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Meet Mike Zapolin, the "Internet Millionaire Maker"



Mike "Zappy" Zapolin, one of the early pioneers of e-business and a self-made Internet multi-millionaire, is the co-founder and CEO of Internet Real Estate Group and the visionary behind such leading Internet brands as Beer.com, Computer.com, Music.com, Debt.com, Creditcards.com, and Diamond.com.

Zappy has been featured on NBC's Today Show TV networks ABC, CBS, CNBC, and CNN and in newspapers and magazines including the New York Times, the Wall Street Journal, USA Today, Business Week, Success, LA Times, Miami Herald, AdWeek, and the Boston Globe. He is the creator of the first elective course on e-business at Harvard Business School (HBS) and a featured speaker at major business conferences including Inc. Magazine's CEO Symposium and HBS's Entrepreneurship Forum.

Beginning his career at Drexel Burnham Lambert, Mike moved to Bear Sterns at age 24, where he became the youngest vice president ever at that firm. After leaving Wall Street, Zappy produced infomercials for clients including VH1 Networks, Time Warner, and Diana Ross. Mike is a graduate of Boston University and the Harvard Business School's Owner President Management Program.

With Deepak Chopra, he is co-author of *Ask the Kabala*. In addition to Kabala, Mike's other hobbies include music, travel, and running. Zappy is also a founding board member of Grassroots.org, a nonprofit that helps other nonprofits tap into technology and resources they need to be successful.

Becoming a multi-millionaire while still in his 30s, Zappy lives the dream "Internet lifestyle" in a luxury home on the ocean in Miami Beach with his wife and two daughters. He is financially independent, works only a few hours a day, and travels with his family all over the globe on business and for pleasure. Recent destinations include Shanghai, Tokyo, Amsterdam, Aspen, Nantucket, the Hamptons, Israel, Jordan, and the Cannes Film Festival.

Mike Zapolin's Million-Dollar Internet Success Stories

- Bought the domain name beer.com from a

## Get Rich Online by Grabbing a Tiny Little Piece of the \$50 Billion Internet Marketing "Profit Pie" for Yourself!



E-Business Pioneer Mike Zapolin & President Obama

Now you can turn your passion into a fun and profitable online business that generates thousands of dollars a week in extra income – in your spare time....

### Dear Soon-to-be Internet Millionaire:

The Internet is positively lousy with all sorts of hype-masters and scam artists – all glibly promising to help you to "get rich quick" in Internet marketing.

Unfortunately, the only thing most of these scuzzballs have made any money selling online is – you guessed it – programs on how to get rich online!

When it comes to starting a real Internet business and making six or seven figures from it they haven't a clue.

That's where my friend and colleague, Internet millionaire Mike "Zappy" Zapolin, can help.

Zappy stands head and shoulders above the rest of the "make money on the Internet" crowd.

For you see, when it comes to making money – lots of money – on the Internet, Mike Zappy is the real deal:

- ✔ Zappy first became a wealthy man – a multi-millionaire – by buying and selling domain names and Web sites. He sold one of his first sites, beer.com, to a well-heeled corporate conglomerate for \$7 million in cash – making him financially independent after only a few months online. Another of Zappy's sites sold for a cool \$2.75 million.
- ✔ Celebrities and business superstars who turn to Zappy for advice on making money online include Deepak Chopra Diana Ross Bill Clinton Mike Milken The Grateful Dead Bob Kraft, owner of the New England Patriots Itzhak Perlman Victor Oppenheimer, owner of Yoga.com and Jeff Taylor, founder of Monster.com.
- ✔ Zappy is frequently interviewed on e-business and entrepreneurial success by major media including the New York Times, the Today Show, NPR, Financial Times, Business Week, USA Today, Miami Herald, and Success Magazine. He also created the first e-business course for Harvard Business School.

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college student for \$80,000 in 1998 – sold it 3 months later for \$7 million in cash.

