

# Why Kosta is Paying For Your First 3 Links:



Mike: All right, here we are. I'm excited for this today. I'm actually wearing my Luke Combs t-shirt. Luke Combs, one of his famous songs, country music singer, called Hurricane. And I'm wearing this shirt because what Kosta is about to share with us is going to hit you like a hurricane. Once you understand what Kosta has done, the extraordinary length of generosity that he's going through in backing Fusion members up. This is literally an extremely exciting event that I'm proud to bring you. And it's something that David actually reached out to Kosta and asked him to do, and Kosta was so excited to do it.

Mike: This is part of the intrinsic design of Fusion and the way that that Kosta's Blue Ocean SEO software just plugs right in. That software that Kosta designed with Greg Morrison. That Kosta implemented at his own expense, at his own great expense, and that Greg Morrison spent \$100,000 testing. And boy did that work out great for Greg. One of his sites did \$7,000 just yesterday. It's a brand new site.

Kosta: Crazy. Awesome.

Mike: So Kosta, I am literally so excited about this news. I'm going to give a quick framing as to who you are, and how it is that you and the software you've created, plug into Fusion. And a very special role that that you've taken on for Fusion members. And then we have a more lengthier presentation that'll drill down into what that is. So you're going to open up a PowerPoint. And it's so generous of you to create these PowerPoints, to work so hard on this. Because we have had such a shockwave in the last couple of days. People finding out about this Blue Ocean Software.

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Mike: And it's been crazy. People have been signing up like crazy for Fusion. Everyone wants to get in on this Blue Ocean, they should want to, and we are going to make it a because of what you've done, easier than ever. So basic high-level of what's going on with Fusion is David Mills, this is his Magnum Opus. David was basically on the edge of retirement and then I brought a certain situation to him, a certain group of people. David instantly realized that this was going to be his Magnum Opus project. It's called Fusion.

Mike: And the idea is that we're giving you a full A to Z. Beginning all the way to really tremendous success for getting started successfully in the internet marketing world. And the best way to do that is the way that I did it. The way that Kosta did it, the way that Greg Morrison did it, the way that David Mills did it. We started as consultants. We learned a highly, highly valuable skill. And then we applied that skill to where we didn't have to build a whole business that covers absolutely everything. We built a very narrow skillset that could then be plugged into other people's businesses where we are just very successful in doing what we're doing. Where we are building up a lot of confidence and feeling the value. Having people really appreciate us.

Mike: Now the easiest way to get started with that is Google SEO. That's where the most of the traffic is. In the Google Maps listings in the Google organics listings. And that is where the best traffic is from. That's where the richest traffic is from. And by the way, even if you're hell bent on doing affiliate marketing, or doing eCommerce, there is no other way to the promised land than Fusion. Because of the software that Greg and Kosta design. And that Kosta's implemented, that Greg has stress tested. And it is absolutely extraordinary. Not to mention these Blue Ocean links, of which we're adding 1500 or more per month.

Mike: It is so exciting. So the ocean is opening up more and more every single day because of what Kosta's doing, and there is no footprint. So Fusion is created for you to be able to come in, step to the plate. Even if you've never made a penny online, and start selling layup, \$599 per month, and \$999 per month SEO packages and to deliver them. Because if you have one client, one client will change your full life, if you can punch the ball over the goal line, and have that client have success.

Mike: That's where David Mills really tasked Greg Morrison, and ultimately Greg picked Kosta as his tag team partner in creating this. David said, "In order to do this project, the all-powerful backlink, the all-important references to your website that Google tracks so carefully, and that people covet so jealously," David said, "We need to get that handled once and for all. And it has to involve a Blue Ocean of websites. And it has to involve software that automatically implements Greg Morrison's incredible SEO, search engine optimization, massive traffic rules."

Mike: The rules, the parameters that need to be followed in order for these links to be an overwhelming advantage for you. I call this a Death Star. And it really is. This is like, you zap it and it blows up, in a good way. So here's the key. This is what David wanted. Kosta already set this up. David came to Kosta and said, "Listen, you've done such a great job with this, but the way it's blowing up in the last couple of days, we can see people are so excited." And you get that client.

Mike: It's football Sunday today, and you get to the one inch line, or the 1/10th of one inch line, you just need to get the nose, the football over the line. And you win the game and everybody goes crazy. That's because of your clients. They love it. They love getting these results. Their phone is ringing, they're giving you referrals, they're giving you confidence and they are paying, paying, paying you. And that is going to lead to incredible success for you.

Mike: We know this, we know that that is the fulcrum point and David tasked that precious moment of getting you across the finish line with Greg Morrison, and with Kosta. And Kosta's here to be like that uncle who puts his arm around your shoulder and gets you across the finish line. Because the critical thing you're going to do, I'm going to get a tiny bit technical here. You're going to get a client. We have layup techniques for doing it. There's so many people who need this. In any given city, in Nashville, we could have all of Fusion could be in Nashville. And there'd be more than enough businesses that need your help so so badly, for everybody to be wildly successful.

Mike: And we could all raid the Rolls-Royce dealership in Nashville, and and take all their Rolls-Royce's, and their Bentley's with all of our client money there. Their Aston Martin's and all the other stuff that they have. They get a Lotus in and a Ferrari, and a Lamborghini here and there too, of course, if that's what you want. But the key thing, the key thing is these first handful of links that you fire, the first, we would say three links. The first three links that you fire. Because someone who's going to fire three links is going to fire 30, and 300, and that's going to be because money is flying around for you all over the place. You get that first, second, third precious link fired and done just perfectly, then your life will never be the same.

Mike: So Kosta and David got together and joined forces and out of Kosta's own wallet, Kosta is literally at great expense to himself personally, going to be not just helping guide you through those first three links, but discounting those links for you so deeply, that even though his service is radically discounted to begin with. Even though he operates on paper-thin margins, to make sure that you're getting those 75%, 85%, 90% profit margin clients. He knows that that's where it all comes together for you. That's where the magic comes together for you.

Mike: But Kosta also knows that if he can get you blowing up so many other clients' businesses, or if you're doing affiliate marketing, you're blowing up your affiliate sites, blowing up your eCommerce sites. He knows that you win, he wins, your customers win. It's a win-win-win. So Kosta has designed, we have the red zone playbook is something that we talk about with Eric and Michael, and just getting over the hump with landing a client. Maybe somebody you know, or a friend of a friend, or whatever. Someone in your pipeline.

