

7 STEPS TO RESULTS
Your Blueprint for Online Success
Within the Four Percent Group

So I asked myself, could I take a newbie and give him the system. He doesn't do videos, he's got bills and a family that doesn't believe in him, but he still has that spark. How do I help him?

I could teach him until I was blue in the face and I could even overwhelm him with information.

Or I could simply plug him into a system that was already working.

In the 4 Percent Group we have a saying, "systems work, people fail." What we are saying is that we want to remove the human component from the sales equation. Thus the question became, could I plug someone into a system, with a product he / she didn't create and would that person make a commission?

If I did that, then I would only need to teach that person how to market. He / she would not need to learn how to sell or close or any of that stuff. Thus, we would focus on simplicity (through systems) and results. Plug and play through replicable systems.

At this point all I would need to teach someone was how to get traffic and then only the top 2% of traffic getting sources. That's when I started systematizing success.

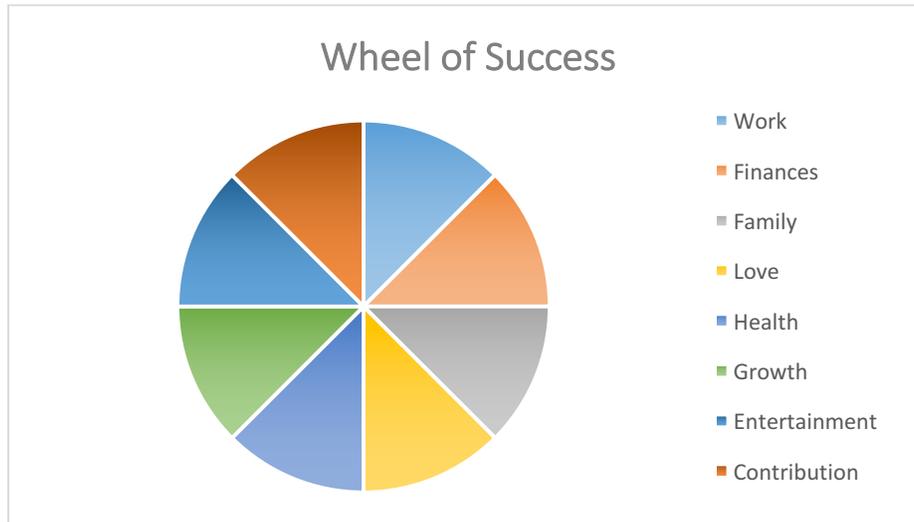
In the 4 Percent Group, we have a portfolio of different companies. We looked out at the market and we asked, "where are the hungry crowds of people that are looking for different solutions?" If we can identify them for you, we can build systems that allow you to become a connector between the customer and the solution.

Wheel of True Success

Let me talk now about the Wheel of Success.

There are 8 major categories of life. You can think of it as a pie, with 8 pieces.

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These 8 major pieces are:

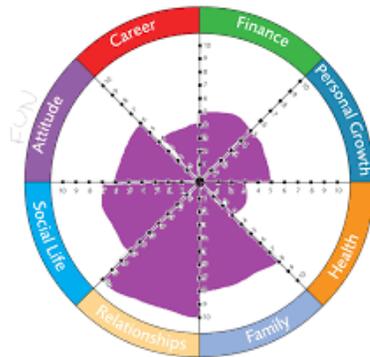
1. Work (Business)
2. Finance (Money)
3. Family
4. Love (Relationships)
5. Health
6. Personal Growth (Spirituality)
7. Entertainment
8. Contribution

Everything you do in life will fall into one of these categories. Now if you rate yourself in each of these categories, you will fall somewhere between a 1 (you are doing poorly in that area) and a 10 (you are rocking it in this area).

If you have all 10s, your wheel of success is perfectly round as in the picture above. However, if you are suffering in one area, your wheel will suddenly become disjointed. It will no longer be round (you ever try driving on a flat tire?)

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Furthermore, all of the pieces are interconnected. If you are doing well in business, chances are you will be doing well in finance or entertainment. But if you are not doing well in your finances for example, your entertainment may suffer. You'll go to a restaurant and read the menu from right to left. You'll look first at the price and even settle for something you don't want because you can't afford the higher priced item.

