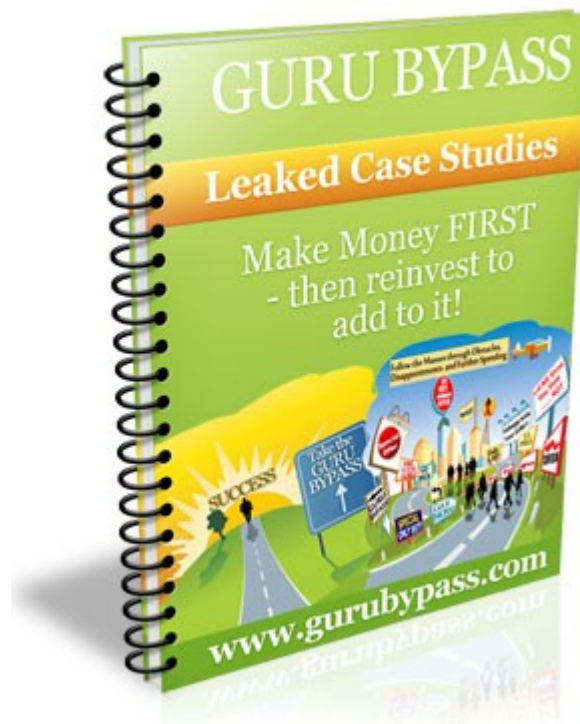


# The Guru Bypass System

## Case Studies Report



### **Published by:**

Randy Smith & Anton Lomax  
6 Richmond Rise  
Northallerton  
N.Yorks.  
DL7 8JR  
UK  
[RandolfSmith.com](http://RandolfSmith.com)

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## The Facts & Figures!

Hi and welcome to the 'Case Studies Report' for the "GuruBypass System".

These case studies are brought to you by Anton Lomax & Randy Smith, and are actual results that Anton achieved through the various ways of using the Guru Bypass System.

Certain information has naturally been withheld so that we don't give too much away, However, we do realize that people like to know that a system works before investing their hard earned cash into it!

Therefore it's been decided to keep this short and simple and stick to the facts.

So let's start by establishing fact number 1.

Neither of us are Guru's who know everything!

Randy, (*that's me*), is a full time internet marketer with several sites and products, most of which can be see by following the links from his blog at [www.RandolfSmith.com](http://www.RandolfSmith.com)

I don't claim to be anything special and I certainly don't make the tens of thousands that some seem to be earning online. I do however make enough to pay my bills and I get a great deal of satisfaction from what I do and the relationships I have developed online. Plus I get to work as and when I feel I want to, and socialize as and when I feel I want to.

Basically – I enjoy life!

Anton on the other hand isn't a full time marketer. He's just another guy who would like to spend more time with his family make some extra cash from what he does online. He has a particular interest in the self help niche, and spend a lot of time studying material within that sector.

Just like all newbies before him, Anton went through the cycle of buying everything the guru's told him to in order to 'Make Money Online'!

**Quote:**

**“I must have been a sellers dream because I was always jumping for the next must have product. Even the few ebooks I sold on ebay didn't cover the costs of my listings and I can't remember ever having sold an affiliate product..... **Until Now.**”**

**This was Anton before the Guru Bypass System!**

**No Product!**

**No Website!**

**No List!**

**No Advertising Budget!**

**No Money!**

**No Sales!**

After developing the Guru Bypass System, Antons position has changed dramatically!

He's still not rich or famous.... But...

He does now have his own Websites, Autoresponders, Mailing Lists, Advertising Budget.... and YES – Commissions from Sales that pay for all of the above!

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## The Results & Figures

Starting with **NOTHING**, here are some of the results Anton achieved with the case studies we kept a note of:

*(While developing the system, and prior to partnering up with Randy the system was used purely to generate income – but no results were recorded until it was decided to release this information to others!)*

Actually – before showing any figures, I guess we should apologize in advance.

Nothing is ordered or organized properly!

Basically, in order to test various niches to ensure the system would work in all possible niches, Anton just randomly used the system to send traffic to random affiliate products.