Mike: Well this is like the one inch playbook. This is it's first and goal from the one millimeter line, and Kosta and Greg are here. This is such teeth. Kosta's hired multiple people, we're not talking VA's. He has structure this with Greg, he's structured this with David Mills, to make sure that a hundred out of a hundred times, you nail this. You nail this one thing and become a hero to your clients. And of course this also applies if you're building your affiliate site or eCommerce, of course just as much.

Mike: But Fusion is primarily bent around this one thing. Because we want to make sure that anybody who wants to change their stars can do it by landing one client and one client only. This is still the only place that you can be if you really want to be successful with affiliate marketing, or eCommerce your own products. But again, we have that bent on making sure that you can at least land one client, even if that client is you.

Mike: So, Kosta, I know that that was a lengthy introduction, but I'm so fired up about this. Kosta's actually created an entire presentation that he's going to walk you through. I'm going to be here the whole time, and if Kosta wants me to come on, or if there's something particularly important that I feel like highlighting, then I'll pop back on. But I want Kosta to be able to zoom in like a laser on this. Kosta people are going to be so excited about this, having you put your arm around their shoulder. And make sure that they bust through that finish line.

Kosta: Okay. Well it's actually a small presentation. It's not a big presentation, so only I think six slides or something. Let me know when you see my screen. What do I need to do in order to share my screen?

Mike: I will help you with that Kosta. I'm going to make you the presenter and then a little dialogue will pop up.

Kosta: Okay [crosstalk 00:10:53] screen. Okay. Okay. So do you actually see my video right now? Or do I have to remove it?

Mike: Yeah, we see your screen and we see your face.

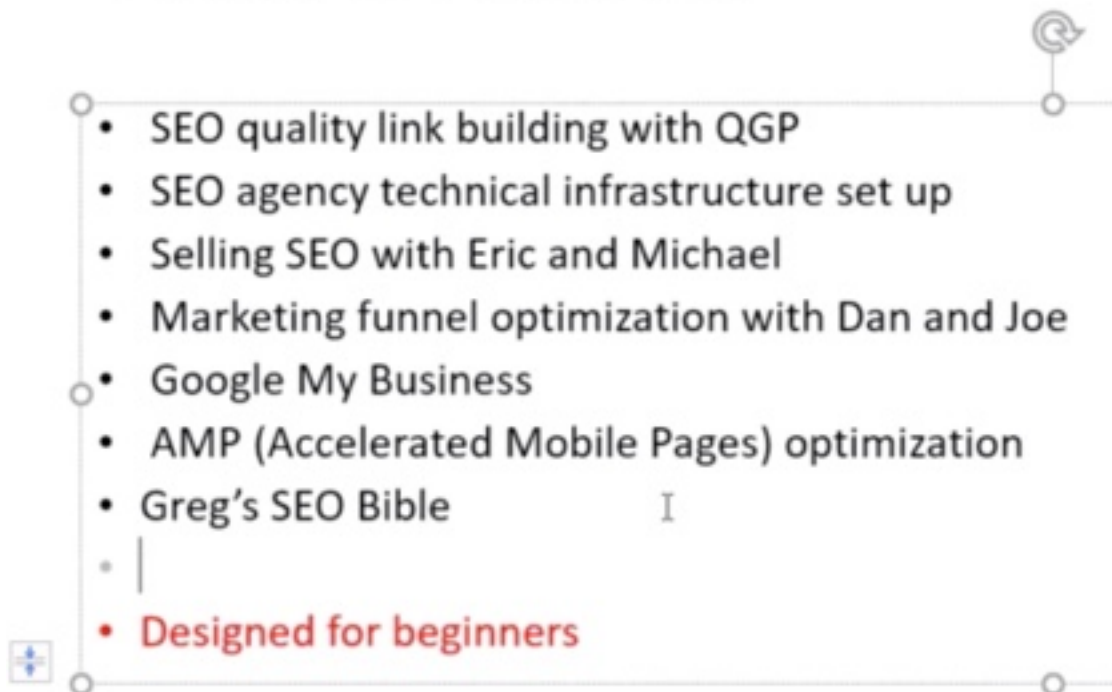
Kosta: Okay. [crosstalk 00:11:03] Okay. Okay. Wonderful. Okay. What. Okay guys. So this week I was traveling to Hong Kong and we actually incorporated QGP in Hong Kong. We have our new headquarters over there. Which is super exciting, because Hong Kong is such a multinational business hub, and overall global hub. So I have been there for whole week, and I came back yesterday. And I saw all these different comments. I saw what Mike and the team, and Greg have announced on the Facebook page. And I saw all of your comments. All of them. And to see all the hype. I saw all the questions that you asked. And how excited everyone is this new partnership that we have forced here with, with Fusion and QualityGuestPosts.

Kosta: And then I had to talk with Mike, and we decided that it might be great for me to create a small presentation in order to give you a bit more detail on why we created, why we forced this partnership. And why we decided to join forces, and basically create this huge, massive product. And when I say product, I don't just mean a product. I actually mean the product plus the whole training infrastructure, the whole training materials, marketing materials. It's actually one huge ecosystem. Okay? So it's much more complex than that.

Kosta: So in this short presentation, I really want to keep it very short and very focused. I want to tell a bit more about QGP, about Fusion, and why this is such massive news. And why this is so very important for all of you. So for me, for Greg, for Mike and for all the Fusion members. So first I just want to give you a quick introduction on what is Fusion. Okay? And what's the connections between Fusion and QGP for example, in the software and the new portal.

Kosta: So Fusion is a product, it's a digital product, it's a training course. It's a training platform that allows someone who have absolutely no idea about SEO, about how SEO works, and how organic traffic gets generated. When using Fusion, people like this can actually create their own digital agency, their own SEO agency. And the thing is that with SEO, SEO is the best kind of traffic. So with Google, there are two ways to generate traffic with Google. First is the organic traffic, which is SEO, search engine optimization. And the second one is pay traffic, which is essentially AdWords. Google Ads. Okay?

## What is Fusion?

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- SEO quality link building with QGP
  - SEO agency technical infrastructure set up
  - Selling SEO with Eric and Michael
  - Marketing funnel optimization with Dan and Joe
  - Google My Business
  - AMP (Accelerated Mobile Pages) optimization
  - Greg's SEO Bible
  - **Designed for beginners**

Kosta: But SEO is superior because SEO consists of around 70% of the traffic. Okay? So still the majority of traffic comes from the organic search listings. Okay? So Google is trying to change that. Google are working really hard to promote PPC pay-per-click, and AdWords. And they're obviously working super hard to in order to discourage people from doing search engine optimization, from building their own links. And they're doing that with a massive propaganda machine. Because Google are obviously the masters of propaganda. They have massive marketing departments, associate essentially, they can project their ideas in a very efficient, efficient and convincing way, which is a bit scary to be honest.