We Want to Dominate in Business and Life

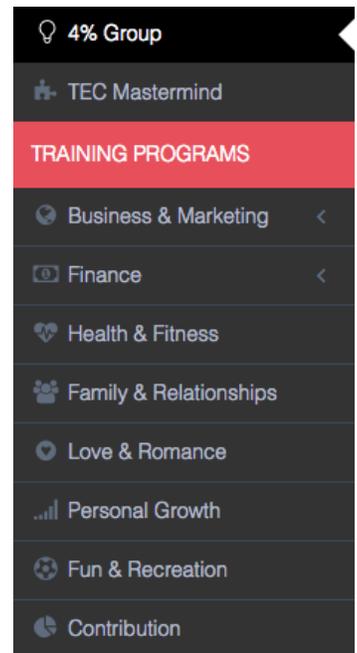
What is the 4 Percent all about? To be a true 4 Percenter means you are challenging yourself to be in the top 4% in all areas of life. How do we do this?

In the 4% Group we are after a portfolio model where you will be able to access and offer the best products in each of these areas of life:

We call it a portfolio model.

We will identify the best companies and the top producers in different industries and deliver what is needed for that particular market. Instead of depending on one company or one income stream, you will have access to a mega-corporation with a massive distribution center.

You will become a connector between the product and those who desire improvement in each of these areas.



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We are going to create marketing systems and funnels to promote all of these products.

For example, take an organization like Tecademics.

Tecademics can serve different niches: Real estate agents, insurance agents, work from home types, agencies, etc. You personally don't have to sell them on the benefits. You can use our systems and funnels to do the selling and telling for you.

One of Tecademic's products pays out a total of \$15,000 for one sale. We will train you and educated you on how to setup your own selling system.

The Benefits of Pro Level Membership

At this point, you have two options.

OPTION 1 - If you remain a free level member, you can promote certain funnels from the 4% Group that are for free members. Anyone that you refer to the 4% Group, you get paid up to 50% commissions.

There is no pressure. You can remain a free member for as long as you want. We want to serve you.

OPTION 2 - Here's what you get if you upgrade to a Pro Level

1. You will have access to a portfolio of products

You will be able to promote a wide variety of products with done-for-you funnels and marketing materials: Internet traffic code, viral video marketing, etc.

2. You will also have full access to Operation 100K

This is an incredible training unlike anything in the industry. This is where I walk you through a campaign as if I am a newbie and grow it from 0 to 100K in 90 days. And you can watch over my shoulder and see every click and model that campaign.

3. You will have access to multiple streams of income

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As any entrepreneur is starting their business, they will need some basic tools: Funnel creation software, autoresponder, link tracking software, etc. As a pro level member, you will receive recurring commissions on any of these basic tools purchased by any of your referrals.

Some members are generating incredible results just on the basic tools.

4. You can become a master affiliate

This is a certification course that details how to become a super affiliate and which gives you the right to promote big brand companies.

What are You Waiting For?

If you are still here. Give yourself a hand. I wanted you to see the big picture. Simplicity, and results is the 4% standard.

If you want to move forward. You'll need to setup a payment account. If you want to unlock all the benefits of the 4% Group, you can become a pro level member. You will have access to your own shopping mall that you can begin to promote in multiple channels.

You can do this. We're here to support you.

- Vick Strizheus

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STEP 2 - SETTING UP PAYMENTS

One of the best feelings is getting paid. Before you can get paid, what we need to do is to get you setup with a payment account.

I assume you are going through this in the steps being ordered. Why people fail, not following instructions. That's the big difference. I was coachable that I wouldn't question what my mentor told me.

Click right before this video. Quick setup link. You will not get confused.

Just do step #1 - Payment account setup. Brief overview of how system works. How you get paid. Get Clickbank and Clickbetter account. These are processors, and our systems are hooked into them.

When you get this done, you will come back to the 7 steps, and go to Step #3.

QUICK SETUP GUIDE - Before you get started, the purpose of this page is to help you get started fast. The motto we have is instead of complexity and theory (the standard). We're different. We want to help you get setup with the right system. I'll be your guide.

