

Stack 1

Group 3

Set 1

Stack 1

Jon Group 2
Set 9

- Agora owes Arrington over \$4 million for advertorials he created.

- George Meacham

- Charles Flayle

- Chad Arrington

all created Advertorials for MHP Agora.

Arrington was given unlimited Amex freedom.

His content and SEO systems made

Bret Holmes millions.

- \$1000 - \$2000 commissions

George's Guide to Advertorials

How one weird trick can **double your sales** in less than an hour a day.

...a definitive guide to advertorials

What is an Advertorial?

Advertorials are the silver bullet of any promotion. They serve as "presale pages" that act as a link between an ad and a promotion.

When we launch a new promotion, we need at **least** four advertorials to start. Once a promo has been running, we should aim to release one or two new advertorial each week. They help to keep the promos alive (and selling) in the external ad networks.

Here's how they work...

You see this ad on BusinessInsider.com (#3):

Recommended From The Web

Sponsored Links By Taboola



Which Is Better? A
Personal Loan Or
Credit Card...

Next Advisor



Need A Job? This
Free Resume
Template Will Hel...

Wiley 85% and Learning



Forget Iran, Iraq,
Ukraine: This Is
Where War WWII...

Money Morning



This Dinner Hack
Has Millennials
Ditching Delivery

Real Simple for iPad



Selfies Gone
Wrong: 17 Most
Embarrassing...

Prosecco's Life

And it takes you to an article:

<http://moneymorning.com/ext/articles/rickards/forget-iran-iraq-ukraine-this-is-where-wwiii-will-start.php?iris=267040>

Which leads you to the promotion.

Finding Advertorial Topics:

1. Current Events

News drives news, and news drives clicks. Mainstream news topics will always be the lowest hanging fruit for lifts and advertorials. If there's a new law, new scandal, or new military action that can be spun into an advertorial — do it. These tend to work best if you position the advertorial/promotion as some extra piece of information that isn't being reported in the mainstream. IE: "Obama's new tax law is much worse than we feared.", "Forget Iran, Iraq, Ukraine ... this is where WWIII will start."

2. Name Trade

Any time we have been able to leverage the name of a major public figure or company into an advertorial or promotion we have seen great results. However there are some legal guidelines.

Guidelines for Name Trades:

- The only ones we do have free reign to use are government officials so long as we comment on them as government officials in the advertorial itself (so a picture of Yellen in a space ad, and when they click through we talk about what a horrible/good job Yellen has done).
- Try to focus the advertorial either on the person's name we're using or "bury and bundle" the name with at least two other names ("So-and-so is not the only one: Buffet, Soros, and Gates have all spoken about hating cash").

3. Proprietary Terms

This has been hit or miss for us, but this essentially falls under faux news. Things like "Operation Blue Star", "Project Prophecy" — any time of "secret government/military program," we can leverage.

4. The Listicle

This is a concept lifted right from BuzzFeed and Business Insider. This is an unproven concept for us, but it something we should continue to pursue. "20 Things Wall Street insiders aren't telling you, and why you should be angry."

Positioning Your Topic:

Every promotion should have as many positions as possible: Fear, Greed, Outrage, Curiosity, etc. This is extremely important for our advertising efforts — not all advertising networks allow you to run fear-based content, some don't allow you to run greed/money-based content. **If you limit yourself to a single "type" of advertorial, you will be losing out on huge chunks of sales.**

A Guide to Clickbait "That Will Change Your Life Forever"

Forget everything you know. Specifically, forget the rules that say headlines must be informative, objective, or even grammatically correct. Your goal is to encourage people to click to see more, without telling them much information about what they will see.

1. Create a curiosity gap.

Tell people enough to get them interested but not so much they don't need to click. Our goal is to create an itch you need to scratch.

2. Telegraph Emotion

Readers like being told what they're going to feel by a headline like "Student Comes Out To Teacher In Writing Assignment. Her Response Will Make You Cry."

