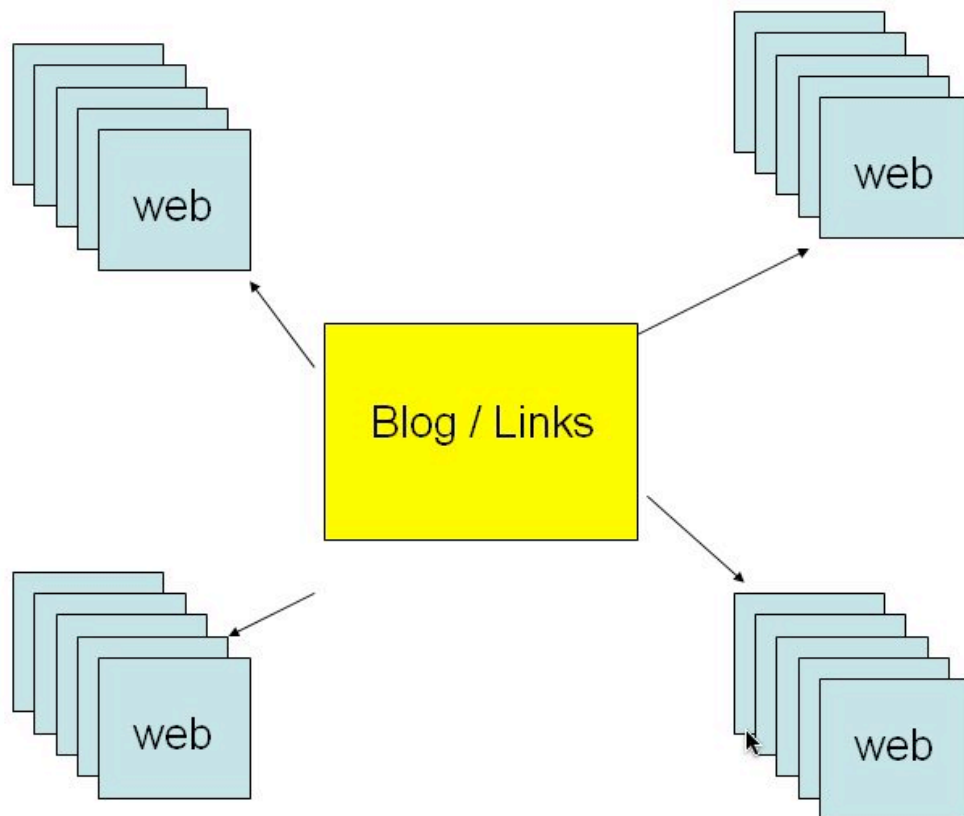**Please Note: This document and associated video and software is for your PERSONAL USE ONLY. It is not to be resold, given away or likewise in any shape or form.**

The Problem Explained

This in many ways is a block diagram, a description of the problem. This is what's happening at the moment. This is the way that many people are

driving traffic at the moment. They've got lots and lots of web pages and sites all over the place, maybe blogs as well. And then, they have Blog and Ping or they utilize link exchanges to drive traffic to those particular websites. All the activity takes place going out here.

And, what do we see on those sites and pages?

Articles, articles and there it is, over here, the Adsense ads. Everybody's looking for the Adsense ads, and for everybody that clicks on one of these, of course, the owner of the site gets a little money. And look, you can make a dollar from a visitor! And then, you lose them. They've gone; they've gone somewhere else. How much money are you leaving on the table?

Now, a few years ago the early adopters were making real money with this, but today it's incredible. If you a take look at any of the marketing forums, you'll find everybody and his dog are selling niche articles for people to buy to drive traffic. There are programs that will actually create sites for you, all of them filled with articles and links, and I've used them.

But, I need to raise the question, is there any real money still to be made here? Yes. A lot of people will say yes, and I'm sure there is, but it's all done to volume. You need hundreds or thousands of sites, each of them perhaps producing a few dollars a day, and that, of course, will bring you in thousands. But, it's a lot of work for a start, and it actually takes serious investment in domain names and service base. And, if you go along with the crowd and insist on what's called a separate class C IP address for each domain – by class C IP address I mean, for example, if you've got a number 212.212.1.125, and those last two sets digits, you probably need a complete what's called class C IP address for each domain, and there are programs there that will actually create thousands of sites for you just like that, the click of a finger.

But, I need to ask, surely there's a better way than this Wal-Mart stack 'em high and sell 'em cheap approach, a far better way than that? And, there is, without leaving all that money on the table. All you need is Reverse Polarity.

What IS Reverse Polarity

So then, what is Reverse Polarity? Well, one definition I've come across says, and I quote, "A condition found on outlets replaced by an amateur. If can negate the safety features or damage certain solid state appliances." Well, another definition from chemistry is to do with what they call "photo masks." It defines reverse polarity as "A photo mask that maintains the same geometric orientation of the array on its surface as that of a referenced photo mask, but is of the opposite polarity as a corrective positive mask to a correct negative mask. A correct negative mask is a reverse polarity mask of a correct positive mask."

Well, that was gobbledygook to me, and I'm sure it was to you as well. What does it mean in real terms? Let me explain from an illustration from the 60s and the 70s.

LSD (C20H25N3O)
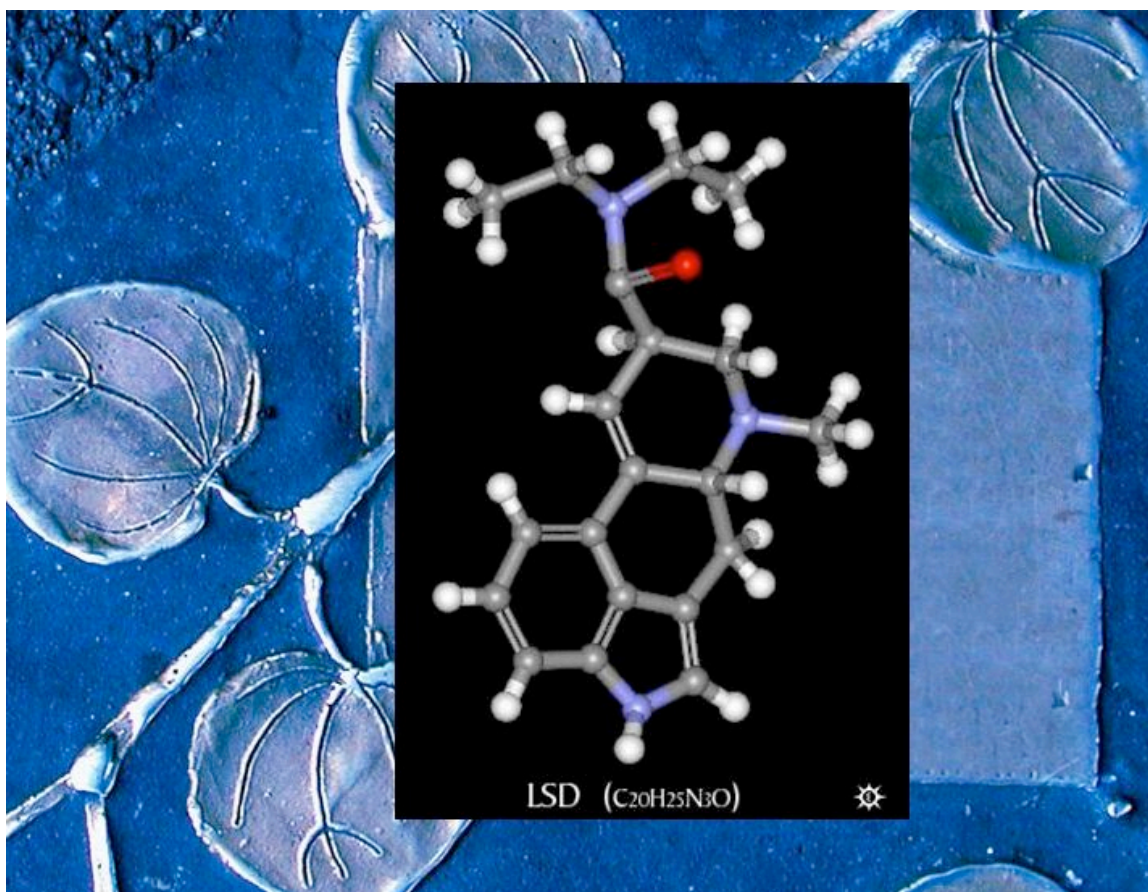
During those hectic drug taking days of hippiedom, one of the favorite recreational drugs was LSD. Here's the chemical formula for LSD. Now, at one point in history the authorities made this drug illegal, so what did those hippie chemists do? They reversed polarity. They actually created a mirror image of the same drug.

