



*Ritoban Chakrabarti's*

*pr*  *fit* *IN\$TRUMENTS*

*Tiny Little Instruments that make  
you money on Autopilot*

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

## HOW THIS COURSE SHOULD BE CONSUMED

I initially planned this course to consist of just video training. Before I began creating this course, I spent a lot of time planning out and writing various modules down just to see how everything would pan out.

I realized that the best way to engage you would be through a mixture of video and text. Therefore, you'll see a PDF document along with a few videos in every module.

So here's how I recommend you consume this course:

- ➔ **First** read the PDF document of every module – there is no fluff inside these documents – just pure rock solid information.
- ➔ **Second** watch all the videos inside that module.
- ➔ **Third** go through the 'assignment sheets' with every module and complete it.

After you've done these three things, only then... only then should you start with the next module.

The reason why I'm forcing you to do this is because that's how you'll benefit the most. I know the 'assignment sheets' sound cheeky, but they have a huge role to play in your success (which I know is coming pretty soon).

That being said, there are three things you should NOT do:

- x Don't Skip any module
- x Don't Skip any PDF or Video
- x Don't Skip any Assignment

I know there will be people reading this who already have years of experience. But, this course is not a bunch of small tactics put together. This is a complete marketing strategy that works in any market. And the best way to appreciate that, is by following the course exactly as it is laid out.

# THIS WORKS IN ANY MARKET

If you're still skeptical about the feasibility of this course, I want to put your mind at ease. As a means of proving myself, I have shown some screenshots below, which illustrate how just one person (me) could generate thousands of dollars by just focusing on this method.

I have made this method work for 'weight loss', 'facebook games', 'gps systems', 'clothing apparel', 'internet marketing', 'health and beauty' and about 50 more markets. I know the ins and outs and everything in between about how to profit with this method.

This is what **you** need to realize now. I can teach you everything, but if you don't go and implement what I teach, there's no way you can make money.

## Paychecks

Sum of 2010 Paychecks: \$13,929.66  
 Sum of 2009 Paychecks: \$41,493.85

29 items found, displaying 1 to 25

[Export CSV](#) [Save Report](#)

As of: 03/23/2010 03:24:31 EDT

Clicks	Leads	Conversion Rate	eCPC	Revenue
53,835	907	1.68%	\$0.53	\$28,752.90
\$0.00	\$3,832.14	\$-269.91	\$0.00	\$3,205.76 PAID
\$0.00	\$3,864.56	\$-243.19	\$0.00	\$3,258.98 PAID
\$0.00	\$4,346.01	\$-259.92	\$0.00	\$3,677.23 PAID
\$0.00	\$3,532.85	\$-224.32	\$0.00	\$2,977.43 PAID
\$0.00	\$3,927.37	\$-134.66	\$0.00	\$3,413.19 PAID
\$0.00	\$3,908.34	\$-269.42	\$0.00	\$3,274.78 PAID
\$0.00	\$3,060.27	\$-228.25	\$0.00	\$2,548.57 PAID

## Earnings Summary

Total items shipped 141  
 Referral Rate 7.00%  
 Increase your referral rate to 7.50% by referring 180 more items.

TOTAL EARNINGS \* \$199.21

[View full report](#)

## Orders Summary

Ordered items 122  
 Clicks 1589  
 Conversion 7.68%

## Weekly Sales Snapshot

Week Ending	Gross Sales
2010-03-24 (current week)	\$747.14
2010-03-17	\$574.04
2010-03-10	\$524.82
2010-03-03	\$691.71
2010-02-24	\$530.30

## SHIFTING YOUR MINDSET

I know that you probably have gone through a lot of IM courses and seen a lot of different ideas. If you're still wondering why you're not making as much money as you wanted... well the major reason is that **“You're not committing yourself fully to a course”**

I want you to think back for a while to all the courses you have bought earlier (I bet you don't even remember many of them). Do you see yourself committed to all those courses? I bet not.

Why? Well, there are so many distractions in our community. A jolly good fellow makes a quick \$2000, and creates an ebook saying that anybody can make \$2000 with his method. I'm not saying that you can't, I'm just saying that what will you do after you've earned those \$2000.

- ✓ You need a system that's scalable (can be expanded to infinite heights and widths)
- ✓ You need a system that won't get saturated
- ✓ You need a system that you can follow easily

This **IS** that system.

The only way you won't make money with this system is if you don't follow what I teach you. And one of the major roadblocks is 'distraction'.

So make me a promise. Promise me you won't buy another internet marketing course (no matter how lucrative it is) until you make this system work.

I have put in a LOT of thought in planning out this course. I wanted to include everything I knew and more into it.

Why did I go through so much trouble? Cause I didn't want you to reach a dead-end at any stage. Everything has been covered to the finest details imaginable.

Give me just one month of your time and I'm sure you'll be successful.