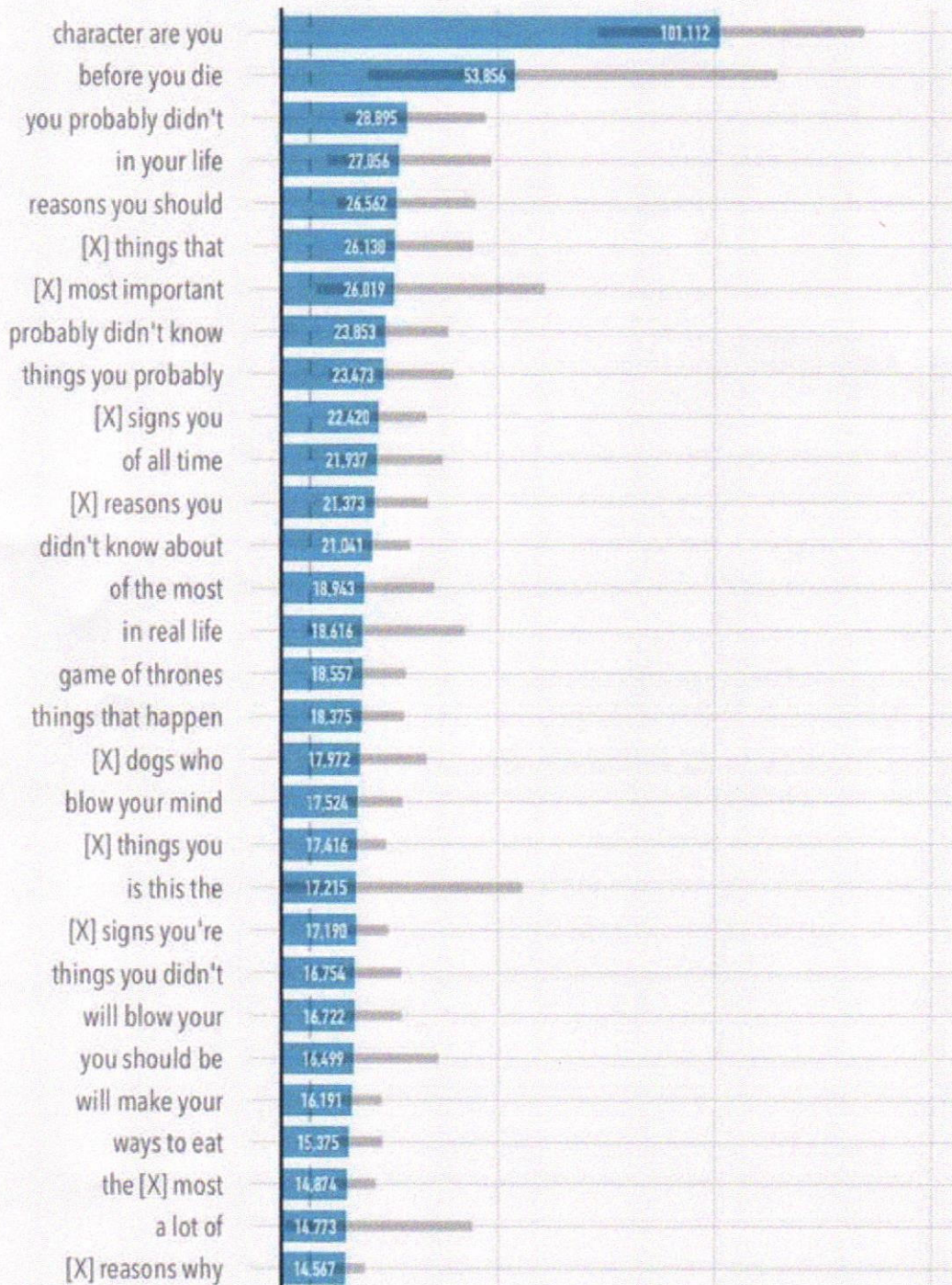
3. Quantity, Quantity, Quantity

Every article should have at least a dozen headlines. Every good idea should have at least a couple articles. The more we have, the more we can test, the more likely we are to find the silver bullet. **Only 1 out of 10 advertorials or lifts is going to be good enough to scale, so the more you write, the better off you are.**

Phrases:

Things _____ Won't Tell You.
_____ Will Make You Angry.
_____ You'll Hate if _____

3-Word Phrases w/ Most FB Shares in BuzzFeed Article Titles



Anatomy of an Advertorial:

Every successful advertorial we've ever had has 4 basic components regardless of how long or short it is:

1. **The Headline** – should follow the "Clickbait Guide" above
2. **The Lead** – expands the headline topic
3. **The Turn** – transitions the headline topic into the promotion topic
4. **The Click** – copy, images, and captions that link to the promotion

The example below is an advertorial that generates a 70% click through rate and has been directly responsible for over 20,000 sales of the Rickards promotion:

CIA Insider: "Forget Iran, Iraq, Ukraine, and Syria this is where WWII will start"

<-- Headline

By **MONEY MORNING STAFF REPORTS**

Should the rise of conflicts across the Middle East and Ukraine serve as a warning sign that something much more dangerous is approaching?

