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JOHN M. FRIEND

APR 07 2009

IN THE DISTRICT COURT OF DOUGLAS COUNTY, NEBRASKA

SHOEMONEY MEDIA GROUP, INC.,)
)
 Plaintiff,)
)
 vs.)
)
 KEYEN FARRELL and JOHN J. FARRELL,)
)
 Defendants.)

DOC 1094 NO. 082

COMPLAINT

JURY DEMAND

Assigned to Judge Schatz

Plaintiff SHOEMONEY MEDIA GROUP, INC., for its Complaint against Defendants Keyen Farrell and John J. Farrell, alleges as follows:

PARTIES

1. Plaintiff ShoeMoney Media Group, Inc. ("ShoeMoney Media Group") is a Nebraska corporation which is a wholly owned subsidiary of ShoeMoney Capital, Inc., whose majority shareholder and president is Jeremy Schoemaker. ShoeMoney Media Group's principal place of business is located in Nebraska.

2. Defendant Keyen Farrell is an individual who resides at 89 Little Harbor Road in Guilford, Connecticut 06437. Keyen Farrell is employed as an Adwords Account Strategist at Google, Inc., located at 76 Ninth Avenue, 4th Floor, New York, NY 10011.

3. Defendant John J. Farrell is an individual and is the father of Keyen Farrell. Defendant John J. Farrell's address is currently unknown to the Plaintiff.

JURISDICTION AND VENUE

4. Venue is proper in this action pursuant to Neb. Rev. Stat. § 25.403.01.

5. The Defendants are subject to personal jurisdiction in the State of Nebraska because they conduct business within the State of Nebraska, and because they directed their harm at ShoeMoney Media Group with the knowledge that such harm would be felt by ShoeMoney Media Group within the State of Nebraska.