- Bought, developed, and sold Creditcards.com for \$2.75 million – today it is valued at \$500 million.
- Co-founded Music.com, a musical portal site that has as many as 900,000 video views daily.
- Developed InsuranceQuotes.com, an insurance site generating over \$110,000 a month in commission revenues.
- Co-owner of Chocolate.com, one of the largest chocolate sites on the Web, selling thousands of chocolates from hundreds of candy makers and on track to do \$2 million in sales.
- Co-creator of Patents.com, a web site giving online users access to 30 million patents in 15 languages.
- Co-owner of SimpleDomains.com, a company that owns 600 domain names which they resell for an average return on investment of 2,000% each.
- Co-owner and co-developer of Diamond.com, creating millions of dollars in shareholder value.
- Co-owner of Computer.com, for which he appeared in a Super Bowl commercial generating one million hits to his site.
- Co-owner of Debt.com, a new web site helping consumers deal with growing debt.

### Praise for Zappy

“Mike Zapolin bought a few domain names for pennies and sold them for millions of dollars to become the realtor barons of the net.”

**Globes Israel {GI}**

“Have made a career of buying underappreciated domain names on the cheap and turning them into multi-million-dollar properties.”

**Business Week {BW}**

“In my own business I have appreciated his direct marketing insights and benefited from the strategic relationships he has helped me create.”

**Deepak Chopra**

“You provided concrete advice that I believe many of your colleagues in the program will be able to use in their own companies.”

**Robert Austin, Harvard Business School**

“Digital fixer-uppers have made Mike Zapolin a wealthy man.”

**Lisa Napoli, American Public Media Marketplace**

“When it comes to making money on the Internet, Zappy is the real deal, making millions of dollars with his web sites. Who better to learn from?”

**Robert W. Bly**

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### Who else wants to start an Internet business this year?

I’ve reviewed the training and resources Mike and his team have put together to help you start and run a successful Internet marketing business.

And in my humble opinion, there is nothing else online that comes even close to matching it.

First, to get you started and up to speed on the Internet, you get Mike’s just-published manual, *The Internet Warrior: Proven Strategies for Turning Your Passion Into a Six or Seven Figure Online Income*.

There are all kinds of hare-brained schemes – like selling your old baseball card or comic book collection on eBay – for making quick money on the Internet.

Unfortunately, most of these quickly run out of steam and can’t continue to make significant income for you over the long haul.

The truth of the matter is that there are only half a dozen or so business models that have been *proven* – in hundreds of money-making web sites – to “monetize” the Internet and build companies that last.

Including:

- ✔ Buying domain names for fun and profit. Think of domain names as your Internet “real estate.” You can buy a “property” (domain name) for less than a dollar a month. Zappy became rich beyond the dreams of avarice by buying domain names low and selling them high – sometimes very high. For example, he sold one domain he owned, creditcards.com, for a staggering \$2.75 million. But you don’t need millions to buy and sell domain names for fun and profit: Zappy recently sold over a dozen of his domain names for a quick \$20,000 each! Zappy lives in a multi-million dollar home on the ocean with his domain name profits, and now he can show you how to make money the simplest way possible on the Internet – buying and selling domain names (and yes, there are still bargains to be had).
- ✔ Developing a six or seven-figure web site. You don’t need dozens of Web sites to earn a handsome living online. Zappy shows you how to take just one Web site and turn it into a six or seven-figure annual revenue stream. One of his latest sites, InsuranceQuotes.com, is generating over \$110,000 a month in revenues less than a year after he launched it. In this section, Zappy shows you his proven formula from taking a Web site from nothing to massive traffic and huge revenues – his Music.com, for example, gets 3 million unique visits monthly. You’ll increase your annual income by a staggering amount as well as build equity in business assets that can be sold for cash at often-astounding prices!
- ✔ Driving massive traffic online. The keys to driving traffic include building an online community offering great content and optimizing your Web sites for the search engines. Combined, sites founded or owned by Zappy generate over 10 million unique visits per month. In this section, you’ll discover how to drive massive traffic to your web sites with proven online marketing methods including co-registration banner advertising search engine optimization e-mail marketing Google Ad Words online newsletters press releases article marketing viral marketing online video postcards TV radio blogging social networking and much more.
- ✔ Make money without having products. The #1 obstacle that stops most beginners from getting started in Internet marketing is not having products. But you don’t need your own products to make six or seven figures with a web site. Mike Zappy Co-Ownes Chocolate.com, a site generating seven figure annual revenues selling chocolate online – yet he doesn’t manufacture a single candy! The secret is to sell other people’s product on your site as an affiliate. They produce the product and ship the order to the customer. You get a nice fat commission for making the sale. No need to source products, warehouse merchandise, pack and ship orders, handle returns, manufacture merchandise, or produce your own info products. Let your affiliates do all the work! Here you’ll learn how to identify potential joint venture partners, make affiliate deals, negotiate commissions, and track and manage your online affiliate sales.