<-- Lead

According to Jim Rickards, the CIA's Asymmetric Warfare Advisor, the answer is yes.

In a startling interview he reveals that all 16 U.S. Intelligence Agencies have begun to prepare for World War III.

<-- Turn

Making matters worse, his colleagues believe it could begin within the next 6 months.

However, the ground zero location for this global conflict is what makes his interview a must-see for every American.

Take a few moments to watch it below and decide for yourself.

<-- Click



Generating Clicks:

The only goal of an advertorial is to generate clicks to your promotion. Clicks are the best insight we have into what drives people to action. If you're not putting click behavior under a microscope on every level, you don't stand a chance at reliably building online-marketing funnels that convert.

There are three main things that can be used to grab attention and generate clicks:

1. Images

- a. Video Play buttons
- b. Infographics
- c. Maps

2. Captions

- a. Smaller images high up in the article when paired with a caption can be just as effective as larger images further down. Although often times it means the user isn't reading any of your article other than the caption.

CIA Insider Warns: "25-Year Great Depression is About to Strike America"

By **MONEY MORNING STAFF REPORTS**

You will want to remember this date August 12, 2015.

According to one of the top minds in the U.S. Intelligence Community, that is when the United States will enter the darkest economic period in our nation's history.

A 25-year Great Depression.

And alarmingly, he and his colleagues believe the evidence they've uncovered proves this outcome is impossible to avoid.

In an [exclusive interview](#) with Money Morning, Jim Rickards, the CIA's Financial Threat and Asymmetric Warfare Advisor, has stepped forward to warn the American people that time is running out to prepare for this \$100 trillion meltdown.

"Everybody knows we have a dangerous level of debt. Everybody knows the Fed has recklessly printed trillions of



<-- most clicked link on page

3. Editor's Notes

- a. Inline ads and especially endnotes deliver more qualified users than any other element on an advertorial page. It's an indication that the user is actually reading your content instead of just coming and clicking right away.

"Today you rarely hear the government talk about the Misery Index with the public," Rickards said. "The reason is they may not want you to know the truth. And the truth is, the Misery Index has reached more dangerous levels than we saw prior to the Great Depression. This is a signal of a complex system that's about to collapse."

Frightening: Single chart reveals which banks could collapse (and how soon). If your life savings is in a major bank, [please look at this now](#).

During the shocking interview Rickards revealed the 5 dangerous "flashpoints" the Intelligence Community is closely monitoring that they believe will unleash this catastrophe.

And he also described how it would all unfold.

"I expect the first phase will appear as a nearly instantaneous 70% stock market crash. From the outside, nobody will see it coming." Rickards explained.

"Once it becomes clear that it's not a flash crash - it's a systemic meltdown in the economy itself, that's when the gravity of the situation will sink in. And there will be no digging out from it.

"\$100 trillion is a conservative estimate for the damage. A lot can happen over 25-years as our country struggles to recover from this."

Editor's Note: Money Morning has released their exclusive interview with Jim Rickards to the public. And it's a must-see for every American who is concerned about our country and their financial security. [Click here to view it](#).

Examples of Advertorial Positioning:

A wide range of ideas is important when it comes to advertorials. We want to play on as many of the core sales tactics as we can when coming up with new ones. See below for common themes and examples of those types of advertorials.

GREED:

<http://moneymorning.com/ob-article/obamacare-buffett.php?code=t-oc-buffett>
<http://moneymorning.com/ext/articles/secondcoming/americas-new-rich.php>

FEAR:

<http://moneymorning.com/ext/articles/rickards/25-year-great-depression.php>
<http://moneymorning.com/ext/articles/rickards/is-your-bank-safe.php> (Shorter Format)

OUTRAGE:

<http://moneymorning.com/ob-article/obamacare-war.php?code=t-oc-war>
<http://moneymorning.com/ob-article/obamacare-pelosi-anger.php>

LIST ARTICLES:

<http://moneymorning.com/ext/articles/tesla/secret-tech-project-operation-bluestar-revealed.php>
http://www.fool.com/ecap/the_motley_fool/social-security-5-facts-you-must-know-now

INFOGRAPHICS:

<http://moneymorning.com/ext/articles/rickards/this-chart-keeps-the-white-house-up-at-night.php>

<http://moneymorning.com/ext/articles/rickards/cold-war-2.php>

CURRENT EVENTS:

<http://moneymorning.com/ext/articles/rickards/russia-cyber-warfare.php>

<http://moneymorning.com/ext/articles/rickards/forget-iran-iraq-ukraine-this-is-where-wwiii-will-start.php>

NAME TRADES:

Examples:

<http://moneymorning.com/ob-article/obamacare-pelosi-anger.php>

<http://moneymorning.com/ext/articles/rickards/55-billion-gamble.php>

Headlines:

- Try to provide 5-10 Headlines with each advertorial.
- Character requirements are 50-60 characters per Headline.

