



Special Report

From Unknown to

2 on Google

In Less Than 4 Weeks

By

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<http://www.ShortSaleLeadGenerator.com>



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Welcome!

This is an amazing time in history (1995-present)...

Back in the early 1980's - way before Al Gore invented the Internet, I was involved with some telecommunication technology that was just itching for what we now know as the Internet. Back then we used modems and regular phone lines to connect computers together. Maybe you are old enough to remember using a Bulletin Board Service (BBS). If not, you missed out on an amazing experience...

At the time I had more than 3,500 people dialing into my 30 phone lines with modems. It was obvious back then, as it is today... people want to 'network' with others for the purpose of business and pleasure.



In 1995 I wrote a business plan and went out to start an ISP - back then investors didn't see the future value of what I was proposing. I can remember hearing... **"The Internet? It's a passing fad - just like pet rocks!"** and **"It will never catch on!"** and **"Isn't that where the kids play games?"** Imagine - today it still isn't apparent to a lot of people just how important the Internet is to doing business locally [as well as globally]. Some businesses are stuck in the 80's and won't grow until they realize how important it is to embrace the Internet and Internet technologies to run their business.

The company that I started back in 1995 is going strong today. I had to finance it with personal money, but it was well worth it. Today it is run by my son, who is the president of this multi-million dollar corporation.

In 2001 I decided to put my energy into a new company, Blue Eye Group LLC, which is what you see here today. Blue Eye Group has allowed me to do the research and development and 'play' with technologies that for the most part were 'bleeding edge'. I had someone tell me not too long ago that you can tell the pioneers - they are the ones with the arrows in their back. My comment back was - "So that's what those things sticking out of my back are!"...

Over the last several years I have gotten involved in Real Estate and that is probably where you know me from. Yes I used my R&D skills there too.

This year, 2008 is the year that I share more of the technologies that I have been using with you and others online. These technologies can be applied in just about any area of business, so stick with me as I take you on what I believe is one of the greatest learning adventures one could ever experience.

So what does all of this have to do with the title of this report?

I know - I sometimes ramble on...

What this has to do with the title of this report is this - sometimes we search and search and don't realize that the answer, the 'meaning of life' is right under our nose. I mean, here is a technology that we all have access to, and we should be using... but we really don't understand what it means or why it is so important.

I talk about thinking outside of the box. I also state that some people think inside the box - and it's a really small box...

How about you?

I have sent out several invitations to join me in getting yourself listed in search engines - I even put on my sites now that you should Google me. **Have you?**

This is what you would see if you Google'd me - at least for the first page.

What comes up when someone Googles you will be so important as you go through this training, and grow your business. The lack of anything is almost a deal breaker as you move forward!

It is important to be in the '**Sweet Spot**' when someone Googles you, or they do a search using certain key-words.

Google yourself and see what comes up!