Please follow these steps exactly as they are outlined. You can get to it with a quick setup guide.

Everything we do in the 4% group. Focuses on getting results, and we focus on keeping things very simply. You've bought into our vision. You resonate with our vision.

OUR ECOSYSTEM

Typically when you join a biz opp (MLM, NM, AM) they are closed loop model. You need to get LP, to join the same company, to get their people to join, to get their people to join. Because it's a closed loop model there is saturation and it's illegal.

We have opened this loop and we go multi-industry. We wanted to go out in the free market. We wanted to find the cream of the crop, with products that provide massive value in the niches they serve and we wanted to market those products better than anyone else.

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We have a portfolio model - C1, C2, C3 and each has multiple different products. We create done-for-your marketing funnels and they are exclusive to our 4% group. If you aren't a member of the 4% group, you don't have access. Beautiful thing about the setup is that it creates an ecosystem. The products don't compete with each other.

i.e. Tecademics - Teaches IM for any niche. Let's say we go to insurance market, they might need picks and shovels, he's going to have to buy those anyway, and why not buy them from you.

We don't compete, we dominate.

The 4% group has an affiliate program. Consider it like a front door. You can go about it different ways. You can go to our marketing center and promote anyone of these companies directly or you can refer people to the 4%.

Let's say you refer one person to 4PG. When you refer someone, you get paid 50%. And then anything that person buys as a member of the 4% group, you have an opportunity to get that commission.

Literally, people getting paid from different directions. To make this a reality. We need to get you setup.

And you will be on your way to dominate.

The 4PG runs on a Clickbank.

If someone goes to 4pg pro, they go to clickbanks.

Clickbank is the biggest affiliate network. They have sides. There are vendors and affiliates. 4pg is a vendor. CB will take the payment, and process the payment. They track recurring billing, they send you reporting, tax, they will send you checks anywhere in the world. You can get paid weekly, direct deposit.

What we did is go with the best of the best. CB will pay our affiliates. You need to create a CB account. Two types of people. If you already have a CB account. Type it into the space. If you don't have account, go to clickbank and create one and sign up. Fill out your information. Fill it

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out accurately. First, Last, address, check spelling. It will ask you to fill out Nickname. It's your user id. Whatever I register in CB, you will insert into 4pg setup.

Your nickname will show in CB payment page at the bottom. Be mindful of what you come up with your nickname. Password, and payee name. Payee can be company or LLC.

Read standard agreement stuff. As soon as you submit this registration, check this e-mail. Verify your account in the e-mail. As soon as you submit, you might see different products promoted from Clickbank. Don't buy anything. Don't need to purchase anything, just create your free account.

Once the account is created go back to setup and add your id into the setup page in clickbank id

STEP 3 - SETTING UP YOUR FUNNEL

When I had my first breakthrough, was when I was able to create a funnel, systematize the process.

We're going to set you up with a funnel that you can use right away. You are going to click on "Funnels and Campaigns". These are exclusive to 4% group members. There are certain funnels that are available to free members and certain to pro members.

7 Steps to results funnel - Each funnel will have similar setup
Custom tracking
Autoresponder to build an asset
Tracking
Promo tools

Job for this step is setup for your funnel.

Custom Tracking Link Setup

This is your raw affiliate link. Never ever send traffic to your raw affiliate link. It's ugly, long, and also you don't want your link to get blacklisted. If you send traffic to your raw link. If it gets flagged on FB or e-mail, you may get the link blacklisted.

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The solution is to create a custom link. We give you the ability to append a campaign to your link. If I wanted to promote on Facebook, we can custom info and track.

Perfect custom link setup. Never send traffic raw affiliate link. We want to hide that using Clickmagick, but it's still .clkmgk url. Highly recommend you go with this setup. They will allow you to create a custom tracking link. Then I need to wrap that CM link with a custom domain URL.

This way, it shows the URL in a nice way, with branding.

Few steps - Need to create a ClickMagick account. Sign-up for free trial. By the way, this is one of your income streams. It's not that optional. It's like traffic. If you want to do this right, you need an Autoresponder and custom tracking.

The goal is to help you build enough revenue so that paying that subscription is not a big deal by the time you get rebilled.

