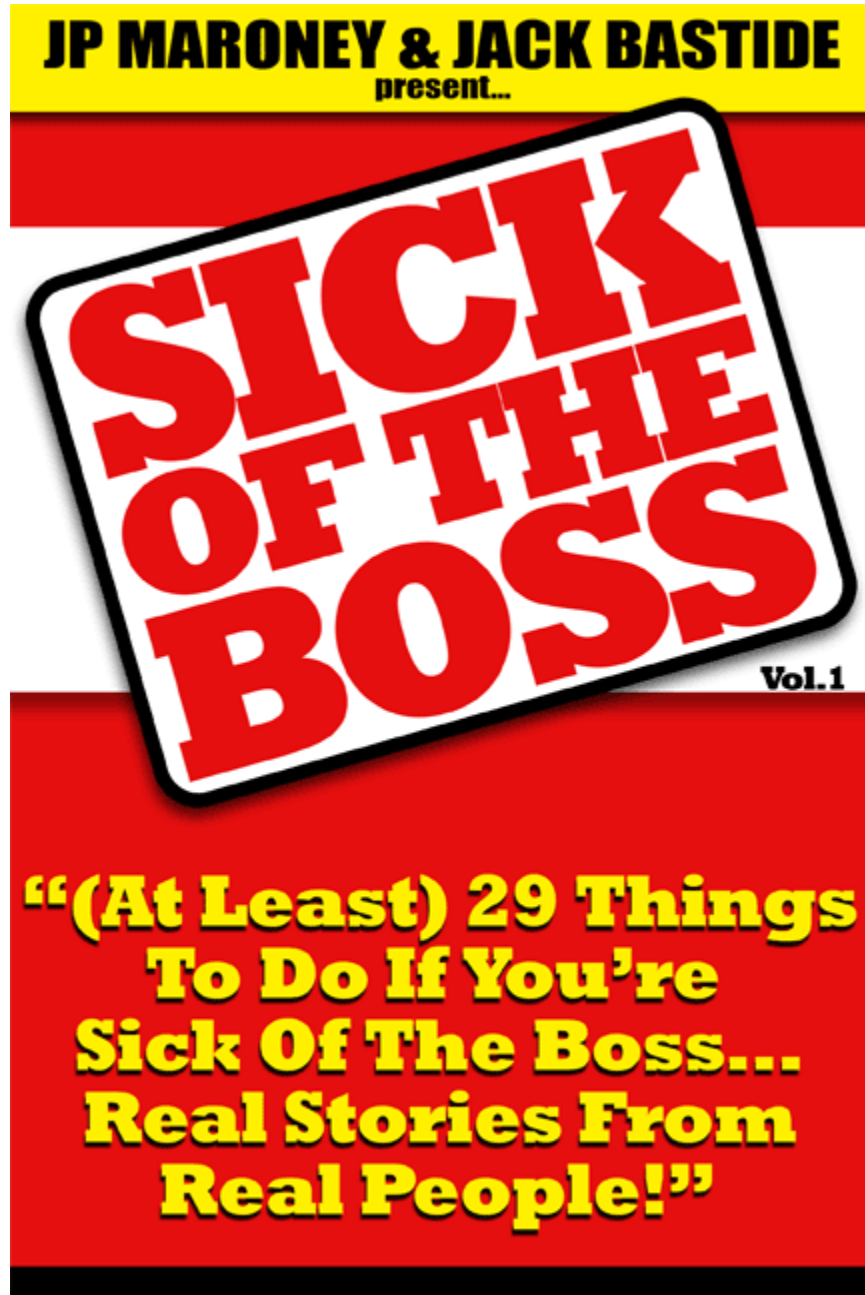


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**Introducing: JP Maroney**

**Business: Marocom Group**

**Blog** <http://www.jpmaroney.net>

**Main:** <http://www.jpmaroney.com>

**Location: Texas**

**What we do: Business Strategist, Author & Speaker**

I got into a fight my junior year in high school. A guy was picking on me. He was sort of a bully and he was picking on me in the lunch area. It was kind of a common area, outside but everyone stood around out there and ate their lunches.

So this guy was always picking on everyone and he kind of riled me a little bit and he started his thing towards me and unlike a lot of people who backed down I didn't. So we went round and round. I got placed in, what they called sack, which was equivalent of solitary confinement for three days.

You went and sat in a room and faced the little cubicle and you did your school work. Your assignments were sent down by your teachers from your classes to this room and there was a single monitor who watched everyone in this environment. I was placed in this room and, of course, if you have no one to talk to (which my parents used to get notes sent home from school that said, "Bright kid but he talks too much.")

If you didn't have time to talk and you didn't have time to fool around you got your schoolwork done real fast. In a couple hours I would knock out all of my assignments from my teachers and then I'd be sitting around looking for something to do.

I was in the photo journalism class for the school and was taking photography classes. I'd already signed up for the next year to be on the newspaper staff. So I went down to the teacher that was teaching our journalism class and they had just had McIntosh computers for the first time. They'd just gotten them in and, in fact, they weren't even using them this year. They were going to use them for the next year.

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The teacher had the manuals on the computers and she had a book called "The Macintosh Bible." So I took all those books to this solitary confinement class and when I would finish my schoolwork I'd pull these books out and I read these books cover to cover and made notes. And then I would go back at lunchtime and after school and sit down and apply it on the computer. I literally taught myself how to run the computer and how to do graphic design and graphic arts.

The next year in the journalism class I caught the bug for publishing and, in fact, I used to stay on deadlines and help finish up the newspaper and I'd ride with her over to Gladewater Texas to a little newspaper print shop and sit and wait for the newspapers to be printed and get ready to take back for the next day for school for release for that paper. It fascinated me watching the papers come off the press and how the whole process worked. And at some point along the way I just fell in love with the idea of publishing. And I can remember driving around in Tyler Texas, John, looking at buildings wondering which of them would be big enough to some day house my publishing empire. And I happened to be driving a '78 Pontiac Lemans with the headliner hanging down and a broken gear shift at the time but I had this big dream in my mind of something that I would create and it would make, you know, an impact on the world.

I dreamed up plans for different magazines, and publications and newspapers. And during my last year of high school I also worked as a stringer or sort of like a freelance reporter for a small weekly paper; I went out and did a couple of stories for them, took pictures for them at a couple of local events and things like that. And just really got my feet wet. I had this big dream of starting my own business, getting into my own enterprise. And whenever I got out of high school I traveled for the summer with my cousin and he was a Christian music artist. Sometime along that time I was late 18 going on 19, somewhere in that area. I thought up this design, or this idea, this slogan and ended up putting it on a t-shirt. It said Christianity is cool when you consider the alternative. The word cool had like frosting on it or whatever and the word alternative had flames in it. I thought that was real cool.

I made up some t-shirt designs, paid and had them printed here locally. And I went around and I sold some to some churches, and youth groups and things like that. And as I was progressing through this I was coming up with other designs. I ended up coming up with about a dozen or so different t-shirt slogans and designs that I thought were kind of neat. I formed a little company around it, set up my first DVA, a company called Cool Alternative, and I was off and running.

The problem was I didn't have any money to get this business off the ground, like so many people that struggle. And, of course, at 19, no experience in business, my family had not really been in business. My father and grandfather were preachers and I remember when I was about I guess 10 or 11 years old my parents started a Christian bookstore and that really didn't work out well at all. And I had no knowledge or experience, no mentors, no one to help me through the process of starting this business.

Then, I found some ladies in Houston, two partners that owned a very, very large screen printing company. They did t-shirts for country music artists, MTV, a whole bunch of different people and had all the facilities and all the equipment. I went and met with them to talk to them about doing my designs for me, printing them up. We sat down and they were thumbing through all these different designs and the principal of the company finally she said, you know what? You need partners. These are great. And they worked a lot with the Christian market, churches, and youth groups and summer camps, Christian camps and that sort of thing. She said these are fantastic. You should be able to do very well with these but you need someone to partner with you and print these up.

They became my first partners in business and they financed the production of all the shirts. And it was funny, my wife and I were married when I was 20. She was 21. And I remember early in our marriage we had a little small house, I think maybe about 1200 square feet, something like that; and two rooms. It had a dining area that was very small and I remember when we first got all of these designs back from this company they got very aggressive. Of course they were used to big business and high finance so they printed all 12 designs. They printed small, medium, large and extra large. They printed sweat shirts and they printed like a couple dozen shirts of each size of each design. If you start doing the math on that you can realize that very quickly we had lots and lots of boxes of t-shirts sitting around.

We put them in our dining room and my wife has these, not so fond, memories of big bright yellow fluorescent stickers on the side of these boxes that said small, medium, large, extra large. So here we were. We thought we were in business but the problem was I knew how to create stuff but I didn't know how to sell it. I didn't have any experience whatsoever in selling.

