

Is your future in **Internet Marketing?**

Do you want to build your own **profitable website?**

Do you want to become an expert in blogging?

Do you want to **create and sell your own products?**

Do you want to work for a company that manages its
website sales and marketing?

Do you want to have your **own Internet marketing
consulting business?**



State Council of
Higher Education for Virginia

No matter which career path you choose, the [Internet Marketing Training Center \(IMTC\)](http://InternetMarketingTrainingCenter.com) will prepare you to meet the challenges. We teach all the practical skills you need to make money in the Internet marketing field. Learn how to build websites without spending a fortune, choose a domain name, find keywords that draw traffic to your site, make profitable web videos, blog, as well as develop and promote high profit product ideas.

What is Internet Marketing?



Internet marketing is, very simply, selling your products and services online. This may include:

- Building, maintaining, managing and promoting profitable websites
- Creating blogs, wikis, email magazines and e-books
- Developing written, audio and video products
- Selling your knowledge through consultations and seminars

Internet marketing meshes the creative and technical elements of the Internet, including design, development, advertising and sales. It is the ideal working environment for those who enjoy computer technology, art and design, and sales and marketing.

IS AN INTERNET MARKETING CAREER RIGHT FOR YOU?

Ask Yourself

Keep an eye out for the green boxes throughout this brochure and ask yourself the questions inside the boxes. If you've answered **YES!** to any of them, then come visit us at <http://imtcva.org/getting-started/> to get in touch with someone who can get you started on your new career!

Why Internet Marketing is a smart career choice

Today more and more companies are turning to highly trained specialists to implement and manage their websites and other Internet marketing projects. Employers are searching for men and women who have advanced computer skills to conduct advertising, marketing, promotions, public relations and sales activities on the Internet. In addition, those who want to work from home, by either necessity or choice, can find legitimate opportunities in Internet marketing.

Consider these statistics collected in a Barlow Research survey of 680 small businesses, drawn from the Dun & Bradstreet list, ranging in size from \$100,000 to \$10 Million in annual revenues:

- 49% of small businesses currently have a website
- 13% of small businesses do not have a website but plan to within the next 12 months
- 84% of businesses with revenues of \$10 Million to \$500 Million in size have websites

According to the Bureau of Labor Statistics (BLS), all organizations today rely on computer and information technology to conduct business operations. Since both technology and business needs change rapidly, companies often do not have well-trained employees to implement and manage new technologies. What does this mean for you? Employers need people to fill this gap and are hiring people who have the skills you can learn at the Internet Marketing Training Center.

The Bureau of Labor Statistics sites these trends:

- Internet marketing remains one of the 20 fastest growing industries in the United States.
- Wage-and-salary employment is expected to grow 38 percent by the year 2016, compared with only 11 percent growth projected for the entire economy.
- The Internet marketing industry will add more than 489,000 jobs over the decade, placing it among the 10 industries with the largest job growth.
- **While programmers and computer support specialists are at risk of offshore outsourcing, other tasks, such as integrating and designing web based marketing systems (the skills we teach at IMTC) will be insulated from the effects of offshoring.** 🌐

Internet Marketing Training Center



IMTC Pizza Shop Theory

You don't have to invent some revolutionary new concept to make a fortune on the web. Example: There's an enormous demand for pizza in the world. If you do a good job making pizza, you'll get your fair share of the business.

DO I LIKE WORKING WITH COMPUTERS?

This doesn't mean you have to be a computer whiz or even really good with computers. This question just refers to whether you like working on a computer as opposed to a manual labor type job.

Ask Yourself

The Internet Marketing Training Center is founded on a legacy of success

Our founder Tom Antion has been selling on the commercial Internet since its beginning in the mid nineties. Tom became an Internet multi-millionaire only four years after he received good training. He's helped hundreds of small business owners and entrepreneurs earn full and part time incomes on the Internet. Many have taken what they have learned and used it on a consulting basis to help other businesses thrive on the web. Others have bolstered their positions in their jobs by bringing great value and return on investment to the companies for which they work.

Learn to use the Internet to make money. There's never been a better time than now.

IMTC provides you with an opportunity to learn the same hands on, real world techniques Tom has taught hundreds of others. These are methods that you can use immediately. They are designed to help you earn money on the Internet.

As an IMTC graduate, you will know how to use low cost Internet tools to help businesses earn large returns on their web related investments. This specialized knowledge, along with the skills you acquire, positions you to be in high demand after graduation.

The most up-to-date information from any school anywhere. We guarantee it!