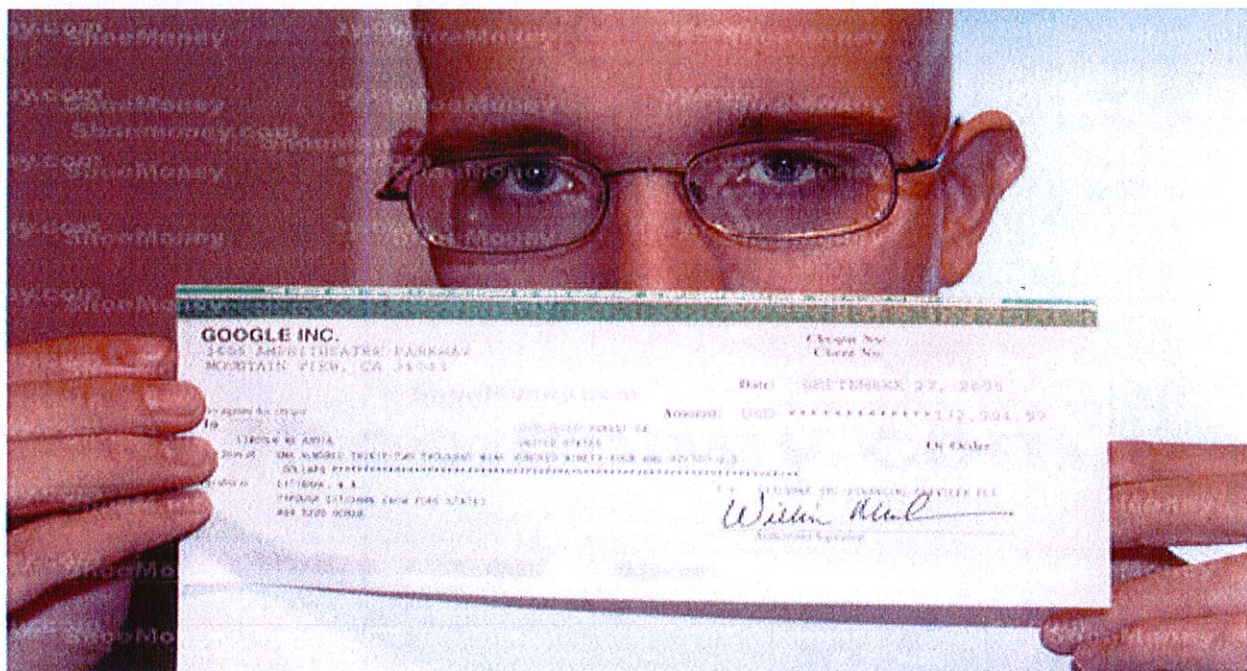
BACKGROUND

6. ShoeMoney Media Group is a Nebraska corporation that engages in a wide variety of business on the Internet, including Internet marketing and advertising and teaching third parties how to make money on the Internet. ShoeMoney Media

Group has spent, and will continue to spend, significant time and financial resources in advertising and promoting its name and trademark, "Shoemoney," throughout the United States.

7. Through its diligent efforts, ShoeMoney Media Group has developed an excellent reputation in its field and has become well known and famous in its market. ShoeMoney Media Group's reputation, and the goodwill associated with its "Shoemoney" trademark, are valuable business assets that ShoeMoney Media Group vigorously protects.

8. ShoeMoney Media Group's founder, Jeremy Schoemaker, is a frequent speaker at search engine marketing and affiliate conferences, and he co-founded the Elite Retreat conference, which provides lectures and seminars on how to run profitable Internet businesses. Schoemaker became famous and well-known in the market when he posted the following copyrighted image on the Internet showing that he made \$ 132,994.97 in one month using a certain Internet advertising method through Google:



9. ShoeMoney Media Group's name and its "Shoemoney" trademark have become distinctive and famous and they distinguish ShoeMoney Media Group's services from those offered by its competitors. As a result, consumers frequently search for information about ShoeMoney Media Group and the services it offers, and

further search for links to ShoeMoney Media Group's web sites, using Google's Internet search engine.

10. ShoeMoney Media Group's primary web sites are located at www.shoemoney.com and www.shoemoneymedia.com. ShoeMoney Media Group's primary web sites clearly indicate that ShoeMoney Media Group is located in the State of Nebraska. The web sites are registered to Plaintiff at a Nebraska address. The web sites contain many prominent notices that ShoeMoney Media Group is centered in Nebraska and they list Plaintiff's Nebraska address. Persons familiar with ShoeMoney Media Group are aware that ShoeMoney Media Group is headquartered in Nebraska.

11. ShoeMoney Media Group conducts the vast majority of its business over the Internet, and receives an average of approximately 30,000 unique visitors to its primary web sites each day. On one recent day, ShoeMoney Media Group received nearly 100,000 unique visitors to its web site www.shoemoney.com.

12. Jeremy Schoemaker is the primary contributor to the blog located at www.shoemoney.com. Schoemaker, Schoemoney Media Group, and www.shoemoney.com have been featured on or appeared in The Wall Street Journal, ABC News 20/20, The New York Times, The Christian Science Monitor, The New York Post, Forbes.com, Entrepreneur magazine, The Boston Globe, Tech Crunch, cnet/News.com, Google's Biggest Money Makers, Slate magazine, Skyradionet, and other publications. One commentator recently named Schoemaker the "tenth most powerful and influential man in social media," and the blog at www.shoemoney.com has made Technorati.com's "Top 100 most read blogs on the Internet" for the past two years.

13. The vast majority of ShoeMoney Media Group's customers and potential customers use the Internet to do business and search for goods and services, including the goods and services offered by ShoeMoney Media Group.

14. One of the primary methods used by Internet users to locate a company on the Internet is to type in the company's name or trademark into an Internet search engine, such as www.google.com.

15. By entering search terms into Google's search engine, Internet users are advising Google of the subjects they are interested in, the company they are interested in doing business with, or the goods or services they are interested in purchasing. As a

result, Google sells contextual advertising whereby Google's search engine displays advertisements of various companies to consumers who are interested in purchasing goods or services similar to those offered in the advertisements.