Kosta: But the facts are that 70% of the traffic nowadays, in 2020, comes from organic search results. Okay? And SEO is alive and well in 2020. And that's a reason why I have put so much effort into building QGP, and in creating this whole Fusion product. Okay. So what is the basic building block of SEO? This is the

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links, and the ill be will be the basic building blocks for a long time. Okay? And the quality links is what QGP and QGP [crosstalk 00:15:45]. Yes?

Mike: Kosta, can I just reflect on what you said?

Kosta: Yep.

Mike: Because I think it's so powerful, and we'll get right back into links.

Kosta: Of course.

Mike: Here's what Kosta's saying, which is really smart. Google is still doing a resource management business right? They're spidering the internet, creating these search results, costs them billions of dollars, for example. Because they have to search all the websites out there on the internet. Decide which ones to really index, which ones to focus on, which ones not. They have all kinds of issues that they have to deal with. They have to deal with antitrust concerns. They're juggling a certain number of balls, as one of the biggest, or the biggest, publicly traded business in the world. Okay?

Mike: Now what they have to do is say, "How are we going to have people spend a lot of money on ads? Because that's where we make all of our money."

Kosta: Yeah. Absolutely.

Mike: And so the way they do that is twofold. One way they do is provide value. Especially we've seen recently. They've really emphasized Maps. And that's one of the reasons why even for affiliate marketing and for eCommerce, I think that you're crazy if you're ignoring Maps right now. And that's one of the reasons why Fusion is so loaded up on training and software to understand and to really dominate in Maps, including with what Kosta's sharing. And not to mention YouTube and we'll be getting more into that. There's a lot more down the road coming for this.

Mike: But the thing is that, so on the one hand, Google provides a lot of value to people, because they mostly find what they're looking for. But on the other hand, Google really wants to do what Kosta's saying, which is discourage people from feeling... See they want people to pay for traffic. So one of the ways that they discovered to do that is to discourage them from getting in on that 70% of the traffic that Kosta's talking about. A mindboggling 70% of the traffic that's flying around the internet is through these Google searches, right? This is an extraordinary fact.

Mike: This is what Kosta's pointing out. How can it be both scary, yet the opportunity is so big? Then there must be an illusion. If the opportunity is big, then it ought not be scary if you're looking for opportunity. What I'm saying is like saying the sky as blue, right? As an entrepreneur, the best way to make money is to find a big ass blue ocean out there, where no one's out there, and go and get it. And that's not a scary idea. That's an exciting idea. So where does the fear come from? Where is this idea SEO is dead? If you've been around the block at all, you'll hear SEO is dead a million times.

Kosta: Yeah.

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Mike: Well what it is is, I think of it as like Google hired this tiny little mouse who's got a big security jacket on. And he's this little tiny mouse, he's about this tall, but we'll call them Egbert. So Egbert the little tiny mouse, he's got Coke bottle eyeglasses, one of them is cracked, all this stuff. But what they do is they buy this little mouse the biggest megaphone in the world, and then they cut it on, and they make all this reverberating sound. And Egbert says, "I will destroy you. I am all powerful. I am a giant elephant that will crush you." [crosstalk 00:19:04] That's how they do a very efficient job.

Mike: So what they really do is they trick a small number of these SEO nerds into piling onto an obvious footprint. And then they smack all those nerds all at once. And they know predictably that those nerds will run off to their Google groups, and their forums, and they will cry from the top of their lungs how Google did it again, and never again will they be caught in this. "SEO is dead. It's too hard. And that's how Google does this. They spring these very, very small traps that influence a very small number of people. It's so funny to me that this is going on.

Mike: What my point is, this is compared to every dentist that needs your service. Every personal trainer, every [Rupert 00:19:50], every doctor, every clinic in your area, every specialist in your area, every handyman in your area. They all need you. Not to mention national companies. Not to mention people searching for eCommerce items. Not to mention people searching for good products that you might be an affiliate for. Right? So this is a real illusion. And what we're here to do is to flatten the fear, because there is no fear. If you have it, this particular one exact way, this one and only one way. Straight is the way, straight and narrow that David identified with Greg Morrison.

Mike: He identified this critical issue where all of a sudden that 70% of the whole world's traffic is open to you. Like a clean, fresh, open door, beautiful. It's not like football where there's all mean linemen lined up and linebackers and everybody ready to pounce on you. Imagine you're on the one yard line and there's nobody there. The defense is over there, you're over here, and you've got the ball, and you take this snap and you take the snap from Kosta, and you just walk right across the finish line.

Mike: But Kosta's right, because what David and Greg and Kosta have devised with this, is really a bit of jujitsu with, "Yeah we're happy that Google has this campaign." Because that's keeping away 90% of your competition. A lot of them are not going to be the kind of quality of people who are going to come in our community and really focus in on a super high-value provided to our clients. Whether it's through dynamics and systems, Greg Morrison's SEO, the way that that Eric and Michael will show you how to make these layup sales. Not to mention the power of this for eCommerce and affiliate marketing.

Mike: So I want tip of the cap to you Kosta. Because you're the one who said, "Yeah we can get them to the one inch line. But let's make it so there's not even any defenders there. I like the one inch line idea, but let's do it without any pressure at all." Because that's really what you're laughing at, right Kosta? Is the way that we've all joined forces to turn this propaganda campaign on its head for our purposes, and for the purposes of high-value clients, and high-value products that we can share with our customers. And that's how you're going to really be successful. You're one client away from massive success.

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Kosta: Yeah, definitely. Thank you very much Mike. So yeah, every that Mike said, obviously is brutally awesome. And okay, I'll just continue very briefly with the slideshow here. Essentially what is Fusion? The first part, huge piece, going exclusive for Fusion members. We have joined forces with Mike, with David and Greg here, and the whole team like with Eric, with Michael, Dan, Joel. So we really going in together in order to create this wonderful product. This wonderful training program.

Kosta: So the first one is, obviously the first element is our software, QGP software, which is extremely powerful. Also technical Fusion is helping with setting up the whole technical infrastructure, like the site, the hosting, the two main things lie I think even chatbots, things like that, Mike. So essentially all the technical things that you need in order to get your digital agency up to speed, and running.

Kosta: So, after they've done that, they actually teach you how to sell SEO. And this is super important. Selling, if you have the best product on the market, but you don't know how to sell it, it's going to be a failure. Okay? And the same thing goes with your services. Okay? So if you have the best consulting agency, the best digital agency, or software agency, or whatever, on the market, if you can not sell it, if you can not market it, you're done. Okay? No matter your technical skills. And they're actually helping with that as well. So this is super powerful with Derick and Michael.