### First Example:

This shows some of the affiliate products Anton has linked to, some niches are obvious by the Clickbank id, other not so. But this first image just demonstrates that links are getting clicked across a broad range of niches.

As with all systems – results should be checked and tracked in order to not waste time on the ones where people just don't buy.

This is 7 days worth of click throughs:

As you can see, the Windplans link got a lot of clicks – but no sales as yet, that said – it may yet produce an income who knows? - The point being that the work took 10 minutes and has been done now... so Anton can leave that alone and focus on more productive niches.

To have earned \$47 in that period with nothing is still a start to making enough to set up your own business.

Vendor Reporting				Affiliate Reporting			
Report By:	<input type="text" value="Affiliates"/>			Report By:	<input type="text" value="Vendors"/>		
Period:	<input type="text" value="The past 7 days"/>			Period:	<input type="text" value="The past 7 days"/>		
Start Date :	<input type="text" value="2009-04-09"/>	<a href="#">select</a>		Start Date :	<input type="text" value="2009-04-09"/>	<a href="#">select</a>	
End Date :	<input type="text" value="2009-04-10"/>	<a href="#">select</a>	<input type="button" value="Go"/>	End Date :	<input type="text" value="2009-04-10"/>	<a href="#">select</a>	<input type="button" value="Go"/>

Vendor	# Hops	# Sales	# Refunds	# Chargebacks	# Net Sales	\$ Sales	\$ Per Hop
ANHPRODUCT	1	0	0	0	0	\$0.00	\$0.00
BBREVEALED	5	0	0	0	0	\$0.00	\$0.00
BELLE7	8	0	0	0	0	\$0.00	\$0.00
CLICKWORD	1	0	0	0	0	\$0.00	\$0.00
DJDOG1	7	1	0	0	1	\$21.24	\$3.03
DOVEBOOKS	12	0	0	0	0	\$0.00	\$0.00
FATLOSSREV	4	0	0	0	0	\$0.00	\$0.00
FXCONFIDAN	18	0	0	0	0	\$0.00	\$0.00
HOMEMADEEN	2	0	0	0	0	\$0.00	\$0.00
JOOMLEARN	6	1	0	0	1	\$26.04	\$4.34
MIKECPA	12	0	0	0	0	\$0.00	\$0.00
NEW2G	2	0	0	0	0	\$0.00	\$0.00
NOWPOWER	1	0	0	0	0	\$0.00	\$0.00
OPTINMAG	2	0	0	0	0	\$0.00	\$0.00
PLANETSMS	12	0	0	0	0	\$0.00	\$0.00
PULLEX	1	0	0	0	0	\$0.00	\$0.00
RESULTS10	5	0	0	0	0	\$0.00	\$0.00
RSNIPER	1	0	0	0	0	\$0.00	\$0.00
SELSUFF1	5	0	0	0	0	\$0.00	\$0.00
SITSTAY	2	0	0	0	0	\$0.00	\$0.00
VICKIESVEN	4	0	0	0	0	\$0.00	\$0.00
WADSY	2	0	0	0	0	\$0.00	\$0.00
WINDPLANS	727	0	0	0	0	\$0.00	\$0.00
WITCH	10	0	0	0	0	\$0.00	\$0.00
XHMTL	18	0	0	0	0	\$0.00	\$0.00
<b>Total: (25) rows</b>	868.00	2.00	0.00	0.00	2.00	\$47.28	\$0.05

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That was the clickbank affiliate links. - nNot shown above was the prior check and stats totalling \$144.47

**Still in March, here is a Second Example:**

This one again was a rebrandable product given away with no site, no hosting, nothing.... and yet it was able to generate clicks that earned something, and yet again – the product is still out there earning pennies daily!

| Site / Site / Promotion URL(s)                                                                                                                                          | Unique IPs | # Members | Your Cut | Check's Paid |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|----------|--------------|
| <a href="http://alt.com">ALT.com</a><br>http://alt.com/go/g1100412                                                                                                      | 0          | 0         | \$0.00   | \$0.00       |
| <a href="http://adultfriendfinder.com">Adult FriendFinder</a> (default account)<br>http://adultfriendfinder.com/go/g1100412<br>http://adultfriendfinder.com/go/p704944c | 107        | 0         | \$0.82   | \$0.00       |
| <a href="http://adultfriendfinder.com">Adult FriendFinder</a><br>http://adultfriendfinder.com/go/p728819                                                                | 1          | 1         | \$3.00   | \$0.00       |

You may also notice that we are showing even the small change incomes.... mainly to prove that pennies a day can add up, and provided it's all on autopilot after the initial work has been done... it's just more monthly income to add to your cashflow!