LSD (C20H25N3O)
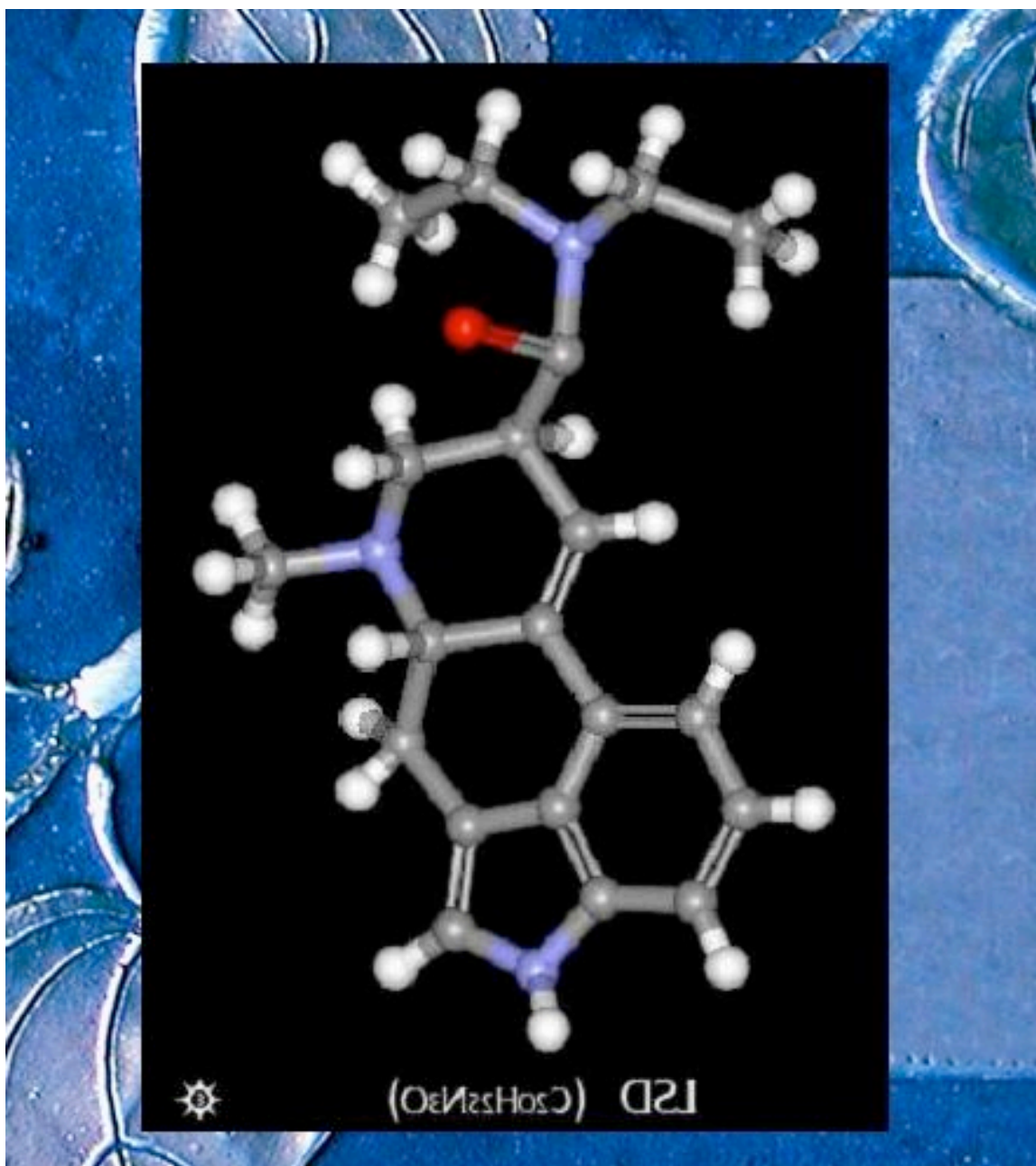
Now, please read me right, I am not suggesting that you go into the drug manufacturing business, certainly not! It's both illegal and immoral. What I am suggesting you do is to look at things differently. Look at Internet marketing from a different angle. Maybe a mirror image, maybe, but just slightly differently.

How do we RP – The Money Page

How then do we walk in a different direction? How do we reverse polarity on this constant cycle of throwing traffic out at these hundreds of thousands of web pages with their tiny little Adsense ads on, hoping to pick up a dollar here or there, and as a result leaving money on the table? What do we do? How do we change?

Well, let me start by saying the, repeat, the most important page in your whole set up is what some people call the money page. The money page. There you go; that's from my own countrymen.

A few years ago Seth Godin, one of the most brilliant marketers around, wrote a book called "The Big Red Fez." He spoke about the web design, and said that when people visit your websites, they are like those little monkeys with the big red fez on their heads – those hats – and you know, there's only one question on the monkey's mind. One question, only one question, and you know what the question is? Where's the banana? So, I don't call mine the money page, I call it the banana page. That's what people are asking, "Where's the banana? What do you want me to do here? Don't give me too much to do." And, the main page on your website is your banana page – your money page.
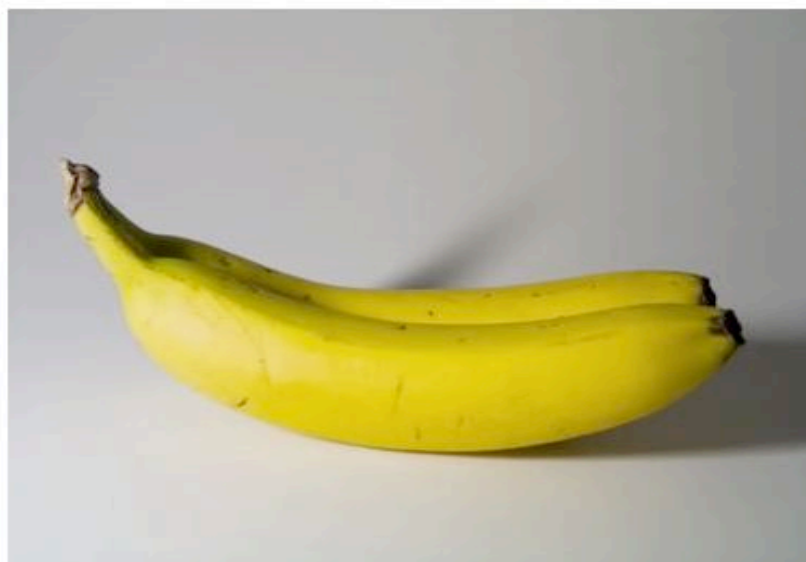
Now, it could be a page with a little Adsense on, but as I say, you're leaving money on the table, walk away from it. It could be a straight sales page, but if you don't have a name squeeze page to go along with it, then you too are leaving money on the table. I sometimes don't have a name squeeze page. One the examples I'm going to give later doesn't have a name squeeze page, but I would say try and put one in at all times.

I like to make banana pages – name sign up pages – coupled with a free gift, and only then do they get taken to a sales page and then we start the funnel process. Again, this is the most important page of all. Try and get their details and provide yourself with opportunities again and again and again to

present your sales material to them. If they click on an Adsense link, you might make a dollar or two or three, and they're gone. But, if you've got their name and e-mail address, you have their permission to continue to present opportunities to them.

