing, product launches, and list building? Lets look at what Jonnys new product can do for you.br /

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First, I watched some of the promo, pre-launch videos for this product and I have to admit, I found Jonny to be just a tad bit abrasive. I thought here is a guy who obviously knows a lot about affiliate marketing and he sure knows his way around Clickbank--but he is outspoken to say the least. So I decided to make a purchase and I downloaded the product. I must say it took a while--there is a ton of material.br /

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Within 2 minutes I became a believer. Whats more I began to rather enjoy his tongue-in-cheek humor. Then I got to the part where he told a story about catching a bat in his kitchen. If you decide to invest in Guru Assassin you have got to listen to that clip. I mean it, it was worth a \$100 ticket to a quality comedy club. Great stuff.br /

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So now I had about a dozen PDF files and about as many videos to choose from. Where should I start? Well, I found a pathetic little 7-page PDF file about the Warrior Forum (this is one of the leading online forums where Internet marketers hang out. Jonny explained exactly how he made about \$75,000 the year before his Money Siphon System came out using a WSO on the forum. I said to myself, Oh sure you did big guy.br /

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But as I read on, I became a believer. I took this one tiny 7-page report and set to work on copying his success. I ran a WSO (Warrior Special Offer) selling an ebook which I was selling online for \$37. I discounted it to \$17 for this offer. Now, it costs \$20 to run a WSO, but what a deal. The first 12 hours my ad was up I sold just under \$300 worth of my ebook. The next day I sold just over \$100. (Your sales start to trickle off after a couple days because your ad drains off to page 2, 3, 5, etc.br /

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However, you can bump your ad back up to the top of the chart for another \$20. Again, what a deal! If you get a WSO that converts, you can keep it running indefinitely--and you can run up to 3 offers at a time. All of a sudden the idea of making \$75,000 a year running these things started to sound like a genuine possibility. Im keeping up with it--it has tremendous potential!br /

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But hey, this was only a 7-page report out of a huge, huge program. After going through the entire program I found the two things that were the highest-octane techniques he offered were the modules on list building and on finding JV partners. Each is worth ten times the cost of his entire program. I had to laugh at one of the sections titled, When You Dont Have A List And Nobody Loves You. Anyone in affiliate marketing starting out can relate to that title. Until you have developed a mailing list of 3,000 to 5,000 names in your niche--its true--nobody loves you. And the big guys wont talk to you.br /

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Its sort of the Catch 22 of info product marketing. If you dont have a list, its tough to do a product launch. And if you havent done a product launch, you probably dont have much of a list! But dont give up! Jonny shows you exactly how he broke into the Clickbank inner circle and gives you the info do do it your self.br /

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So if you are either an affiliate marketer, or you have an ebook of your own you want to get off the ground I would strongly consider checking out Guru Assassin for yourself. You will not be disappointed by Guru Assassin.br /

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Mike McMillan is the author of over 40 books and ebooks. Check out his review site for Guru Assassin and pick up your free copy of his Click To Order Secret Code just for stopping by. Mike also offers huge bonuses when you buy Guru Assassin through his site. Some of these bonus ebooks run over 400 pages.br /

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