Kosta: Then another huge part of Fusion is the marketing funnel optimization with Dan and Joe. So essentially marketing is the way you put people into your sales funnel. Okay? And essentially with this marketing funnel optimization, this guy, they will help you analyze and improve every single step of your funnel. From the widest part of the funnel, where people just care about you, to the actual point of sale where you sell them, and what you sell them, your service. And some people are literally begging you to get your services, and to pay you. So this is super important.

Kosta: Then are they also have other elements from the training program, that also teaches you help to set up your Google My Business account, which is also very important nowadays. Then they have another one about AMP, Accelerated Mobile Pages. And this is actually super advanced and super technical by the way. I'm telling you from firsthand experience, because with my other company we have started providing actually such a service, which is which is creating mobile pages for our clients. And I know for experience that this is super important. This is a project that Google has been backing and has backed a lot over all the over the last couple of years. And by couple of years, I mean the last three years. I think it was announced 2016 or something. But the point is that Google is promoting this, and...

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Kosta: Something but the point is that Google is promoting this and this technology makes your pages super fast on mobile devices and this is incredibly important like speed is super important for Google and they're really pushing in that direction and with this training you will be ahead of your competition. I'm

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telling you that because with my other company I have obviously software design company, it's a software company, so I have competitors and I've done competitor search and I know what their sites look like, okay? And I know that none of them, literally I've gone through 50 websites from 50 competitors because it's a very competitive niche and I've gone through all the sites and I've checked manually every one of them are and none of them has this technology integrated.

Kosta: The only company that has this technology integrated so far is my company with amp and what Fusion and the guys from the team are going to teach you is have to use this in order to get the competitive edge and essentially rank higher than your competitors with a few simple steps. So this is super important purely from a technical point of view, super important. And then last but not least, Greg's SEO Bible so essentially as far as I know, Mike, correct me if I'm wrong, but Greg's SEO Bible essentially a new set of training materials which are superior in every single way compared to the previous training materials that-

Mike: Yeah that's right and what Greg really did was he focused on it being two things. One is absolutely A to Z, but number two is really it being consumable, palatable, understandable so you can build a framework for yourself and that's really big, whether you're a beginner or advanced then it's really, I agree with everything Kosta's saying by the way, his comments about the unprecedented nature of what we're bringing there with this software and training.

Kosta: Yeah because it's insane. I mean, to be honest, the value in all this is just crazy. Like five years ago if I was just starting with all my businesses if I had this tool and if I had this training, like I'll probably be super successful within one year or something like that. I mean, because this essentially is all the things that I needed 10 years in order to build up, in order to create QGP, which essentially I used for my own projects as your projects and support of my clients and all that technical training and all that selling training and marketing training, I had to personally go and pay for courses for trainings, offline trainings, read a lot of materials, et cetera.

Kosta: This is all together. I mean this is prepared as one huge package for you and this is crazy insane. Obviously I'm the founder of QGP and I inclined to say QGP is a huge part of this but the truth is QGP is like probably 30% of all the whole thing or even less. I mean just the value in all this, well to be honest, because we [inaudible 00:29:35] Greg's SEO bible, QGP is probably 10% or something like that.

Kosta: My point is that this is huge guys. Like Greg's training is huge. Eric and Michael's sales machine is brutal, like that's brutal value and I'm personally super excited because I really want to watch their training as well because I'm a technical guy myself. I'm not the presenter, I know I'm not a marketer, I'm not an affiliates. I'm a software engineer and as a software engineer I can really take advantage of this training from Eric and Mike and so I know that this crazy powerful and helpful and so same goes with the marketing funnel over here. I'm starting integrating all these the tips from Don and Joe into my other companies as well and into [inaudible 00:30:25] just because it's, you know, the sheer value, the sheer amount of value so this whole product with the whole team, what we have created is just insane.

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Kosta: Okay and I just want to point something that if I have QGP, with QGP platform and all the powerful link building tools inside and tracking tools et cetera, it will be good but it will not be insanely powerful okay, and QGP combined with all of this is actually going to make a huge difference and same goes with every single component from Fusion. Like if we have only selling over here without anything else, that would be very good but it will not be super powerful. If we have only marketing, that would be nice but not super powerful but now we have all these combined into one powerful package at crazy price and that's insane. And I'm just saying that as a technical person, to be honest. It's crazy.

Kosta: Anyway, enough time spent on the slide room and also I want to point out that this is designed for beginners, so Fusion is designed for beginners. If you are advanced SEO person, if you really know what you're doing, we have another thing coming soon for you, very soon but I'm not going to talk about that now. Fusion is about all the people who are just starting out and this is a time saver for them. Fusion and QGP-

Mike: Yeah, it really is extraordinarily designed for beginners. The thing that made it the perfect product though really, and I'm speaking to beginners when I say this, is that when you're inside of Fusion, if you look to your left and you look to your right, you're going to see either a current millionaire or a future millionaire and that's just kind of the way that it goes.

Kosta: Yeah, yeah, yeah.

Mike: Like when David Mills designed a project and one of the ways that we do that is we attract a real mixture of absolute beginners but great people like the kind of beginners that we're attracting. We're not talking about like slob that are drooling on the street and can't do anything or I don't know, not this thing wrong with being a slob, but my point is that we really attract great people but what we also do is attract savvy advanced people and the nicer ones of course, who realize, wow, for example, this is the one and only gateway to Kosta's software and if you're advanced you have to his software and we've made it so it's incredibly well, you'll see on this webinar how we've made it even more of a no brainer even for you guys but there's also Greg SEO Bible.

Mike: What Dan and Joe are doing with maps is going to blow your mind. If you're not using maps, if you're doing affiliate marketing, or E-commerce and you're not using maps right now, you're leaving a massive amount of money on the table, that's just the bottom line and so much more that you're going to get inside of Fusion. We have some unannounced stuff as well so that's great news for the beginners, that's even additional great news for the beginners because you are going to be, you know, when you're asking questions on our Q&A webinars, then a lot of the questions that are going to be coming in will be coming from advanced people as well and we all have advanced people in our community that you'll rub shoulders with, rub elbows with and it makes it all the better so Kosta, let me let you continue but that was a tremendous summation of the business. I thought I'd come in and talk about the expert angle and now Kosta is going to get into his special, really special event that precipitated us creating this video, what I talked about at the beginning, Kosta.