So, that's the banana page. How do we draw them to the banana? Well, quite simply we lay a trail. We have a number of feeder sites, not, in this case, going out, but coming in, feeding into that banana page.
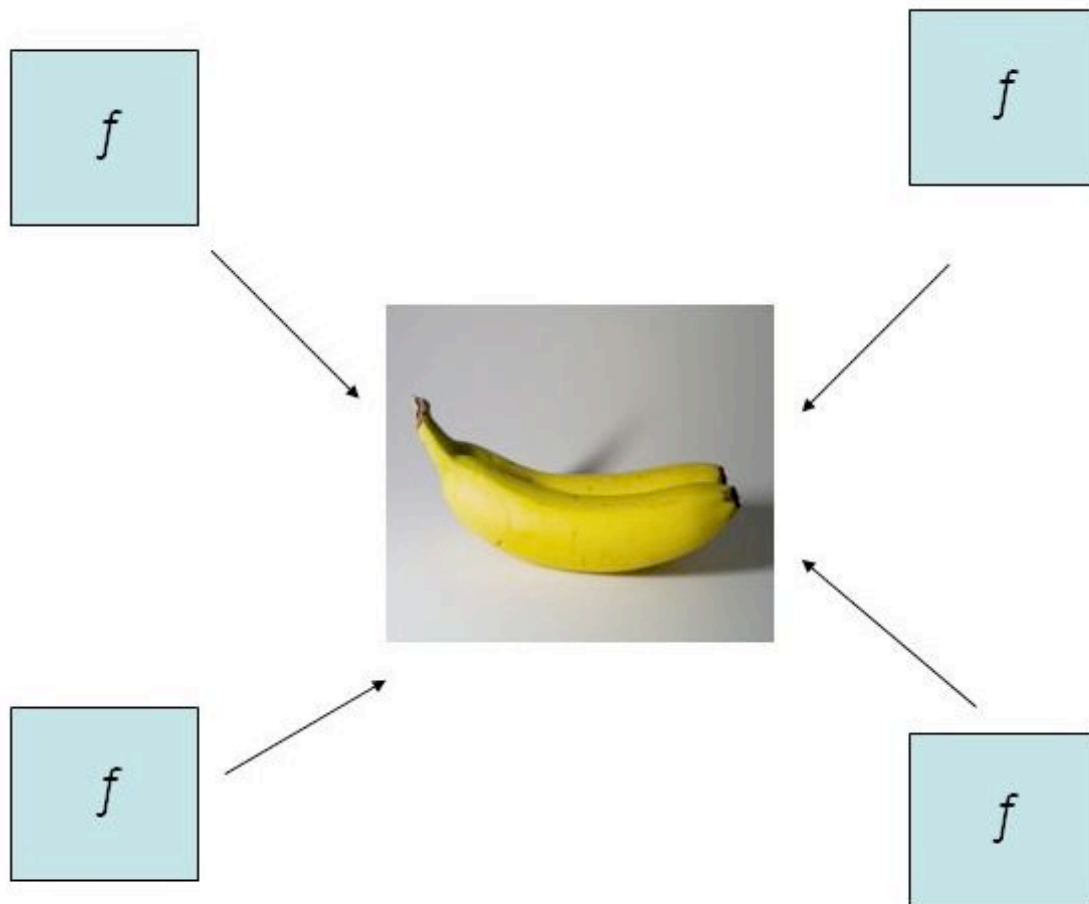
Each feeder site has a large number of pages with articles on them. Doesn't matter – doesn't matter what those sites up here look like, they could be the ugliest things on earth; aesthetics are irrelevant, as we will see. All we are interested in is content, content and content.
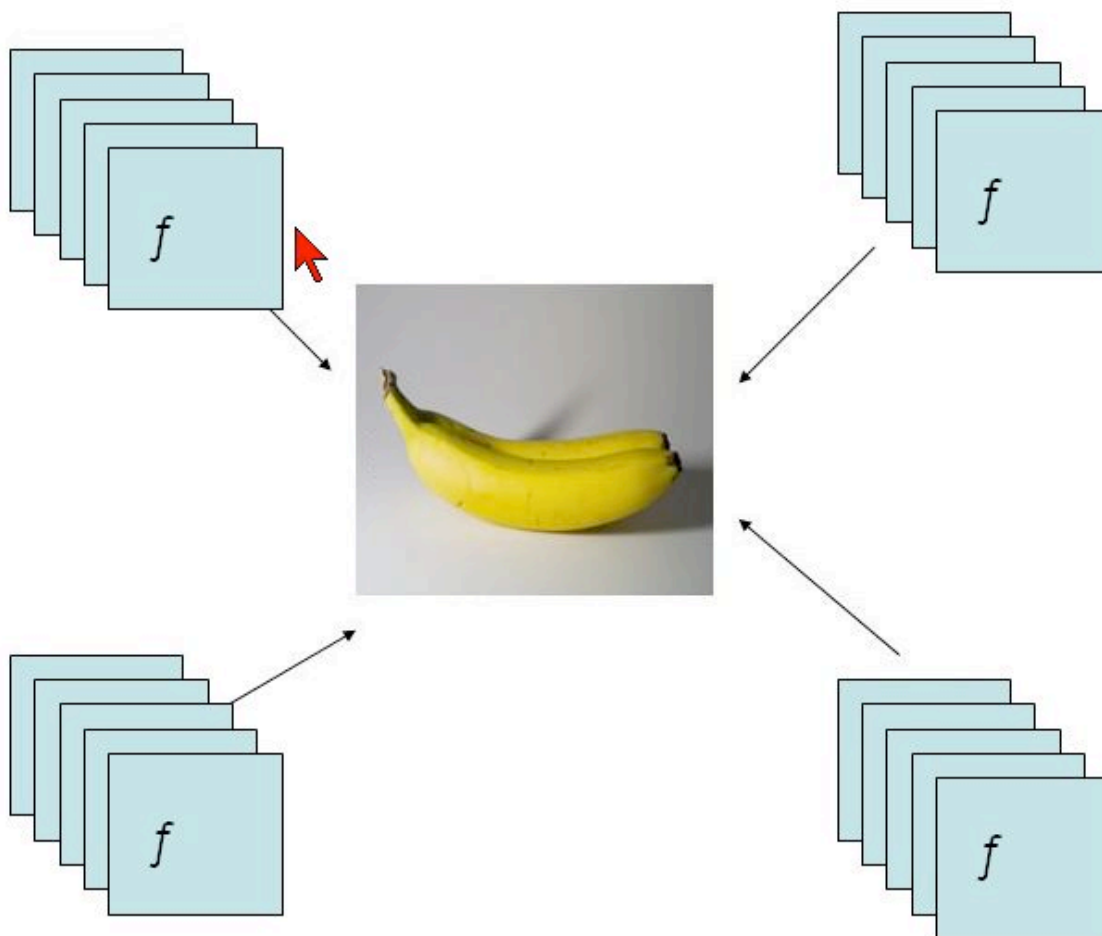
Now, here's the interesting bit, the public are never going to see these feeder pages – never ever. Only the search engines are going to see these pages as they index them. Whenever a member of the public clicks on a link in a search engine, it will take them to one of these feeder pages, but immediately a piece of JavaScript is there that says, "Don't waste my time, show me the banana," and then off they go to your central money, or

banana, page. I'm going to give you a program a little later that's going to show you how to create those pages.
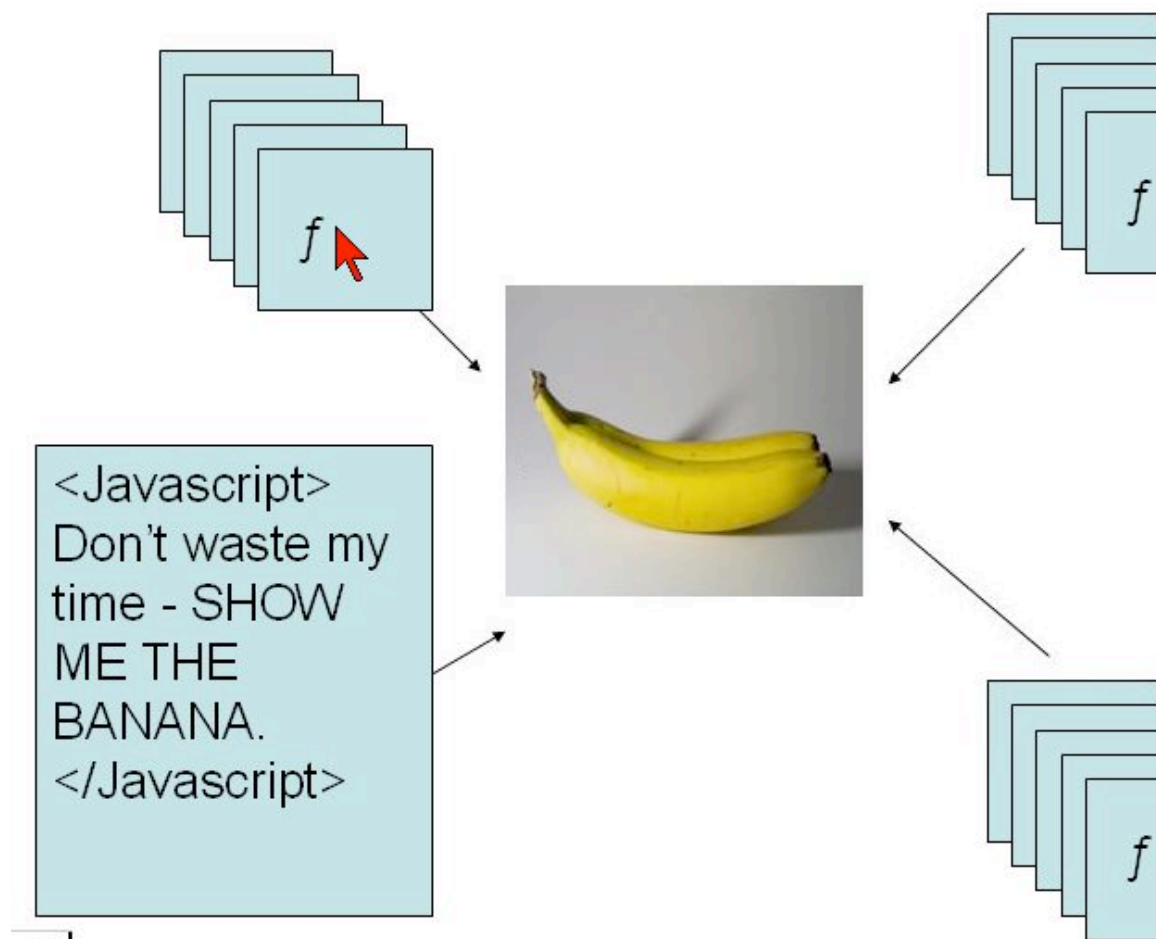
Now, let me reiterate, the feeder pages – these – their sole function is to redirect the human being to the banana page, where we will get their e-mail and name and sell them some something. Everything – everything indeed is directed to this end, lead them to the banana.