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### March Again, Third Example:

These stats are from promoting self help products. Again by using rebrandable reports – but again with no site or anything to help give them away!

Display summary for the month of:

**March 2009 Summary**

So far this month, you've earned a total of **\$159.94**.  
\$159.94 awaiting payment.

Total orders through your link: **9**

Commission earned: **\$159.94**

Second tier orders: **0**

Second tier commission earned: **\$0.00**

## Can you see how things are starting to add up?

### Fourth Example, and yes still March:

The one below is from Chinavasion.com a dropshipping service that earns 6% on all orders

### Affiliate program

Welcome

Your Affiliate ID: XXXX

Edit PayPal Address

#### Affiliate Summary

|                 |                |
|-----------------|----------------|
| Clickthroughs   | 410            |
| Sales           | 7              |
| Sales Amount    | \$643.40       |
| Sales Average   | \$91.9         |
| Commission Rate | 6.00%          |
| Recent Earnings | <b>\$38.60</b> |

### That's around \$400 now – from Nothing!

In total Anton was paid around \$400 for his efforts in March, some of which hasn't been recorded or logged as he didn't know I would want to show the stats.

*Once we moved into April and I explained the bigger picture to Anton – he focused his efforts on building a list more than earning the immediate income.*

After all – once enough cash has been earned to pay for some hosting and an autoresponder – it just leaves the task of picking a domain name to then start building a real business for long term income potential.

#### [Sidenote]

*Do keep an eye on conversion rates from clickthroughs – as some products claim a healthy conversion rate of 3 – 6%. But in reality they are nowhere near! - always keep tracking and testing.*

## Here is what Anton said in an email to me about his March stats:

Hi Randy,

Re: - the stats, I believe that I can improve on this but my marketing skills are not the best so a few points you may wish to make:

1. basically most of the testing has been done on only 2 of the system sites, yyyyy and xxxxx with the majority being tested on xxxxxx.
2. apart from the rebrandable products most of the stuff I have uploaded has not really been professional stuff just plr products with a couple of links thrown in.
3. The downloads have been incredible just short of xxxxx to date from xx yyyy uploaded (*some duplicated*). With more professional stuff being used the results could be really good.
4. I am going off clickbank products a bit My clickthroughs to clickbank in the last 30 days are 524 . I would have expected more sales than I made. I am getting about 1.5% conversion but then again it could be down to the initial products I am uploading.

That's all for now mate  
Anton

## Some Stats From April

### Fifth Example - April

Anton is now focusing on List Building. He used his profits from March to acquire a domain name, hosting and autoresponder so that he is able to build a list of his own to continue promoting related products to each niche list he is building.

This will give him a sustainable business for years to come, and using the Guru Bypass System to do so means that he has **NO OUT OF POCKET EXPENSES!** ← **Everything he needs in terms of tools and services is paid for from profits made starting with NOTHING!**



Here are some of his stats for April, as well as a hint to the products he used.

## PLR Dog Training Article

Downloads 467  
Clicks 35  
sales 1  
commission \$21.24

## Joomla rebrandable ebook

Downloads 643  
clicks 81  
sales 1  
commission \$26.04

| Actions                                                                           | Date       | Time  | Receipt                  | TID | Pmt  | Currency | Txn Type | Item | Amount  | Vendor    | Affiliate | CC† | St. | Last Name | First Name |
|-----------------------------------------------------------------------------------|------------|-------|--------------------------|-----|------|----------|----------|------|---------|-----------|-----------|-----|-----|-----------|------------|
|  | 2009-04-09 | 10:05 | <a href="#">SME*****</a> |     | VISA | NOK      | Sale     | 1    | \$26.04 | JOOMLEARN | ANTON343  | NO  |     | NESS      | BORRE      |
|  | 2009-04-04 | 11:49 | <a href="#">26H*****</a> |     | MSTR | CAD      | Sale     | 1    | \$21.24 | DJDOG1    | ANTON343  | CA  | MB  | NORRIS    | MARK       |

