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## **Editorial:**

First, you'll notice that I've switched over to PDF. I did this so that you can download and print out the issues. That way you can make notes and take important parts of the issue with you. I hope that you find this format more user-friendly. I've also decided to stop emailing the full issue for now and we'll see how that works out. Just sending a notification email should increase deliverability for each issue substantially.

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**This week we will have our networking and brainstorming call on Saturday.** It will be at 11 AM - 12:30 PM Central. On the call, we'll do a live critique of 3 websites. Register by sending a blank email to my autoresponder at: [willie3-56875@autocontactor.com](mailto:willie3-56875@autocontactor.com)

After I sent an email encouraging more people to submit their sites for review during our brainstorming calls, we now have 9 sites queued up for the next several calls. I hope that you can join us

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My friend Jack Humphrey released a great product this week that I've already mentioned in other emails. Basically, it's a piece of software that allows you to sort through databases of tens of thousands of articles, format those articles, and build html webpages for your sites. The idea is to allow you to quickly and easily create hundreds or even thousands of relevant content pages for your websites. The software allows you to automatically put the articles into a template you layout, comment on the articles, insert ads and/or Google AdSense ads in the pages, and then upload these pages to your website.

The software allows you to sort through the articles by topic, keyword, author, etc. Then when you locate articles on a topic of interest, you can sort the articles by keyword density.

With this software, I am adding tons of new articles to my niche websites. Since I add my own comments, headers,

footers, etc., the search engines see these pages as unique even if hundreds of other sites also use these articles.

This is an incredible piece of software. Unfortunately, Jack will only sell 400 copies total... EVER. When I last talked to him he had about 30 copies left. After all of the copies are gone, he will set up a waiting list. Software users pay a quarterly fee for access to the entire system. Those who don't renew create openings for others to grab one of the 400 copies. To see if Jack has sold out and/or to get on the waiting list, visit:  
<http://www.1shoppingcart.com/app/?af=241919>

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Feature Article

Soaring With the Direct Marketing Eagles

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Many years ago, there was a popular humorous say that went something like, "It's hard to soar with the eagles when you hang out with the turkeys." The message of course was that your accomplishments are limited by those that you spend most of your time with.

Experts on what it takes to achieve great things have long recognized this fact. Look at any person's 10 closest associates and you can estimate that person's earning potential within a few thousand dollars per year. It will be very close to the group's average. Part of the reason that's true is because the group defines what's expected of its members. Any member stepping out of line is somehow admonished for "rocking the boat."

To change your income, you DO have to change who you associate with. You don't have to drop your friends, but you do have to associate with those already doing what you want to do. You do have to associate with those already earning what you plan on earning. You need this "association" to elevate your thinking.

My friend Joel Christopher is the perfect example of

this concept in action. Joel immigrated from the Philippines many year ago, and worked as a physical therapist for a while. However, he was attracted to the Internet marketing arena by several factors including the possibility of increased earning and the fact that an Internet business would allow him to spend more time with his family.

When I first met Joel in 2002, I noticed that he had surrounded himself with some of the best Internet marketers around. At a seminar he sponsored, I saw that he had Dr. Joe Vitale, Marlon Sanders, Terry Dean, and Paul Myers, and many other people I revered speaking. I later learned that Joe Vitale was part of his mastermind group. Marlon and Joel were such close friend that Marlon had moved to the same neighborhood that Joel was in, and they often went for long walks where they brainstormed.

As I saw what Joel was doing, I also decided that I would soar with the eagles. I had proof beyond dispute that associating with very successful people would eventually pull anyone closer to their level. Actually, I had had watched this concept at work during my many years in the U.S. Air Force. Those who aspired to be generals knew that they had to spend time being mentored and groomed by generals. It was common knowledge that without a "sponsor" you would never make the higher ranks no matter how well you did your job.

Every Second Lieutenant is advised to volunteer for all kinds of projects just to get noticed by the "higher ups."