Let me give you an example. Now, this is www.diet-informationhq.com, it was a site I had up a year or so ago that I was working on, and this is my banana page. At the bottom of the page is a big button that says, "Buy me." That all it says, buy me, and that's the banana. Now, I haven't put a name squeeze page on top of this, although I would have done, and I will show you how to do that a little later. But, this is the page; this for the moment is the banana. It could have Adsense, it could have anything you like on it, but this is the page – this is the main page.

How do we RP – Feeder Pages

Now, remember we need feeder pages. I suggest that surrounding your banana page you create four separate feeder sites, and on these sites create lots of content pages. You can use any program to do this, like Directory Generator, if it's still around, and there are one or two others, which I may recommend later. Doesn't matter what it looks like, the page.

Here's an example of just one page created on a feeder site I used to use called www.thebestdiethq.com, and it had lots of pages on that site. Here, as I said, is just one example of them. Look, links everywhere, but it's never seen, this page; this page is never seen by a human. Its sole purpose is to get indexed, and then, with the addition of some strategic Reverse Polarity code, point humans to our banana page.

If you were to go now directly to the thebestdiethq.com, if it's still there now, you'd find, probably, what is one of the ugliest pages ever.
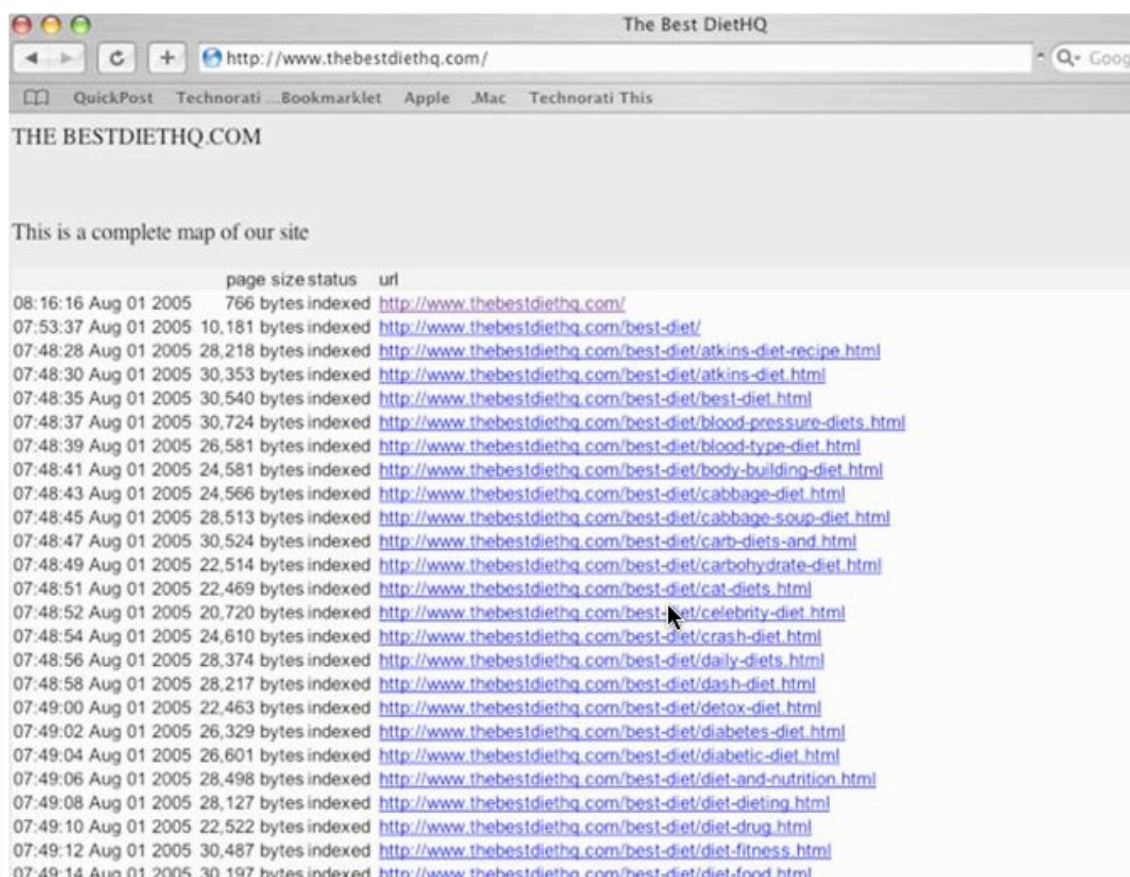
Look at that! I don't care what it looks like, to be honest with you; I just wanted to get it indexed. If you were to click on one of those, it would take you to you a content page, but you would never see it. Only the search engines see the content. As a human, the secret Reverse Polarity code directs you instantly to the banana page - the money page. And, look at the URL at the top there, just what the customer wanted.

So, the search engines get the full HTML from the articles, but the humans get here. That's how we drive them. Remember, this is what the web page looks like to the search engines, humans get driven to the banana page, and all of the feeder sites and pages directly link to the banana page.
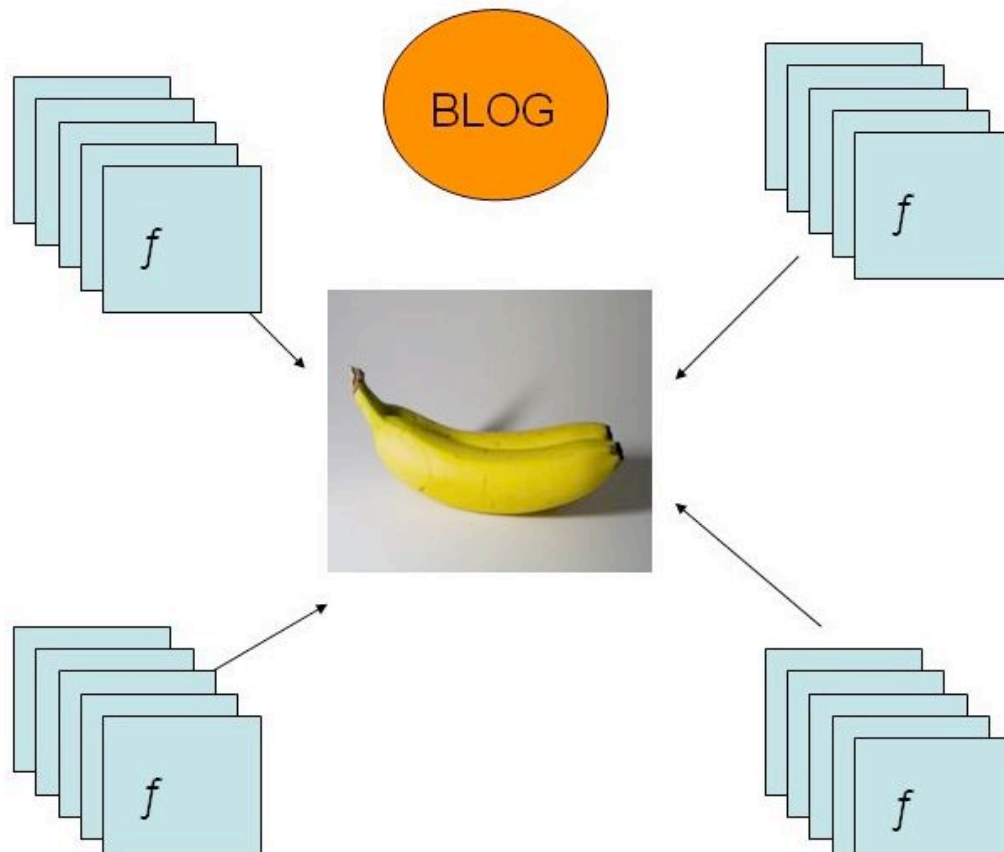
And, if you will have a blog, then you'll post details on the blog of all of the feeder sites. Blogs to feeder sites, feeder sites to banana page, which may include your name squeeze. Get the e-mail address on the sign up; don't just get the dollar per click. If you get the sign up, you'll get unlimited opportunities to speak with your prospective customer.