The screenshot shows a Google search for 'michael hobach'. The search bar contains 'michael hobach' and the search button is visible. Below the search bar, there are several search results. The first result is 'Do It Yourself Real Estate Secrets - Short Sale and Real Estate ...' with a snippet: 'My name is Michael Hobach. I have spent a lot of time researching the various ... Michael Hobach (Blue Eye Group LLC): Real Estate - Other in Waterford, ...'. The second result is 'Do It Yourself Real Estate Secrets - Bad Email' with a snippet: 'Thank you for your interest in Michael Hobach's "Short Sale mini-course". ... You can make sure you receive emails from Michael Hobach by adding ...'. The third result is 'The World According to Michael Hobach' with a snippet: 'You can find great local Waterford, Wisconsin real estate information on Localism.com Michael Hobach is a proud member of the ActiveRain Real Estate Network ...'. The fourth result is 'Internet Services for Real Estate Investors | The World According ...' with a snippet: 'The World According to Michael Hobach ... You can find great local Waterford, Wisconsin real estate information on Localism.com Michael Hobach is a proud ...'. The fifth result is 'Ask Michael Hobach' with a snippet: 'Michael Hobach here with some really exciting news! I've been asked so many times in the last month for this that I just had to address it and make it ...'. The sixth result is 'Ask Michael Hobach » Blog Archive » Short Sales Exposed - 100 ...' with a snippet: 'Not just the normal 50%, but 100% directly to your Paypal account. Read the web site all the way through and you will see how this works ...'. The seventh result is 'Michael Hobach (Blue Eye Group LLC) - Real Estate - Other ...' with a snippet: 'ActiveRain real estate profile for Michael Hobach (Blue Eye Group LLC) » Real Estate - Other in Waterford, Racine County, Wisconsin. activereain.com/mhobach - 14k - Cached - Similar pages - Note this'. The eighth result is 'Real Estate - Other Michael Hobach (Blue Eye Group LLC)' with a snippet: 'Active in the Preforeclosure market teaching Real Estate Professionals to think outside of the box to higher income levels. localism.com/agents/mhobach - 14k - Cached - Similar pages - Note this'. The ninth result is 'William Michael Hobach | Facebook' with a snippet: 'This is William Michael Hobach's public search listing on Facebook. William's friends can view photos, videos and more. Everyone can join Facebook. www.facebook.com/people/William_Michael_Hobach/694942830 - 18k - Cached - Similar pages - Note this'. The tenth result is 'Michael Hobach - Real Estate Investor' with a snippet: 'FREE! Make more money investing in real estate by joining the official Real Estate Investor™ online community. Learn how to invest in real estate as you ... www.realestateinvestor.com/mhobach/ - 18k - Cached - Similar pages - Note this'. At the bottom of the search results, there is a 'Go to page' dropdown menu showing '1 2 3 4 5 6 7 8 9 10' and a 'Next' button. Below the search results, there is a search bar with 'michael hobach' and a search button. Below the search bar, there are links for 'Search within results', 'Language Tools', 'Search Tips', 'Dissatisfied?', and 'Help us improve'. At the bottom of the page, there are links for 'Google Home', 'Advertising Programs', 'Business Solutions', and 'Privacy Policy'.

This ranking is what I'm writing about today and the fact that there is a fast and simple way to get anything ranked high on Google, or any other search engine quickly.

If you didn't download this report yourself then you may not be aware of the site and the training provided by that site...

A bit of background about the Short Sale Lead Generator site and what it teaches

Let's suppose that you are into Real Estate, or that you want to be involved in Real Estate Investing (REI).

Let's suppose that you haven't a clue how to find homeowners who want to give you their home (**Give? Yep!**).

Let's suppose that you haven't figured out that you need to find buyers for those properties before you start negotiating to buy them from the homeowner who would love to give you their properties.

Now let's also suppose that you don't realize that there are billions of dollars out there from private investors who are more than willing to help you complete your deals (for a cut of course).

Now let's suppose that you figured this out - so now you need leads. And you are looking to 'buy' those leads from some 'lead broker' - someone who is making a fortune on people like you because they sell and resell the same leads over and over again.

What do you do? Who you gonna call? No - not the Ghost Busters!

Well let me just take a moment and share with you a bit more - then I'll show you what just happened - within the last 4 weeks actually... then you can decide...

One thing that I didn't tell you about myself is that before I got involved with this technology that has come to be known as the Internet, I was involved in R&D. In fact if you search far enough online you will see my name on a couple of Patents.

The point is that I did research for a company that I worked for at the time. I also did the Engineering & Development as a Senior Project Engineer. My job was to

figure out how something worked, or needed to work and then engineer a product or a process that would make use of my research.

Now I guess you could read into this that I figured out how a competitor's product worked and then engineered a competing product that did not infringe on their patent or proprietary rights.

The truth is that while I did use the information that I obtained, I usually engineered something that was nothing like the product that I reverse engineered it was much superior - because I think way outside of the box.

Enter the Internet and all of the known and yet to be fully implemented technologies...

I wondered why some of what I was doing was getting high rankings on Google and Yahoo, while others wouldn't come up even with me spending thousands a month on ads - what was the difference and how could I get everything to a point where I wouldn't have to spend a dime on advertising online...

Today, I didn't have to create anything. I didn't have to reverse engineer anything...

All I had to do was watch. Look at what was happening. How things were being ranked... I just sat back and the answer materialized... **actually I just all of a sudden saw it - the answer was there all the time.**

The really neat thing is that while I chose to implement this technology in the REI market - it will, and does, work in any market that you want to use it in.

Hold on and I'll prove it!

I discovered some technology that we all see and use - well most of us do - you might not until now...