Kosta: Yeah. Okay. So one thing about what you just said, I just want to mention that because I personally track most of the operations at QGP so every day for

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example, I go through around 500 emails and I just make sure that everything is all right and that's part of the reason why our team is so efficient because in that note you know, I talk to them about that and it all becomes better after that but my point is that I am personally monitoring everything and most of the time I see one order placed by someone who is already super advanced and they're spending tens of thousands of dollars per month on guest posting and I can see that when I check their traffic metrics in archives.

Kosta: I can see that they're really making it big like their projects, the projects that they use our Google Outreach on, they're really successful and these people are making money, a lot of money and immediately after that on the next order, I see someone who's new to QGP, someone who's new to Google Outreach and they're just placing their first order for a new affiliate site for example and it's so awesome because the guys who are the super successful ones that are placing like tens of thousands of orders per month, they're using the same tools that the newbies are using and one minute I speak with one of the experienced guys and the second minute I teach or give advice to one of our new members and it's super awesome. I mean, it's awesome that I think these two cases, one with an established business and one just starting out and with time, I just see how the guys who just started out, they're catching up and their websites start getting traffic and their placing more orders, which is just amazing.

Kosta: So that's one thing. The second thing is Greg's SEO Bible. Frankly, I think that should be the top because what Greg has done with the SEO Bible is essentially years of research. Like for example, he has spent like specifically for this obviously, for this SEO Bible, he spend the last one year or one year and half or whatever in testing. I know that he has spent at least a hundred thousand dollars with QGP in testing and in R&D, in research and development in for example, in testing Google because the thing with Google is that there are people who speak a lot and they're eloquent and they speak very well and they're very convincing and these people are very good in convincing you that something works and works correctly and they make you buy, you know, they're really good marketers.

Kosta: However the thing is that the single thing that really works like the only thing that really works in 2020 is the one thing that has been tested. Now if you have someone to test this for you like Greg has done, so what he has done is he has spend all his money in like a tens and hundreds of different websites and he tested different techniques, with different [tankers 00:12:00], with different links structures all with QGB and different toll outreach techniques, et cetera and then he measured the results over time and we're talking about months here and even years and he measured all these results, then he took the ones that really work and that he has proof that they worked and he's put them into this SEO Bible, that Fusion have now included into their offer. So this one over here I just want to say is really what makes what you know, was really important because this is-

Mike: What's cool about the software that you've designed Kosta, is that your software integrates the SEO Bible. So just so you guys know, the SEO Bible [inaudible 00:38:49] bonus that all the advanced people will go through it but you don't need to read page one of the SEO Bible to rank your customer's website or even your own website number one in Google and yet Kosta is

doubly right, the reason why the SEO Bible is so important is the SEO Bible is the programming that defines QDP.

Kosta: Yeah, that's true.

Mike: Like QDP does this for you automatically. That's like the user's guide if you want to change your own oil or whatever but if you just want it done for you, bam, we'll do it for you and I love it. I love it.

Kosta: Yeah, that's true actually. That's true and crazy powerful. Okay, moving forward to the next slide. Fusion & QGP designed to guide you. So basically these two products, my product and Mike and David's and Greg's products, these two are designed to guide you. The whole point of Fusion is to make it as easy for you to jump into the whole world of modern SEO in 2020. So essentially in a way, we're holding your hand on the path to success and I realize this sounds a bit, you know, marketing, it sounds a bit sale-sy but they actually wrote it like this because this is true. This is what I have been doing with my customers for the last two years and a lot of my customers are actually Greg's students and just ask any of them and they will tell you that the number one priority with QGP, with my service for all this time has been customer support.

Kosta: I'm a huge proponent of the idea that customer support is what defines your service. Like if you have a wonderful product, a brilliant product with crap support, it's not going to be good because people appreciate simplicity. People appreciate simplicity. They like clearness, they want clean solutions, they want simple solutions and this is what makes QGP so efficient because it's clean and simple and our support is just better because as a business owner, our clients, you, you're super busy. Okay? Running business is hard. It's a lot of work. It's a lot of time not spent with your family, with your kids but instead spent on working over the weekends or the night and your time is precious and what good customer support does is it actually gives you time.

Kosta: So we can spend that time with your family and doing things that you enjoy or growing your business et cetera. So customer support is super important and Fusion and QGP are designed around that. They're designed around saving you time and providing stellar customer support. At QGP, we do it with our wonderful customer satisfaction team. These people are not, so my team at QGP, they're not VA's. If someone tells you, "I have a wonderful Google Outreach service and I hired a couple of VA's and these VA's are wonderful." You know that their service is crap and all their service is crap because if you hire VAs, if your mentality is hiring VA's in order to run your service, you're busted like that's not good. What I did QGP I actually hired professional customer service people and you see that our team is really good at customer support and all of our existing clients I think can agree on that.

Kosta: Furthermore because of our partnership with Fusion, I actually decided to introduce three new members to our customer satisfaction team, essentially these are new members. They're starting this week actually and these three members are going to help Fusion people on board. Okay. So essentially whenever Fusion members have problems with onboarding or onboarding sorry, or if they have problems with these sort of questions, I'm there to help. I will personally make sure that their questions are answered, especially if they have some more advanced SEO questions, I'll be more than happy to help them and

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## Fusion & QGP - Designed to Guide You

- Holding your hand on the path to success
  - QGP's customer success team
    - **3 new members** starting next week specifically to help Fusion's members
  - QGP's new platform – easy to use/understand
  - **First links are crucial**
- 1 paying customer is all you need
  - And that's going to change your life!
  - Long-term benefits
- Which brings us to....

even share my screen and help them first hand. I don't mind that and also we have these three new members who are actually going to make onboarding as easy as possible for all Fusion members so that's huge actually.

Kosta: We have the new platform, the new software, which is in my opinion, in my subjective opinion very much easier to use and to understand because I have spent a lot of time in writing all the copy and designing the website so the website actually was designed by my other company, which is my web design company and I have total control of the website and I created everything exactly the way I wanted it. Clean and easy and simple to understand. So another thing is that, so the first links, that's something that Mike mentioned a few minutes ago, the first link is crucial. Your first links as an SEO agency are the most crucial thing in your whole business. Why? Because if you do the first links, the first couple of links right, your SEO campaign is going to be a success. If you don't do it right and if you use SEO techniques or links that are not good and not according to what Greg has found over the years in the SEO Bible, it's going to be a failure.

Kosta: I am 100% sure about that and I'm telling you these links are crucial and because these links are crucial, that's why both Fusion and QGP, we're really keen on helping you on getting this part over here right because it's super important and the other thing is that one paying customer is everything that you need for your digital agency to be successful. That's all you need and again, this is another thing that really sounds very sale-sy you know, that it's going to change your life. That's so commonly used in a lot of sales letters and stuff like that. I put it there because I really believe in that and I'll let you know why.