So, that's that theory, and in our next section I'm going to show you the practicalities.

Practical – Intro
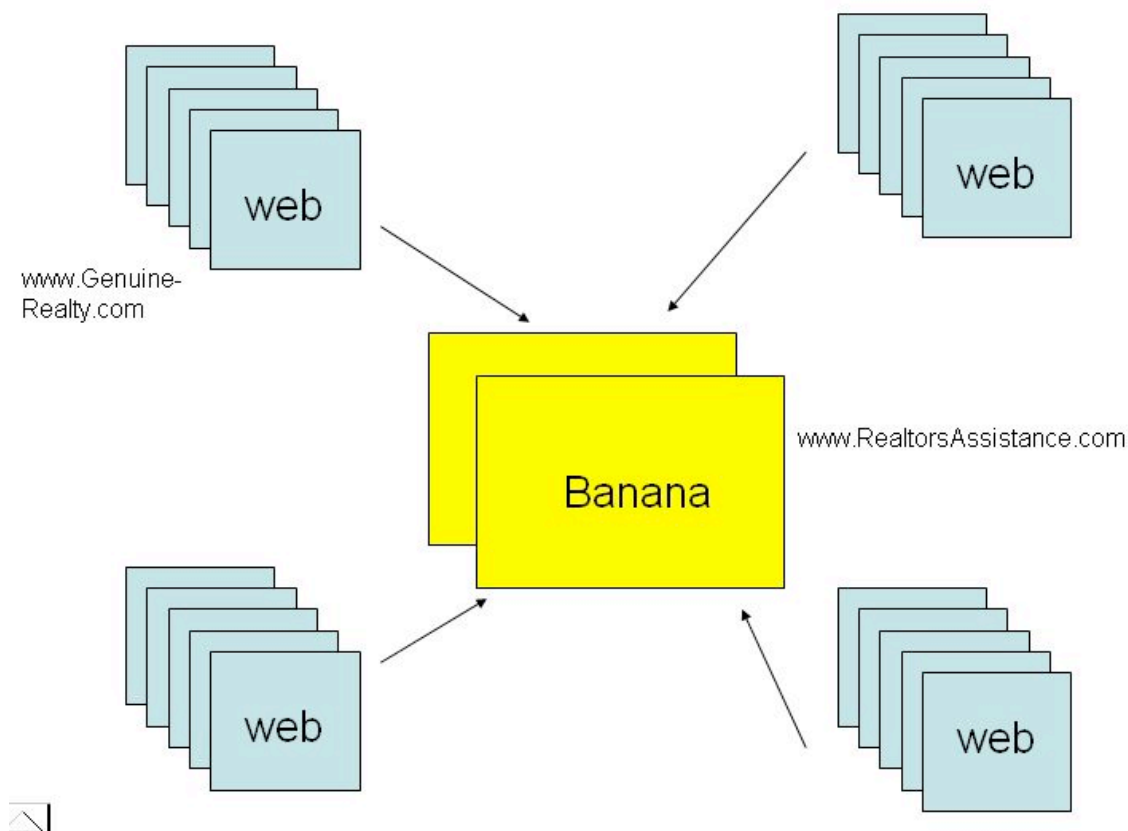
So practically, this is how we reverse polarity, and I'm going to step through this step by step. Now you will recall, we are not driving traffic out to those articles sites – those websites with Adsense on. They may have Adsense, but they may not, it's not important. What is important is that we take our banana page or pages at the center, which in my case consists of a name squeeze page and a sales page, and we drive traffic in to that banana page. We drive traffic in from our articles sites, our websites, and we feed in. We use them as feeders all the way in.

Now, I've suggested that you have four feeder sites feeding into your banana pages, and I'm going to show you one of mine here. My banana site –

it's in the field of real estate – my banana site – my banana pages are called realtorsassistance.com, and one of my feeder sites is called genuinereality.com. I'm going to show you these both; I'm going to show you firstly my banana site.

Practical – My Money Pages
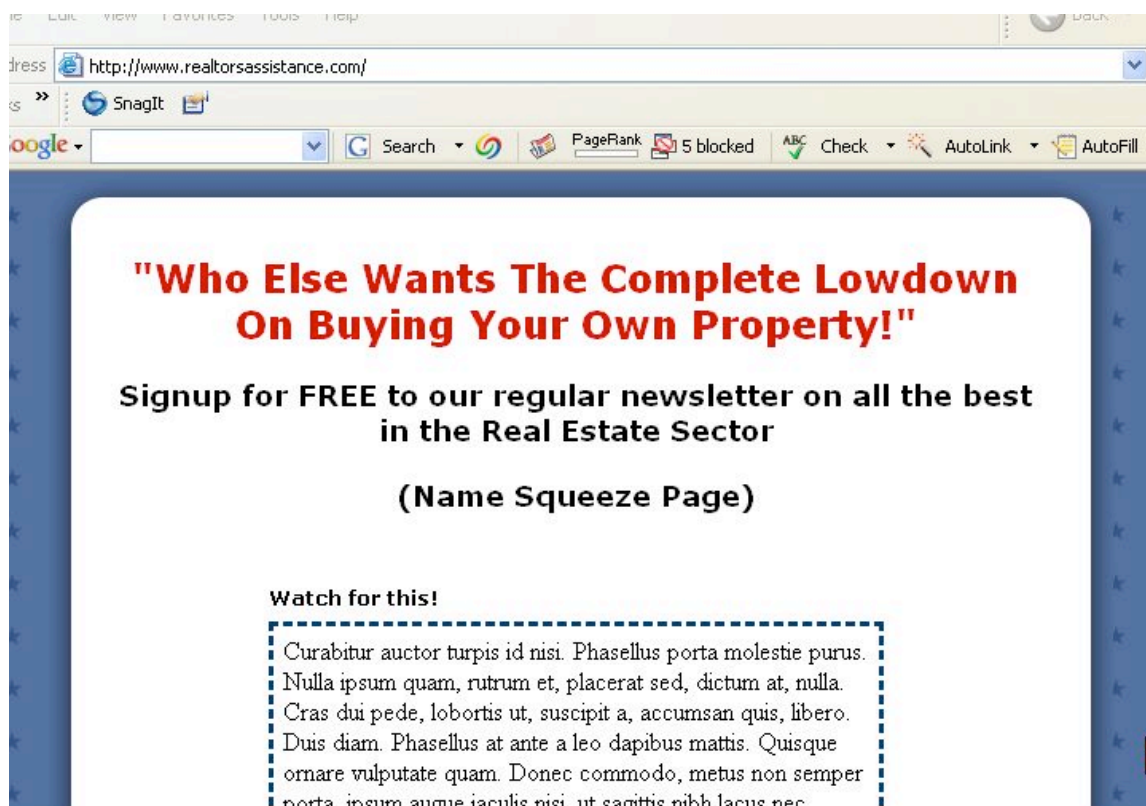
So, these are my banana pages here. Realtorsassistance.com is the domain I'm working on, and here is a sample name squeeze page: "Who else wants the complete lowdown on buying your own property! Signup" – here we go – "for free to our regular newsletter on all the best in the Real Estate Sector." Whatever, this is just a sample to show you what we're trying to do. There's some "lorem ipsum" there, some testimonial boxes, and here it is: "Yes – Leonard – Let me have those free books right now," and we'll keep the person informed. That's how we grab their name and their e-mail address, and then pass them, obviously, on to your auto responder set up.

Now, I'm going to include in the bonus section a couple of tools for free that will assist you in creating your name squeeze page, and also how to personalize it, so you can really get the person's name in the on-going sales page. There is a video on how to use it as well included in there, so look in your bonuses section there.