- ✔ Wealth from Web 2.0. The next big thing in Internet marketing – and it's here already – is social networking: blogging YouTube MySpace Facebook Twitter LinkedIn and other sites where like-minded people gather to exchange ideas and information, get advice and recommendations, and just plain “hang out” online. Like offline networking, online social networking can pay huge dividends if you know how to integrate it into your marketing campaign. In this section Zappy shares his tips and techniques for driving traffic, unique visits, and sales using social networking sites.

In short, Zappy's new *Internet Warrior* manual gives you everything you need to know to start or jump-start an Internet marketing business that can earn you a handsome six or even seven-figure income.

**In This unique guide to building online wealth, you'll discover**

- ✔ 3 keys to online success with the Internet Warrior formula. Page 6.
- ✔ Use the “Super Bowl Test” to identify consumer products you can profitably sell online. Page 3.
- ✔ How it's possible to make \$7 million for just a few months work. Page 4.
- ✔ Turn \$1,000 into \$37,500 online without even putting up a web site on your domain. Page 5.
- ✔ How to “sell” ad space on your web sites at zero cost. Page 7.
- ✔ The #1 key to standing heads and shoulders above your competitors online. Page 9.
- ✔ Free tools for your Internet marketing business – all from Google. Page 10.
- ✔ 3 most common ways to help people find your web sites and how to profit from each. Page 11.
- ✔ A TV commercial that generated one million hits to a web site in just 24 hours. Page 13.
- ✔ How to lose money selling a web site for \$2.75 million. Page 14.
- ✔ A simple formula for generating 20: 1 to 50:1 ROI from your Internet business investments. Page 15.
- ✔ Should you buy domain names other than a .com? The answer may surprise you. Page X.
- ✔ How to raise your web site's ranking to the top 10 in Google. Page X.
- ✔ The 3 basic business models for web sites and when to use each. Page 1.
- ✔ How to use a video blog to make yourself a highly successful – and sought after – celebrity in your field. Page 4.
- ✔ How to make an extra \$10 to \$10,000 a month from every site you own without selling any more of your product. Page 5.
- ✔ 3 ways to launch a profitable e-commerce site for \$200 a month or less. Page 7.
- ✔ Launch your own social networking site with a few mouse clicks. Page 10.
- ✔ 3 things search engines care about most when ranking your web sites. Page X.
- ✔ Discover what key words Internet users are really searching to find more information on your topic or product. Page X.
- ✔ Optimizing web site copy and content to attract the maximum number of qualified visitors. Page X.
- ✔ 3 techniques for maximizing traffic and results from your pay-per-click (PPC) ad campaign. Page XX.
- ✔ The 80/20 rule for making money with affiliate marketing. Plus: 3 web sites where you can download affiliate software at no charge. Page X.
- ✔ How a Russian entrepreneur earns tens of millions of dollars a year from 50,000 affiliates. Page X.
- ✔ A company that makes \$300 million a year online by distributing a daily online newsletter to 350,000 subscribers – for free. Page 1.
- ✔ Build your e-list with the “capture page” strategy. Page 6.
- ✔ Get more online subscribers using co-registration deals. Page 8.
- ✔ How to recruit profitable joint venture partners online. Page 9.
- ✔ Generating clicks with e-mail marketing campaigns to rented opt-in e-lists. Page 11.