Kosta: Because when you create a business because I have other businesses and my other company is quite successful. We actually use Outwards [Entesio

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00:19:44]. We use Outwards [Entesio 00:45:46] and that's another reason why I know the difference between Outwards [Entesio 00:45:49] and which is better and when. So when you start a business, you have the market and you have the service. Okay? So you have the market and you need people who have a problem essentially and then you have your service which is a solution to that problem. Which sounds very simple.

Kosta: In theory, it's very simple but the problem is that finding the right niche and creating the right service with the right points, with the right selling points and the right pain points that are going to solve the client's problems and at the same time making sure that you can actually reach these clients, that's a lot harder than it sounds okay and to think about the one paying customer is that if you get one single paying customer to pay for your service and if you deliver them a successful solution and they're happy about that solution, this means that you have closed the business cycle because every business has cycle so as I said, you have the market, you know the clients, you have the service, you have the marketing, you have the sales, it's one huge infrastructure, a complex infrastructure ecosystem with different with sales, with marketing, with project implementation, with product implementation, with website, with the domain, with the hosting, with the sales copy, with SEO, everything and that is all put into Fusion and Fusion puts everything into this one frame and that's all ready for you.

Kosta: That's already ready for you for you to use and when you start using it, the moment you get your first paying customer, that's the point where you know that your business is going to be a success. That your digital agency is going to be a success and I'm telling you that from my personal experience because in the past I tried to launch numerous businesses like at least three businesses that were a failure and I'm telling you that I had a huge problem with this part over here. Essentially, I had the wonderful products and amazing products but I just couldn't land a client and if you can't land a client that's it, you're done and this is all you know, sorry, this is all you need, one paying customer and Fusion makes it super easy for you to get that one customer and that's why we're focused with these two over here, Fusion and QGP. We're focused on this first customer, which brings me to the next slide. Massive discounts for new Fusion members. So I'm introducing 50% off for the first three guest posts ordered for all new Fusion members. Okay and this is-

Mike: You know, Kosta, there's something that people need to hear from me and David Mills at this point,

Kosta: Of course, okay.

Mike: Which is Kosta already operates on paper thin margins.

Kosta: Yeah, that's true.

Mike: And the reason why is because he's particularly bought into David's vision of the high profit SEO agency and David has really stood for this and Greg has really stood for this and Kosta has really adopted their vision and really it just so coincides with how he feels the way that things should be. Kosta's invested and invested in this but wisely invested because he was on that same track with David and working with Greg and hand in hand. And so when he says he's this

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## Massive Discount for New Fusion Members

- **50% OFF** the first 3 guest posts ordered
  - We're paying you to succeed (we work for free)
- Designed to:
  - Bootstrap your SEO agency
  - Show your first clients the power of modern SEO
- Your success is Our success
  - We're here to guide you for the long term
  - By month 3

50% discount, then most of that, the great majority of the discount that you'll be getting, about 80% of the discount you'll be getting in most cases will not be coming out of his margins but will be coming out of his pocket.

Mike: So Kosta is so passionate about this product that he is literally putting his money where his mouth is. Now for our part, we're not taking any affiliate commission on this or on Fusion Command Center whatsoever because we're trying to nurture that process as well but this is an extraordinary and I'll tell you unprecedented moment and keep in mind you're not buying links until you have a client which means that you already have money in your hand. You're just paying money for that client out of your profits, okay? And Kosta wanted you to keep even more on these first three links just to help have breathing room, just help make it easier for you and he's also in addition to that, he's hired three full time professionals to add to his already legendary support with the primary number one focus of getting you punching that ball across the end zone, getting that touchdown for you where that client really values you.

Mike: And now if you're somebody who's in E-Commerce or you're in affiliate marketing, this is an extraordinary boon for you. This is unbelievable the way that Kosta backing up. He's not saying, "Oh, if this isn't for a client site, I'm not going to do it for you." No, he believes in your ventures as well. He wants to help you with it. That's why this is the one and only place that every entrepreneur should be starting like if you're at all involved in the digital age, which is 99% of the economy, if you are trying to get traffic then just shelling out money for Facebook ads that when the ads are gone, they never come back. I mean, you can go that way but like Greg did \$7,000 yesterday using these exact links that he's talking about on almost a brand new site, \$7,000 it's extraordinary. So I want to say how power-

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Mike: It's extraordinary. So I want to say how powerfully, even saying that I endorse this can easily miss the... Of course, I endorse it. I overwhelmingly endorse this. But that's like saying... This is so special because it's this key part of the whole process is these first few precious links. That's the key. Even if you're an expert, you're just starting to use the software. Even if you used Kosta software before, this is a new page. This is like a software and what Kosta has added that's all hitting all at this time.

Mike: It's not just an overwhelmingly generous offer. It is overwhelmingly generous, but it's also so special because it's overwhelmingly generous at a time that's so strategic for people. And that's what I love about this Kosta. It's a wonderful thing and tip of the cap from me and from David Mills on this. You can basically close things out at this point. I've said what I had to say. Of course I'll come on at the very, very end, but I won't interrupt you again. But tip of the cap, it's so wonderful.

Kosta: Okay, wonderful. So I just want to explain to people why this first three guest posts are super important. They are important because when you learn to clients and teach your first clients, your precious clients, the first three guest posts are going to point to key words. And these three guest posts, they really need to be very high quality. They need to be very stable blog posts. These first guest posts are going to be the ones that move the ranks for your money cues for the first time.

Kosta: So essentially this is what you show to your client. So this is the first time. So you get a client and after one month you get results, you see how for example, your money cue gets like 20, 30, 40 positions up in the rankings and you show that to the client, the client is happy, the client continues, they see improvement and they continue paying. And that's the whole point of this. And just to make it absolutely clear, this thing over here, I've done that. I agreed to that, I came up with that discount because I believe, first I believe in QGP and secondly I believe in Fusion. And I know I'm absolutely 100% certain that if you get previous posts, you're going to get more because you will see the pure value in what we do. I've seen it with, I see it every day with different clients of QGP and I'm certain that you'll be happy about this.

Kosta: And with this 50% off, this essentially means that we're working for free. And moreover, we're not just working for free, we're actually paying for this, okay? Because the thing is that the margins, for example, our margins are thin, okay? Our margins are thin and the sole reason that QGP is able to work on such marriages is because, well, quite frankly, my team is in Asia and I'm in Bulgaria. Okay. And I'm able to really optimize everything in a very smart way. And overall I'm not in it for the money because I have this little business that's very successful. And I just want to make this work. Okay, so actually our margins are very thin. And with these three guest posts, we are actually, I will actually be paying for these links essentially. Because our first offer, our most popular offer is the starter package, which costs \$99. I don't know, for some of you that sound cheap for others that might sound very expensive.

