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12 Month Millionaire: Audio Coaching Sessions With Vincent James

A program called 12 month millionaire was recently released by Russell Brunson, which is a 6 part audio interview with direct mail marketer. This program is based on Vince James now out of print book 12 Month Millionaire.

Vince James is a former convicted criminal, who makes more money per year than most CEOs of very large companies; He reportedly has made 100 million dollars by doing direct mail marketing which is an offline type of marketing. He has taught internet marketers ways to make money in his book. Russell Brunson decided to interview him to see how it could help his own internet marketing business improve.

Russell Brunson himself has made millions of dollars by applying the techniques learned from Vince James, and he is now also called upon to deliver lectures around the world on internet marketing.

Much of the information provided in this program would be extremely useful if you really want to take your online business offline and that is the point of this interview. Vince talks about advertising in print media, radio and TV and you could easily adapt these techniques to grow an online business. However an average internet marketer may not get most of the points in this interview but a smart marketer is probably going to pick useful points and apply them to expand his marketing business.

The topics covered in different sessions of this interview are:

Session 1:

This session is about how Vincent James, a 21 years boy gets started in his million dollars business and what is his niche and how he achieved success in it. Vincent will also talk about how he set up his membership site and sold 65,000 memberships within the 12 month period.

Session 2:

It's about information product creation and information publisher. Vincent shared his secret on how he sold more information products through direct mailing and direct marketing.

Session 3:

This interview session is about listing building and maintaining the latest information of customers and prospects. You will learn Vincent's techniques on how he handles his list and maintains the latest contact information of his list. This session also teaches about the life time value of a customer and how you can turn these customers to be your continuous streams of income.

Session 4:

This session focuses on the advertising techniques used by Vincent that made his million dollar business a success. This is an important session on how to drive your business and convert these traffics to sales.

Session 5:

This session continues from session 4 on advertising techniques. You will see how Vincent generates his leads from commercial ads such as TV and radio advertisement.

Session 6:

This session focuses on how Vincent handles the potential problems that rise throughout his \$1 million money making path. You will also learn on what actions to be taken if you find your product being cloned by unauthorized people.

This program is going to give you valuable tips on how to earn through offline marketing whether you already have some marketing experience or you are a newbie.