So, there's the names squeeze page. It comes right at the beginning; it's the index page. Once they sign up, it will lead them, obviously, to the sales page. Here's the sales page: "Now you too can make massive amounts of money by buying property at pennies on the dollar." This is this sales page, which arrives after they have given me their name and their e-mail address, "Yes – Leonard – Let me have the book right now," so, buy now, and that leads them into a nice little PayPal set up.
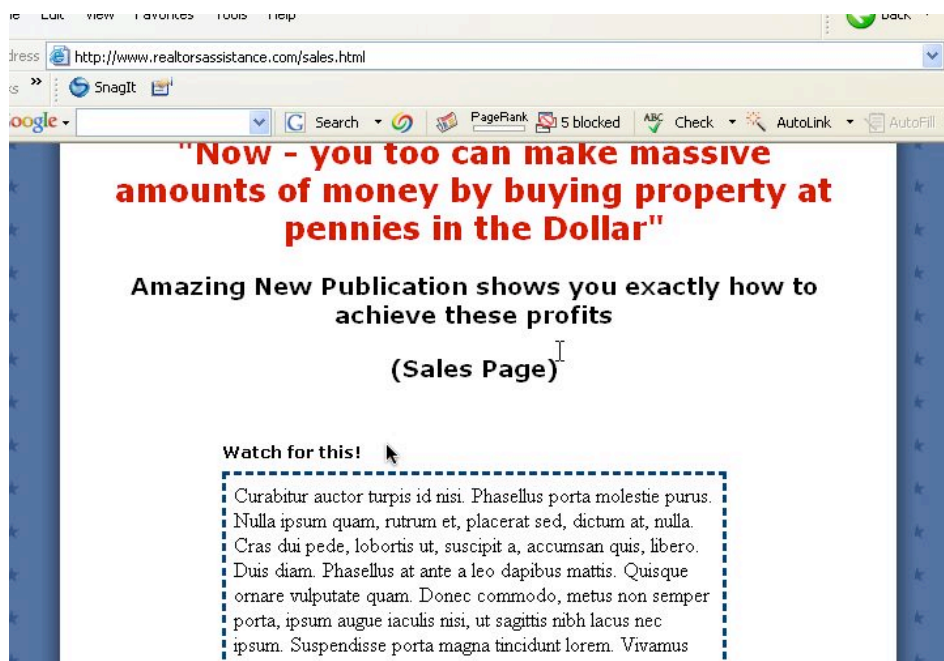
So, there we go. Those are our banana pages, and the object now – I can't repeat this often enough – is feed as much traffic as you can, drive it to these two pages. Drive it to your index page there, to your name squeeze page and also into your sales page as well. So, that's the banana page at the center under Realtor's Assistance.

Practical – Feeder (Before)

Now let's take a look at one of our feeder sites, genuinerealty.com, and let's have a look at that before we reverse polarity. So, here is one of my feeder sites before applying Reverse Polarity, it's genuinerealty.com – genuine-realty.com. A standard kind of format: article page, a lot of articles down the side here and links to them from the first page. This is the first page indexed HTM or indexed HTML.

Now, you will notice that there are Adsense ads on this site here. Now, in many ways they could be regarded as superfluous for the simple reason that after we apply Reverse Polarity to this site, of course, human beings are not going to see it. They're there solely to be indexed and to drive people to our banana site. They'll be picked up, and from here they won't see theses pages, but will be diverted directly to the banana site.
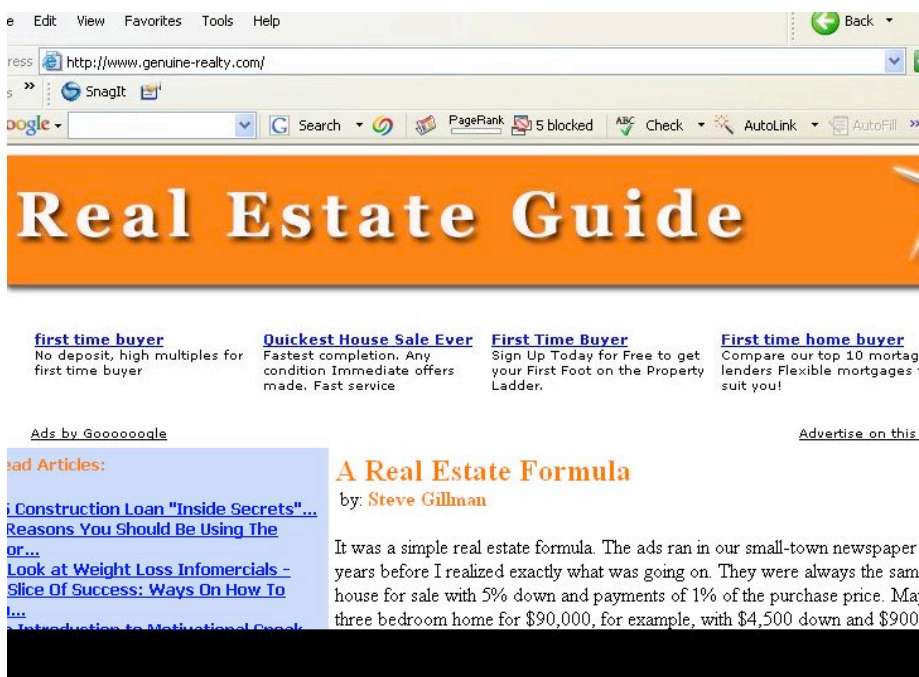
So, why do I put them there? Well, for the simple reason that I do believe that Google will tend to index sites if they have their own Adsense ads on because it's in their best interest to do so. I've got no way of proving this, it's just a belief, so you may decide to leave hem out completely. Similarly, I Google's Analytics program on my sites for the simple reason is that it's Google's own product and they may want to decide to pick them up far sooner.

Having said that, there are other ways to actually get the public to know about your sites, and I'm going to be talking about that a little bit later as well, because I would like to say goodbye to Google at some stage. But there you go; this is one of your feeder sites. At the moment it hasn't had Reverse Polarity applied, they're simple sites, more articles, plenty more articles here, and there we go.

Let's go back now. I'm now going to show you how to use the software that I'm giving here, to actually apply the Reverse Polarity code.

Practical – Applying RP code

I'm now going to apply the Reverse Polarity code to all of those feeder pages. Now, I've got a copy of all of those feeder pages on my hard drive here, and I'll now run the program that I'm supplying you. It's reversepolarity.exe – Reverse Polarity, and we can either add single files or we can add whole folders. I'm going to add a folder from my desktop, from my computer. It's in my documents, I've put it inside Reverse Polarity presentation, and it's the real estate folder. So, we'll say OK, and here we are: folder real estate. If you are adding individual files, they would be here.

We now want to put in this section here the URL of the place we want to send human beings to, which in this case is http://www.realtorsassistance.com – there we go. And, that's all there is to it. We then click on add script, it goes away and does the business. 40 files there.
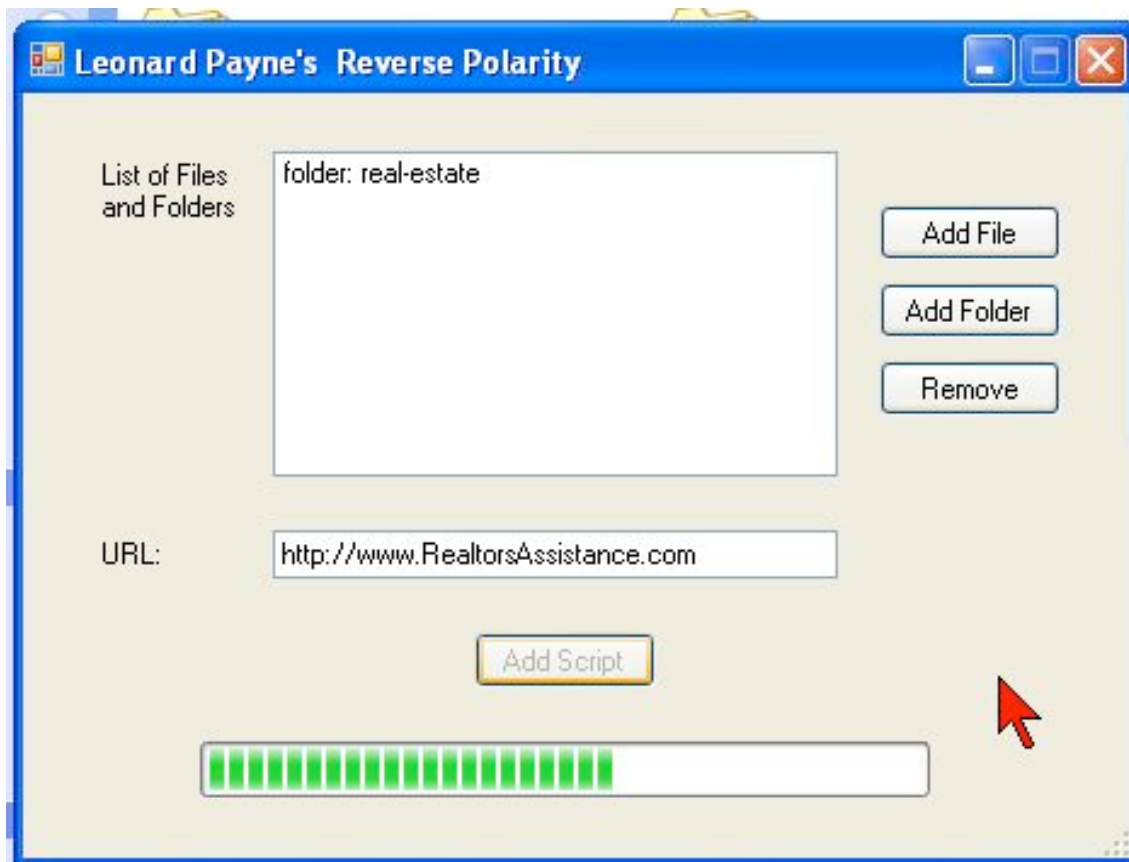
Let's close that down and we'll check our files. There's all of our files in our folder. You'll notice, for example, this one, seven reasons you should be using – it's a HTML document, and this one has got HTML.BAK, so it's actually made a backup file of all of your HTML files, so you could always revert.