One thing that sets IMTC apart is that our courses are continually updated to give you the latest practical Internet marketing education available anywhere. Many purely theoretical ecommerce and Internet marketing courses offered as a sideline by other large institutions are designed so they don't have to be updated much. This means you are either learning theories that have little real world application or you are learning old techniques that could get the websites you are responsible for banned. . . Remember . . . the Internet changes with lightning speed. That's why we update our courses at least weekly and sometimes even daily. 🌩

Propeller Head at 16, Millionaire at 25



Ilya Pozin as featured
in "H" Magazine



Ilya Pozin and the crew at Ciplax

Ilya Pozin was working in CompUSA in Gaithersburg, Maryland while in high school when IMTC founder Tom Antion walked through the door. Tom was looking for a person with specific knowledge and skills to work for him, . . . Tom calls these people "propeller heads." Armed with a list of questions, he canvassed the employees to find someone who could meet his criteria. All the employees he questioned referred him to Ilya, so he talked with Ilya and offered him the job. Ilya was just 16 years old at the time.

Ilya Pozin now has a multimillion-dollar company. He started out when he was only 16 years old.

When he was about 15, Ilya became interested in computers and soon his friends were asking for his help in solving their computer problems. As the demand for his services increased, he knew it was time to start his own business so he launched Ciplax, a web design company, from his home in January 2000 at age 17. He continued to work with Tom until he went to college in Florida.

After graduation, Ilya moved to Virginia Beach to work full time with Tom. While there, he had the opportunity to help Tom teach Internet marketing to a wide range of businesses. He soon realized the principles Tom was teaching could apply to any type of business and that he could use them in expanding Ciplax. Ilya says, "I wanted to take Ciplax to where it is today, a multimillion dollar company."

Ilya and Tom knew that Ilya would eventually break away to grow his own business. Ilya began to research locations and discovered the two largest

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Propeller Head at 16, Millionaire at 25



www.cipleX.com

Internet marketing markets were in New York and Los Angeles. Ilya chose to move his business to Los Angeles and set an eight-month deadline for himself. There were many competitors but he was confident he could excel using the knowledge he gained while working with Tom.

He started optimizing CipleX and his web site for Los Angeles. It paid off. Before he even moved to Los Angeles, he started receiving calls from the area. In November 2006, Ilya moved CipleX to L.A. Two years ago, when Ilya was just 25 years old, the business reached the million-dollar mark.

Today, CipleX is recognized as one of the top 500 fastest growing companies by INC, ranking #161 with 1,732% growth rate between 2006 and 2009. CipleX also ranked #10 out of all businesses in Los Angeles. Ilya says none of it would have happened if he hadn't learned Internet marketing from Tom Antion. He adds that the company's business is still predominately online marketing.

Ask this 27-year-old entrepreneur what is he most proud of and he will tell you this. "Every day I walk through the door at CipleX and see sixteen people who are older than I am working for me. We always make sure we do good work and we have a good team. It makes me very proud." 🌟

Ask Yourself

AM I INTERESTED IN HAVING MY OWN FULL OR PART TIME BUSINESS?

With a good Internet marketing education, you can spend as little or as much time on the business as you like. You may want to keep the security of your present job, but bring in extra money to supplement your income or you want to make the web your sole source of income. You get to choose.

Jeff Herring Finds a Niche in Article Marketing



Jeff Herring
The Internet Article Guy

***"pick a niche,
go an inch wide
and a mile deep"***

Though Jeff Herring had never thought of himself as a writer, he started writing a relationships column for a newspaper as a way to market his marriage counseling practice in 1994. The column was originally slated to run for just a year. Readers loved his column and it went into syndication. Soon Jeff started getting clients from all over the world. Some were telephone consultations and others were face-to-face meetings where people flew in to learn from him.

Jeff became interested in the Internet and then in public speaking. While living in Tallahassee he saw an ad for a National Speaker's Association convention to be held in Orlando and decided to go. Tom Antion was one of the speakers and Jeff joined Tom's mentee program after attending Tom's presentation.

After listening to the possibilities Internet marketing offered, Jeff became carried away with visions of the many topics he could build into websites. It wasn't long before he found himself overworked and spread too thin. He turned to Tom for guidance and narrowed his niche to article marketing. In 2005, he launched his article-marketing website and things began to take off. As for niche marketing, he advises, pick a niche, go an inch wide and a mile deep. Choose something that you do very well that is a challenge for others to do. Where those two elements cross is the "product sweet spot," the place where you can make money.