Step 2 - Custom domain name - Highest recommended registrar. For simplicity reasons, recommend NAMECHEAP. Also it's what clickmagick recommends. Setup a unique domain, per funnel.

Come up with a name that's easy to remember, not too long, and that's available. Be creative. If you met with your friend, your friend asked you for a URL. Needs to be catchy and easy to remember.

Go through the check-out process and purchase that domain.

After you purchase, it will show up in your NAMECHEAP account. Click on Manage Domain. There are a couple of things I need to do. Open Clickmagick screen.

1. Need to check my nameservers. Should say NAMECHEAP basic DNS. Should be by default.
2. Go to redirect. Then pop over to Clickmagick, go to help, FAQ, scroll down to custom tracking domain, how to setup using Method 1, scroll down a bit, you are looking for clickmagick account URL. For regular tracking links, not rotators. Copy URL.

Add a redirect - to clickmagick url
add another www.domainname.com and paste same clickmagick link.

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Advanced DNS - I should have URL redirect record, host, and redirect record www pointing to same clickmagick url.

There will be a third CNAME record. If you see anything other than the first two records. Remove that record.

Go to tools in Clickmagick and domain manager, add domain that I just registered with namecheap, because we have forwarded domain to cm, there is a connection, tools, domain manager, domain I just registered, no www, method one, use for tracking links.

Look at that.

if I wanted to promote, this funnel, instead of using this raw link, never ever promote raw link, now I have my raw link wrapped into cm tracking software, and on top of that I have it wrapped into custom url,

Default promotional link - Grab raw link, says default, no identifier, copy it, to create link, give it a name, 7 steps default link, I can select which domain i want to attach this link to, and /7steps, primary url is where I put my raw link, 7 steps default link, the link I'm promoting is my domain, when I copy and open in a new browser, it will redirect me to my funnel, I am not sending traffic to my raw link, I'm sending traffic to my custom domain, and then if I refresh, I already see that I had one unique click, total clicks, tracking goes on behind the scene.

And at the same time I have internal tracking going in the 4pg dashboard.

Another scenario, let's say I want to run a fb campaign, solo ads, ppc, and I want to create a specific tracking link for that. Same funnel, 7 steps, create a link for fb-live-1.17 enter campaign id. Update link.

Grab the link and go to cm, and now I can create a brand new tracking link, fb live 7 steps, you can identify how that promotion is going.

Match cm identifier with 4pg identifier. And create link, just like that, using that same custom domain, I can create unlimited versions. Independently. With this setup, which link do you promote. The only link I use is the custom link that I get from cm.

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If you need to watch this video 5 or 25 times, take your time, make sure you get. Please contact support if you need help.

STEP 4 - Multiple Streams of Income

One income stream is great, but what if you could get paid from multiple directions. One of the things we have with this system we have built. Nothing like this has been built like this. Simplicity, effectiveness, I haven't seen anything like this.

This is you, most people are getting paid from one direction. Look at any entrepreneur that is really crushing. Most of them have income coming from different directions.

Why is this important? Never depend on anything that is one, one stream, one source of traffic.

We wanted to create an eco-system, which allows you to get paid by all these companies that are synergistic.

The funnel that you have just set up, in the previous step. Is the 4% native funnel. 7 Steps funnel. You have someone coming into the funnel, you referred him to 4%, this is your funnel, you can be promoting 4% directly or one of our portfolio products.

This person is coded to you when they join through your funnel. You earn a commission by going pro. So this person wants to be an entrepreneur, and so he needs some tools. Just like construction, just like shooting a video, basic tools.

As he goes through his setup, one of the things we tell him to do is get an autoresponder, there is GR, AW, INF, Maripost. He needs a funnel builder. Kind of non-negotiable. Can't write without a marker. Tracker.

Just between these three, when he purchases, if you become a pro level member of the 4PG. If you can see the big picture. It's going to be a no-brainer. Proof of the concept. Let's assume you are a free level member. When the person you referred buys one of these tools, these commissions pass up to the house.

Let's say you want to go pro, and this person gets those three tools. You will be able to setup msi, this eco-system, that allows you to get commission checks from these different companies.