Images:

When at all possible, provide an image to go along with your advertorial (or an idea of something that would work well with it).

- Stock photos from Shutterstock
- Stills from promo video
- Chart or graphic from promo HTML

Money Morning Opportunity

[Please watch this video that summarizes the opportunity.](#)

This initiative between AWAI and Money Morning is a great opportunity for up and coming copywriters. You can be a part of a full-fledged advertising campaign for one of the fastest growing financial publishers in the world.

We're in this together. If you can help us market our products, we will gladly pay you.

So read George's Guide to Advertorials first.

Then, take a look at two promotions we're currently running:

[Watch](#) or [read](#) this promotion based on the "X" pattern, a technical trading system pioneered by our Chief Investment Strategist Keith Fitz-Gerald.

Next, [view this promo](#) with the CIA's Financial Threat Advisor, Jim Richards. If you prefer to read the transcript, you [can do so here](#).

You can write advertorials for either promotion – or both!

Remember, advertorials come in all shapes and sizes. Some are 200 words long while others are well over 1,000. It all comes down to what grabs attention and what compels the reader to click through to the promotion.

The Managing Editor of our Copywriting team, Darren Samson, will be your contact person. Please put each advertorial in it's own Word document. Supply us with at least 3-4 headline variations for each advertorial you submit. And please mention which promo each advertorial is for.

Darren will set-up your advertorials to be run in the ad-networks and George's marketing team will analyze the results. If your advertorial creates a strong ROI, you will get paid.

A "control" advertorial that converts readers in masses will be paid around \$1,000. A modestly successful advertorial will be paid around \$100. And there will be advertorials that fall in between.

If your advertorial isn't successful, George's marketing team will supply you with some statistics and an explanation why they don't think it worked.

Don't forget, there's no limit on how many you can submit. So get writing and send us what you come up with.

Submit your copy via email to darren@moneymappress.com and cc: jobfair@awaionline.com.

Be sure to write "AWAI Spec Submission – Money Morning" as the email subject line.

We look forward to working with you,

Bret Holmes

Executive Director of Ecommerce and Marketing at Money Map Press

- Agora used Chad SEO systems to tamper with 2016 presidential election.

- Helped MMP manipulate presidential election



hillary clinton 2016 moneymorning.com



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Hillary Clinton Has a - Money Morning

<https://moneymorning.com> › 2016/07/13 › hillary-clinton-has-a-university... ▼

Jul 13, 2016 - Hillary Clinton has criticized Trump University as well as for-profit colleges. ... Associate Editor, **Money Morning** • @DavidGZeiler • July 13, 2016.

Wall Street Ties Link Inescapable Hypocrisy to Hillary Clinton ...

<https://moneymorning.com> › 2015/04/29 › wall-street-ties-link-inescapable... ▼

Apr 29, 2015 - Wall Street ties have fueled Hillary Clinton's rise to compete for the nation's top spot. ... Projections have the **Hillary Clinton 2016** campaign raising roughly \$2 billion. ... Tara Clarke is an Associate Editor at **Money Morning**.

Poll: Clinton Leads Trump Among Voters Making Less Money ...

<https://morningconsult.com> › 2016/07/19 › poll-clinton-leads-trump-amon... ▼

By Eli Yokley July 19, 2016 at 5:30 am ET ... rich" – is leading Democratic candidate **Hillary Clinton** among American voters making the most from their jobs.

How Presidential Campaigns Spend Their Money - Morning ...

<https://morningconsult.com> › 2015/10/22 › how-presidential-campaigns-sp... ▼

Oct 22, 2015 - Political operatives looking to cash in on the pricey 2016 elections face ... For Democrats backing **Hillary Clinton**, the best way to get paid is by ...