Between 2006 and 2007, Jeff spent many hours driving between Tallahassee and Atlanta as he prepared to relocate from Florida to Georgia. During those long road trips, he listened to Tom's audios. He learned everything he could and implemented what he learned.

While Jeff was transitioning to Atlanta and living out of a hotel, he forgot to renew the ownership of his domain name. Much to his dismay, Jeff's domain name expired and someone purchased it, leaving Jeff in a panic. Watching his father agonize over the situation, Jeff's son suggested he call Tom. Jeff called and Tom's first words were, "Calm down." From there, he told him exactly what to do

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Jeff Herring Finds a Niche in Article Marketing



Jeff Herring at one of his many speaking engagements.

www.JeffHerring.com

to reclaim his domain name. Following Tom's advice, Jeff sent an email to his client base explaining what had happened and that he needed to raise money to buy the domain back. Stressing that this was a great opportunity for his clients, he offered his mentee program at a substantial discount. His customers responded to the offer, thereby supplying the funds he needed to purchase his domain. Jeff says, "Tom was there in the middle of the night in the middle of a crisis and what was very bad turned out to be something cool."

Jeff, known as "The Internet Article Guy," specializes in article marketing. He teaches Internet marketers, authors, speakers and self-employed professionals to write and market their articles. Over the last few years, social networking has expanded Jeff's article marketing business. He now teaches people how to break down their articles for social marketing. He views social networking as just an outgrowth of article marketing

A few weeks ago, Jeff knew he had come full circle when he looked out over an audience waiting to hear him speak on writing content for the web. Seated among the audience members was one of his college professors — a professor who told Jeff he couldn't write — coming to learn how to write from Jeff. Both the professor and the former student/writing expert enjoyed the significance of the moment. 🧩

Ask Yourself

WHAT DO I WANT FROM A CAREER?

Do you want prestige, security, low stress, high income, flexible work schedule, interesting work, the ability to work while traveling, ability to create passive income (income that comes in whether you are working or not). An Internet marketing career/business can create all of that and more.

Denise Wakeman Teaches Blogging to the World



Once a Behind-the-Scenes Person, Denise Wakeman Teaches Blogging to the World

"As soon as I created my blog, I knew immediately that blogging was a great marketing tool. It was much easier and faster than developing a website."

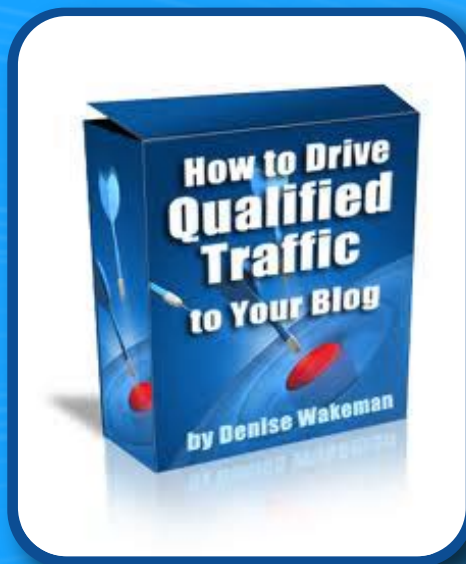
When Denise Wakeman entered the realm of Internet marketing, she was no novice to the business world. She had managed behind-the-scenes marketing functions for her husband, a business coach, and promoted the business they launched together in 1996. After the partnership dissolved, she realized that if she did the online marketing for that business, she could do it for other business owners. She started her online marketing and consulting business in 2002, teaching people how to leverage the Internet.

Today, Denise is recognized as an expert in blogging. Though she knew blogging was used for politics because Howard Dean used it in his 2004 campaign, she was unaware that it could be used for businesses until a friend called to tell Denise she had created a blog. Denise knew she would have to create a blog also because the friend would need her technical assistance. Overnight, Denise developed a blog using Typepad, which she still uses for her blog sites. She says, "As soon as I created my blog, I knew immediately that blogging was a great marketing tool. It was much easier and faster than developing a website."

In 2005, she started the Blog Squad with a partner. Denise had been following Tom Antion's career, as well as others in the Internet marketing field, for a long time when she heard that he was going to be speaking in San Diego. She attended his session and says, "I was blown away. My partner and I knew he was the one we needed." Though Denise and her partner had Internet marketing skills, they were looking for someone with advanced Internet marketing knowledge to teach them. She adds, "What I like about Tom is that he experiments and tests everything before he teaches it. I know I don't have to reinvent the wheel."