16. Google offers a program called "Adwords" which allows advertisers, including the Farrell Defendants, to bid for their advertising hyperlinks to appear on the search results page when Internet users enter specific search terms ("keywords") in a Google search. The advertising hyperlinks, known as "sponsored links," appear immediately above or next to the search results. The sponsored links are hyperlinks which contain the text of the advertisers' ad and allow Internet users to click on the link, which leads the Internet users to the advertisers' web site. The advertisers pay Google a specified amount of money each time an Internet user clicks on their sponsored links. The sponsored links appear in the order of priority as determined by the amount of money paid by the advertisers to Google for the keyword (i.e., persons who bid the highest amount for a keyword will have their sponsored link appear before the links for the lower-bidding advertisers).

17. The sponsored links are displayed to Internet users in a way that does not make it clear that those links are paid advertisements, rather than regular web sites relevant to the search term.

18. ShoeMoney Media Group's name and "Shoemoney" trademark are often searched on the Internet. The Farrell Defendants are familiar with ShoeMoney Media Group and are aware that ShoeMoney Media Group is in the business of online advertising and marketing and teaching third parties how to make money on the Internet.

19. ShoeMoney Media Group has submitted and currently submits its own trademark "Shoemoney" to Google as a keyword so that when Internet users search for the "Shoemoney" mark, one of ShoeMoney Media Group's sponsored links will appear next to the search results. Clicking on the sponsored link directs Internet users to one of ShoeMoney Media Group's primary web sites such as www.shoemoney.com.

20. ShoeMoney Media Group's competitors, including the Farrell Defendants, advertise their services on the Internet. Some competitors, including the Farrell Defendants, have submitted ShoeMoney Media Group's trademark "Shoemoney," or variations of said trademark, as a keyword to Google so that when Internet users search

for “Shoemoney” on the Internet, the competitors’ sponsored links appear on the search results page.

21. In the past, ShoeMoney Media Group has complained to Google about third parties using the “Shoemoney” mark in the text of their sponsored links. Google does not allow advertisers to use a registered trademark, including “Shoemoney,” in the text of their sponsored links.

22. Google sold ShoeMoney Media Group’s trademark “Shoemoney” as a keyword to the Farrell Defendants. In contravention of federal law and Google policy, the Farrell Defendants have displayed the “Shoemoney” mark in the text of their sponsored links, for the specific purpose of intercepting and diverting customers and potential customers of ShoeMoney Media Group to their own web site, www.myincentivewebsite.com.

23. Upon information and belief, the Farrell Defendants have used the “Shoemoney” name and mark in Google Adwords advertising for several improper purposes, including but not limited to the following:

- a. Diverting potential customers of ShoeMoney Media Group to their own web site, which competes with Plaintiff for customers;
- b. Benefiting from the goodwill and good reputation associated with the “Shoemoney” trademark, which ShoeMoney Media Group developed at great expense;
- c. Giving their goods and services credibility and appeal and marketability by and because of their association with the “Shoemoney” name and mark;
- d. Falsely indicating to potential customers that their goods and services are sponsored or endorsed by, or affiliated with or approved by, ShoeMoney Media Group;
- e. Falsely implying that their goods or services are of the same type and quality as those offered by ShoeMoney Media Group;
- f. Using the “Shoemoney” mark without ShoeMoney Media Group’s authorization; and

- g. Forcing ShoeMoney Media Group to place higher bids for its own trademark as a keyword to ensure that its own sponsored link will appear in a preferred location on the Google search results page.

24. As a result of the Defendants' improper use of the "Shoemoney" trademark, ShoeMoney Media Group has lost control, in part, of the commercial use of its own trademark because such control is now, in part, in the hands of the Farrell Defendants.