But wait. There's more. Much, much more . . .

**ORDER NOW!!**

**A \$100 Gift – yours FREE!  
The Internet Warrior Toolkit Online**



The problem with most “make money on the Internet” guides I review – and I read dozens a year – is that they tell you what to do, but not where to get the tools to do it.

If you’ve ever looked for an affordable web designer a graphic artist an HTML programmer a ghostwriter a reliable hosting service you know the difficulty in putting the pieces and parts of your online business together at a cost you can afford.

Take Web hosting. Most Internet marketers I know pay \$20 to \$40 a month to host one site. I pay less than a dollar a month to host my sites. When you own five or six dozen web sites like I do, the savings add up fast.

But to get the best deals on the importance Internet services you need – at the lowest prices – you have to know which resources out there cater to small Internet entrepreneurs like us.

Most don’t. And if you make the mistake of paying “corporate pricing” to vendors and services, you’ll quickly go broke before you make your first dime online.

That’s why, as a registered owner of Mike Zapolin’s new *Internet Warrior* e-book, you also get FREE access for a

full year to the new Internet Warrior Web site (value: \$99.95) – and its vast toolkit of resources for Internet marketers.

On the Internet Warrior Web site, Zappy has assembled the largest collection of low-cost/no-cost Internet marketing tools I’ve ever seen in one place on the Web – and, he’s arranged special discounts and deals for you to use many of them.

Here’s just a sampling of what you can do with the resources, tools, and services available to you on the FREE Internet Warrior Web site:

>>Register all the domain names you need for less than a buck a month get an appraisal on your existing domain names outsource design of your Web site at unbelievably low prices research and identify key words that Internet users search to find your products distribute e-mail marketing messages to thousands of prospects with a few mouse clicks maintain an online customer database fulfill orders automatically with no work on your part set up a blog in less than an hour add a shopping cart to your web site open a PayPal account take credit card orders online sell advertising on your web sites produce and edit online videos

>>*Plus:* Get free stock photos to use on your web site create a new logo incorporate your business automatically list your web site with all of the major search engines get free Web analytics to measure your site’s performance produce beautiful 3D color covers for e-books and special reports convert Word documents into downloadable PDF files at no cost send follow-up e-mails to customers to cross sell and upsell on additional products increase shopping cart sales with promo codes split/test headlines, subject lines, guarantees, and offers to increase response rates make sure your e-mail messages won’t trigger spam filters get business cards online and on and on .

The Internet Warrior web site is not a static list of dated links and out-of-business vendors. It’s constantly reviewed and revised – so it’s never out of date.

The site gives you a description of each resource, along with Zappy’s personal review and evaluation.

By clicking on the resource name, you can find out more information, request a free trial, or get discounts of 10% to 25% or more off the regular rates others pay for these same services.

That way, every single tool, resource, and service you need to start and run a successful Internet marketing business is at your fingertips, at one convenient web address. The savings in time and money alone can add up to thousands of dollars!

But wait. There’s even more .

**ORDER NOW!!**

**FREE Domain Name Appraisal**

If you already own a domain name or are thinking of buying one, the Internet Warrior offers a service that gives you a fair appraisal of that domain's current market value.

And remember, Zappy has made millions of dollars online just from buying and selling generic domain names like Beer.com and Diamond.com. So when he assesses what a given domain name is worth, you can trust what he tells you.

Other services charge up to \$49 for a single domain name appraisal. But with purchase of the Internet Warrior e-book, you get an appraisal of any domain name – from Mike Zapolin and the Internet Warrior team – absolutely FREE!

**For anyone who wants to start a web business big OR small....**



My one hesitation when I heard that Zappy was launching the Internet Warrior was worrying that what he recommended would be too risky, complicated, and expensive for us “small fry.”