The t-shirts didn't go anywhere. We talked to a few youth groups and we talked to some Christian bookstores and unfortunately at the time there was a company-- we weren't going up against them. They didn't even know we existed probably but this company had a real foot hold in the Christian t-shirt market and it was virtually impossible to get anyone to even take a look at

anything new. We had a few little bookstores that picked them up and a couple of church groups and stuff but nothing of any consequence. It was a huge flop. It was my first failure and we ended up dissolving the partnership. The two ladies that had put up the money they took the inventory and were planning to somehow discount it and move it off to some of these Christian groups. I took the rights back to my designs and they paid me a little cash settlement and we went on down the road. It was my first foray into the entrepreneurial world and like so many entrepreneurs some it hits and some it doesn't; and mine didn't.

I guess a lot of people would stop right there.

That's the biggest mistake that so many people make is they, you know, there are a lot of mistakes you can make in business. One of them is stopping. Two is trying to continue to do it on your own. You know, had I started over in business again, and again and again, which I did but never learned anything new I would have found myself back in the same position each time. And, you know, I made mistakes but I've always said this; I don't mind making mistakes but I don't want to make the same mistakes.

I believe that there are basically three kinds of people in this world. They're stupid, smart or successful. Stupid people never learn from their own mistakes, smart people do but successful people learn from the mistakes of others. And if you can stay in the smart successful realm you'll do well in life. You learn from your own mistakes and preferably you try to find other people who have made the mistakes and learn from them.

Think about this for a second. Anyone can go out and pick up a book at their library. It doesn't cost them a penny. They can go to the library. They pick up the book, take it home and over the weekend learn what someone else took 20 years to learn and avoid all the same mistakes, and frustration and pain that person went through. And that's what I've done. I mean I've surrounded myself with mentors but I've also completely immersed myself in audio, video programs, in books. My library is massive and I read tons of biographies of people who have succeeded; and if you read those books you'll find that they also failed. And that's what's gotten me to where I am is the ability and the willingness to not give up but to also learn from my mistakes and look for other people who've already accomplished what I accomplished.

Now, the t-shirt thing was happening simultaneously while I was employed. It was a side business and I was working for a print shop. When I came back from the summer with my cousin I went to work for a print shop.



I went to work for a local print shop doing design, and graphic arts and that sort of thing on the computer. We were running this business simultaneously. Well, it was tough because I was putting the energy into the company. I was good at my work but the job wasn't where my interests were. One day I showed up for work late again and my boss called me in his office and he said your work is great but we can't have this continue and he let me go. And it was funny because I've now gone back and spent tons and tons of money with this print shop over the years because, you know, they do good work but the guy who fired me even today he's still there, still managing the print shop. I mean look at it however you want, I guess his life is what it is. But the worse things in life sometimes are the best things in life.

We scrambled there for a little bit trying to figure out what we were going to do. I had a skill which was designing type and so we finally came to the conclusion, this was back before desktop publishing was widely spread and available to anyone. The technology was there but it wasn't as widely adopted so most of the print shops at that time were still evolving from the old type setting. I can't even remember what those gadgets were called but it printed out type in galleys and you cut it apart and pasted it up on sheets and used wax, or glue or whatever and pasted it up.

What we were offering was to do complete compiled type on the computer and printed it out on a laser printer. I went around and very quickly started picking up customers for type setting. And I actually had no way to do the work. It's something kind of different about me John. I know a lot of people are kind of like sitting around contemplating their naval their entire life and trying to figure out what they want to do. I've always been the kind of person I go out and start something and get it happening and then figure out how to make it happen.

I had a guy who was running a small weekly classified paper, which we'll come back and talk about him in a minute, but he was running this weekly classified paper and he had typesetting capabilities. And they really only used it about three days a week and really not that much. I went to him and I said could I cut a deal with you to come in and use your equipment and do this typesetting. And he had known me for a while and really kind of one of these older guys, not an old guy but older than I, and kind of cared about me and said you know, what? Yeah, I'd like to see you get a leg up. So for a very short time I went in, I'd say probably three or four weeks, I went in and did all this work I was picking up from these print shops in this guy's office on his graphics arts computers. They were McIntosh computers as well.

Well, you know what starts out as a good deal sometimes turns into not so good deal. At some point he got dollar signs in his eyes when he saw how

much business we were bringing in and he wanted to form a partnership and blah, blah, blah. I said no I don't think so.

Instead, my wife and I scraped together every penny we could and we bought a small set up with a McIntosh computer, a laser printer, a scanner and a fax machine. And I set up the business in our front room of our house and we were off and running and it grew. It grew really fast actually. I was good at the work. I had an eye for design as well as the capability to get it done and at our peak we were doing type for 15 print shops in this area, as well as number of independent companies, ad agencies and different people like that. That was the next business. It was successful cash-flow wise but we saw a shift over time where more and more print shops began to get their own desktop publishing and typesetting equipment.

There were a couple of people that popped up on the radar doing it independently but they really weren't as much of a force as the industry evolving. You know, sometimes we take for granted what we've experience and what impact it has on us but it's something I see with entrepreneurs today where they don't pay enough attention to what's happening around them and they keep doing the same thing over and over again and all of a sudden they look up one day and their business has shifted and it's declining and they didn't realize it was falling out from underneath them. It's something that happened to us where print shops began to get their own typesetting equipment or graphic arts equipment; and the business would go away slowly. They could pay someone \$7 or \$8 an hour back then, which was about the going rate for a typesetter, to come in and typeset stuff where I was charging them, say, \$10 or \$15 for a business card layout, which was the smaller jobs and as much as \$40, \$50, \$100 for forms and things like that. They could get someone to come in and produce multiple items in an hour's time on the clock and be there and available at any time of the day to typeset versus paying us three, four, five times as much and sending it out.

The business shifted and changed and once again I found myself doing a little bit of scrambling and trying to figure out what we were going to do. And one of the things that had come up as we had grown the business and done more design work for outside people I realized that I had knack for creating advertising. I look back today and I knew nothing but then I at least could put together an ad that looked good. I won't say how successful it would have been in terms of the copywriting, or the headline or any of that stuff that I know today but it certainly was a quality product that we could turn out.

We started picking up clients that way and evolved the business from a typesetting business into sort of like a print design ad agency. We weren't into broadcast at that point. We did get into that later but we were doing

print design. And I don't remember at what point, it's kind of fuzzy for me, but at some point we had seen a travel publication. It seemed like we were on a vacation, or a trip or something and we saw a travel publication. And my wife and I came to the conclusion that this area needed one of those in this whole East Texas region.

We came back and we came up with an idea for a magazine called "Escape to East Texas." And this was the beginning of my sales career in building companies around the ability to go out and sell stuff. And I went out and started selling advertising for this publication. And we got the stamp of approval from the Chamber of Commerce to do the publication. That helped. I guess that was sort of my first joint venture or alliance, as I look back now. I never really identified it as that. It was the first time I had, you know, an actual endorsement from another organization on my product. We went out and we began to sell the advertising. We created this magazine and it was successful. It actually made money.

We decided we wanted to do one in Shreveport. We went over and sold advertising in Shreveport and did one for the Northeast Louisiana area. It was a pretty decent thing. It created cash flow and at that time I look back at some of my failures in business and one of them was every time we would start to see ourselves succeed then I would go out and start expanding like we got an office eventually. Then we would hire people and we'd get more equipment.

I see entrepreneurs do this now and it's one of the things that I try to warn them of. You know, investing in your business isn't bad at all but far too many entrepreneurs see a spark of success and then all of a sudden they start spending money at a pace that really if this spark of success subsides at all they can't really sustain the commitments they've made. Even today, you know looking at little nuggets of lessons in life, we have discovered ways to grow companies where as you grow there are alternatives to going out and sinking lots of money or making huge commitments whether you're outsourcing or doing a joint venture with someone to leverage off of their equipment, or expertise, or facilities or whatever. There are ways to get it done and build a company without sinking yourself into something that you can't back out of if things sort of back down a little bit.

The message here is a little bit like the other side of the entrepreneurial drive is that just gauge your step before doing a move. That's a little bit like in this trend, look inside and see what you've got and build on this instead of expanding at a pace that would be very difficult to sustain.

Anyhow, it was rocking along fine. We had the office. We had people working for us. We were doing design work for companies. I had evolved

somewhat. We had the magazines at that time, which were a natural. You know, they fit because we were doing print and print design work but I had evolved the business as such as we were starting to take in more advertising placement work and more of a traditional type of ad agency environment. And I had mostly smaller companies, local and regional companies.

And all of a sudden in my office building a lady moved in about two doors down. I discovered over the coffee pot that she was the, like, marketing director for a local company that had gone public. It was a telecommunication company. They were out acquiring other offices in other markets all over the place as part of their growth and acquisition for their public offering and to sort of sustain this whole thing that they had done.