25. The Farrell Defendants bid on the "Shoemoney" mark as part of its Adwords advertising program. Thus, when Internet users searched for "Shoemoney," or variations of the term, they were presented with a search results page showing multiple sponsored links, including the sponsored link purchased by the Farrell Defendants. The sponsored link purchased by the Farrell Defendants prominently displayed the term "Shoemoney" in its hyperlink, and clicking on the term "Shoemoney" in the sponsored link led Internet users to the Farrell Defendants' web site, www.myincentivewebsite.com. A true and correct copy of various screen shots depicting the Defendants' use of the "Shoemoney" trademark in their sponsored links is attached hereto as Exhibit "A."

26. The Farrell Defendants' sponsored links, which used the "Shoemoney" mark, contained an advertisement for a product or service offered by the Farrell Defendants whereby the Farrell Defendants showed people how to make money on the Internet. The advertisements, labeled "Shoemoney," stated things such as "Copy my success with a turn-key site that earned \$313,000," and "Been there, tried that. Own the site that earned me \$313K in 1 year." (See Exhibit "A"). Clicking on the term "Shoemoney" would (mis)direct consumers to the web site owned and operated by the Farrell Defendants, www.myincentivewebsite.com, which promoted a money-making system on the Internet. A true and correct copy of the main page from the Farrell Defendants' Internet site is attached hereto as Exhibit "B." In the opinion of Schoemaker and ShoeMoney Media Group, the "money-making system" offered by the Farrell Defendants is inferior to the methods advocated by ShoeMoney Media Group.

27. Internet users who view and have viewed the Farrell Defendants' advertisements, which contain the term "Shoemoney" in the ad text, were confused or likely to be confused by the use of the "Shoemoney" mark in an ad for Plaintiff's

competitor, and likely to believe they were clicking on a web site affiliated with or approved by ShoeMoney Media Group. If Internet users later realized they were directed to a web site not affiliated with ShoeMoney Media Group, a certain percentage of those users likely remained on the competing web site and did not return to a web site actually affiliated with ShoeMoney Media Group.

28. The Farrell Defendants used the “Shoemoney” mark in the text of their sponsored links, with full intent and knowledge that their practices violate federal trademark laws. The Defendants’ actions are therefore willful and taken with the specific intent and knowledge that their conduct infringes upon the “Shoemoney” trademark.

29. Google purports to prohibit third parties from using the “Shoemoney” mark in the text of their advertisements, in recognition of Plaintiff’s trademark rights. The Farrell Defendants took measures to circumvent federal law and Google policy so that the “Shoemoney” mark would appear in the text of their sponsored links. The Farrell Defendants were on notice that the term “Shoemoney” was protected by federal trademark law, but they specifically disregarded and willfully violated Plaintiff’s rights in that regard.

30. The Defendants’ aforescribed conduct is manipulative, misleading, and deceitful, and has had the effect of confusing customers and potential customers of ShoeMoney Media Group.

COUNT I
VIOLATION OF LANHAM ACT – 15 USC 1114(1)

31. ShoeMoney Media Group incorporates the allegations contained in Paragraphs 1 - 30 above as if fully set forth herein.

32. On January 26, 2007, ShoeMoney Media Group filed, and thereafter registered, its trademark “Shoemoney” with the United States Patent and Trademark Office (Registration Number 3297011).

33. ShoeMoney Media Group has notified Google in the past that it is the owner of the registered “Shoemoney” trademark, and Google then purported to establish a system to prevent third parties from using the “Shoemoney” mark within the text of their advertisements and sponsored links.

34. The Farrell Defendants violated ShoeMoney Media Group's exclusive rights to the "Shoemoney" mark by using the "Shoemoney" trademark through the Adwords program as part of the text of various sponsored links, as a means of advertising and selling goods and services in direct competition with ShoeMoney Media Group.

35. Defendants' use of ShoeMoney Media Group's trademark constitutes a use in commerce in connection with the sale, offering for sale, distribution and advertising of goods and services.

36. The goods and services offered by the Farrell Defendants by using the "Shoemoney" trademark as part of the text of its sponsored links through Google's Adwords program are similar in kind to goods and services offered by ShoeMoney Media Group, i.e., teaching and/or enabling third parties to make money on the Internet and offering tools to accomplish same.