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Denise Wakeman Teaches Blogging to the World



Just one of Denise's many products for business.

DENISE WAKEMAN

Business Blogging & Online Marketing Advisor

Specialist at boosting online visibility to create traffic, leads, clients and opportunities.



Teaching, writing and speaking about blogging catapulted her blogging career and soon she was recognized as an expert. In 2008, Denise became the sole owner of her business. Prior to starting her blogging business, Denise always thought of herself as a behind-the-scenes person. Now, she regards herself as resilient. Speaking of her success, she says, "I made it happen on my own. I can help transform other business owners." Denise is reaching across the world to help other people and alleviate poverty. Last year she launched Lending Team as part of Kivachallenge.org, a microfinance organization that provides \$25 loans to entrepreneurs across the globe.

Referring to herself as an implementer, Denise says, "I implement what I learn. You have to take action. You can study with mentors and coaches, but you have to be willing to do the work yourself." She continues, "You also have to be confident that what you have to offer has value. You can't compare yourself to others who do the same thing and let self-doubt creep in. The times I have been most successful are the times when I remember that I have something valuable to offer. I bring me to the table." 🧩

CAN I WORK ALONE OR DO I WANT TO WORK AS PART OF A TEAM?

With Internet marketing training you can run a business where you never actually speak to anyone (except tech support if your computer breaks down hahaha), or you can work for companies that do web design and web marketing and be surrounded by people every day. You can even head up a team of people that work in house for a company that doesn't want to hire outside firms to do their web work.

Leaves the Dairy Farm to Become the Best in Her Field

"When you have a website that is very good, along with credibility, no one questions your pricing."



Gloria does business worldwide from her website . . . and she updates the site herself.

Gloria Starr was living on a Canadian dairy farm where she had lived for her entire 25 years. A day came when she decided to take an image class to increase her self-confidence. That day was a turning point in her life. She instinctively knew image consulting was the career for her and it has become her life's work.

Moving to America in 1993, Gloria prepared to start her life over. Taking up residence in Florida, she joined the National Speakers Association and signed up for one of Tom Antion's one day workshops. Those of you who know Tom will not be surprised to hear what he had to say about the participants' websites. "You've all got beautiful websites, but they're not worth anything." Gloria recalls, "I was fired up! I stayed up all night re-working my website, doing everything Tom said to do." Taking Tom's advice, Gloria has learned to manage her own website and does her own coding, saving her lots of money.


Gloria became a regular student of Tom's, attending his Butt Camp four times, (Buttcamp is a one-day seminar where Tom teaches you to make money sitting on your rear end in front of a computer.) as well as a one-day Internet marketing seminar. She says, "He knows public speaking and he knows Internet marketing. He gives more knowledge that my brain can handle, so I am glad he has CDs and DVDs I can study after the seminar."

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Leaves the Dairy Farm to Become the Best in Her Field



A few years after coming to America, Gloria began to feel her level of success expand. She says, "I went from working day to day for small fees to working several times a month for large fees. Now, I train others to do what I do for a hefty sum. I just sold a deal to a woman in Russia through my shopping cart KickStartCart. Name recognition is vital." She adds, "When you have a website that is very good, along with credibility, no one questions your pricing."

Gloria has achieved worldwide recognition as an image consultant, traveling the globe and training foreign princesses and the daughters of American presidents. She says, "I believe I have made the world a better place through teaching. Now I am focused on leaving a legacy for young people. I've helped many women begin their own business and secure their futures. If you operate from core values and the betterment of the world, you will touch hearts and be successful." 

Ask Yourself

DO I WANT TO BE CREATIVE OR AM I HAPPY SELLING WHAT EVERYONE ELSE IS SELLING?

Again . . . you get to choose. Some people like to think up new concepts and products and others are perfectly happy to sell what everyone else is selling. Both ways can make you a substantial income.



Joan Stewart Knows . . . a Website, Email and Products Are What Will Make You Money



Joan loves to stay at home and earns a substantial income without ever leaving the house.

"A website, email and products are what will make you money.

As soon as I got these three things in place, my market expanded past Wisconsin. My market is now the world."

Joan Stewart, a newspaper editor for 22 years, started her own coaching business in 1996 to teach people about publicity. She met Tom Antion after joining the National Speakers Association. Tom was a guest speaker at one of the events, speaking on humor and Joan later hired him to help her work humor into one of her presentations. She was very pleased with the outcome and became a fan of Tom.

