



Theme Zoom Shuts its Doors

Hi folks,

This update is for close friends and business associates standing inside the Theme Zoom “inner circle”.

This letter is for you if:

- You are current Theme Zoom member.
- You have been a Theme Zoom member in the past but are not now.
- You are an instructor at University 20/20.
- You are a graduate of University 20/20.
- You got lucky and a friend in the Theme Zoom Inner Circle sent this to you.

This is a preemptive and informal pre-launch notification (warning) to friends and family.

The Rollout Plan:

Here is what's happening with Theme Zoom over the next 4 weeks.

Theme Zoom Standard will be closing its doors to the general public no later than June 30th, 2007. There will be a maximum of 1000 members admitted regardless of the June 30th date.

There will be a pre-roll process that will announce a price increase of \$50.00 per month for Theme Zoom 3.0. The monthly price will be \$250.00 instead of \$200.00.

Since we are shutting our doors to the general public, Theme Zoom limited membership will be called "Theme Zoom Full Access".

You will be given *full access* to University 20/20 grandfathered in at your current Theme Zoom price. Price increases often cause a flurry of panic as current members fear that they will have to pay more for all the additional benefits.

You do not.

Those of you who are current members will not be charged any more money.

You will be grandfathered in at your current price for the lifetime of your current Theme Zoom membership. (This is null upon cancellation).

This pending price increase will be used to support the instructors of University 20/20 in creating high-level, cutting edge content. You will have full access to these benefits before the price increase on June 10th, 2007.

The University 20/20 instructor pool will encompass a broad range of expertise and include high caliber talent and some well known instructors.

If you are a current Theme Zoom member, or if you join before we close our doors, you will have full access to the plethora of courses that will be offered at Theme Zoom and University2020. Training such as this is not available in one package anywhere else.

So if you are sitting on the fence you have until June 10th to join the "full access" membership for the current price of \$200.00 per month.

After June 10th this price point is no longer available.

Narrow is the Gate:

The doors will re-open towards the end of June, where you will have 1 week to join Theme Zoom at \$250.00 for the same benefits before we *permanently* close our doors on June 30th, 2007.

What do you get as a Theme Zoom “Full Access” member?

As a full Theme Zoom member you can pick and choose which courses you want to take at which time. You will have free and open access to all Theme Zoom and University2020 training resources.

This is to insure that we *over deliver* on our promise to provide you with the most powerful internet marketing education possible combined with the most powerful keyword research tools and website blue-print software available to the general public.

All courses at University 20/20 are independent and are available on-demand meaning that public members pay *only* for the classes they take at any given time.

This helps prevent students from experiencing “*information overload*.” It also relieves the pressure of needing to “*cram*” all of the different offerings in order to “*get your money’s worth*”.

Charles Heflin and Raphael John Oldham are the Deans of University 20/20. They are dedicated to the personal success of University 20/20 members and will oversee the continuing development of the innovative curriculum of University 20/20.

What if you are not a Theme Zoom member when the doors close?

If you miss the June 30th deadline for Theme Zoom Full Access, you may put yourself on a waiting list. In order to do this you must be a [paid member of University 20/20](#) and there will be an anticipated 3-6 months waiting list.

****Important: you must be a member of University 20/20 in order to be placed on the Theme Zoom waiting list.***

While on the waiting list you may purchase subscriptions Theme Zoom Sampler and or Theme Zoom Lite which are simplified versions of the Theme Zoom Standard application.

We recommend that you enroll in University 20/20 courses associated with Theme Zoom Sampler and Lite as they are powerful stepping stones towards firm knowledge of internet market research and your ultimate success with Theme Zoom 3.0.

The time spent on the waiting list for Theme Zoom membership can be highly productive as there are plenty of valuable learning resources available while waiting for your full Theme Zoom membership position to become open. Current classes include:

• [Profitable Website Building 101 - Click Here For More Info](#)

• [Email List Building 101 - Click Here For More Information](#)

• [Website Development 101 - Fundamentals](#)

Access to the Theme Zoom Applications:

If you are **already** a Theme Zoom member, you currently have full access to Theme Zoom Lite and Theme Zoom Sampler. You may already access these from within your account.

As many of you already know, unlimited **access to University 20/20 alone** is well worth the membership price of ThemeZoom.com.

Not a current Theme Zoom member?