37. The Defendants' use of the "Shoemoney" trademark caused some consumers actively seeking to find one of ShoeMoney Media Group's principal web sites to click on the sponsored links leading to the web site owned and operated by the Farrell Defendants because those consumers were confused or were led to believe the sponsored link was affiliated with or approved by ShoeMoney Media Group.

38. The Defendants' use of the "Shoemoney" trademark has caused at least initial interest confusion among Internet users who viewed the Farrell Defendants' sponsored link in response to Internet searches looking for ShoeMoney Media Group.

39. The Farrell Defendants have violated the exclusive rights of Plaintiff in its "Shoemoney" trademark by using the "Shoemoney" trademark in the text of its sponsored link advertisements, and they are therefore liable pursuant to 15 USC 1114(1).

40. The Defendants' violation of ShoeMoney Media Group's trademark rights was done willfully and in intentional contravention of Plaintiff's rights.

41. ShoeMoney Media Group has sustained damages as a result of Defendants' conduct, and is entitled to recover Defendants' profits and other damages in an amount to be determined at trial.

42. ShoeMoney Media Group incorporates the allegations contained in Paragraphs 1 - 41 above as if fully set forth herein.

43. The Defendants' use of Plaintiff's "Shoemoney" trademark in the text of advertisements / sponsored links on Google constitutes a use in commerce.

44. Internet users who have searched for "Shoemoney" on Google's Internet search engine have/had a reasonable expectation that the web sites and hyperlinks appearing on the search results page would be related to ShoeMoney Media Group, Inc., particularly when the trademarked term "Shoemoney" appears in the text of the sponsored link on the search results page.

45. Internet users who view or have viewed sponsored links may be or may have been confused, misled, and/or deceived that the sponsored links that linked to the Farrell Defendants' web site were affiliated with or approved by ShoeMoney Media Group.

46. The placement of the Farrell Defendants' sponsored links in response to Internet searches for the term "Shoemoney," and the use of the "Shoemoney" trademark in sponsored links, was a false designation of origin, affiliation, connection or association of the Farrell Defendants with ShoeMoney Media Group, or a false description of origin, sponsorship or approval of the goods or services of the Farrell Defendants by ShoeMoney Media Group.

47. ShoeMoney Media Group has suffered damages, and Defendants have earned profits, as a result of Defendants' aforescribed conduct.

COUNT III
DILUTION OF PLAINTIFF'S TRADEMARK --- 15 USC 1125(c)

48. ShoeMoney Media Group incorporates the allegations contained in Paragraphs 1 - 47 above as if fully set forth herein.

49. ShoeMoney Media Group's trademark is a famous and distinctive mark for the following reasons:

- a. The "Shoemoney" trademark is a distinctive word which is not merely descriptive;
- b. The "Shoemoney" trademark is used extensively in connection with the advertising of ShoeMoney Media Group's online marketing services;

- c. The "Shoemoney" trademark is used throughout the United States, including but not limited to extensive use throughout the Internet; and
- d. The "Shoemoney" trademark is widely recognized, especially among persons seeking to make money through online marketing services.

50. The Defendants' use of the "Shoemoney" trademark in the text of sponsored links in the Google Adwords program is a use in commerce because Defendants are selling their goods and/or services through the Internet at www.google.com and www.myincentivewebsite.com.

51. Defendants' use of the "Shoemoney" trademark for commercial use in commerce occurred after ShoeMoney Media Group's "Shoemoney" mark became famous.

52. Defendants' use of the "Shoemoney" trademark dilutes the distinctive quality of ShoeMoney Media Group's "Shoemoney" trademark, as it has caused confusion among customers and potential customers of ShoeMoney Media Group. Internet users who have viewed the sponsored links of the Farrell Defendants may have reasonably believed that their services were affiliated with or approved by ShoeMoney Media Group.