## PLR Six hypnosis CDs

Downloads 2647  
Clicks ?  
Sales 2  
Commission \$19.98

Another Self Help Niche one

Display summary for the month of:

### April 2009 Summary

So far this month, you've earned a total of **\$34.99**.  
There are no outstanding payments from this period.

Total orders through your link: **3**

Commission earned: **\$34.99**

Second tier orders: **0**

Second tier commission earned: **\$0.00**

## Plus This One

Display commissions:

| Ordered   | Product                               | Your %    | Paid? |                      |
|-----------|---------------------------------------|-----------|-------|----------------------|
| 23-Apr-09 | Be Psychic Course<br>Entire CD course | USD 34.98 | No    | <a href="#">Info</a> |

Anton has also recently uploaded 2 plr products 'Dealing with Loneliness' and a 'Dating Guide'

No – he is not losing it....lol

He has put some cpa (cost per action) links in to adult friend finder that pays per click and per sign up, That's the one he made a few pennies from in March and he has had 1 signup and also a decent number of clicks (138). Which he will be paid for once the sign ups have been verified.

## And Finally...

Remember the Windplans one? ... loads of click throughs and No Sales, well Anton left that well alone and didn't bother with any more uploads for it – BUT, the work he already did branding a report and uploading it has finally paid off with a sale -

| <u>Date</u> | <u>Time</u> | <u>Receipt</u>           | <u>Pmt</u> | <u>Currency</u> | <u>Txn</u><br><u>Type</u> | <u>Item</u> | <u>Amount</u><br><u>t</u> | <u>Vendor</u> | <u>Affiliate</u> |
|-------------|-------------|--------------------------|------------|-----------------|---------------------------|-------------|---------------------------|---------------|------------------|
| 2009-04-29  | 20:19       | <a href="#">G38*****</a> | VISA       | CAD             | Sale                      | 1           | \$33.92                   | WINDPLANS     | ANTON<br>343     |

Not a lot, but it does all add up – and Anton only did the work once!

**Added In Edit:** Another sale for the Winplans one...lol. Plus a subscription payment for a monthly sale and another sale of the Joomla templates... see below, and again – *this is from the original work as Anton has not done anything online since April due to offline commitments!*

Week Ending Gross Sales

[2009-05-20](#) \$17.57

[2009-05-13](#) \$4.62

[2009-05-06](#) \$33.92

[2009-04-29](#) \$0.00

[2009-04-22](#) \$0.00

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## More Importantly

I'm sure by now you can see the potential to make money from nothing!

NO – It's not going to make anyone rich overnight, But it does bring in enough cash to start a real business with your own sites and all the tools you'll need to progress to a full time income online! *(Can I emphasize again – with no out of pocket expenses! - All paid for from profits!)*

### Here's what Anton now realizes is the important stuff:

He used his March commissions to set up a site and autoresponder of his own, as well as joining [MoreMonthly.com](#) to acquire even more products with rights that he could use.

That has allowed him to focus on building his own mailing list of subscribers. *(Plus he knew he had a big job on during April (the day job) that would not leave as much free time for his internet activities)*

So although he is pleased with the incomes he has earned in April – **his main goal was to build his business and get a mailing list.**

