



## The Broker Report –

*What You MUST Know Before Contacting Any Broker...  
How To Do Coreg Marketing For A Few Bucks A Day...*

**Overview** – After reviewing countless requests, I've decided to compile some of the most frequent questions that come up in regards to working with a broker. This is probably one of the simplest parts of the Pipeline Profits System; however it is also the most important... Why? Because Brokers are gatekeepers of the Source.

Here's what I mean - Growing up I lived in Star Valley, Wyoming for a few years. Famous for its Star Valley Cheese Factory, Rulon Gardner – The Olympic Gold Medalist, and the worlds largest cold water geyser.

If you've ever had the chance to drive through Star Valley, Wyoming you probably learned about all 3 of them. They're nearly impossible to miss. There is only one road that goes through Star Valley and at both ends of town there is a large billboard congratulating Rulon for victory. The Cheese Factory is also on this road and on the westerly mountain range you can see a large pipe running down to the valley from the geyser.

Star Valley is one of the only places in the world where you can drink the water straight from the tap without any concern for pollutants, treatment chemicals, or any other typical concern. In Truth, the water is now bottled and ship worldwide – but in a very limited supply. Because it is a natural resource and must be protected, the town controls all rights to the water and allows very little of it to be used for commercial purposes.

That one large pipe delivers water for the town's people, crops and livestock, plus the town makes money from the export of their water... in other words...

**\*It's Their livelihood!!\***

Without going into too much more detail, the Pipeline Profits System is no different than the water pipeline that was created for that small town. Whenever I start a new campaign, I always start at the top - the Source – and work my way down the pipeline until I get my System to where I want it to be.

If, for some reason, I am not satisfied with the 'Output' of my system, I can always go back up to the 'Source' and walk my way down the pipeline and look for 'Leaks' that may have sprung.

In this short report I am only going to focus on the 'Source'. This is where it all starts and where it must be setup correctly. And it's no different than the Geyser in Wyoming...., the 'source' of our system are the leads and our towns people are the brokers. And just like the towns people of Wyoming these brokers protect their 'source' because it is also their livelihood....and, soon to be YOURS.

First, let me define a few terms and help you to understand them.

**Broker** – a broker is simply someone or a company that represents a website or several websites. They 'broker' the deals or act as a middleman for the website owners. It may seem better initially to go straight to a website, but do not make this rookie mistake. It will cost you a lot more in time, money, and lost leads to do this... plus it's like stealing from the 'Source'. And the townspeople (Brokers) don't like it!!

\* \*

**\*SIDENOTE\***: When I first got started... I actually paid a 'broker' \$.10 on every record to represent me. It was like having a Broker for my Brokers and was probably the best decision I ever made. So let's call him my 'Representative to make it easy-to-understand.

I didn't have an enormous amount of money to spend and brokers wouldn't even talk to me. By having this Representative, he could add my order to other orders he was negotiating and include me. It was awesome for me because I could piggyback on a large order and get a very low lead cost.

If I totally lost you there - here's an example... If General Motors was doing a deal with my Representative and they were going to spend \$1,000,000 a month on coreg ads, then my Representative would tell the broker he was willing to spend \$1,000,500.00. the measly \$500 added in this example would be my little order.

But the best part was this... It would have normally cost me, let's say \$.60 per record, but General Motors was only paying \$.40 per record because they bought so many records at once. By doing it this way my cost was now only \$.40 plus the \$.10 to my Representative... so in the end I was only paying \$.50 a record!!

**Record** – a record is just another name for a 'lead' or an 'opt-in'. It will typically contain the first name and email address of the person that has opted-in to your offer or your ad. It can also contain the physical mailing address or the person's phone number. You can request whatever information you want, but it can increase the cost per lead.

**Representative** – I just added this term for ease of understanding. It's someone that works with the Broker on your behalf.

**Network** – a group of websites. Brokers usually represent a large amount of websites ranging in demographics and industries.

**Credit Check** - this is a very misleading term and normally does not mean the typical credit check that occurs when you apply for a loan. It is more of a reference check. For the most part, the brokers just want more information about you. Mainly to know that you are a real person or company and you pay your bills – that's about

it. I've never had my personal credit or business credit run.

**Insertion Order** – This could be called an 'IO' or a 'PO' which means Purchase Order. It's similar to a contract with the broker or company to document what each person expects from the other. In the rest of the report I go into more detail of how to use this to your advantage.

**Landing page** - A page on your website you use to drive traffic. On my websites I usually have several landing pages. For example. One of my best websites is <http://www.HollywoodInnerCircle.com> I work with several Celebrities to help aspiring actors break into Hollywood. Since we help them through TV, Movies, Reality TV, Production, and many other methods, we use several different pages that are geared towards each. ( This site is not active at the time of this writing – we're renovating for the New Year)

Alright, lets dive into this...

First, let me explain why I use it and the benefits of it...