53. Defendants' use of the "Shoemoney" trademark constitutes a blurring and/or dilution of the "Shoemoney" mark.

54. Upon information and belief, ShoeMoney Media Group has incurred damages related to lost or diverted customers. Defendants are aware that they have diverted persons searching for "Shoemoney" to their own web site, yet they used the "Shoemoney" trademark in deliberate disregard of ShoeMoney Media Group's rights.

55. ShoeMoney Media Group has sustained damages in an amount to be proven at trial.

COUNT IV TORTIOUS INTERFERENCE WITH A BUSINESS EXPECTANCY

56. ShoeMoney Media Group incorporates the allegations contained in Paragraphs 1 - 55 above as if fully set forth herein.

57. Defendants knew that customers and potential customers of Plaintiff

frequently searched for “Shoemoney” or “ShoeMoney Media Group” on the Internet and that ShoeMoney Media Group expects to develop business and generate revenue therefrom.

58. Defendants have improperly and unfairly interfered with ShoeMoney Media Group’s business expectancy by diverting customers and potential customers away from ShoeMoney Media Group’s web sites, and directing them to the Farrell Defendants’ competing web site.

59. ShoeMoney Media Group has suffered damages as a result of Defendants’ aforescribed conduct, in an amount to be proven at trial.

COUNT V
CONSUMER PROTECTION ACT --- NEB. REV. STAT. §§ 59-1601 *et seq.*

60. ShoeMoney Media Group incorporates the allegations contained in Paragraphs 1 - 59 above as if fully set forth herein.

61. Nebraska Revised Statute § 59-1602 provides:

Unfair methods of competition and unfair or deceptive practices in the conduct of any trade or commerce shall be unlawful.

62. The Defendants’ acts were unfair and deceptive and constitute a violation of the Nebraska Consumer Protection Act.

63. The Defendants’ acts have/had an impact upon the public interest and the people of Nebraska because the unauthorized use of Plaintiff’s trademark was designed to deceive, confuse, and mislead the general public as more fully described above.

64. Defendants profited from the unauthorized use of the “Shoemoney” trademark.

65. ShoeMoney Media Group suffered damage as a result of the Defendants’ unauthorized use of the “Shoemoney” mark, in an amount to be proven at trial.

COUNT VI
UNIFORM DECEPTIVE TRADE PRACTICES ACT ---
NEB. REV. STAT. §§ 87-301 *et seq.*

66. ShoeMoney Media Group incorporates the allegations contained in Paragraphs 1 - 65 above as if fully set forth herein.

67. Defendants' use and display of the "Shoemoney" trademark in sponsored links was done in an attempt to "pass off" the product or services of the Farrell Defendants as a product or service that is sold or promoted by ShoeMoney Media Group.

68. Defendants' attempt to pass off the product or service as one that is sold or promoted by ShoeMoney Media Group has harmed ShoeMoney Media Group's goodwill and has caused damages to ShoeMoney Media Group.

69. The acts of the Defendants as hereinbefore described constitute a violation of the Deceptive Trade Practices Act, Neb. Rev. Stat. § 87-302.

70. Plaintiff has been damaged as a result of Defendants' violation of the Deceptive Trade Practices Act, and is entitled to injunctive relief and attorney fees for said violation.

REQUEST FOR RELIEF

71. WHEREFORE, ShoeMoney Media Group respectfully requests this Court enter judgment in its favor and against the Defendants on all causes of action as follows:

- A. A preliminary and permanent injunction prohibiting the Defendants from using the "Shoemoney" trademark in the text of their advertisements and sponsored links through the Google Adwords program, or any other advertising venue;
- B. An accounting of all revenue earned by the Defendants by using the term "Shoemoney," or any substantially similar term, through the Google Adwords program or any other advertising program, and an Order to pay such revenue to ShoeMoney Media Group;
- C. Damages in an amount to be determined at trial, up to treble Plaintiff's actual damages, or alternatively statutory damages as the Court determines fair and just;
- D. Reasonable attorney fees and costs as determined by the Court; and
- E. Such other and further relief as the Court deems fair and just.

Dated this 7th day of April, 2009.