I took her on as a small client where we were doing just a little bit of graphic work for her. And we got a long well. They really had no place for her so they had put in this office building by herself and she operated somewhat autonomously from the company as a marketing director. She was really my lifeline to the company. I never met any of the other people. It seemed like one time someone came by her office and I met them but mainly I was dealing with her. And they were paying their bills. We would do a job for them and they would pay their bills. We would do a job and they would pay their bills.

I might add, simultaneously somewhere in the process, this goes back to my publishing stuff, but we had the magazine and you remember I told you about the guy that had the little weekly classified paper?

At some point he ended up deciding he wanted to get out of that business and I ended up buying that paper from him. So we had purchased that. We brought over all the equipment and a couple of the people and, of course all of the facilities that go with it like the stands. We had hundreds and hundreds of stands all over East Texas where this little weekly classified thing was distributed. And we brought in some people to do distribution for us and all that. Anyway we had this part of the operation.

And again, what that did for us was our cash flow surged again dramatically. And we ourselves, you know, here's a guy that now by then I guess I was 23, somewhere in that neighborhood, 22-23 years old, and still really didn't know what I didn't know. And I mean we were flying high but the problem was I was spending literally everything we were making and pouring it back into the company. And not only that I was making commitments on equipment, and people and really not realizing the cost of doing business. For example, the small things that turns into big things like withholding taxes, and sales tax and all these different things that, again, no one had

ever warned me about it. I was looking at the big number at the top saying hey, we're doing good. We've got cash flow.

Going back to this story with this woman; we took her on and did a few jobs for her and then we started getting more and more from them. Well, at some point they turned their attention to us, or she did, and said we want you to handle all of our advertising if you can handle it. And it was mostly print with a mixture of radio. And I had met a man who worked for a local radio station and he had done some sales for us, some ad sales, for this little classified paper for us. I visited with him and told him what I wanted to do. And he ended up coming over and working with us and he would do voice over work, he would write commercials, write spots. And he would do the placement of the ads and, you know, he was our broadcast radio guy.

We brought him over and he started handling the work for this publicly traded company. I mean the numbers got big real fast, you know. Bigger than anything I had seen.

That's always exciting.

We were very excited and I could envision that this was going to be our ticket up to the next level. Well, unfortunately I didn't see it coming and knowing what I know now, hindsight, I would have gotten more involved with the people at the company versus just having this one person as my contact. And the other thing I would not have done, looking back, is I would not have made the commitments that I did to support this whole beast that we were building. I mean equipment, we expanded. We rented more office space in that building, or leased more office space, made long-term commitments, got more people. It was an engine that was running but I had to keep putting gas in the tank as fast as I could.

Anyway, one week she didn't come in for several days. And I'm like hmmm, that's weird. I would know because she was there in our building. She walked right past us and we had regular conversations.

Finally, the discovery came about that she had been fired and was no longer with the company. And not only was she my lifeline to the company, they viewed us as part of her. They wanted to be done with anything and everything related to her. And not only that, but we had gone out and placed all of this advertising on their behalf with all these radio stations, big stuff. I mean tens of thousands of dollars. It was \$60 something thousand dollars or \$80 something thousands dollars just in advertising that was under placement and we had invoices in on them. All the invoices had our name on it and I look back now and it was just insanity. I was a sole proprietor so everything was JP, you know. It was all dependant on me. The company

took this position that they did not authorize the placement of this advertising. And, it's just insane but I look back and we were left holding the bag. And here I had these huge commitments there. I had huge commitments on the overhead we had ramped up the company with. And we had just lost our largest revenue stream. And it was very scary.

I was 25 years old by then and the newspaper thing was doing fairly well and we turned our attention and focused it heavily on that trying to ramp up the advertising and make it work but we couldn't squeeze enough cash out of it to even keep our head above the water. I began to let people go. There's no feeling like – I guess there is a feeling. There are worse feelings in life but there's a horrible feeling of having to bring, you know, your staff in, sit them down on a couch and say not only is your job over but I can't afford to pay you for this week that you just completed. You know, I don't have the money.

That's always bad news on a Monday morning. Horrible news.

We crashed and burned with a fury. And we lost our home. We lost our cars. We moved into an apartment. Life changed. Fortunately, we didn't have children then. That was the only bright spot in that whole thing I guess is that we did not have children. We were, you know, at least able to adapt and shift our life. And that was a dark point for us. I went to work at anything I could. I delivered pizzas at one point for Dominoes. I sold ladies shoes at Foley's. That will clear your sinuses. I actually did quite well at that and made good money at it. I said good money for working for someone else.

I waited tables at Olive Garden Restaurant. I went and cut trees with my father-in-law who had a tree trimming business in Louisiana. And we just scraped and, you know, scrounged and did everything we could.

I remember during that time we went through our bankruptcy process and I remember sitting in a little room just outside where they were about to hold our hearing. And, of course, they're not nice to you. They put you in a waiting area with all your creditors. It's like putting a gold fish in a shark tank, you know. Here we were sitting in the room facing all of our creditors and, of course, they're all glaring across the room at me and at my wife. It was a horrible event.

I remember sitting there and thinking to myself, you know, it doesn't get any lower than this. This is about as bad as it gets. And then also the thought process in my mind thought you're right, it doesn't get any lower than this. That means we can only go up from here.



And I sat there and I made myself two promises. The first promise I made to myself was that I would never give up on my dream of building a successful business and, you know, I looked back at those days when I used to drive around town as a high school student and looked at buildings and think about my business, and the empire and all that. I determined in my heart that I wouldn't give up.

I remembered a sign that used to hang in my grandfather's study that said winners never quit and quitters never win, which seems almost trite to us now because we've all heard that so much. That meant so much to me at that point because I needed to hold on to something and to grasp hold of something.

The other promise that I made to myself was that I would seek, search and look for the secrets of what it took to become successful as an entrepreneur and that I would never quit until I discovered what that was for me, you know. I think it's different for everyone. I think, you know, you have a formula that you can give people for growing a company but you don't always have a formula for how to put a life together and how to be a successful business builder so different people come at this at different levels. Some need to grow their confidence. Some need to grow their skills. Some need to grow their ability to think strategically. I mean there's all different pieces of the puzzle and different people come at this at different levels.

I made myself those two promises and, you know, I'd love to say that we walked out of that room that day and everything turned around and it didn't. I mean I still had to go back and face the music and go through the entire process of liquidating our life. We went through that. As I said, I worked at just about everything that I could just to pay bills and keep; you know lights on in our apartment. And it was a very dark moment.

We had just started going to a fairly new church for us. I guess we'd been there for a few weeks or months. And this man that I'd met there was in the business of – it wasn't directly insurance but what they did was they helped elderly people that were about to go into nursing care or long-term care. They helped them find vehicles and ways to protect their assets. The senior market, as some people call it, was his target market. Well anyway, this guy had gone to California to a conference. He came back from the conference and I saw him at church one day and he said dude, I found this publication out there, and he'd heard that I'd been in the publishing business before. He said I saw this publication when I was in California and I picked up a copy of it. I'll bring it and show it to you. He said it's sort of like a resource guide for seniors for the older market. And he said we don't have anything like

that around here. He said I'll tell you what, if you can figure out a way to make that thing work I'll be your first advertiser.

I thought, hmmm, you know. Here's a.) I know advertising and b.) I know publishing. I mean this was the turning point, you know. We all have those turning points, you know, in our life. I got the publication from him, the sample and looked it over and I immediately saw how I felt like it could work and also saw things that I felt could improve on it. We thought, yeah, we can put this together. Somewhere along the way my wife, who's very creative in getting things done, started looking for a home. We'd never bought any of these no money down courses or whatever, but she was determined.

She had determined that we were going to get out of the apartment and into a home. And she found a home. We went and met with the man. It was a house with two garage apartments behind it. The man had it up for sale by owner. We went and met with him and ended up we negotiated a deal to buy it with no money down and owner financed. Even though we had just gone through this horrible, horrible bankruptcy we were able to get out of the apartment and into a home and the beauty of it was

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the two garage apartments in the back almost completely paid for the note on the house. That was our first experience really with leverage too; so older, wiser, smarter at this point. I mean pieces at a time.  
(see sidebar at right)

We paid the price to learn.

We started this new business in the front room of this new house that we had moved into, or new to us. And it was funny because I went out and because I had the graphic skills I created what we call a dummy or a mock up of the magazine. And I taped pieces of paper together and copied them on 11x17 and put them together and made them look like a magazine, just black and white, no color. And printed out a cover design of what I thought the cover might look like the first time around. And my wife sat at home and we made a list of the potential advertisers and she called every single one of them with a real magic script. We've used this script over and over again. I give her credit for coming up with this but it was a magical script for getting the contact names. She called and got all the contact names for these different people and we mailed them all a letter introducing the publication and telling them that I would be contacting them. And literally in six weeks I went out and sold the thing into the black. And we're talking no business. We had nothing, nothing. All I had was a little mock up of what it would look like.

