How Gary Went From $18,000 a Year To $400,000 a Year -- Without Working Harder

By Marlon Sanders

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*** How do you go from being an insurance salesperson to a 475,000 person list?**

*** A complete training course available for FREE on how he did it**

*** A great USP that almost always works**

*** How to release the brakes inside your brain**

How do you go from being an insurance salesman to a 475,000 person list?

It's an interesting story. The other day I was at a bookstore as I'm prone to do. And I saw this DVD called Tapping and it had a testimonial on it by Joe Vitale. I remembered last year that when I hung out with Joe and Pat, he mentioned that he did this thing called Tapping.

I bought the DVD and got sucked into a very fascinating story....

His name is Gary Craig.

At age 30 he was making $18,000/year selling insurance. He met a man named Dick Oakley from Pace seminars who told him to use this simple affirmation:

"I earn, easily and consistently, $40,000 per year."

I believe Pace seminars were originated by James W. Newman author of the outstanding book: "Release Your Brakes."

See, Dick told him he was driving with his brakes on. And to change his income he needed to change the programming inside his head.

He started with the affirmation of making $40,000 a year because that was more than double his income but still within what he believed was possible.

The other important part of the wording was "easily and consistently." He didn't say he had to grit his teeth and work 12 hour days.

He started saying that affirmation 20-30X per day, not knowing HOW he was going to do it.

Before long, we exeeded the $40,000 a year, so he raised it to $60,000 then $80,000 up to $400,000.

You can READ the whole in-depth story here:
http://www.eftuniversity.org/palaceof.htm

It's the best single thing I've ever read on doing affirmations.

At some point, he owned his own stock brokerage business but left that to start a web business!

He created a whole self development method built around what someone else had already pioneered. Roger Callahan developed a method for eliminating phobias, anxiety and other things using an unusual method called "Tapping."

Gary Craig worked with him for awhile then developed his USP which was basically the Roger Callahan method with the USP of SPEED.

He called his spinoff method "EFT" for emotional freedom technique.

He developed a program where others could get trained in his methods and developed what I'd call a massive affiliate base, even though it wasn't your traditional affiliate method.

He innovated some cool things.

But the main points are these:

1. He created a whole ebook on his method that was his freebie on his web site.

http://www.eftuniversity.org/downloadeftmanual.asp

As a result he built up a 475,000 person email list. He got a TON of links that ebook from other sites which gave him awesome seo juice.

2. He made his money on the back end selling dvd's, workshops, certification and so forth.

3. He published a regular newsletter of articles and success stories to his email list.

There's NOTHING here you don't know how to do in that it's things I talk about all the time.

The best source of traffic is affiliates. But he also worked the seo angle by putting all the newsletters on his web site which became a ton of content.

4. He put a lot of videos on his web site to pull people into his funnel. The videos were mostly success stories/ case studies:

http://www.eftuniverse.com/index.php?option=com_content&view=article&id=5&Itemid=8

Now, the point is NOT whether you think his method is valid or not.

The point is he did the SAME things you know to do. Put success stories on your web sites and blogs. Have a great freebie to build your email list. Build an affiliate base. Publish content on your blog and use it for your seo.

What's so fascinating about this is Gary Craig didn't INVENT the core method. He took what Roger Callahan developed and put his own USP spin on it.

Speed. That's always a great USP.

He added a great freebie, newsletters, a forum, and a heck of an affiliate base and people with a vested interest in his success.

The way he did that is a bit more complex than I have time to go into here. He innovated with a few clever ideas. But the point is, he followed a known model, added really great marketing to it and passion, and made it a huge success.

Unfortunately, all isn't well for Gary. He had a heart attack and as such decided to retire, so his dvd's aren't for sale any longer. I offered to fulfill them for him and/or buy the rights to them but for his own reasons he declined.

The thing about Gary is he's a relentless promoter. I admire that.
He reminds me in that aspect of Joe Vitale. You know, Joe is a great pro-

moter and relentless about it because he just flat out loves doing it.

If he DID want to sell his business, I'm sure he could sell it for millions. The assets he built up, the list, the affiliate base, the products, the inbound links have a very high value.

I don't get that Gary did what he did for the money and I don't get that he needs money from my very short conversation with him.

TAKE AWAYS:

1. The affirmation method works and is worth using

The book Release Your Brakes by James W. Newman explains the method in depth. And you can read the article by Gary Craig:

http://emofree.com/palace/palaceof7.htm#16

2. Realize that the gist of this story is doing what you know to do.

a. Have a killer freebie on your web site just like he has his freebie ebook.

b. Build your list, duh!

c. Develop a great affiliate base

d. Publish success stories in a newsletter or an ezine and use it for search engine fodder.

e. Have a back end.

f. Be prolific

g. Promote relentlessly

Resources

FREE podcasts, videos, PDFS

http://www.marlonsnews.com/podcastnvideo/

"Point and Click" Your Way To Create Amazing Web Pages That Sell Your Products Like Crazy!

http://www.designdashboard.com

The Only Point-And-Click System That Turns Internet Marketing And Promotion Into A Virtual No-Brainer

http://www.promodashboard.com

Discover the Amazing Formula That Sells Products Like Crazy!

http://www.amazingformula.com

On December 3, 1998, I Discovered A "Money Getting" Secret That I've Repeated 122 Times -- And You Can Use This Same Secret Starting 2 Hours and 58 Minutes From Right Now!

http://www.thewriterssecret.com

Just Fill In The Blanks, Click a Button And Out Pops a Potent, Targeted Sales Letter Ready To Sell Your Products or Services!

http://www.pushbuttonletters.com

Step-By-Step. Point-And-Click To Your Own Product.... or quadruple your money back !

http://www.productdashboard.com

How I Got 1 in every 102 english speaking net users to my web sties!http://www.1in102.com

How to create products fast and roll them out successfully using simple 2-page web sites

http://www.gimmesecrets.com

Exactly how to vanquish overwhelm, delete your "to do" list, get unstuck, and gain crystal clarity -- all within 4 weeks

http://www.marlonsnews.com/overwhelm