Kosta: But when you think about that, we pay between 20 to \$30 only for writing the 40 articles because our writers are super, their quality writers and we pay them good money in order to provide all this content. And then usually the blogs, like the blogs that we post to, these are not PBN's, these are real blogs and the

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bloggers who have this, who hosts the blogs, their real people and real businesses and they want money, okay? So this, these blogs, they don't cost like 10 or \$20, okay? They cost 40, 50, 60 and sometimes for some orders we actually pay and we're not on profit just because we want the client to be happy and that's really what happens.

Kosta: So our margins are very thin and the only reason we are in the market still is because of the pure volume that we get from our happy customers. And with this 50% off, I just want everyone to be absolutely sure that I'm doing it because I believe in Fusion, I believe in Greg. I definitely believe in Greg. I believe in Mike. I believe in David. I believe in the whole team. Okay. And I believe in, in QGP. I also believe in myself and that's why I'm willing to just give this kind of for free because we're working for free in this case. And the whole point of this is to boost up your SEO agency because I know that if you see that your SEO agency can become a success and if you succeed with these first few clients, then we'll be here for you and you'll be here for us and we'll be essentially, we'll become partners.

Kosta: Okay. Because I don't look at my clients at QGP as customers, every client is actually a partner because all the QGP clients, they're actually SEO agencies and they have a lot of customers themselves, okay? And that's why we are best partners. Okay. And obviously you can show your customers the power of modern SEO by showing the rankings with these first three guest posts if you do it right. So we need to do it right, follow up, click teaches you, what the Fusion training teaches you and this is going to be a success, I'm 200, 300% sure of it. Yeah. Your success is our success, that's the way I operate my business. And not only this one, all my businesses and we're here to guide you for the long-term. So QGP, Quality Guest Post is a long-term project.

Kosta: Okay. This is not a short-term project, blogger outreach is a long-term strategy it's a long-term solution. I want to mention something very, very briefly here is the three ways there are, in 2020 there are only three ways to get quality links. There are only three ways. So the first way is obviously blogger outreach. The second way is creating your own PBN from an auction domain and that's essentially the old way of doing things. And the old way Greg uses to create powerful links and... Sorry, one second, sorry.

Kosta: Okay, so you have the blogger outreach, you have the auction PBN's and you have the public PBN guest posting, that's the third way. So the public PBN guest posting is essentially you pay someone to publish your guest post on a public network, okay? And I'm not going to talk about publishing guest posts on a PBN for now, I am going to just focus on the really powerful techniques, which is the blogger outreach and auction PBN. And auction PBN is super powerful, but the problem with auction PBN with building your own PBN essentially is that there is a tone of footprints that you can introduce into your PBN. And if you think that easy, to avoid such footprints are really to be honest, Mike, I really want to host a webinar specifically about footprints because I want to show people and tell people just the sheer amount of footprints available for Google to see, because I don't think people understand how many footprints you can introduce to the PBN network, in a PBN site via the hosting, via the eyepiece, via the domains and especially via the continent itself.

Kosta: So it's insane the amount of footprints that people introduce into the PBN and they don't even know about it. But that's the discussion for a different webinar. And I just want to say, blogger outreach is the future of SEO. Enough said, okay, period. Blogger outreach is the future of SEO. I am 500% sure of it simply because with blogger outreach, you get amazing websites that are not connected to each other in any way that are traffic websites and Google really likes these websites. They already rank in Google and 10 years from now as long as SEO is about links and it's going to be about links always and I can talk about that as well in a lengthy session. So as long as SEO is about links, blogger outreach is going to be the pinnacle of SEO evolution. End of story.

Kosta: This is long-term stuff, okay? SEO is getting more expensive, it's getting more complex but blogger outreach is there for the long-term. Okay. So that was it, massive discount, I'm super excited about that and we are joining forces. I just want to... Some people, like today, especially when I went through my Facebook messages, a lot of people actually asked me why am I making QGP exclusive to Fusion because obviously QGP has been growing a lot over the last one year. And we've grown like probably a hundred times. Okay. And from only two people, I was able to grow into 13 people, internal customer service satisfaction team and 35 writers. We're out hiring five more writers specifically because of Fusion. Because we need to be able to cope with all of the load. And essentially I've grown this...

Kosta: So why did I agree on something like this? Why did I agree to make this service private? And the reason is it's not so obvious to see. What we are competing, I want everyone to understand that what we're competing here against with QGP and Fusion, we're competing against the big guys. Okay? We're competing against the big players, oops. Against the big players on the market, okay? And we're talking about huge companies. We're talking about huge companies with venture backed companies with massive capitals with very, very deep pockets with marketing, with big marketing teams, a lot of connections, a huge software engineering teams as well. And we're trying to compete with these guys and that's why we're joining forces. It's not just about presenting just one simple sort of solution or just launching small training program, we are actually creating something unique over here.

Kosta: We are creating this infrastructure, this ecosystem, this combination of powerful software with powerful training, with super amazing, smart culture center and trainers with years and years of experience in their areas like sales and marketing and SEO and software and whatever. And we're combining all this into this product. Okay. And if I do it on my own, I can do it, maybe, but is it going to be easy? No. We would require me to work a lot more on sales and marketing or training, et cetera. Yes, it will be super expensive. And it will shift my focus away from building QGP. It will shift my focus away from making the product even better. Okay. So with this thing we are joining forces in order to... And what David wanted...

Kosta: Yeah. So essentially this is something else, this is everything that essentially David came to me and we spoke about this and he told me about his idea about this whole massive project with all these forces joining together and we kind of preparing to attack. It was very motivating to be honest and he came with this whole idea about Fusion and joining forces with QGP and I loved it. Okay? And I knew that it was just a matter of time to clear out all the minor details. And

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## We're joining forces!

- Taking on the big players
- (who have deep pockets & venture capital)

### **What David wanted us to provide, and we did!!!**

- Massive software automation
- High-Quality Coaching Infrastructure
- Massive marketing infrastructure that provides VALUE
- GREG !!!
- QGP can focus on growing the # of sites + adding a ton of features

now with this whole joint venture, we are bringing massive software automation to the table, high quality coaching infrastructure, massive marketing infrastructure that provides value, that really provides value.