Here's the deal. We also collected a lot of the money up front so we had money, we had cash, we had a business. It's what I tell people. You know, some people they'll read a book. This drives me nuts. They'll read a book that says, you know, you need to expect a year or two years before you break even in your business. What a crock. Who came up with that deal? I don't know who came up with that deal. You know, I couldn't afford to do that. I had to go out and make money.

Yeah there are certain businesses that do that. I mean there are certain companies that it may cost you a couple hundred thousand to a million dollars or more in capital improvements; you know building, and equipment and things like that. And it may be a long time before you turn a breaking point; so different businesses have different formulas. But my point is there are a lot of people out there that want to start a business. They want to do something with their life to be entrepreneurial. They have an idea. They have a concept or whatever and they hear people say stuff like that that's just an absolute myth and they think well, I can't do it or they'll go and they'll sink everything they have into this business, or more than they have into a business, and not expect to turn a profit for a year or two.

Well, we didn't have that luxury. We had to turn a profit very quickly. I had to make money. It ended up we put the publication out, the first one. It

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was very well received. We started calling it "Senior Options." The more I got into that market, and they're still people that call it the senior market, and I really poured my heart into it. The more we got into that market the more I realized that people who are 50, 55, 60; a lot of them don't consider themselves senior citizens. We started evolving it and we changed the name over time. At one point we put the senior really small so it was "Senior Options and we added "At 50-Plus." Then ultimately we dropped the senior part and the magazine became "Options at 50 Plus." And it was very successful. I mean to that point it was certainly the most successful thing I had done, bar none, and that's comparing it to anything we had done prior to that even before our failures. I mean when we had the ad agency, when we had the travel magazine, the different things, the newspaper; those were all decent businesses but this one the timing was right.

In fact, that was where I started speaking. I used to go around and give speeches to all the service clubs, the Rotary's, the JC's, AC's, DC's, every one. And I gave a speech called, "Gray Hair Everywhere, How to Profit From the 50-Plus Market." And every time I would speak I would sell advertising. And I didn't actually talk about the magazine much. I would just tell people about the growth in the market and how the transfer of wealth that was taking place from the elderly market to the baby boomers or the 50 Plus market. And how every seven and a half seconds another baby boomer turned 50 and on, and on and on.

An incredible comeback!

Anyway, it was very successful. It was a great market for us and, you know, my vision engine began to ramp up again and see that this was something that was duplicatable. If we could do it in this market we could do it in other markets. And over a period of several years that's what we did. In about three, three and a half years we opened publications in Texas, Louisiana and Oklahoma.

My wife was the managing editor, or executive editor or whatever we called her, which meant she really ran the content of the magazine and had a dramatic impact on that but also ran the business side of things. I would sell advertising and we ended up bringing other people in to sell advertising, brought in people to do layout and design. And we built another company.

When we were trying to expand and, again, you know you talk about ebb and flow of life. We were trying to expand. I got this big vision in my head that I needed a lot more capital to grow as fast as we wanted and needed to grow. And I was talking to the guy that managed our building. In turned out, I didn't realize it at the time, but he and his partner owned the building. His partner was a banker and was a real estate guy and they had partnered

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together and bought this building. We got into conversation and I was telling him what we were going, that we were looking to maybe bring in some outside investors to grow the company and take it to the levels we wanted because we wanted to grow nationwide very quickly and open new markets very fast. I was telling him about this. And he ended up going back and talking to his partner and they came to us with a proposal that they would like to put in a certain amount of capital and take a partnership of equity interest in the company.

It looked good to me at the time When I look back on it now it was a mistake, but it looked at the time as the only way to get to where I wanted to go. And knowing what I do now about joint ventures and strategic alliances I easily could have grown that company without outside cash but I didn't know that then. We took their money and they took a piece in the company. And from the beginning it was a mistake. It was just a mistake. Bankers have no tolerance for risk whatsoever.

Here's me. You now know my tolerance for risk and my level there. We were not a match at all. And the real estate guy, I called him Mr. Squeaky, he was very good at watching all the checks and balances and making sure everything stayed on target cash flow wise and that sort of thing. He was good at that. But he ended up mainly playing go between between me and his other partner, the banker, because we were at opposite ends of the pole in terms of how we felt like a company should grow. I mean the banker was still sitting around trying to figure out how to make this thing, you know, a solid local or regional business and I was thinking, you know, national growth.

If you're entrepreneurial you have to do that. And that's why bankers aren't very good partners in most cases. There's going to be a banker or two listening to this recording and get really mad at me but most bankers don't have the tolerance for risk. I mean they're willing to loan you money if you don't need it they know you won't fail. Anyway... It was not their field of expertise also.

It was outside their area of expertise and they didn't understand the business. Well, long story short in early '99 it started coming to a head and we went back and forth between this. We had basically three options. They buy me out and, as you say, they knew nothing about publishing. That would have been a mistake. I buy them out and at that point I did not have the capital to do it. Or we just put the whole company up for sale and everybody takes their piece of the pie and go home. Ultimately that's what we did.

We put it up for sale and it really didn't take that long. There was a group, they did other publishing and had other magazines and stuff. They came

along and bought the company and rolled it into what they did. And it worked fine. They never grew it like we envisioned growing it but we were out and had our cash and went on down the road.

It was a transition point again because my wife one day she said you're too young to retire. What are you going to do now?

That was in '99 and I was 29 years old.

I never have tried to mislead anyone. We weren't multimillionaires as a result of this project. We did have a nice little pot of money and, you know, we could make it a while. I wasn't hurting for cash, and I was looking for something else to pour my heart into.

That was the real question. Now what? I had a cushion but now what?

I told my wife I've always wanted to write books and speak. And she said well I think you ought to do that. In fact, she lovingly tells me that I picked it right. I get paid to speak and tell other people what to do.

I went out on the speaking circuit and hung out my shingle as a professional speaker. And, of course, I have a quote. I don't know if you ever saw the movie "The Pirates of Silicon Valley?" But I have a quote that I speak on in a lot of my presentations where Bill Gates is quoted in that moving saying, "Success is a menace. It fools smart people into thinking I can't lose." And I was one of those people. You know, here we, you know, built a successful company, sold it, had a little money, feel like we're kind of on top of the world and ready to do bigger and better things. Decide I'm going to go out and be a speaker and tell the rest of the world how to be as successful as I was and just fell flat on my face.

The speaking business is probably one of the most misunderstood industries that I have ever been exposed to. There's nothing traditional or normal about it. For six months I literally beat my head against the wall. In six months I only sold \$2,400 worth of speeches, if you can imagine. It wasn't very good.

It was heartbreaking again.

We were burning through the money. We had a pretty decent burn rate at that point. And we were burning through the money but also it was disheartening to try and to fail and to think that you had figured out how to be successful and then to fail again. I was just about ready to go do something else. In fact, I had already had a conversation with a buddy of mine that sold manufactured homes or mobile homes and was doing

discussion with him about going and doing something with a lot and doing something like that. We were trying to decide what it was we were going to do. And, obviously, the speaking thing wasn't working out.

I went to a meeting and I asked a guy, he was a president of a regional chapter of a speaker's association. I took him out to lunch and I said give me the names of the five biggest speakers in this area who have actually done it, not people who say they've done it because there are a lot of them who they try to put up a big front and tell everyone they're successful in their business and you look behind their curtain and they're not.

He gave me some names of some people and one of these guys, I called him and I was told the guy lived in Dallas, but I called him and it gave me a redirect on the phone number. And it was a 903 area code, which is where I live. I thought well, that's strange. I called the number, got an answering machine, left a message and a few days later this guy calls me back. Well, long story short he and his wife were in their motor home up in Canada traveling but he had actually moved to East Texas and lived probably 25 minutes from my house and I had no idea.

We got to know each other a little bit on the phone and he said he'd be back in two weeks. He'd be back in town from vacation and at that time would like to meet with me. When he got back he called me and we sat up a lunch date and we met at a little French bakery, Chez Bazan, here in town. It served croissant sandwiches and things like that. We met and he told me before I got there, he said I want you to bring all your questions written down on a notepad and bring a tape recorder. I don't want you to waste my time. We sat down and he was a very high strung individual, kind of a shorter guy and very high strung. We sat down across from each other and so he tells me to tell him, you know, where I'm at and what I've been doing. I bring him up to date on the last six months of activities.