SHOEMONEY MEDIA GROUP, INC.,
Plaintiff

By: Patrick S Cooper

Troy F. Meyerson, # 21756
Patrick S. Cooper, #22399
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500 Energy Plaza
409 South 17th Street
Omaha, NE 68102-2663
(402) 341-6000

W506852.04

EXHIBIT “A”

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Use Code economysux09
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tools.shoemoney.com

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ShoeMoney Internet Marketing Tools

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 Get Cash in Your Account in 1 Hour!
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EXHIBIT “B”

Are you tired of make money 'systems' that never explain how you'll Make Money?

Well, how would you like to own a turn-key version of **THE EXACT SITE that has been my personal ATM every day for the past 5 years?**

Yes, a REAL website.

Making REAL money.

It's absolutely possible. And it's waiting for you.

Notice something already? I didn't greet you with "dear friend" or with that little piece of programming code that puts today's date at the top of the page.

That's because I have no interest in selling you some silly "system" where the claims say you'll make tons of money with no work.

Really, think about that for a second... no work, and tons of money. Uh huh...

I think you know, deep down inside, that making money on these "systems" is really not possible. All you do is make the seller richer.

That's why I'm not offering any "system". Instead I am going to offer you a real web business.

A business that I built myself.

That's simple to set up.

And easy to run and maintain.

But here's the best part - this business can make you a TON of money because it offers something millions of people WANT.

How much is "a lot of money"? How about \$313,000 in a single year!

Would \$313,000 change your life?

Interested?

I sincerely hope you are...

...because you have a limited time to get into this – in a few short years, every wannabee “opportunity seeker” will be doing this. In fact, dozens of imitators come online each week. You can either be one of the few that makes money while there’s money to be made, or you can sit idly by (again) and watch it happen for everyone else.

Ok, let’s not goof around - Let me lay my cards on the table RIGHT NOW and tell you exactly what I have:

To begin, I’ve operated Incentive Websites for over five years.

What is an Incentive Website? The best kept secret in the world, in my opinion.

You’ve heard of incentives on the web? Where people make money and get items by filling out surveys, signing up for credit cards, or similar?

They exist. Big time. The world over, millions and millions of people seek out these incentives.

Now, most money making scams would stop there and try to sell you some e-book about how “*you too can make money doing the same thing.*”

Not here. Not now.

Instead, I’m going to move you to the head of the line (and up the food chain) and make you the owner of an **Incentive Website**.

In other words, YOU will own the website that people looking to “make money” will come to.

Why are you giving away copies of your own Incentive Website?

Quite simply I’m tired of seeing good, honest people fail on the internet. There is PLENTY of money to go around, *if* you know where to look. I’m totally convinced there’s room for both of us to profit from my Incentive Website. I’ve already helped a large number of people set up Incentive Websites and so far the profits from my own Incentive Website have not fallen. Now I want to open it up to you.

Here's How it Works:

The Proof is in the pudding...

Check out these year-end income receipts that report the yearly earnings from my Incentive Website. *Click to enlarge.*

\$313,032.85

\$289,147.79

The other years weren't too shabby either... every year has produced multi-six figure incomes.

Take a Tour of Your Profit-Generating Website

Seven perfectly-crafted web pages make up your Incentive Website. Below I explain three of the pages that make the Incentive Website an absolute GOLDMINE. Together, **these pages make me thousands of dollars per month**, and there's no reason why they can't do the same for you.

1.)The Home Page

THIS PAGE is where people find out how your website works. In a nutshell, it explains that when they sign up for offers on the site, they get paid cash. What it *doesn't* tell them is that each time they sign up for an offer, YOU (the Incentive Website owner) are paid several times as much cash as they receive.

2.)The Join Page

THIS PAGE is where new members join your website. New members automatically join your site with zero work on your part.

3.)The Control Panel Page

THIS PAGE is where the money rolls in. This page contains dozens of offers from various companies. Each time someone signs up for an offer on this page, you receive a generous commission. In return for their sign up, the member receives the cash incentive they were promised.