Kosta: I mean this is not just some sales talk and marketing bullshit, et cetera. This is really marketing that provides value. We have Greg and Greg is like a one man army. Okay. So he's like... If I'm a big company, okay? A big digital agency, I probably come to sack half of my company just in order to get Greg on board because his knowledge is insane about he's testing a lot, he's doing a lot of research and development. It's insane. He's putting everything into these training materials, which is crazy. And he's also a nice guy, which is a positive point. And at the same time as I mentioned QGP because of all this that David came up with and because of all of this joint venture where we join forces, QGP and I can focus on growing the number of sites and adding a ton of features. Because my team at City Tech is ready to rock and roll and introduce massive amounts of features and value to all Fusion members and to all QGP customers and I'm super excited about that.

Kosta: And at the same time my outreach team is outreaching to probably like 200 software sites every single day. Okay? We're talking about a million of... Like we here literally right out here for like a huge list of 1,800,000 sites. All traffic sites and we're outreaching to these sites every single day through a very automated and very smart way. And our list is growing with between 50 and a hundred websites a day. We're talking about quality traffic websites. Just imagine the number of sites we're going to get after one or two years because this is a long-term solution, guys and this is a long-term project.

Kosta: So yeah, Mike, I think I'm done with my presentation.

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Mike: Absolutely tremendous. Stirring and I want to tell people, who we're taking on, we're taking on these dirty dinosaurs and I'll tell you a couple of the advantages that we have-

Kosta: Companies, they're big companies and they have massive budgets. They have massive budgets.

Mike: They have massive budgets, but I'll tell you two things about their budgets. One is their budgets are not directed by David Mills. And two, oh, there are three things, they don't know about Greg Morrison and Kosta and three, they spend their money on marketing. There's an old funny Apple commercial when they used to have Justin Long as kind of like the hip Apple guy. And then they'd have like this nerdy Microsoft guy who's kind of a bigger guy with spectacles and everything. And there's one of these commercials where the nerdy guy who kind of represents Bill Gates and Microsoft or whatever, he's wearing this visor and he's counting money and he's saying marketing budget, marketing budget, marketing budget has this huge pile of money for marketing. And then every once in a while he'll throw like \$1 in to fix Vista. So I guess Vista was a software that had some problems.

Mike: I'm not much of a PC guy, but anyways, so he keeps doing this process and finally Justin Long walks over and says, "Hey, do you really think that little amount of money is going to fix Vista?" And the Microsoft guy is like, "You're right." And he takes the money, all of the money from the fix Vista and puts it into more marketing. And that's really what we're competing with. The problem is, this is not a question marketing better. It's sort of like McDonald's now has like a lot of competition from kind of just higher quality, still fast-y food kind of chains just because their product is just not thought of by as many people as being as good. And all of a sudden the marketplace it abundantly has places like Chick-fil-A and Chipotle and these other places that are just doing very well at that level.

Mike: This is like that, but to a much greater degree because these dirty dinosaurs aren't McDonald's, well it depends on how you feel about McDonald's. But in many cases they don't onboard 50% of their clients, they have a ridiculous low standard of value. Eric was telling a story of how this one business figured out that they can fire all their customer service representatives and have the same amount of money they collected from their clients, but it completely ignored the idea of value to the client, it's the craziest thing you've ever heard. And yet that that same company moved into a big posh, beautiful Manhattan, super expensive, multimillion dollar building with beautiful fountains and glass everywhere that same week, right? So that's what you're competing with. This is a pressure point situation.

Mike: David Mills is the great strategist of our era in my opinion. And he has located this one key bottleneck and built Fusion around it. And that's what we've got here. And Kosta really putting his money where his mouth is putting his belief. I actually recorded Kosta talking about, we have a little messenger group between me and the other guys on Fusion and I actually sent that video of Kosta explaining how and why it is that he's taking money out of his pocket and off of his plate to get you through those first three precious links as profitable as possible and with focused additional support. This is an extraordinary thing A, because the value of it on the face of it so obviously makes Fusion even

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more of a steal than it was before, but B, it also is like a thin slice where you can see David Mills planning ripple effects and so forth.

Mike: And it's kind of like a master class in a master strategist. This is David Mills, Magnum Opus. Really this what Kosta and Greg have done with QGP is each of their masterpiece, kind of a tag team masterpiece. And of course what we've got with Dan and Joe and Eric and Michael, just super, super special. The funnel and everything that you see going on, even the master funnel that Kosta has devised and powered to get 1500 new fresh as the driven snow brand new beautiful blogs out there that are exclusive deals with these people, it is just killer. So I want to thank Kosta, Kosta has really, really thrown down in an extraordinary way in this video. And I think for some people right now the light is coming on and they're like, wait a second, yes, I get it.

Mike: Fusion software, a system secrets, all at a pressure point. At a day and time when now is the time for you to take on the big boys. Whether you're going to do it as an agency, whether you're doing it as an eCommerce provider or whether you're doing it as an affiliate with your own products. I tell people it's an exciting time to be alive and there is money flying around all over the place. You are in the middle of the hurricane. I said this is my [inaudible 01:13:30] This is a rocket shot and a tip of the cap ultimately to Kosta to having the vision and the guts and the resources. A lot of people could say, "Well I would do that too." Well did you build Kosta's bankroll that he built, right?

Mike: Because Kosta did and even if you have, tip of the cap because Kosta did. Part of Kosta offering this is that Kosta can back it up. Kosta can pay the piper for it and that is something that I want you to see about Kosta is his integrity. He prepared for this moment, not just creating this software but with his success and then he's betting big on you, just like we all are. So tip of the cap Kosta, God bless you, I think this is going to be one of those events that people will look back on and this'll be when things start to really click for them.

Kosta: I'm super excited.

Mike: What's that? Really exciting? Yeah. We got your wonderful perspective, your sort of inside, outside perspective on what we're doing with Fusion. You know, we had this great time in Amsterdam, you guys should have seen how much life and energy Kosta brought to our meeting in Amsterdam when we are cooking this whole Fusion thing up. All the time that he spent with, of course with Greg all the time. But with Eric and talking to Dan and just the way everything came together, just absolutely extraordinary. This is David Mills, Magnum Opus. It is Greg and Kosta's masterpiece that we're bringing into play. An exciting new cutting edge moment from Dan Anton, who's the brand new bell of the ball. So exciting. What Dan's doing with his funnel and with maps and of course with Eric and Michael are just extraordinary with Sales Machine, how that's exploded. You can see their Instagram at [instagram.com/officialsalesmachine](https://www.instagram.com/officialsalesmachine) and all those people are in there having massive success. And we will see you inside of Fusion. I'm so excited for everyone who's joining and we will see on the inside. God bless you, Kosta. Great job.

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