I finish telling my story and what's going on and he pushed himself back from the table and this big long sigh and he said, oh my god, you're me 30 years ago. And he was like 61 years old, 60 years, I guess, at that point. He was literally 30 years older than me. Anyway, he said I'll tell you what. He said I'm going to become your mentor. I'm going to teach you everything I know; he'd been doing this business for almost 30 years and been very successful, multimillionaire and not just from speaking but from the training products business and things like that.

He said, "I'll teach you everything I know. I'll become your mentor." And we had a long conversation that day and a lot of things transpired. We talked about fees and speaking fees. He said nobody wants to hire a cheap speaker. That day we raised my fee. More than doubled them.

And he said, I'll tell you what, when you get a chance come by my house. They weren't even fully moved in. He said come by my place when you get some time and I will give you some materials. I've got some audio cassettes and a couple of videos of me speaking. And I've got a workbook and some stuff. I want you to go through all those materials and when you've gone through them then we'll get back together and I'll take you to the next step.

We had a variety of discussions there at lunch, finished paid, got up and started to walk out. I said, "So do you want me to follow you to your place?"

He looks at me kind of funny and I said, "You told me when I got some time to come by." And he said, "You're really serious about this?" I said, "Yeah I'm serious about this." He laughed and he said, "Oh, my gosh you really are me."

I followed him out to his place. And as I mentioned he's kind of a shorter guy so he was out in his garage going through boxes and running from box to box and he's grabbing stuff out. And he's like okay, you need this, you need this, you need this. And he's piling me up with all this stuff. And finally he grabs an empty box and throws it all in an empty box and he says here, take this stuff, go home, read everything, watch everything, listen to everything, write down all your notes, thoughts, comments, unanswered questions. And then when you've gone through all these materials and you've done all of that then call me and we'll get back together.

This was about 3:00 in the afternoon. About 7:30 the next morning I called him. And he was surprised. He was like, hello? I said well, I'm ready. He said what do you mean you're ready? I said well, I'm ready to go to the next step. He said no you don't understand. I said go home, read everything, watch everything, listen to everything, write down all your unanswered questions, notes, comments etcetera. Then we'll get together.

I said no you don't understand. I haven't been to bed. And I had literally gone home at 3:00 in the afternoon, sat down, spread all that stuff out on the floor in the living room, got my tape recorder, note pads and had gone to town. And I had gone through all of the cassettes, all of the video, everything, worked through it. I'd written down thoughts and there were a lot of exercises and processes that he suggested and I went through those. And had just spent the entire night had not slept. I spent the entire night going through this stuff.

I mean I was hungry! That's the difference. A lot of people think they want something and you lay it out in front of them and they really don't want it. They think it sounds like a good idea but once they realize how much work it



is they won't do it. I was ready and he said oh my god you are me. He said okay. We met for breakfast that morning in a little greasy spoon kind of thing. It was kind of like a gas station with a little diner connected to it. And so we went out and had breakfast and we sat down and he laid the whole plan out for me. And literally two and a half weeks later I went out and sold \$12,500 worth of speeches in two and a half days to people who had never heard me speak before. And I was off and running.

(Here my full story and find out how to enter the speaking business at <http://www.speakerformula.com/replay> where you can download a free recording of a teleseminar called, "The Pitfalls & Profit Potential of Professional Speaking. See also <http://www.speaker101.com/grandopening> for more information.)

I realized that I had someone who had taught me the secret, the magic formula, to make that business work. And it was funny because he had a quote that he said. There was a mentor to him when he was in the Navy many, many years ago. He was a teenager. He had a superior officer that had told him this phrase. I don't know where it comes from but he shared it with me and I've shared it with literally hundreds of thousands of people in my audiences, and books and stuff. But it's really a formula if you listen to it.

It says if you want to be a master at anything, study what the masters have done before you, learn to do what they have done, have the courage to do it and you can be a master just like them. Well, it's a formula. If you want to be a master at anything study what the masters have done before you. Go and find people who have done what you want to do and then study them, learn to do what they have done and then have the guts to do it.

That's really the key. Far too few people really have the guts to step out and try it; but go and have the guts to do it. You can be a master. It's not elusive. You know, success in life in any venture, I don't care what it is. You know, there are certain things that people have predisposed physical capabilities. Like you look at certain people, a guy that's 5' weighs 120 pounds is probably not going to make it in the NFL. Without special things related to people physically, and we all have even seen people who didn't seem to have all of the stuff going for them physically that through effort and continuous practice have actually made it work. But you take, in most cases, business especially, but success in life. If someone else has done it there's a model. If you figure out what that model is and follow that model you can bring about a predictable result. You should be able to produce the same result.



I mean I have something now, and you and I have discussed this. I have a program I call The Speaker Formula. It's built on what my mentor taught me, as well as what we've developed over the last few years to make it work and all the different income streams that come to people who speak, consult, coach, sell products, etcetera. And it is really that simple. If you're building a business there are certain formulas. We talk about this Main Street Money Machine. You know, you look at the average entrepreneur on the streets that has a local or regional business that he may or may not be using the Internet, it's really irrelevant. But he has a traditional type business. He's selling a product or selling a service. There's a model for that man or that woman who's running that company that they can look inside themselves. They can take an inventory of who they are and what they have. They can look for the success patterns to grow that company. There are actually principles that they can apply to bring about a predictable result in their business.

Anyhow, I got launched off using his methodologies for marketing as a speaker. And then after I made that work he said, you know, after you've learned the speaking business I want to teach you the product business and it was training programs. And he made a statement to me early on. He said the speaking business will make you rich. The product business will make you wealthy. And the reason for that is that the product business is duplicatable and scalable. Meaning there are only so many speeches that you can give, and so many people you can reach in that way, and your fees can only go to a certain level. Versus the product business you can reach literally millions of people that you might never get in front of in an audience setting.

We built a company we called initially People Builders. And that was a combination of me speaking live at events, as well as going out and creating training programs, what we called our People Builders Series, which were videos that companies to subscribe to on a monthly basis. We would send them a program every month to develop their staff, their employees, their managers, their supervisors. They could have a coffee and donuts meeting or they could have a lunch and learn and every month it was a different topic. And people lovingly called it JP's sermon of the month.

It was a fantastic program and really I learned a lot of the model from my mentor. And that was that people grow in layers. I teach this formula, what I call the human development equation and that is that people learn in layers. For example, if you send someone to a full day seminar how much of that are they going to retain? Not a lot. They'll remember the stories and if they're smart enough and write things down because writing crystallized thought and thought motivates action. But if they write down stuff then they'll remember more of it. But there's no way they're going to retain six or

eight hours worth of content. However, if you take those same six or eight hours of content and break them out over several weeks, say 8-12 weeks, and give them a little bit and then go apply, a little bit, they go apply a little bit, they're going to retain it. We have, what we call, spaced repetition. You go back over that content again, again and again. It's a way to develop people and grow people where a lot of training fails.

That was part of it and I developed a philosophy that, you know, training or development is a process not an event and that you should have me come in and speak or if I come in and speak at your conference, or your retreat or whatever your meeting is that you should support that process with these materials to go back and develop your people over time. Literally we built an empire around it. We private labeled. That was a big part of our secret and I won't go into all of that but we took all of our materials and we put other people's name on it that were endorsing the programs. I've always been of the opinion I don't care if my names on the product as long as my name is on the check. We put all these programs out there and we made an awful lot of money on those on subscription basis and selling them as packages. Of course I was speaking for a high fee. I still speak for a high fee.

There was a turning point in my life again where I had a buddy of mine that ran a retail business and he called me and he said I'd like you to come in and to do some sales training. You offer that don't you? I said well, I don't typically do sales training but I'd be glad to help you out any way I can. I went in and we had coffee at a Starbucks and we sat down and we visited. About five minutes into the conversation I said man you need sales training, it sounds like, for your people; but what you need more than that is you need someone to help you grow the company and help you learn how to think strategically. Because he had grown up the in the business and new technically how to run the business but didn't know strategically how to grow a business. We made an agreement with each other on what we could do together and how often we would meet and that sort of thing. And it was my first consulting deal.

I look back, it's kind of funny and frustrating. I would have people come up to me after my keynote addresses or my workshops at these conferences and entrepreneurs, very hungry entrepreneurs, they would come up and they would say man what you just said is perfect. It's exactly what we need. Could you come and help us implement and I turned them all down. I used to tell them I'm not a consultant. I told someone here a while back I guarantee you probably over a three year period of time I left a minimum of half a million dollars on the table just because I just told people that's not what I do. And had I promoted it practically it could have been easily seven figures a year at that point. I guess that's one of the things.

I was talking to someone a couple of days ago and they were telling me about how their business had evolved. Sometimes you have to keep an open mind because the market in many cases and it's easy to get diluted. I mean that's a mistake I've made before. It's easy to get spread out too thin. Sometimes you have to go with what the market is telling you. Entrepreneurs get in their head what they want and what they want to build and they fall in love with their product. And they forget that it's really all about what the customer needs, and what the customer wants and that's what motivates them to buy not that you've got this slick widget that you've created.