The cash incentive is what makes your site tick - it convinces people to complete the offer who would never have signed up otherwise. Let's illustrate how it works with an example. Each time someone signs up for a free Discover Card they are given a \$10 cash incentive, but you get a \$40 commission, **leaving \$30 PURE PROFIT!** Remember that's the profit for just one offer. Multiply that by a few offers completed per visitor by just a few dozen visitors, and you're already looking at serious profits.

Here's the deal:

Everyone wants to make money online. They want to do it from the comfort of their own home. One way millions HAVE made money is by participating in incentives - fill out a credit application, get \$20... fill out a few surveys, get an iPod...

Incentives have been around a long time. Incentive Websites, where these

offers are grouped together, have not been.

It makes perfect sense. Just like "affiliate marketing" gave birth to "affiliate websites"; "incentive marketing" is giving birth to "Incentive Websites".

And you can get in NOW for before the market explodes.

And let's dispel any notion – right here up front - that you need to be some web guru.

You don't.

I've already taken care of everything, from providing you with the website you need to giving you precise *"here's **exactly** what you need to do"* instructions.

That's really the difference. Most people want to sell you just an "e-book". An e-book that you'll never follow because it's too hard to understand and implement.

They'll say stuff like "you need a website".... Well DUH, we already knew that.... It would be nice if a working website WAS PROVIDED.

So I do just that. And a lot more.

I'm not going to give you simply an "e-book". I'm also not going to give you tons of printed binders with mind-numbing theory. I'm not going to confuse you, confound you, or bore you.

Instead, I'm going to provide you with ALL the tools, and then show you **EXACTLY HOW TO MAKE A LITERAL FORTUNE.**

Here's what I am giving away:

I will give you a working copy of the exact website that generated \$313,000 in a single year.

I will show you **exactly** how to set it up (it's easy.)

I will give you an "in" to the gold-mine of incentives – others spend months trying to find incentives. With your Incentive Website, a service that allows you to pick and choose from hundreds of incentives is included.

I will give you my custom-made software system that makes the actual handling of the incentives a snap.

I will show you **exactly** how to do **everything**, from setting up your website to running it month after month.

I will give you all the tools. You will have a working website. You will have tons of incentives to choose from. You will have software that does all the hard work without you even knowing it.

This is no joke. This IS something you can do.

To equate this into something that is easy to imagine, pretend you bought a retail store. We're giving you one that looks beautiful, has product in the back room, and all accounting and cash register systems in place.

All it needs is for you to show up, turn the lights on, put the stuff on the shelves where you want it, and operate the store. Can you do that?

There are no "sponsors" that you have to pay, and no surprises.

Make no mistake – this is a real business.

Incentives are where affiliate marketing was seven years ago. If you could have had an affiliate website seven years ago, you wouldn't be reading this now – you'd be on a beach somewhere, living off your bank interest.

Actually, incentives are better than affiliates. Here's why:

PEOPLE ACTUALLY LOOK FOR INCENTIVES!

Nobody scours the web dying to find affiliate links. They stumble upon them by accident.

BUT PEOPLE ACTUALLY SEARCH HIGH AND LOW FOR INCENTIVES TO PARTICIPATE IN.

Stay at home moms, stay at home dads, students, retirees... all looking to make a few extra bucks a month. They SEEK OUT incentives. And your Incentive Website will provide them **exactly** what they are looking for.

And you get a piece of the action.

Aside from the basic day-to-day upkeep, all you must do each month is send payments to the visitors who earned incentives on your site. And payment is a total snap - My system distributes all incentives with a few quick clicks.

And you won't pay one cent to use it.

Don't Take My Word For It...

I tried a bunch of home business programs in the past and each one had a catch.

There was some real junk. I tried MyIncentiveWebsite BEcause it seemed like a no-bs plan.

Jacob S. - White Bear Lake, MN

I'd like to say that I've read the manual once so far, and it's Great! Very well done, and very specific. I've already learned sooo much about running an incentive website.

Michelle P. - Avon, OH