Tom was just starting to get into Internet marketing at that time and she watched him carefully. When she noticed he was starting to sell information products online, she thought, "I could do the same thing." She did and Joan now has 120 information products. She also took notice when she received an email from Tom offering a birthday promotion. When her own birthday rolled around, she sent an email offering her clients a birthday discount. Much to her delight, that one email brought in nearly \$15,000. She now does a birthday promotion annually and her customers love it.

Joining Tom's mentor program in the late nineties, Joan says, "To this day, I used the notes and information from that program. I use it constantly." She confesses, "I didn't follow all of his advice right away. For example, he advised me to have someone develop my website, but learn to manage and update it myself. I continued to pay someone to do it for me for a while, which cost me a lot of money, but now I do it."

She recalls another instance when she resisted Tom's advice. Joan was all set to publish a print newsletter, "Publicity Hound". She already had a number of subscriptions when Tom told her not to produce a print newsletter. She went ahead with her plans for the newsletter and now says, "I should have listened. The newsletter was in the red for months before I switched to an e-zine." Joan now brands herself under the name "Publicity Hound". She defines branding very clearly: "It's the way someone feels in their gut when they see the name of your company." She emphasizes that the level and quality of customer service you give is extremely important in building your brand.

People kept telling Joan she should write a book. She decided she would start by writing reports. When she had 20 reports, she would compile them into a book. She wrote her first

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Joan Stewart Knows . . . a Website, Email and Products Are What Will Make You Money

The Publicity Hound

Tips, tricks and tools for free publicity



WOULD I LIKE TO MAKE MONEY WITH MY HOBBIES?

There are tremendous opportunities on the web to make money doing exactly what you like. For instance, our founder who is a tennis nut has a tennis website that makes a substantial income selling tennis DVDs. Although we aren't giving you tax advice, in many cases you can make things you love doing tax deductible just by putting up a money-making website on that topic. Golf, fishing, dancing, gaming, archery, music and you fill in the blank _____ can earn you a living doing exactly what you love to do.

Ask Yourself

report and sold it for seven dollars. Her subsequent reports were well received and eventually she raised the price to eight dollars and then to ten. When she had 20 reports and was ready to assemble them, she realized it no longer made sense to group them into a book because she could make \$120 selling them individually and it would be hard to sell a book for \$120. She later co-authored a book, *How to be a Kick-Butt Publicity Hound*, with Tom. The book pushed Joan's name in front of the public, enlightening many people about her expertise in publicity.

Because of her connection to Tom, people thinking about joining Tom's mentoring program often call Joan to ask about it. She gives them an honest assessment and warns them not to sign up if they aren't willing to do the work, or if they don't have the time to commit fully. She has little patience with those who claim to have been in Tom's mentee program for over a year without the results they want. She knows the techniques work if you work.

For those who call asking about the mentee program, she says, "Sign up."

- You are going to work your butt off. Don't think for a minute you can hitch yourself to Tom's star because you can't. You have to work hard and participate.
- You get to go to Virginia Beach and see Tom face-to-face in his mansion. This really helps you learn his techniques.
- Don't question Tom. Resisting managing my own website cost me money.
- It's not for everyone. Some people are not willing to do the work.

Joan remembers an episode that occurred when she was participating in the mentee program. "When I was in Virginia Beach at one of his retreats, the phone rang while we were having lunch. He answered. The call was from a woman having trouble downloading an e-book. Tom talked the woman through the download process and stayed on the phone with her until he was satisfied that she had the e-book. When he hung up, he turned to the mentees attending the retreat and stressed the importance of answering your own phone and of giving good customer service." Joan adds, "To this day, I answer my own phone."

Joan emphasizes, "A website, email and products are what will make you money. As soon as I got these three things in place, my market expanded past Wisconsin. My market is now the world." 🌐

*Contact us to talk
about your future
on the Internet.*

Ask Yourself

DO I NEED A REAL CAREER FAST?

If you are gung ho to get real world training to make yourself valuable in today's economy, and if you are tired of dead end jobs, or if your company dumped you with little notice, an Internet Marketing education may just be your ticket. You can have a legitimate and salable set of skills in as little as six months. If you don't have the time or interest in spending years studying ancient history courses that you'll never use, then working on the web may be right for you.

You can see that an Internet marketing education has tremendous flexibility to give you the income and lifestyle you want. Contact us to talk about your future on the Internet. Call us any time at 1-757-431-1366.

[For detailed information about Internet marketing, click here.](#)



State Council of
Higher Education for Virginia