I responded to this and I helped this guy out and I realized that I loved doing this; that I was very good at it. You used the word in a private conversation with me about me being a coach and I realized that I was good at coaching people through the process of getting from where you are to where you want to be. If you're at, you know, half a million dollars in sales and you want to do a million dollars or a million and a half I can show you how to get there. If you're at \$3 million and you want to get to \$10 million I can show you how to get there. If you're at \$50 million and want to go to \$100 million I can show you how to get there. These principles that I teach and these strategies that I teach are scalable. They can be applied at different levels.

Anyway, I opened up the doors and said this is something that I can do. I did a seminar, a free seminar if you can imagine that. I did a free seminar. It was going to be a two hour program called five ways to double or triple your business. This was back in 2005. And I said I'm going to open the doors. By that time I understood endorsements and I partnered with an organization and they really didn't get any money off of it. They just did their list a favor and gave them free passes to this seminar.

And I opened the doors to the idea of consulting with other companies. And from there it just took off. And it's weird because today I really don't have the time to consult one-on-one with a lot of people like I would like to. I mean from time-to-time I'll take on a selective client or two that I really like what they're doing. I see a huge upside leverage and I'll typically take not just a fee but I'll take a fee plus a piece of the action in some way of what I create or what we put together in terms of the business; and take an equity interest in some cases. It's just a variety of different ways of putting it together. But I've found my love and passion and that is I literally love growing businesses and I'm very good at it. I just see stuff that other people over look. I see stuff they miss. I think entrepreneurs limit themselves far too much. They want to grow. They'll have a picture in their mind of how big they think it can get. And one of the first things I tell them is to take the caps off. Remove all the limitations that you've put on it and let's just remove the glass ceilings and let's see how big we can make this thing.

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For example, we had a company we took on. This guy had started out as a video customer. He found me on the Internet several years ago searching Google or somewhere for affordable management training videos. And he ended up buying some of our People Builder Programs. And then he bought some books from me. I'm trying to think what else he bought. A couple of small things, you know just little stuff here and there, an audio program maybe or two. Then he saw me come out with my Speaker Formula Coaching Program (<http://www.speakerformula.com/replay>) he called me.

No, no, no that wasn't what it was, excuse me. My partner, Marc Goldman and I, we own a company together called JV Deal Makers and this guy saw us put out a promotion for, what we call, JV Hot Seats. Basically we would put someone on the phone with the two of us for an hour, or 90 minutes, I don't remember which it was. And grill them for an entire hour, or 90 minutes, or two hours, whatever it was on how they could expand and grow their business using strategic alliances, joint ventures, endorsements, etcetera. And we actually promoted these calls and each of these guys paid \$1000 dollars a piece to be on these calls. He bought one of these spots and did this hot seat. He'd used our Peoples Builders videos and stuff but I don't think he'd really been exposed to what JP was capable of. We had an increasingly stronger relationship with each other where he trusted me. He knew what I was up to and what I had done on that one call. And after we got off the call he said I'd like to talk to you about helping me grow the business.

What he had done is had built a very successful commercial furniture installation, and commercial carpet cleaning and replacement business in California and had sold the company. And while he was building that company at the very end he had bought one of these mobile data shredding trucks. They're like, I don't know, \$300,000 or something like that, for one of these big trucks and they go around and they shred stuff on site for companies, sensitive data, hard drives, paper, binders. I mean they can throw anything in there. They don't have to sort it out. The just throw it in and it just crunches it all up and shreds it. He had bought one of these trucks and had a guy running a route part time as he was preparing to sell his primary business.

He'd sold that company and was wanting to really ramp up and grow this other company, which is called Rid Services, Rapid Information Destruction Services. He called me and he said I'd like to two things. One I'd like to get in your speaker coaching program because he said I have this vision or dream of eventually speaking and sharing back with young men, young entrepreneurs some of the stuff that I've learned over the last couple of

decades of building my business. And he said plus I'd like to use speaking to go out and promote my existing business, this new data shredding company.

He got in that coaching program and simultaneously he said I'd like to, and this was right after this hot seat. He said I'd like to get you to consult with me and help me grow the company. I said sure enough. He flew into Dallas and we met and spent the day together in Dallas talking about growing the company and the direction and really got our fingers on the pulse of what could happen; and made out a plan and we had a relationship. Part of our financial arrangement was we would meet once a week by phone after that. And John in 90 days we tripled the company.

Literally, 300%, a little over, 300% growth. He's off and running. They've got amazing stuff going on. He wants to come back. He said let me continue to level out where we're at and catch up with the growth and then he wants me to help him go to the next level. And it's not complicated stuff. I mean like things that people overlook, relationships he already had. And that was one of the things he said. He said one of the big turning points for me JP was that you've given me was the ability to look at not who I know but who do they know, and how can I leverage those relationships and how do I leverage the assets that we have inside the business already to grow it? I mean I'm very big on growing without spending a lot of money.

Part of that comes from my own experience. The ability to go out and make stuff happen on very limited budgets but there are upside leverage opportunities that entrepreneurs have at their fingertips that few of them ever do. You know, for example, I had a chiropractor that had an existing yellow pages ad running. He came to me. Our daughters dance with each other and I started going to him for chiropractic care. He was about to rerun his ad in the yellow pages and so I took a look at it. I said I think this could be tweaked a little bit. We rewrote the ad and put a headline on it and added some drama to it. Same placement, same size ad, put it in the yellow pages. The first month it came out it did three times the amount of business off the yellow pages than it had the entire previous year, in a month with one tweak or change.

Now, think about that. Any entrepreneur that's already spending money on advertising or marketing; or they already have a sales force out there. What could you do or what could you change and not spend any more money but be able to pull out greater results? That's the biggest thing. It's one of the reasons I hate start ups. You know, I'll help people and I've taken on a few of them but I think that's a mistake on my part. I now usually won't even talk to anyone unless they're doing at least six figures because they can't afford me for one thing. But the thing is, is that they need to have an existing business running to really be able to tweak stuff.

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With a start up everything is a guess from the beginning. You know, you don't know what you're going to do. That's a bit of a challenge. I mean I can help somebody but they're a lot more work. But if you have an existing business that's already spending money on advertising, or they're already mailing stuff, or they already have a sales force out in the marketplace or they already have some level of traffic coming in to their business. You can take those and I can show you very simple tweaks and changes that you can make where you can get, you know, two times, three times, five times, a hundred times the results without any additional expense.

Well, imagine what that can do for a company. You know, one of the things that I do, it's one of the first things, it's a principle I teach; but one of the first things I do with a client when we take them on is I say, cut all advertising ties for stuff that we can't track. We immediately change the ads. We change the materials. We change everything because you can't fix what you can't measure. We start measuring everything.

Well, that's a small thing but imagine if you start measuring something and you realize that of these five things we're doing only two of them were producing any significant result. Well, you immediately dump the other three and either try three new things or pour more energy into those two that are working. So it's little stuff like that that entrepreneurs overlook but that can make a dramatic difference in the success of their enterprise.

For more details on JP Maroney's programs, visit <http://www.jpmaroney.com>

**Introducing: Jack Bastide**

**Business: Honest Enterprises, Inc.**

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

**Location: Florida**

**What we do: Speaker, Copywriter, Author, MLM Expert**

My Name is Jack Bastide. In October 2002, I got laid off from my corporate job in New York City. I was used to making a six figure income. All of a sudden I had no job!

I had known the layoff was coming and had been looking for a job for over a year. Every month they would have another round of layoffs. As you can imagine, morale at the company was quite low. When the layoff happened, it was a relief.

At first things were ok. I had some severance pay to tide me over. I started putting a lot more effort into my job search. What I found shocked me ...

Somehow, while I was in my cozy comfortable job, the world had gone and changed on me. There had always been demand for computer programmers. I had never had any trouble finding a job. Now I couldn't even get an interview!

I called up all the I.T. headhunters that I had worked with in the past and they were suffering too. Because of technology changes and outsourcing, there was very little demand for mainframe computer programmers in the U.S.

This was what I went to college for and it was all I knew how to do. I began to get paranoid and think it was me. I called up some of my fellow co-workers to commiserate. They were having the same problem. I knew I was in trouble.

I picked up a copy of the Sunday NY Times. This would save me! My experience was that there were always pages and pages of computer programming jobs in there. Well not this time. The Help Wanted section, which had been 40 – 50 pages several years before, was now fewer than 10 pages.

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I knew right then my computer programming career was over. I had to find something else to do. Although I did have the severance pay, it wouldn't last forever. I had to make a move fast. It was a very scary situation to be in.

