



DALE LARS ANDERSON PRESENTS...

**Tony Shepherd's
Hippy Marketing**

Tales Of A Cyber-Hippy Running An
Online Business From Home



THE 'BASICS' MYTH

ALL RIGHTS RESERVED: No part of this publication may be transmitted, reproduced or copied in any form whatsoever, electronic, mechanical, including photocopying, faxing, recording or by any information storage or retrieval system without the express permission (written, signed and dated) of the author(s).

DISCLAIMER AND/OR LEGAL NOTICES: The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omission

Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed in any way connected with this publication, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice in any way. You should be aware of any laws which govern business transactions or other business practices in your country and/or state. Any reference to

WARNING: If you're used to doing things in the 'correct order' and believe that knowledge runs in a linear fashion *from beginning to end*, then this report might upset you. I'm sorry. I don't mean it to.

I just want to show you how you can 'dip in and out' of existing internet marketing knowledge - take what you want and ignore the rest, and **utilize only what you need to know** to make money online without having to waste time worrying about 'the *basics* myth'

A few years ago a partner and I started two small websites about how to create and flip sites based on a small, clever idea.

I hadn't a CLUE about the nuts and bolts of how it would work, but I knew the idea was solid.

Nineteen weeks later and we'd made over \$72,000

\$50,000 of that amount was walk-away money. I'm talking in our pockets, sheer profit.

Hold that thought for now...

If you've ever hired a coach or worked with a mentor who guides you, step by step, through things such as setting up an Aweber account or building your first squeeze page...

...run like the bloody wind and never go back!

(I'll tell you why in just a sec...)

To hire me to work one on one including regular personal Skype calls will cost you \$5,000 a month and I've been sold out for over a year.

But when (as has happened an odd time) I get someone hire me and then wants me to guide them through the process of setting up a helpdesk so they can provide customer support or wants a step by step process for setting up their first Getresponse account **I gently explain that five grand a month is WAY too much money to spend just learning the basics.**

Learning the *basics* is what you should be doing **yourself** - and even better news is you *don't need to know everything at once*.

IMPORTANT : Despite what many so-called experts tell you, you DO NOT need a 'firm grounding' in the internet marketing basics before you start making money.

And..

You do **NOT** have to 'serve your time'

You do **NOT** have to 'walk before you can run'

This is a common myth and a product of a flawed western education system which (wrongly) says you can't move on to the 'next level' without learning every aspect of the stuff that comes before it.

In fact I can't think of anything that put me OFF starting up in internet marketing more than keyword research, or learning SEO or trying to install bloody WordPress manually (back in the day you had to do it that way)

Sure you need this stuff, but *learn that knowledge at the time that you need it*, NOT altogether at the start of your IM career because you think learning the basics is a good idea.

Learning 'the basics' en masse is NOT a good idea.

However learning advanced techniques that actually WORK **is** a good idea, and then **going back** to acquire *specific* basic skills you actually need to put the advanced stuff into place works VERY well.

OK -Some of you may now feel a little uneasy.

That's good.

That's natural.

I'm challenging the accepted way of doing things, and that's ALWAYS a good thing :)

You'll read comments in forums from people who say **you have to learn to walk before you can run.**

Those people are *still* walking.

Why not go from a standing start into a sprint?

Or a leap?

Everyone can do this.

Or at least *most* people can. It all depends on how scared you are.

It's *fine* to be scared of course, as long as that fear doesn't actually stop you doing anything. You can feel the fear and do it anyway as the famous book says.

Here's an example.

With one of my early eBooks I made over \$30,000 **before** I knew how to build a website, or how Clickbank worked properly and before I could even create a PDF.

THIRTY GRAND.

I was a total rookie who thought that HTML was a sexually transmitted disease.

So how did I do it?

Well in this particular instance it was because of a piece of advice I got early on about affiliate marketing that I've never ever forgotten.

You've got to make it worth it for them to promote!

So I knew I had to build a sales funnel where my Clickbank affiliates could earn over \$100 from sending people to my simple \$37 eBook page.

That's when I started to learn the basics I needed to know, and **ONLY** the basics I needed to know:

How to make a simple website using the seriously CRAP site-building software that came with my stupidly expensive hosting.

I learned how to sign up for Clickbank and use payment buttons affiliate links.

I learned how to convert a Word.doc into a PDF (was NOT easy back then), and then when I'd done it all I had to pay someone to upload it to my server *because I didn't know how to do it.*

(THIRTY GRAND AND I COULDN'T FTP FILES!)

I worked night and day for a couple of weeks to put it all together.

I didn't even capture any of the buyers' email addresses because I didn't know how to. (I still cringe at that)

THIRTY GRAND from focusing ONLY on the stuff that matters.

It changed my life (not the amount although that was nice) in terms of the potential I could see from online marketing.

And it all started with advanced info from a mentor.

He told me what my strengths were and what subject I should write about. He told me how I should position my book and myself.

That's the ONLY advice he gave me, but it was enough.

He didn't waste his time (or mine) talking about setting up sales pages or opening Clickbank accounts because that was NOT where the money was.

LISTEN UP: You can learn the basics of internet marketing anywhere online, for free

But the advanced stuff you CAN'T!

For the money to come you need to
**get together with someone who can
show you how to do it!**

As I said at the start of this report, my partner and I made \$72,000 in just nineteen weeks from a small but solid idea.

The idea came about from someone who KNEW about that niche.

I had virtually no idea about how to put it into place and although my partner knew more than me, there were still big gaps in our implementation knowledge.

So by a combination of research (thanks Google) and hiring techies only when totally necessary we got it off the ground and made over seventy grand.

You NEED the advanced teaching, **the core money-making method**. That's the **REAL investment**, NOT the basics that are freely available everywhere.

So here are your options:

1. You can tell yourself that this report is dangerous and could lead some people into hot water trying to run before they can walk. If that's you, go back to the Warrior Forum or Facebook and get advice from people who are just as scared as you are. Good luck.
2. **OR** go looking for someone who can provide the **genuine, core, PROVEN strategies that actually DO and WILL make money online for you and learn from these people and ideas**. Jump in the deep end with a smile on your face and start swimming!

To Your Success,

A handwritten signature in black ink that reads "Tony Shepherd". The signature is written in a cursive style with a long horizontal stroke at the bottom.

Feel free to contact me with any questions you may have

Dale Anderson

[Mailto:dalelarsanderson@gmail.com](mailto:dalelarsanderson@gmail.com)

<http://dalelarsanderson.com/>