So, what I'm going to do now, I'm going to upload these – I'm going to FTP them to my website, and then we'll see it in action.

Practical – Feeder (After)

So, you'll recall genuinerealty.com, with all of the articles down the side here. If I go to my address bar on the top there, there's a number of ones that are visited and we could look at. What I'm going to do now is to upload the files to the site and we'll return to this in a moment to see what happens.
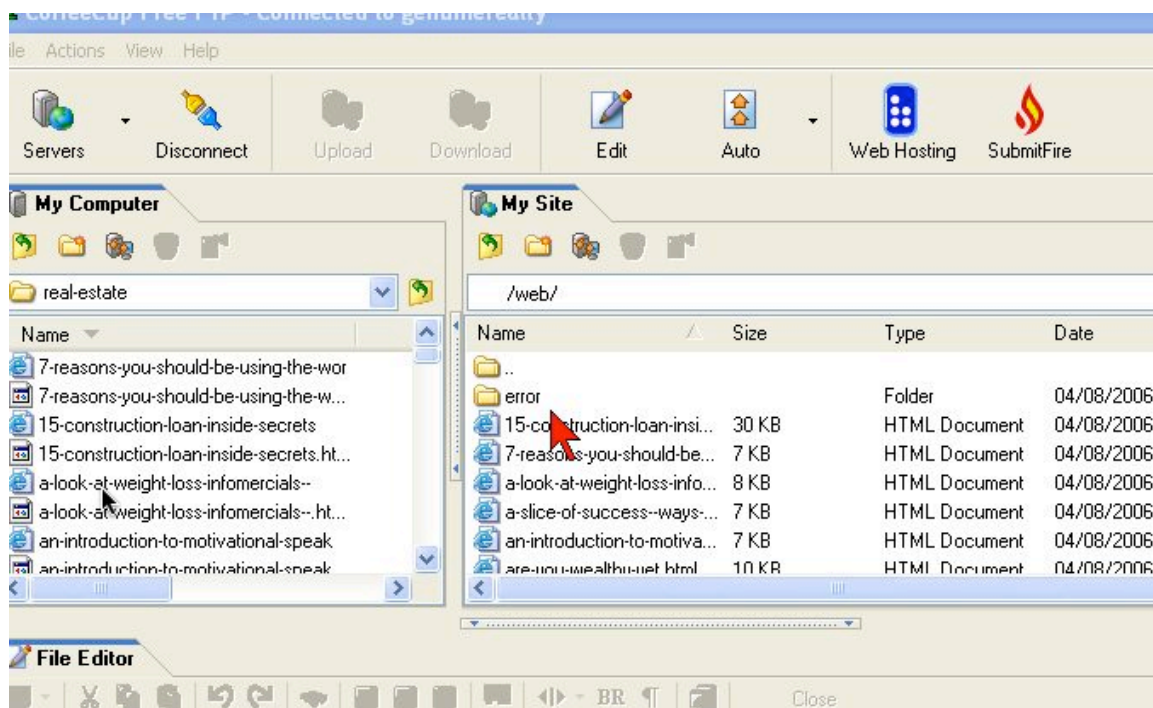
Here's my FTP program; this is my site here; this is my local hard drive. I'm going to select – I didn't want to select that one – try this one – I'm going to select all of the HTML ones. I don't want the backups. Actually, I'm going to

change my mind. I'm actually going to have them all because I'm lazy, I'm going to upload the backups as well – and drag these over here, and wait for those to upload. Here they go. I shall return when this has been done.

We're coming to the end, there we go, all uploaded now. So, let's go and have a look at the site and see what affect Reverse Polarity has had – www.genuinerealty.com, and there you go! We wonderfully come to our name squeeze page. We've actually funneled the whole lot. We've changed those pages that contained articles and we've made them into feeder pages – good feeder pages that feed into our banana pages – even some of those other ones, the whole shooting match there. They go to those internal pages, which will be picked up by the search engines, investing the profits from your home, and there you go through, feeding into these pages here. And look, it has the website address that the customer was wanting; it actually keeps it up there as well.
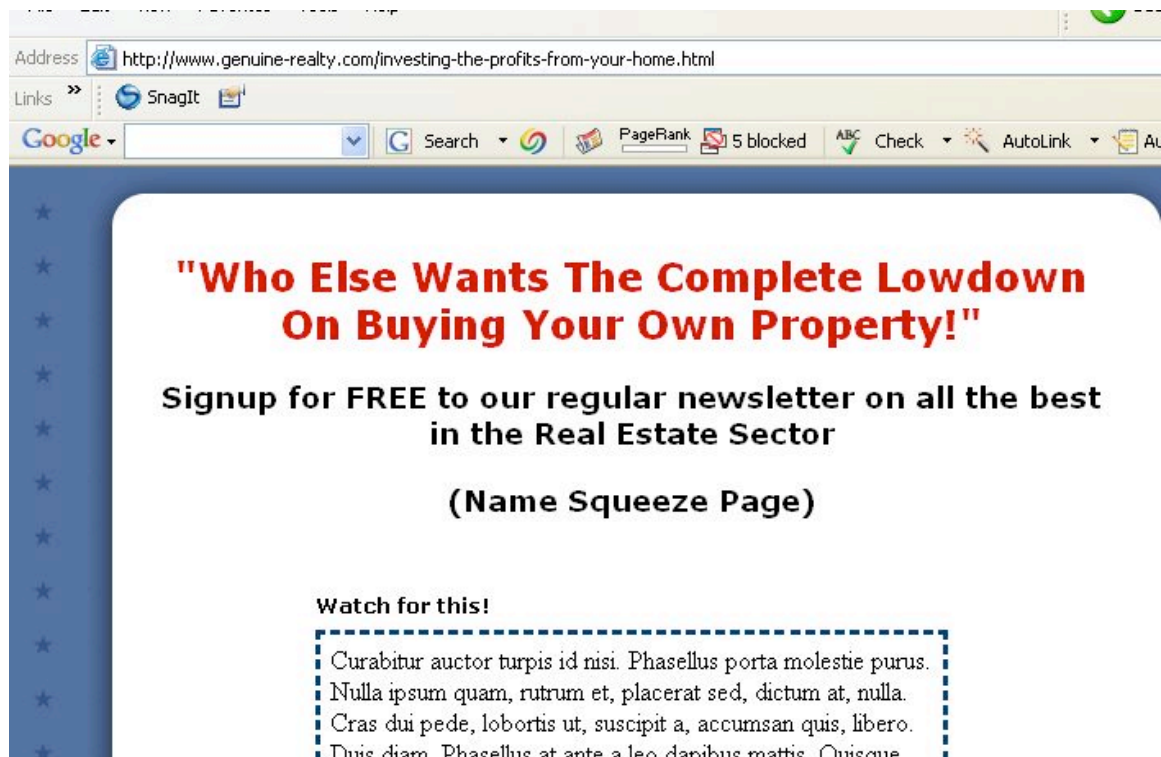
So, there you go. There's Reverse Polarity. It's pushing and feeding everything into precisely where you want it to go.

Kissing Google Goodbye

So, how do we kiss Google goodbye? Google's been a faithful friend for many years, hasn't she? I remember many years ago, perhaps you might as well, pre Google, when we had Yahoo and, actually, AltaVista. Do you remember AltaVista? AltaVista came along and it really was a first class search engine. I also remember Northern Lights, which I used to use for specialized searching. But then, Google came along, and boy, Google was so fast, it produced the results first time. And of course, it's become the number one search engine. But Google's got too big for its boots. It wants to control everything. It wants to control the ads. It wants to control, I think, the kind of analytics – wants to know who's visiting your site. It really has become big brother or big sister.