This is where I get my Framework - it is not my design and I am not charging you for it. I am just teaching you how to utilize it in a way that is way outside the box... I'm sure that the developers have some idea of how this could be done, but you know what - they are just happy to provide the framework to the world. It is up to people like you and me to utilize it beyond its capabilities. And we will!

When I sat down and re-developed the template / theme that you will learn to simply implement in the SS Lead Generator program, I also decided to utilize the exact same framework, theme, plugins, etc, to run the site where I promote and sell the SS Lead Generator program!

Did you miss that? The **ShortSaleLeadGenerator.com** web site is using the exact technology I am teaching in the program!

This means that <http://ShortSaleLeadGenerator.com> is going to be an example of what is possible when you implement what I'm teaching for your business.

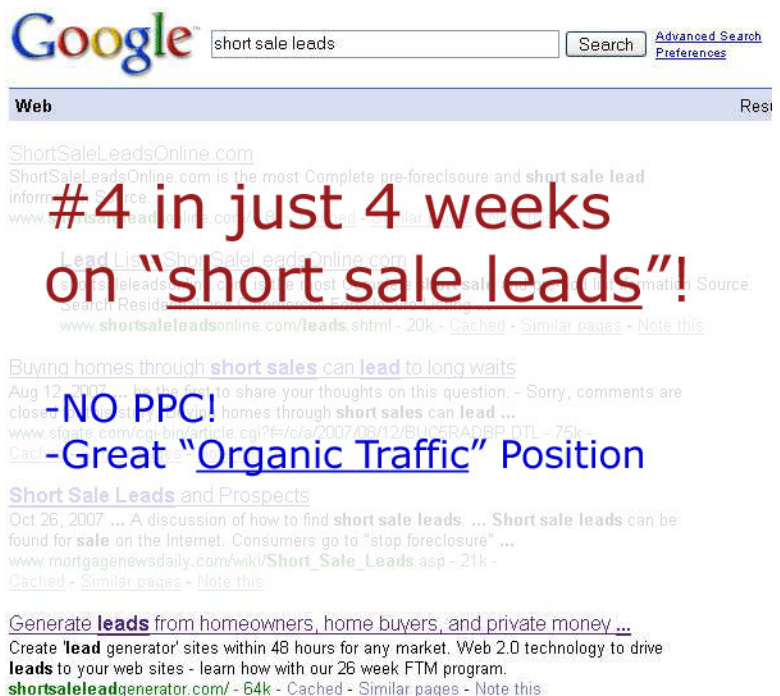
Just four weeks after implementing this technology, and launching the SS Lead Generator site, look where we in on Google!!!

Using the search phrase '**short sale leads**' we come up in the #4 spot in the search results.

Please note that because of 'Craigs List' and other sites with 'ads' the results might differ slightly. Also note that this is not taking into account the paid advertising on Google! All of those fancy colored ads on the top and to the right are paid for - so our advertising / listing is Free and because of that, any traffic that it generates is considered 'Organic Traffic' and of course 'Organic Traffic' that leads to a lead or a sale or an investor giving you money is what is really important - isn't it?

In my case all of the signups for the Short Sale Lead Generator program are what it's all about!

I wonder if you have what it takes to see this... and see this outside of the box!



DO YOU?

Over the next several weeks I am going to be launching several of my own sites in the Real Estate Market to get **MY leads** for buyers and sellers. Are you just going to sit there and watch me, or are you going to join in and build one of these machines for yourself?

It's simple - and if you haven't embraced the Internet and Internet technologies to grow your wealth... what are you waiting for?

As I write this **I am 51 years old**. I know that there are some out there who are younger than me - some older, but when are you going to embrace this technology and learn how it works? I have been earning a full time income from the Internet since the mid 90's - I would never go back to doing things without it. Join me!

Oh - what about that #2 on Google that I mentioned in the Title? Well here it is...

Remember that paying for a position doesn't count - there are two of those on this page! Too bad they don't know about this technology and how to let it drive traffic to their web site! Or is it good thing?!



One last thing - if you are using the 'reported' condition of our economy and the Real Estate market as an excuse NOT to do something... too bad for you! The 'lack' mentality that keeps you from this will keep you from ever becoming what you dream of becoming... somehow there will always be an excuse as to why it isn't going to work for you.

To your success...

Michael Hobach