We recommend you join *now* at this \$200.00 price point. It prevents you from paying the increased \$250.00 price.

As a full Theme Zoom member you will have access to all we have to offer within the new membership price, powerful research tools, high-level training, community support, insider information and more. (Please note that this price point does not include the full corporate certification program and separate product developments in the future).

Theme Zoom Exclusive Affiliate Program for Current Members:

As many of you already know, news of Theme Zoom has traveled mostly by word of mouth.

We would like to extend an exclusive affiliate payout to current Theme Zoom and University 20/20 members. You will be paid a recurring 20% commission on members that sign up for Theme Zoom Full Access with your affiliate link. You will be paid for members referred by your link including those on the waiting list when the doors close.

You may also request an affiliate link to promote University 20/20 when Theme Zoom slams the doors shut. University 20/20 will be an open and unlimited program and you may promote it indefinitely.

Yeah, but what do I get?

Below is the “what do I get” bullet list that is to be used for our forthcoming sales letter. As an affiliate you will be given access to a professionally written roll-out sales letter.

Comprehensive list:

- You get a keyword research tool, a market intelligence tool, a content decision maker, a silo website architecture builder and latent semantic indexing tool all rolled into a single control panel! (Doesn't exist anywhere else)
- You get unlimited single user monthly access to the Theme Zoom keyword research application including 75 themes running on your themes tree at any given time.
- You get the ability to monitor your website ranking across tens of thousands of keywords and themes on Google, Yahoo, and MSN.
- You get free Silo Publisher setup, *because the set up fee is waived*. Silo Publisher allows you to instantly publish a Theme Zoom high-level keyword intelligence blue print directly to the Internet. (\$147.00 value).
- You get a complimentary website license to Silo Publisher, Theme Zoom's site builder system and special discounts for multiple site licenses. (Currently \$15.00 dollar per month value per website).
- You get full access to University 20/20 and its directory of online SEM, SEO and Business Education Courses (value \$300/month)



- You get a free copy of Jason Potash's Content Composer Lite Software which is not available to the general public.
- You get full access to the exclusive Theme Zoom SEO community (already proven itself to be elite). This is probably the brightest SEO and direct response market research community on the net. This is not available to University 20/20 members.
- You get full access to Standard, Light and Sampler versions of Theme Zoom (value \$280/month)
- You get unlimited access to all private keyword research classes, courses and ongoing instructions inside the Theme Zoom private members area. This includes classes provided by subject matter experts and high-level guest educators certified to use the Theme Zoom application.
- You get unlimited access to all version 3.0 Theme Zoom upgrades.
- You will be grandfathered into U2020 **full access** price even when the price of University 20/20 goes up. As membership gains popularity in the market place, dozens of additional courses by well-known gurus will be included.
- You get insider knowledge of Theme Zoom approved Silo Site Builder Software's that are released to the market- and insider tips about what works and what doesn't- what's hot and what's not. These include CMS systems like **Silo Publisher, Drupal, ThemeMatic, Joomla, Portal Feeder, SEO Website Builder** and other future developments.
- You get front-of-the-line access to purchase Perpetual Keyword Money Machine proprietary system **when it launches** and overwhelming price breaks.
- You get constantly updated step-by-step video tutorials as they are released. Topics include high-level keyword research, vertical market research and website silo architecture.
- You get updated SEO information about co-occurrence prediction (sometimes called LSI) and other search engine algorithm changes as

they occur, within a community of well informed peers.

- **Coming Soon!** You will get privileged pricing to Theme Zoom approved private label content created using co-occurrence algorithms. This content keeps the integrity of visitor interest while providing unique technical value to your silo blue print website.
- You get unlimited support and access to the highly responsive Theme Zoom help desk.
- You get unlimited updates to all past, present and future e-books and .pdf files created by Theme Zoom staff members- not limited to "Crushing the search engines with LSI and co-occurrence", "What the Heck is a Silo" and "The Perpetual Keyword Money Machine" e-books.
- You get access to the "insider club", which includes access to the Theme Zoom staff "unplugged" conversations via desktop notification software.
- You get privileged access to exclusive master mind groups designed to save you time and money.

Any Questions?

If you have any questions, please call me at 608-432-1387.

If you would like to sign up for Theme Zoom at the current price [visit the sign up page](#) while it is still live.