Well, at last the technology is here that you can dump Google. Not totally, I think she'll always be there in the background, but things are moving on. Take a look at these links here. All of the links on Google are either paid for links – down here, sponsored links – but the main, generic links in the center are based upon its own internal searching algorithms. How many links you have pointing to your site are important, and a number of other factors. But, that was the key one, links inbound – links to you, and whether the words in your site match the searching words as well, all those things put together.
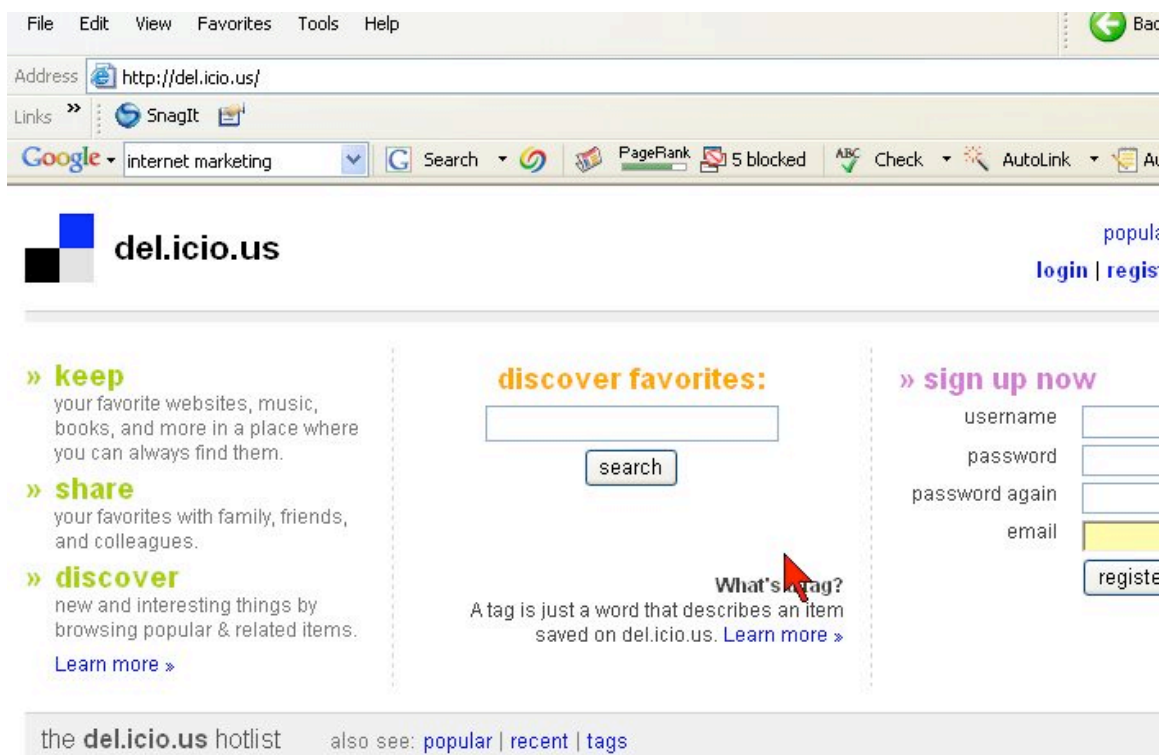
But, a new way of providing data has now come along; it's called social bookmarking. Let me give you a look at a couple of sites here, del.icio.us, it's called Delicious. Now, in these marks here – these links here – these bookmarks, they call them – these bookmarks here are placed by individual people. People will visit a site and say, "I like that, I'll bookmark that with del.icio.us. As time goes on, and they've got millions and millions of pages linked here – millions of pages indexed at del.icio.us, and the more people that actually bookmark a page, the higher up the list it goes there, rather than the Google method, which is to just look at the inbound links. This here is much more user oriented. It's to do with whether people like your site or not.

So, this is the way things are going, and you can, perhaps, say goodbye to Google yourself, and don't worry about the search engine optimization

needed to hit Google, and think more about bookmarking and who is going to bookmark your sites.
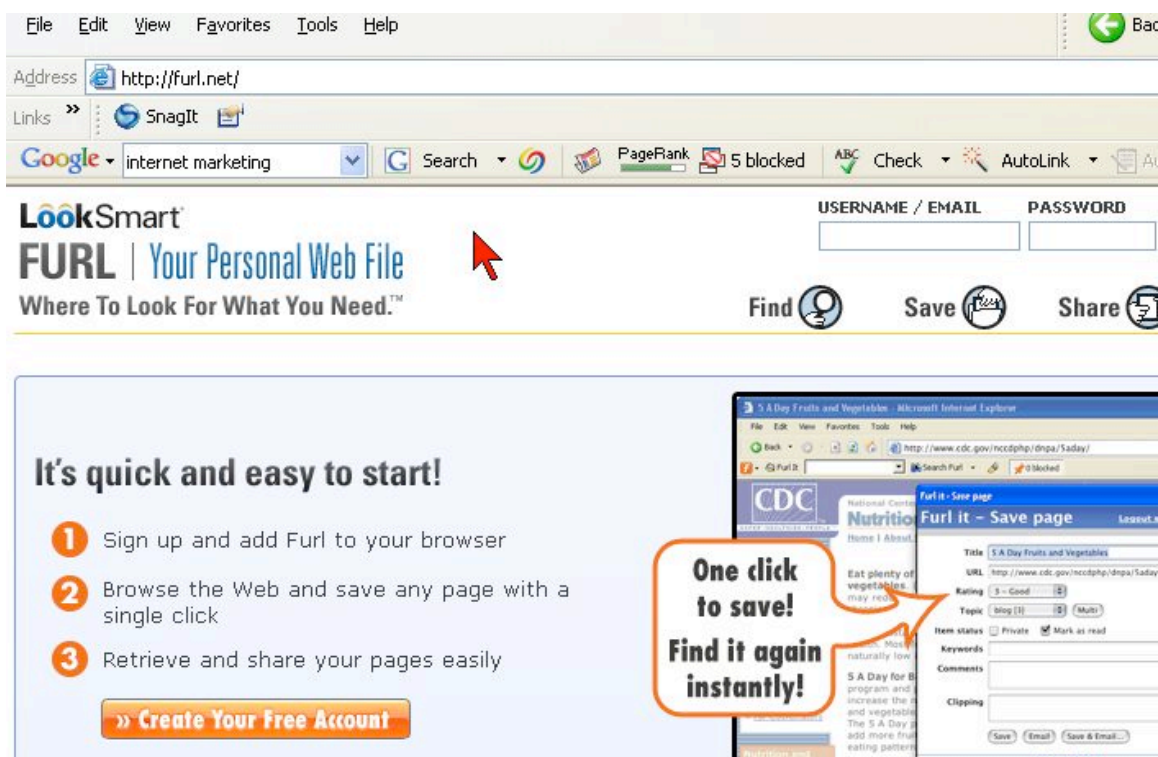
Another site, and there's plenty of them, del.icio.us, there's Furl – it's actually Furl.net, which is another social bookmarking site. The more sites that you can bookmark those feeder pages on, the better. Now, you can do that site by site, or there is software out there to do it.

Social bookmarking itself, what it is, what its strengths and weaknesses are, you'll find within your extras folder a little two page PDF file, which will tell you what it's about.

Now, once your bookmarked feeder pages start appearing on these bookmarking sites, like del.icio.us and Furl, then maybe Google may decide to pick them up and further link from there. The important thing is that they're in these bookmarking sites. It's been proved that having listings there will get you extra traffic.

Now, think laterally. You may not be big enough to have your own Furl or your own del.icio.us, but you could have a niche bookmarking site all of your very own, where you can bookmark all of your own pages and all of your friend's pages. I've included, in the extra bonuses a video called "Deliciously Yours," which I shot myself, which will show you how too have your own bookmarking site up in 30 minutes and then move sideways, bookmark your bookmarking site on Furl or del.icio.us or some of these other ones. You have kind of exponential traffic potential here. That sounds really awful, doesn't it? Exponential traffic potential, there you go. Think of the kind of ripple effect here. And look, just here, look at the page rank on some of these sites. What's this one here? Seven, I think. No, eight! Incredible, you can get a piece of that.

In your folder as well there's a number of useful links. Going down this social bookmarking route, you can have a program that will bookmark some of these things automatically. One of the better ones out there Is SocialBot, from Big Mike Kotzakolios – I'm sure I've pronounced that wrong and he'll come and slap me around. But, Big Mike, I believe his wife is just about to have a baby, so congrats Big Mike. I do hope and pray that that's

gone well for you. SocialBot is the name of that particular software. Have a look at the links there within your extras folder.

So, that's it. We have indeed reversed polarity. We're looking at Internet marketing from a totally different direction. We're not sending stuff out anymore to these Adsense little sites for a dollar here, a dollar there, but we're using our article sites as great feeders to feed people in to our money page – our banana page and get them signed up.

I do hope you've enjoyed this. Take care, and every blessing on you.