Getting back to my friend Joel and the art of associating with "the right people"... Joel is now a partner with Ted Nicholas, "the 4 Billion Dollar Man." Ted is called this because his copywriting and direct marketing skills have managed to sell that much merchandise over the years. Most of this was through mail order. Ted is a direct marketing genius that can hold an audience captivated for hours! My library is filled with recordings of his presentations.

Ted Nicholas is the best-selling author of 15 books

including his latest masterpiece "How To Turn Words Into Money" He's considered the "King of Print", the "Copywriter's Copywriter", the "Entrepreneur's Entrepreneur" and the "GodFather of Direct Marketing." Ted is the guru that many other great copywriters learned from and someone I'm now learning from.

Joel is also now a partner with Carl Turner. Carl was "marketing legend" Jay Abraham's "right hand man" for years! When I last called Joel's office number, Carl returned the call. Carl has also now moved to San Antonio to work closer with Joel.

What's the point in all of this rambling. Simply that if you aspire to higher levels of accomplishment, you absolutely must associate with those who can help shape your thinking appropriately. You must "hitch your wagon to a star."

You must not only understand the art of pulling yourself up to the next level, you must also take action. As an example, I aspired to be at the level Joel and all of those speakers were at when I attended Joel's seminar in 2002. On March 18th -19th of this year, I will be on stage at Joel Christopher's and Ted Nicholas' Double Birthday Bash in San Antonio, Texas. Several years of associating with and allowing these marketing geniuses to teach me has pulled me closer to where I want to be.

I'd like to encourage you to join us in San Antonio this month. You'll get to associate with all of the major players at a giant birthday party. You'll get to learn from, form associations with, and identify those who can help make your Internet marketing dreams a reality. These dreams could be as simple as launching your next software or ebook project, or they could be 7-figure aspirations as mine are.

To sign up for the double birthday bash and hang out with the direct marketing and Internet marketing elite, visit: <http://WillieCrawford.com/birthdaybash.html>

Why do Joel and I spend so much time and energy getting to know and partner with people like Ted. We understand that you have to:

- Allow others to expand what you believe to be possible.
- Allow others to demonstrate to you what is doable.
- Allow others to hold you accountable for what you say you're going to accomplish.

Those are the real reasons you want to allow the eagles to teach you to soar. And in case you're wondering, I have no intention of moving to San Antonio - I love the Florida beaches too much :-)

Willie Crawford is a corporate president, published author, seminar speaker and host, tele-seminar speaker and host, retired military officer, karate black belt, Master Network Marketing Trainer, and lifetime student of marketing. He shows people how to actually generate substantial income on-line using very simple, easily modeled systems. An example of such a system that you can study and duplicate is at:
<http://ProfitMagician.com>

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### **Willie's Seminar Schedule:**

I'll be attending or speaking at the following events over the next few months:

**March 18th - 19th, Joel Christopher's Double Birthday Bash  
(San Antonio, Texas)**  
<http://WillieCrawford.com/birthdaybash.html>

**April 8th - 10th, 2005, Armand Morin's Big Seminar  
(Atlanta, Georgia)**  
<http://WillieCrawford.com/bigseminar.html>

**April 28th - 30th, 2005, Yanik Silver's Underground Seminar  
(Washington, DC)**  
<http://WillieCrawford.com/undergroundseminar.html>

**June 11th - 13th, Michael Penland's Seminar  
(Orlando, Florida) More details later.**

**25 June, 2005, Seminar Hosted by Kamau Austin  
(New York City) More details later.**

**July 2005, Ken Calhoun's MegaSeminar  
(Denver Colorado) More details later.**

I'd love to meet you at any of these events! If you'd like to see what other seminars there check out:

<http://InternetMarketingSeminarSchedule.com>

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Consulting/Mentoring Openings

I do consulting with a few Internet marketers looking to take their business to the next level. Before I take on any new client, I require them to fill out a short survey so that I can ensure we would be compatible and that it wouldn't waste either of our time. If you'd like more information on my consulting services, please visit:
<http://WillieCrawford.com/consultations.html>

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