Summary data for Hillary Clinton, 2016 cycle • OpenSecrets

<https://www.opensecrets.org> › pres16 › candidate ▼

This page highlights the fundraising details for the presidential campaign of **Hillary Clinton** for 2016. For more information, click through the page.

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Long Primary Carries Costs for Hillary Clinton: Money and Time

<https://www.nytimes.com> › 2016/04/22 › politics › hillary-clinton-money ▼

Apr 21, 2016 - **Hillary Clinton** has burned through tens of millions of dollars to counter ... that lets you simulate how the 2016 Republican nomination process ...

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The Trumping of America: A Wake Up Call to the Free World

<https://books.google.com> › books

Pamela Hines - 2018 - Political Science

... of the 2016 Elections. July 7 . <http://moneymorning.com> ... **Hillary Clinton** and Mika Brzezinski, interview by Joe Scarborough . 2016 . **Hillary Clinton** on Pressure on ...

ABC News - ABC News shared a video. | Facebook

<https://www.facebook.com> › ABCNews › posts ▼

David H Craig **Hillary Clinton** has said it herself she is out of touch with the middle class and yet has found the ... Federal Judge orders **Hilary Clinton** to answer 25 questions UNDER OATH by October 13, 2016 !!! <http://moneymorning.com/>.

A thread written by @BernieOrVest: " Democrats rigged Bernie ...

<https://threader.app> › thread ▼

May 27, 2019 - Democrats rigged Bernie Sanders in 2016. ... **Hillary Clinton** friend Alison Grimes was SoS in KY and oversaw a primary with "irregularities". ... Is This **Hillary Clinton** Voter Fraud? <https://moneymorning.com/2016/05/18/is-this-> ...

Hillary Clinton Could Be the Greatest Millionaire-Maker of All ...

<https://www.nasdaq.com> › article › hillary-clinton-could-be-the-greatest-mi... ▼

Oct 29, 2015 - **MoneyMorning.com** Report - I don't normally "do politics," but today I'm going

to make an exception because recent history suggests **Hillary Clinton**. ... Keith expects gun stocks to continue their tear as the **2016** election heats ...

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Donald Trump - Money Morning

<https://moneymorning.com> › [tag](#) › [donald-trump](#) ▼

Jump to Poll: Texas Would Vote for Mark Cuban Over **President Trump** - If the "Shark Tank" star is serious about ... Cuban Over **President Trump** ...

Donald Trump Bankruptcy: A Breakdown Ahead of the 2016 ...

<https://moneymorning.com> › [2015/07/07](#) › [donald-trump-bankruptcy-a-br...](#) ▼

Jul 7, 2015 - The Donald Trump bankruptcy count sits at four - but none are "red flags" for voters in 2016. ... By Tara Clarke, Associate Editor, **Money Morning** ... candidacy for his party's nomination in the 2016 U.S. presidential election.

President Donald Trump - MarketWatch

<https://www.marketwatch.com> › [president-donald-trump](#)

Latest insights and markets analysis on the aftermath of the 2016 election and the policies of President Donald Trump.

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Donald Trump says he sold all his stocks in June - Business

money.cnn.com › [2016/12/06](#) › [investing](#) › [donald-trump-stocks](#) ▼

Dec 6, 2016 - President-elect Donald Trump ditched his stocks in June. He sold "all" of his holdings then, according to Jason Miller, the transition team's ...

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Images for donald trump 2016 moneymorning.com



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The Trumping of America: A Wake Up Call to the Free World

<https://books.google.com> › [books](#)

Pamela Hines - 2018 - Political Science

More than Four. June 21 . Tara Clarke . 2015 . Donald Trump Bankruptcy: A Breakdown Ahead of the 2016 Elections. July 7 . <http://moneymorning.com> ...

An Analysis of Donald Trump's Revised Tax Plan | Media ...

<https://www.taxpolicycenter.org> › [publications](#) › [media](#) ▼

Trump: Five political minefields facing president-elect. Anthony ... Guam Tax Commission ponders impact of Trump's policy changes ... 5, 2016. **Money Morning** ...

Fox & Friends - Trump beats Clinton by two points in the ...

<https://www.facebook.com> › [foxandfriends](#) › [photos](#) › [a.113848842036054](#) ▼

Trump beats Clinton by two points in the latest Rasmussen poll. ... Linda Mahan They will be when he's **President LMAO** <http://moneymorning.com/>.

Morning Money - POLITICO

<https://www.politico.com> › [morningmoney](#) ▼

Or Trump may side with the hardliners. Dem debate wrap — Didn't seem like a game-changer. Vice **President Biden** did mostly fine, though he misspoke when ...