After all, this is a guy who jets across the globe giving Internet advice to celebrities and Internet millionaires.

Would his *Internet Warrior* also help the “average guy” – someone, like me, content to make thousands online instead of millions, working only a few hours a day?

Not to worry. I've reviewed Mike's Internet Warrior manual, web site, and

business methods extensively.

And I can assure you that you can make money with his guidance and resources – whether you want to be the next Beer.com or make a few extra thousand dollars a month selling e-books online.

“In the next few years, an additional \$50 billion will be spent on the Internet by advertisers,” explains Mike.

But, as Zappy points out, all you need to become financially secure for life is a teeny, tiny slice of that pie!

Even if you grabbed a mere 1/1,000th of one percent of that \$50 billion in online advertising revenue, you'd still have a business generating half a million dollars a year online.

“To grab your piece of that Internet profit pie, all you need is credibility, traffic, and a method of converting that traffic into revenue,” says Mike. He's right. And his *Internet Warrior* shows you how to integrate these three elements into a money-making web machine.

But one thing you *don't* need with Zappy's Internet Warrior system is a lot of start-up cash.

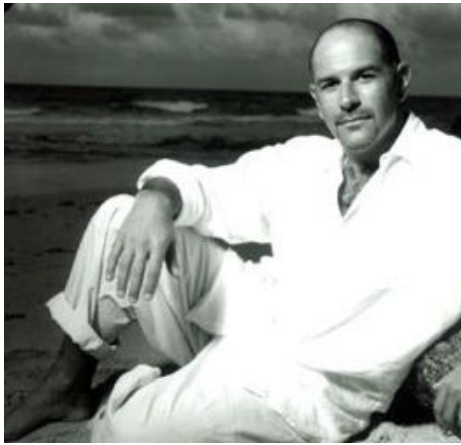
“You can make money using my formula even if you don't have thousands to invest,” says Mike.

“It's not all about making millions. A domain name purchased for several hundred dollars still has the potential to be sold for 10, 20, or even 50 times the purchase price, yielding great returns.”

The Internet Warrior shows you how to start small and end up with a large profit. For example, Zappy recently bought the domain cheddarcheese.com for \$1,000 and quickly sold it for \$37,500 – giving him a handsome profit of 36,500% on his investment. And you can do the same!

**What does it take to get started?**

You know that you can't afford to hire a multi-millionaire to coach you in your own entrepreneurial



ventures.

Mike Zappy is already rich – and has more money than he could ever hope to spend in several lifetimes.

So why is he making the Internet Warrior available to help others grab some of the Internet business success he has enjoyed?

“I love to help other people by sharing what I know,” says Mike.

His reason?

“Once you have the first few million, buying more toys becomes pretty meaningless pretty fast.”

His real satisfaction today, says Mike, is helping others develop their passions into highly profitable Internet businesses.

“The renewed hope they feel is a huge reward for me,” he says.

OK. Down to brass tacks .

What will it cost you to join Zappy, become a true “Internet Warrior” – and grab your share of the \$50 billion Internet profit pie?

Not a lot.

But not nothing, either.

You see, Mike is not giving away his Internet business secrets – and access to his exclusive Internet Warrior web site – for free.

After all, he wants to at least cover his expenses – mainly the cost of creating and running the Web site.

Other Internet gurus, whose limited online successes are frankly dwarfed by Zappy’s e-business achievements, charge up to \$3,000 or more for expensive coaching, bootcamps, and big Internet marketing educational “packages.”

But Zappy wants his Internet Warrior system to be affordable to everyone who desires to achieve financial independence by starting an online business.

So you won’t pay \$3,000 or \$300 or even \$100 for the Internet Warrior program.

Instead, your investment for the 175-page *Internet Warrior* manual – and a full year of access to the Internet Warrior web site (plus a FREE domain name appraisal) – is only \$29.95 (the free domain appraisal alone is worth more than that).

That’s less than you’d pay to treat a friend to dinner at a local restaurant today!