- 1) Scalable – Coreg marketing can grow with you. It's not limited by the amount of people doing searches. For example, at one point I was spending nearly \$100,000 a month on Google AdWords for "Weight Loss" and that was about all I could do. When I started, I only had about \$50 bucks a day for advertising and I grew my little company to that level of ad spending. However, even if I had more to spend on advertising, I couldn't. At least not with Google. They just didn't have any more people doing searches for my terms. So I was capped with them. Hey, I sure was grateful to be at that point!! But, I still wanted to grow my little company and had to find other methods. A huge benefit of doing Coregistration is that it is scalable. If you hit a Homerun – and I hope you do!! – the brokers can tap into other 'sources' and pull out more records for you.
- 2) It's inexpensive. Yes, I said "It's inexpensive." Let me explain. When someone first looks at Coreg, they may have sticker shock...I know I did. But that won't happen if you understand the game.
- 3) NO Competition. This has to be, by far, the biggest benefit of the entire system. There is virtually no competition. Yes, I'm sure as more people become aware of this powerful tool there will be more competition, but not for a very long time and not enough that it worries me. Another great benefit in relation to competition is that it is virtually impossible for them to see your ads. So once you hit a homerun and have an ad that makes you a lot of money – you don't have to worry too much about being ripped off.
- 4) You're under the radar. As your business becomes more successful and other companies start to take notice you may want to keep your ads 'hidden'. Of course, there is no way to hide everything, but doing coreg ads sure does make it harder for them to find your Million Dollar Ad. For the most part brokers don't reveal their sites or locations – I believe this works to your advantage. You can keep your ad and your landing page out of the view of lurking competitors.

## How to do CoReg Marketing With Just A few Bucks A Day...

**IMPORTANT NOTE:** Keep in mind I have to be very general with this, I don't know who you are going to talk to or what other terms you may have made with a broker. Also they could add something to an IO or PO at any time. On that note, this is what typically happens to me and how I set it up.

Here's how it works: Most companies will ask you for an Insertion Order of at least \$5,000 to \$10,000 – no biggie. Why? Because that doesn't necessarily mean you have to pay that or anywhere near that. If I sign an IO for \$10,000, there are a few things I do to set it up in my favor...

1) I want a limited amount of records a day. Let's say 100. So I write on my IO or PO... I only want 100 records a day to be delivered. This is sometimes referred to as a "Daily Cap."

If I am paying \$.50 a record, then that means I am only paying \$50 a day right? Yep.

2) Now about the \$10,000. I don't want to pay 10 large for a campaign that doesn't work. That's a huge commitment if it doesn't work or the leads don't convert to sales.

Here is what you do... Most IO's or PO's include a 48 hour or 72 hour cancellation period (make sure yours does). Meaning that if I want to cancel my order, I simply call them or email them and tell them to stop my order. I have to give them 48-72 hours to pull it off the website(s) it's already on. Now they run it for 72 hours and charge me for those records –that's fine. But I know they can't do more than 100 per day because it's on the IO or PO.

So, if I run a campaign for 3 days and decide I don't want it, I call them up and cancel or email (look at your IO or PO for cancellation instructions). The most I would be charged is \$300.  
\$150 for the first 3 days and up to \$150 for the 48-72 hour window.

3) Payment terms – There are many terms you can set up in your IO with a broker. It's totally up to you. Remember, there really are no industry standards. It's still fair game in the wild world of Coreg Marketing. So, for now, always remember... IT'S ALL NEGOTIABLE!! .

Some of the terms are as follows. You can set up NET terms. This simply means you will pay them on a NET basis. If you agree to a net 15 then you would pay them on day 15. A net 30 would be 30 days and so on.

I prefer to do a net 15. This is just a personal preference. I don't like to have bills and would rather take care of them sooner than later. I think this works well for me for 2 reasons. Reason #1 it keeps them honest and continually working on my campaign to make sure it's converting and getting me results. Reason #2 – When I pay them more often it builds trust. I take care of them and they take care of me.

If a company will offer a small test campaign for \$1000 or so, I'd rather just

pay up front for it. It's not worth the time to work out the terms on such a small order.

## Broker Etiquette

Last but not least....

**Be respectful of the brokers!** It's ok to ask for the demographic of a network or website so you will know how to write your ad, but don't push them to give you actual sites if they are not willing to do so. If they won't tell you where all the ads are being placed it's because they have contracts of their own and have to protect their investment as well.

I do NOT recommend trying to go around a broker by contacting websites on your own. It could cost you a lot more in time and money. Let them do their job and manage the network that has taken them years to create. It's not worth it in the end.

Let's wrap this up. In this short report I've given you some powerful tips and tactics to make your coreg efforts more productive but in the end it really just comes down to application. Most of it is very simple and to the point. Once you dive in and start your own campaigns you'll start to see it all come together. I really couldn't think of any other way for you to quickly start building your internet business or take an existing business to the next level.

## Let's Get STARTED!!

This should get you a great start and give you the advantage I wish I had when I started in the wild world of coreg marketing. It's a thrill once you turn on the switch and see the massive rush of new leads come flowing into your business.

As the market grows and matures I'm sure there will be many upgrades to this short report. Check for new versions inside the 'Member's Only' area at <http://www.PipelineProfitsSystem.com> If you do have questions, you should post them on the forum. It's a great way to get insight into how to build your business and help others who may have the same questions. I've seen numerous posts that were answered by other members and provided fresh new ideas.

Yes, the basics will always be there but by posting to the forum you may get some new ideas from members that are working in your market – not to mention some great Joint Venture opportunities.

To YOUR Success,

Brock Felt and Buck Rizvi

Handwritten signatures of Brock Felt and Buck Rizvi. The signature on the left is 'Brock Felt' and the one on the right is 'Buck Rizvi'.

"The Kings Of CoReg"

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