Money Morning (@moneymorning) | Twitter

<https://twitter.com/moneymorning> ▼

The latest Tweets from **Money Morning (@moneymorning)**. ... We uncover where profits can really be made and show you how to make the most. ... and some are directing their anger not at the Republican **president**, but at Washington's Make sure you are prepared as an investor to make some real profits **#trump** **#china** ...

Donald Trump For President | Official Campaign Website

Ad secure.donaldjtrump.com/donate ▼

Official **Donald Trump** for President 2020 Site. President **Donald Trump** needs your help to win re-election in 2020. Donate today! Contribute Now! Make America Great Again.

Paid for by DONALD J. TRUMP FOR PRESIDENT, INC.

[Make America Great Again](#) · [Join The Team](#) · [Support President Trump](#) · [Donate Here!](#)

[Donate Now](#) - \$50.00 - Stand W/ President Trump · [More](#) ▼

Stock Options Trading Guide | Get Started Trading Options

Ad www.weeklymoneymaker.com/ ▼

Learn How To Double Your Trading Account In Less Than 7 Days Trading Options. Learn Essentials. E-Book. Biggest Profits. Revolutionary. Free Offer. Courses: Options, Puts, Calls, Binary.

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2016 Presidential Election - Money Morning

<https://moneymorning.com> › tag › 2016-presidential-election ▼

Faithless electors can still cost Donald Trump the **presidency** and send Hillary Clinton to the ...
Election Day 2016 is finally here, and the **race** is too close to call.

Election 2016 - Money Morning

<https://moneymorning.com> › tag › election-2016 ▼

Jump to **Who Will Win the 2016 Presidential Election?** - who will win the 2016 **presidential** election ... Editor, Money Morning - November 4, 2016.

Stock market update as Election 2016 results are released ...

<https://www.businessinsider.com> › stock-market-futures-election-2016-resu... ▼

Nov 9, 2016 - Thomson Reuters Stocks rallied on Wednesday following a chaotic night in markets that ended with a surprise victory for Donald Trump in the **US presidential election**. In the final hour of trading, the Dow Jones Industrial Average crossed its previous record high on a closing basis ...

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Election 2016: How financial markets reacted to Donald ...

<https://qz.com> › election-2016-how-financial-markets-reacted-to-donald-tr... ▼

Nov 9, 2016 - Global financial markets plunged—and then recovered—as Donald Trump won the **US presidential election**. The Standard & Poor's 500 and ...

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Here's a List of Establishment Republicans Rigging the Presidential...

<https://billpatalonprivatebriefing.com> › heres-a-list-of-establishment-republ... ▼

Tags: 2016 **presidential election**. To get full access to all Money Morning content, click here.
About Money Morning: Money Morning gives you access to a team ...

How Big Money in Politics Bought a Presidential Election – in ...

<https://www.marketslant.com> › articles › how-big-money-politics-bought-p... ▼

May 23, 2016 - This central theme of the 2016 **election** echoes another U.S. **presidential** contest, ... By DAVID ZEILER, Contributing Writer, Money Morning.

Morning Money - POLITICO

<https://www.politico.com> › newsletters › morning-money ▼

Vice President Biden did mostly fine, though he misspoke when he said he that no one ... Trump would have crushed any of the Dem **candidates** on the issue.

Hemp, Inc. (OTC Pink: HEMP) Industry Update: Pot Stocks Expecte...

www.newmediawire.com › news › hemp-inc-otc-pink-hemp-industry-updat... ▼

... 2016 - As the 2016 U.S. **presidential election** nears, Hemp, Inc. (OTC PINK: HEMP) ...
Moneymorning.com explained the surge of pot stocks over the past few ...

The Trumping of America: A Wake Up Call to the Free World

<https://books.google.com> › books

Pamela Hines - 2018 - Political Science

February 17 .<https://www.theguardian.com/us-news/2016/> ... 2016 . Donald Trump Shakes Up Campaign by Hiring Executive from Conservative Breitbart News to Top Post. August 17 .
<http://www...> 2016 Elections. July 7 . <http://moneymorning.com> ...

2016 Presidential Election Predictions You Can Bet On - The ...

wallstreetexaminer.com › 2015/09 › 2016-presidential-election-predictions... ▼

Sep 22, 2015 - This is a syndicated repost courtesy of Money Morning - We Make ... The best

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