As I browsed through the small Help Wanted section I saw some ads for trade schools. Perhaps I could learn another skill. I called up a few of these schools. I found out they were pretty expensive and would take at least 9 – 12 months. I didn't have that kind of time.

I saw that there were a few ads for Sales Jobs. I had never really done sales before but I thought I might be good at it. I went on a few interviews and found out that there was no salary, it was all commission based. They told me if I worked really hard I could make \$50k my first year.

I was used to making \$100k+ ... I realized that there was no way I was ever going to make the kind of money I was used to making again. It was a harsh reality check.

I decided to go into business for myself.

This was not the first time I had gotten laid off. Several years earlier I had been laid off in a very slow market. I had looked for a job for 9 months with no luck. I had purchased a Potato Chip distribution route for \$95,000.

I made about \$1000 a week with my Potato Chip route. At the time, that was good money for me. I worked the route for about 2 years and then sold it and got back into computer programming. It was an interesting experience.

Things were different now. \$1000 a week wasn't going to cut it. I needed at least twice that to get by. I started looking in the paper for a route business. I got another harsh reality check. The routes that made the kind of money I needed (\$2000+ per week) were well out of my price range.

I always had an Entrepreneurial streak within me. I had been involved with various businesses over the years. I had tried vending machines, my wife and I had a clothing boutique, I had tried various Network Marketing ventures. All of these were while I still had a full time good paying job.

Now the safety net was gone. If it was to be, it was up to me. I started looking at some of the more expensive routes that made the kind of money I needed to make. I didn't have the money to buy them but I was considering taking a 2nd mortgage on my house to pay for them.

I looked at a bunch of routes but the ones I really wanted were out of my price range ... even if I mortgaged my house to the hilt. I couldn't find a job, and couldn't afford a business. I was basically screwed.

One day I saw an ad for an Orange Juice route. It was an unknown brand but the packaging looked exactly like the most popular brand on the market. It tasted just like it too. It was really good! I took my severance pay and purchased the orange juice route. I was in business!

My job was to deliver orange juice to grocery stores in NYC. It was backbreaking work and quite a change from my cushy corporate job. It wasn't fun but I had no choice. I remember one morning at 4 am. I was loading the truck in the freezing cold thinking ... "What the heck happened to me"?

Now I'm a pretty good salesman and had no problem picking up new accounts. For a couple of weeks, the business was growing nicely. Then the bomb hit ...

I went into a store that I had picked up the week before. The owner told me that he was going to be buying my juice from the milk company unless I lowered the price. I had been averaging 8 cases per store and making \$3 a case. He wanted me to lower it to a price that I would make 50 cents!

So think about that. I should have been making an average of \$24 per store (8 Cases x \$3). This guy wanted me to make \$4 in his store! I was now working for below minimum wage. I didn't want to lose the store so I agreed. Well at least I had the other stores ... or so I thought.

As it turned out the milk company delivered to all of my stores and when they saw my juice there, they asked the store owners how much they were paying. They then offered the same juice to the owner for \$2 - \$2.50 less than me!

I was devastated. I called up my supplier to ask him what was going on. Was he giving the Milk Company a better deal than me? How could they afford to make 50 cents a case? It wasn't even worth the time it took to load the hand truck.

As it turns out they were getting it for the same price as me (or so he said) but they made their money on milk and the juice was a loss leader for them. The milk company sold the orange juice at a very low markup to keep the store owners happy. Their "Loss Leader" was taking food off my table!

I told the supplier there was no way I could survive on 50 cents a case and he basically told me “too bad”. I couldn’t compete on price and was forced to sell the business at a loss. Now I was really in a hole.

I started looking for another business but I had lost \$40,000 on the route and my funds were dwindling. I didn’t know what to do. I couldn’t sleep at night and was in a deep case of depression. I lost about 30 pounds from the stress.

One day I went to a Sales job interview. It paid \$25k ... about ¼ of what I used to make. As I was driving home, I heard a siren behind me. A cop pulled me over and issued me a \$150 ticket for having no seat belt. This was the final straw that broke the camel’s back.

I went home and told my wife I was done with NYC and wanted to sell the house and move someplace cheaper. After a few days of crying, she agreed and we decided to move to Florida, near Disneyworld. We had bought a rental property there a few years earlier and liked the area.

My plan was a little different than my wife’s. I figured we could sell the house in NYC and live in the rental house but she wasn’t having any of that! If I was going to uproot us from NYC, we were going to live in a beautiful house with a pool and by a lake. I agreed ... and I’m very happy I did.

We put our house on the market and I went back to looking for a business that I could work in Florida. The sale took a few months and we were running out of money fast. I was hoping that we could sell it before we went broke.

I spent a lot of time online looking for business opportunities. I found a business card franchise that I could buy in Orlando where we were moving. It was \$15,000. I didn’t have \$15,000 lying around and was desperately waiting for the house to sell to bail us out of this mess.

At the same time my wife was looking for houses online. We saw some really nice houses but had to wait for ours to sell before we made a move. This went on for several months and we watched several of our favorite houses in Florida go off the market. Frustrating to say the least!

In August we finally sold the house! We booked a trip down to Florida to look at houses. We were very picky. We had to have a pool and a lake view. We looked at a bunch of houses but nothing caught our fancy. We only had one more house to look at. We didn’t want to go back to NYC with no house.

All the houses we had been looking at were relatively new (built in 2000 or after). The last house was built in 1992 so it was a bit older. It had a

beautiful lake view from what I could see from the picture but we had left it for last because we wanted a newer house.

Since we were leaving to go back to NYC the next day we had to decide on something. We called the listing realtor to look at the last house. He told us it was off the market. We started to go back to the hotel when my cell phone rang.

The last house had all of a sudden become available again so we drove over to take a look. It was love at first sight! The house was absolutely beautiful. But here's the funny part: It wasn't built in 1992 ... it was built in 2002! It had been listed wrong! We immediately put in an offer.

We headed back to NYC the next day. A couple of days later, we got a call from the Realtor in Florida. Our offer was accepted. After spending our whole lives in NYC, my wife and I were heading to Florida!

We spent the next couple of months packing up a lifetime's worth of memories. It was a bittersweet feeling. I was excited about moving to Florida but also a little scared. We probably would have moved to Florida someday anyway but in this case we were being forced to by economic conditions.

We arrived in Florida in November 2003. I started trying to work the business card business. They had made me all kinds of promises as to what kind of money I could make with it. Well it was a lot harder than I thought. There was way too much competition on the internet.

I tried several other businesses. I spent a lot of money on Online marketing books and surfing the net for hours at a time desperately looking for a way to make money. I started to lose hope. I spent almost a year trying everything and anything. Nothing was working.

At the end of September 2004 I got involved with an Internet Based Greeting Card business. Because the investment was very small, (only \$398), I didn't take it seriously. I worked it for a couple of months and then put it on the backburner. I didn't do anything with the Greeting Card business for over a year.

When we first came to Florida, my plan had been to build up the business card business. When this didn't work, I went into my backup plan ... investing in Real Estate. I bought 6 or 7 properties very quickly. The plan was to flip some of them to make immediate money while renting a few.

I made every possible mistake you can imagine. The properties I was buying were in Jacksonville which was about 3 hours away. They were all in very

bad neighborhoods and needed a lot of work. I was trying to fix up 3 properties at once. It was a nightmare.

I'm sure you have seen the late night infomercials on T.V. where everybody is getting rich buying houses. Well it's not that easy. If it was, they would be focusing on buying houses instead of selling information on how to do it!

The year 2005 was probably the worst year of my life. I had quickly bought 6 Rental properties. Being a landlord was a total nightmare. I had roof leaks, crack-heads were stealing the air conditioning units, and I had to evict tenants who weren't paying their rent.

By about August 2005 I realized that being a landlord was a mistake so I started dumping my rental properties. At the same time, I was desperately looking for a way to make money. I would spend hours at a time surfing the net looking for an opportunity to make money from home.

I spent a ton of money on different e-books promising me the world. I was having a hard time getting rid of one last property and it looked like I was going to have to take a 30k loss. I was so desperate I was willing to do it

Remember the Greeting Card business? For over a year they had been sending me checks. I had built it up a little bit and people were using the system all that time. Every time they did I got paid. The checks were enough to make my car payment and have enough left over for a nice steak dinner. Not bad!

In January 2006 I went to a personal development Seminar in Tampa, Florida that was given by the CEO of the Greeting card business. It's a wonderful seminar and in my opinion it's worth the entire price of the business just for the seminar. That day in January 2006 changed my life forever!

At the seminar we did something called "I Am" statements. You state your goals in present tense. For example, Instead of saying "I want to be Wealthy", you say "I Am Wealthy" (in the present tense). The theory is that this causes your subconscious to believe it and make it happen.

In January 2006, my two "I Am" Statements were:

I am totally free of all my Rental properties

I am earning a Full Time income from home with the Internet based Greeting card business

At the time, they both seemed like a pipedream.

