

# “Here’s why this training camp may be just what you’ve been looking for if you’ve been frustrated, confused, and even abused as you try to find success in today’s Internet marketing rat race.”



My name is Gary Arndts and if you join us for the next *Internet Strategies* training camp, you and I will be spending two busy days together. There will be just a few of us there and it will be fun.

I’m making a commitment to you. After 2 days you will be ready to take command of your Internet marketing. You’ll create a website that works, master SEO, get productive listings in major online directories, build unlimited backlinks to your site and more. You may be surprised how simple, easy and inexpensive these things are to do.

**However, you personally can do as much or as little as you wish.** You may elect to have someone in your family, or your business, attend the camp with you (highly recommended) and have him or her invest a few hours each week running your own Internet marketing operation.

Or you may - for the first time - be able to **explain to the nice folks in your town who built your website, exactly why it isn’t accomplishing your goals and direct them on how to fix it.** Perhaps, most important, you’ll never be fooled by those SEO marketers who call you each week (or everyday) with big promises that cost big bucks and that most of them can’t keep.

I think of **Jeff Cross’s *Totally Booked University Internet Strategies* training camp as Plan B.** If Plan A was relying on others who were basically trying to sell you something, **Plan B is having the knowledge about Internet marketing to create success on your own.** What a refreshing thought!

People who attend this training camp typically come because they want to be able to do-it-themselves or understand how to get it done properly and affordably using others. **Some have even attended to learn how to start their own web business,** build websites and do Internet marketing for others. That’s fine, too!

One last thing, before I tell you a little about myself. This isn’t a two-day adventure and then you’re on your own. You’ll have questions down the road. **That’s why we include 90 days of free consultation** with me after the camp, and I’ve yet to hang up on a fellow training camper who has called with a question on day 91. We’ll arm you with support information. You’ll leave with a flash drive explaining the material we cover in the camp. You can refer back to it anytime, as often as you want.

I’m a life long marketing guy. I graduated *Cum Laude* from Wright State University in Dayton, OH with a degree in marketing.

My career has included positions in marketing research, sales management and as an ad agency account executive and copywriter. I spent 25-year as owner and operator of a full-service advertising agency. Even though I no longer have that agency, **happily I still work with some of the same clients I had when I started my agency years ago.** I've written a couple of books on marketing and have shelves of awards from my ad agency days.

Over the past decade I have specialized in Internet marketing. I love it, mainly because, unlike other forms of advertising, you can track results and measure success. **I have helped dozens of cleaning and restoration firms across the U.S. (and in Europe) market their services online.** I have a waiting list of clients. I've also worked with law firms, real estate, chiropractors, lawn services, retirement communities and numerous others. I've run hundreds of Internet marketing campaigns. My firm, *BlueRaptor* provides our clients with websites, search engine optimization and pay per click management services.

(By the way, anyone attending *Internet Strategies* can utilize our pay per click management service without a monthly management fee for life if you ever want to use it.)

A few years back I started designing websites for my clients because so many of them were finding it difficult to get their web designers to make the changes we instructed them to make. Sites needed to be optimized for SEO and designed to convert visitors into callers. It's not really that hard to do, but it needs to be done right.

To my delight, I discovered that technology has made it **very easy for anyone to create your own website and do it right.** I'm not talking about an ugly little site. I'm talking about creating a highly professional online presentation with all the bells and whistles you could ever want. **NO technical knowledge required.** Zero. It's all drag and drop.

It's just a big help if someone is there to prime the pump for you and make sure you're creating a site that will convert visitors into callers. That's my job. I'll show you how. Along with Jeff Cross and my son Chris, we'll help you do it right there in the training camp. This is hands-on stuff.

It's no surprise that Internet marketing is getting tougher and more competitive, especially search engine optimization. **The *Internet Strategies* training camp will give you a special advantage over your competition.** With your new skills you'll be able to create a depth and breath of online exposure that most of your competition just can't afford to duplicate. Yet your campaign will cost you very little annually over the coming years.

If this opportunity is right for you, if it's just what you've been looking for, then I'm ready to help you make great things happen in your Internet marketing. Call Jeff Cross or me with any questions, but sign up soon to secure your spot in the next camp.

Regards,

*Gary Arndts*