Whatever you've read till this point is the **ONLY** filler info that you'll find in this course. Which was obviously needed to get your mind straight and ready to devour what's coming next.

To your continued success,  
Ritoban Chakrabarti

## WHAT IS A 'PNK'

Throughout this course, I'll be referencing to a thing called PNK.

PNK is what this course is all about. Its not anything new, but its something that is largely neglected in most markets – and that's why we'll rock those markets.

PNK is the abbreviated form of **Product Name Keyword**

Which basically means that the keywords we'll focus on are product names.

Now, don't go all 'O man. I already knew that'. Because its just the beginning. I'll unfold every little aspect of this course in the coming modules and by then you'll realize why this little concept will make a huge impact on your business.

As you probably know, everything that you see in the real world is probably sold online as well:

Mobile phone, cars, digital products, clothes, services, supplies, and even houses.

...And everything that is sold online has a name. Obviously, **every** product has a name... right?

That's why this method is so powerful and can never reach saturation point.

### *Some Examples of PNK's*

iPhone, Kindle, Bananagrams, Tekken, Flip UltraHD, Fat Loss 4 Idiots, Commission Blueprint, Acai Optimum, Resveratrol Ultra, Dermitage, Aweber, Profit Instruments, Netflix, Zwinky

## WHY USE A PNK

What we're doing essentially is, riding the wave of the product's market value. Or in other words, using a product's popularity as a leverage, and making money with it.

Lets discuss a little about why should you use a PNK in your marketing campaign.

- ➔ **A person searching for a PNK already knows something about the product.** As an affiliate, you don't have to introduce the product to the visitor.
- ➔ **The searcher is either looking for a review, or to buy, or just gathering some more info.** As an affiliate, you don't have to qualify the visitor – the visitor is already qualified!
- ➔ **Much better conversion rates than focusing on general keywords.** As an affiliate, this means we earn more money.

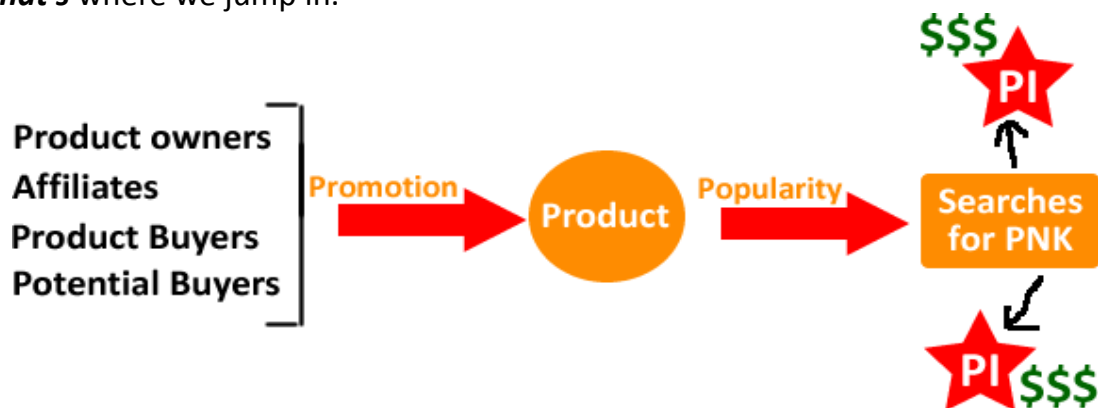
PNK's are an absolute goldmine and it does make sense why. You'll soon realize that affiliates are so caught up in promoting the general keywords (and getting lesser conversion rates) that they never get around promoting the PNK.

Every product has a Promotion-Chain. So, let's take a peek inside:

- ◆ Product owners promote the product.
- ◆ Affiliates promote the product.
- ◆ Product buyers promote the product (word of mouth)
- ◆ Potential Product buyers promote the product (word of mouth)

When so much promotion goes on for a product, there are many searches for the PNK.

... And *that's* where we jump in.



There's nothing more juicier than a visitor who has already been "Pre-sold" and is searching the PNK.

**A person searching the PNK either:**

1. Has already bought the product and is looking for help/support.
2. Is just casually browsing around.
3. Wants to buy the product and is searching for a Review.
4. Want to buy the product and is searching for the Official Website.
5. Wants to buy the product and is looking for some Discount/Bonus.
6. Hasn't decided yet and is looking for some Approval.

We'll focus on visitors who fall under the 3-6 mindsets mentioned above.

## WHERE CAN YOU FIND PNK'S

Now you know a little about where we're going and you must be wondering where to find the PNK's that will make you money.

Come to think about it, every PNK is a 'money maker'.

But there's some research required to figure out which PNK you should use to build your campaigns.

We're just warming up about the whole PNK concept. The hardcore stuff begins in the next module.

But before you jump into the next module, watch the two videos in this module and also complete the assignment sheet provided.