And it’s only what you invest if you agree that Mike’s Internet Warrior system has – finally – given you the “keys to the kingdom” of making money on the Internet.

If it hasn’t, your investment is zero. Zilch. Nada. Nothing .

**Use it risk-free for a full year**

Once you download the *Internet Warrior* manual – and get your members-only pass code to the Internet Warrior web site – you’ll have everything you need to make money online at your fingertips.

Just follow the simple step-by-step instructions. Whenever you need a tool, service, or vendor, you’ll find it on the members-only Internet Warrior web site – either free or deeply discounted.

In no time, you’ll have your first domain name reserved, your first web site up and running on a server, and your first revenue stream in place.

Now use some of the easy traffic-building tools we give you. Before long, your site will be flooded with visitors, orders, and ad revenues!

In fact, that’s our unconditional money-back guarantee of satisfaction to you: if Mike Zappy’s Internet Warrior system has not helped you get a profitable online business and running within a year

Or if you are not 100% satisfied for any reason or for no reason at all just let Zappy know within 12 months.

You'll get a full and prompt refund of every penny you paid.

And whatever you decide, you can keep the e-book – and any other resources you downloaded from the Internet Warrior site – for free.

That way, you risk nothing.

### Grab your piece of the Internet "profit pie"

Right now, the Internet – as far as e-business is concerned – is still a young industry, and therefore not controlled by huge moguls and giant business conglomerates.

At least not yet. But already, big corporations are running away from expensive, ineffective TV and magazine advertising, and marketing their brands online.

In a few years, corporate America, not the independent Internet entrepreneur, may come to dominate the world of Internet marketing.

Before that happens, do yourself a favor – and take your piece of the valuable virtual real estate that still exists on the Internet – by owning domain names and developing web sites.

With the Internet Warrior system to guide you, you can augment your current income – or replace it altogether.

Starting your Internet marketing business now – with the Internet Warrior to guide you – you can build unprecedented financial security for your family guarantee your own retirement all while doing something you truly love.

Best of all, you're the boss, earning thousands of dollars a week working from home – in your robe and slippers, if you like.

"As an Internet entrepreneur, my time is truly my own," says Zappy. "I go where I please, doing what I want to do, when I want to do it."

I know what Zappy is talking about. With just one of his proven Internet business models, I earn a comfortable six-figure income "working" only a few hours a day.

You can probably do even better. And since you own the domain and web site, you'll be making yourself – not some boss or giant corporation – rich.

So, what are you waiting for?

To order *The Internet Warrior* e-book and get a free year's membership on the Internet Warrior web site on a risk-free trial basis just click below now:

**ORDER NOW!!**

**Or, call NAME toll-free at PHONE today.**

Sincerely,

Bob Bly for The Internet Warrior.com

P.S. In today's economy, many of us are watching our pocketbooks closely and being careful not to spend too much cash.

Zappy wants you to realize your dream, follow your passion, and start an Internet business this year – but he doesn't want you to spend the mortgage doing it.

That's why we've priced the Internet Warrior program at less than Thirty bucks, with a one-year unconditional money-back guarantee of satisfaction: anyone can afford to join this program, and there is zero risk or commitment on your part.

But I urge you to hurry. At this ridiculously low price, we expect the Internet Warrior program to be flooded with new members.

Why not join and get started now, before a fellow member grabs the domain name you want – or builds the web site you're planning to create?

Remember, once a unique domain name is taken, no one else can use it. The best domain names are a precious asset that can often be resold for many thousands of dollars.

So don't delay. Launch your online business with the Internet Warrior now:



[Home](#) | [Domain Appraisal](#) | [Members Area](#) | [Testimonials](#) | [About and Contact](#)

[Domain Look Up](#) | [Domain Appraisal](#) | [Web Development](#) | [Video](#) | [Hosting](#) | [Internet Marketing](#) | [Money](#) | [Books & Articles](#) | [Business Tools](#) | [Analytics](#)

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