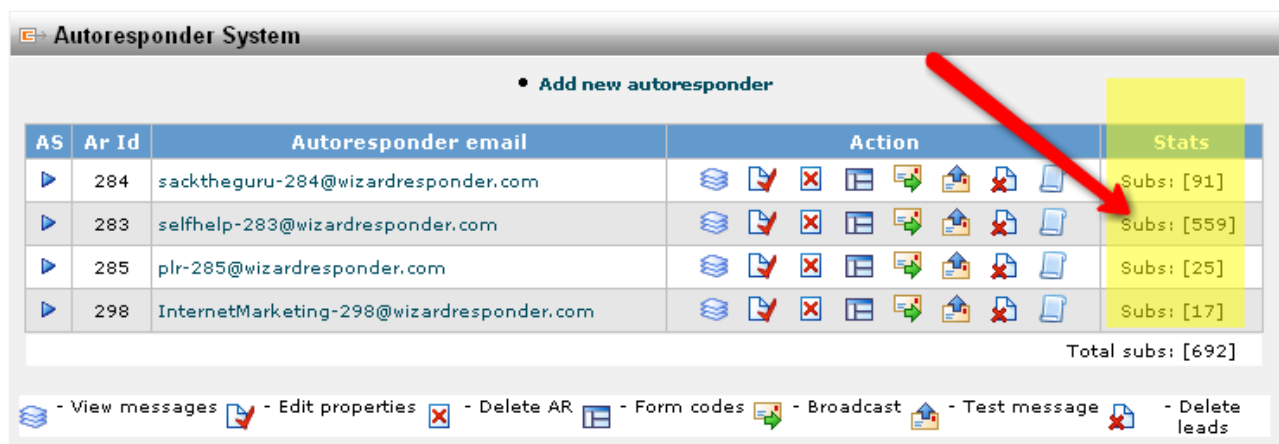
This has also been done, and to a greater effect than the usual Guru recommendations!

*(You know – the bit where they say you should post to every blog and forum going etc. ← which all works well, but maybe not to this level!)*

## Here are Antons current Autoresponder stats:

Do take note of Antons Favourite Niche (*The Self Help Niche*) as this is where he has focused his efforts in listbuilding.

Anyone who knows Anton from the forums will realise that he is well suited to this niche as he is already an expert – so he should have no problems creating content to send to his list in the future as he builds and grows his online business.



Autoresponder System

• Add new autoresponder

AS	Ar Id	Autoresponder email	Action	Stats
▶	284	sacktheguru-284@wizardresponder.com		Subs: [91]
▶	283	selfhelp-283@wizardresponder.com		Subs: [559]
▶	285	plr-285@wizardresponder.com		Subs: [25]
▶	298	InternetMarketing-298@wizardresponder.com		Subs: [17]

Total subs: [692]

- View messages - Edit properties - Delete AR - Form codes - Broadcast - Test message - Delete leads

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## ***EDIT & Additional Note About Using The System.***

***A couple of quick edited notes to add since this study was completed***

- ***Antons mailing list is now over 800! (and still building)***
- ***He keeps getting, albeit not massive, clickbank commissions from the work he has already done using the system.***

- **Exciting News** – Anton has now also invested some profits in a small membership script, and used the same system but with links to his membership site to gain 59 free members over the last 2 weeks to a new monthly site he has built! - This will allow him to promote not only from emails – but also on the login and download pages of his site. (which has massive potential for further growth!)

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## Summary:

So far you have seen the results of around 8 weeks of using the Guru Bypass System for an average of 10 – 30 minutes a day. (In reality there were at least 3 weeks out of the 8 where Anton couldn't fit any computer activities in due to prior work and family commitments)

You've seen a real newbie who has started with NOTHING, barring a computer and an internet connection, build not only an income – but also go on to use his profits to build a business!

A business complete with his own sites, autoresponders, mailing list populated with targeted subscribers, and still have cash in the bank being added to on a weekly basis!

**NO** – Anton still isn't rich, and he's still not a guru!

**YES** – He does know how to Bypass the Guru's products and advice and still create income and subscribers without having to invest family funds into the system.

## So What Do You Think?

If you'd like full details of the Guru Bypass System, complete with **Step By Step Instructions (And Videos)** on how you can copy what Anton has achieved – then head over and take the Bypass yourself today!

Thanks for reading this far.

Now it's time for you to start making some money of your own and building a real business of your own.

You can literally get started today:

[www.GuruBypass.com](http://www.GuruBypass.com)

Warm Regards

*Randy & Anton*

[www.GuruBypass.com](http://www.GuruBypass.com)

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