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A few weeks went by and nothing happened, I had been trying to get rid of one particular property for over a year. I was unable to rent it and unable to sell it. I had been paying the mortgage out of my own pocket for a year!

Then a miracle happened! I got a call from a real estate investor. He said "I hear you have a property for sale". He asked me the address and how much I owed on the property and I told him. He said he would go and check out the property and get back to me the next day.

I didn't have high hopes. In the previous 12 months, I had shown the same property to 40 – 50 real estate investors and none of them had an interest. It was in a bad neighborhood and I owed more on it than it was worth.

The investor called me back the next day. He said he had a little bad news. He worked the numbers on it and the best he could do was pay me what I owed on it. I almost fell over my chair but played it cool and said "OK well if that's the best you can do ..." (He didn't see me jumping and doing the happy dance!)

I Was FREE! After over a year of stress, the Real Estate Nightmare was over! And I didn't have to take a major loss on the property! I called my mortgage company the next day to check the balance on the mortgage ... it was ZERO!!!

But I still had a dilemma ... I had NO INCOME. I was trained as a mainframe computer programmer but that industry was basically gone. I had no idea what I was going to do to make money. Savings were dwindling fast and it was scary. I had used up plan A and Plan B. I had no Plan C.

Then my wife asked me a question that changed my life. "What about that Greeting Card Business? They keep sending you checks and you're not doing anything with it ... What if you actually worked it?"

The light bulb finally went off!

I started focusing on the Greeting Card business in April 2006. My checks started increasing; In July 2006, I was the Top Team builder for the company. By August 2006, I was making a respectable Full Time Income from home. A few months later I had made it to the #10 earner in the whole company!

Since then my income has been on an upward trend. I'm working with a team of wonderful people and helping them increase their income as well.

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Not only am I making good money, I'm having fun too! Everything that I had needed was right in front of me all this time! I finally woke up!

My only regret in all of this is that I wasted over a year with the real estate while ignoring the greeting card business. But better late than never, Right? Sometimes you have to go through a lot of junk to find the good stuff in life.

So what about you? What are you looking for out of life? Maybe you have been looking for a way out of a dead end job. Or maybe you are just looking for some additional income so you're not always living paycheck to paycheck. Well keep reading because you're in for a pleasant surprise!

I've learned a lot ... and I'm Going to Share that information With You. In the following book I've titled, "The 6 Month Miracle" I am going to share with you what took me years to learn. Hopefully I can help you avoid some of the mistake I have made.

**FREE Copy of "The Six Month Miracle" here:**

<http://www.howtosendacard.com/6month>

**Try a FREE demo of the card system ...  
send a card to someone for FREE!**

<http://www.HowToSendACard.com>

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**Introducing:** Lee & Robin Collins

**Business:** SoCo Solutions

**Location:** Michigan

**What we do:** Speakers, Authors & Business Strategists

### **What do you do?**

My husband and I are public speakers, authors and business strategists. I know, it sounds like I took it right off of my business card. Well, I did!

### **How did you get started?**

Believe it or not it was all my husband's fault. I know, hard to believe, right?

Well, it is quite an interesting story...dating back to 2001...here is the short version...

Picture this...It was early November 2002, but a balmy 40 degrees. My husband, Lee and I were living in Richmond, VA and it was just beautiful. There was a gentle breeze stirring up a few remaining fallen leaves in the front yard. I was sitting on my front porch - just thinking...

OK, if I go on like this...this story will take much too long to tell....condensing now...

Lee had been "dabbling" with the online business route for about a year at this point. I honestly didn't have much faith that we could actually grow his efforts into anything substantial. Sure a few dollars here and there, but I never saw it replacing our full time income.

But I was so very wrong. (Yes, I did just admit I was wrong)

Unbeknownst to me, Lee had tried and failed at, shall I say - a lot of different "systems" this first year trying to get his dreams of an online business off of the ground.

He was so disgusted by these products failing to deliver what was promised. But he also realized that many of these systems and books and products (etc) had portions that did work. So, Lee took all of these pieces from the many different sources he had discovered and assembled his own system.

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Really condensing here....

Lee had his system, he had found a product that he wanted use to try out his system...he just didn't have any cash left for the initial investment.

So, he talked me out of \$500 dollars that I had scrimped and saved to use to buy our kids Christmas for that year. (And yes, there is much more to this part of the story).

He somehow convinced me to let him take a chance and try out his "new system" on these little mini racer remote control cars. You know them, that year you probably received hundreds of emails (spam) for these little cars. (No spam from us, by the way – not our style ;-)

So, I let him have the money with one caveat - that if he failed and lost the kids' Christmas money – that he would have to quit his dreams of an online business forever.

Well, he didn't fail. And as a result of his efforts and my investment, we had our first 5 figure month.

And that's how I got started. Lee suckered me into helping him with this effort and I have been hooked ever since.

### **Our #1 motivation for "going out on our own?"**

Well, let's see....what was the primary motivation for me to finally commit to "going out on my own"...there are so many! How can I pick just one? I will have to go with the ability to decide when I want to work as opposed to having to decide when to take vacation.

### **What kind of money did it take to get started?**

Our first track-able, lump sum contribution to our business was the \$500 Christmas money mentioned above. But prior to this startup collateral, we (Lee) threw about \$12,000 our first year into varying products and, well, to put it bluntly – scams. Oh, the lessons learned...

### **Can other people do what you do?**

Absolutely! And the great thing with our story is that we have tried and tested so many approaches, finally figuring out what worked – specifically what worked together and in what order.

The reason I said that you can ABSOLUTELY do what we did, is because we have "systemized" our approach and we now provide these steps and techniques to our members.

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## **How long before you were in profit?**

That is a tricky question to answer...let me explain. Like I mentioned earlier, the first year and a half we dumped over \$12,000 into a bunch of different products and “systems”. We obviously lost a bunch during this “testing our sanity” period. And we almost gave up. (Or more accurately, I almost forced Lee to give it up).

But, it was after Lee put together our initial proprietary system – that we saw any substantial results. So my answer will have to be that it took us just 5 days after implementing our own business model and processes before we saw results.

## **What is a realistic monthly profit in your business within 3 months, 6 months, 1 year, 2 years, 5 years?**

I am going to answer this from what I consider our “real” starting time. We had our first 5 figure month our second month after implementing our system. From there we have had a variance in income. We have rarely fallen below \$5000 of passive income in a month, but depending on our promotions, we also have very frequent peaks or bumps that often exceed \$10,000. Our goal for this year is to have 12 consistent months not dipping below \$15,000 and continuing to enjoy those peak months as well.

## **How many hours do you work a week?**

It really does vary. We have built our business to include multiple streams of income. You know – not all of our eggs in one basket.

For the venues that bring in our consistent income, we work very little. Maybe a few hours a week.

But if we are involved in a large product promoting, it may require us to work 30 to 40 hours for a couple of weeks out of the month.

Plus we speak a couple of times a month – this may take 2 to 3 hours per event.

And then you should consider that we are always learning...taking a speaking class or digging into the latest and greatest product on the market to determine the usability for our members.

So, I guess to answer your question....on our “slacker” or vacation weeks, we may put in 5 hours. But on our high output weeks, we may put in 30 to 40 hours a week. Make sense?

## **Can somebody start doing what you are doing Part Time?**

Absolutely. The beauty of online or direct mail business is that you can work it as much as you want – a little or a lot. But you have to remember that any consistent and successful business does not happen on its own. You will get out of your business what you put into it.

So, if your goal is to only bring in a few hundred extra dollars a month – then you could get away with only putting in a few hours of work a week.

But if your goal is to replace your full time “w-2” income, then you will need to put in more time. At least in the beginning as you begin setting up your multiple, recurring passive streams of income.

What special skills or training are needed to do what you do?

If you can type in Microsoft Word you CAN start making money right now.

What resources (Books, Websites etc) can you recommend for finding out more about what you do? Start with [One Page Money Makers](#). This is the system that we use to continue to build our passive income. I would also highly recommend getting your head in the right place before attempting a life changing adventure, such as becoming an Entrepreneur. For this I would recommend [www.theseecret.tv](http://www.theseecret.tv).

## **At what age did you realize you wanted to be an Entrepreneur?**

Now there’s a good question. I didn’t know that I wanted to be an Entrepreneur until I was an Entrepreneur.

I was taught from my earliest age that you have value as an adult by holding down a job, paying your bills and taking care of your family. It was a very intense transition to allow myself to believe that working for myself was OK.

I know now that it is actually more than OK and now my Dad, who instilled in me the value of a “w-2” job is asking me how he can do what I do.

## **What was your first Entrepreneurial Experience (ie: lemonade stand at age 7)**

Honestly, I never tried to make money outside of a structured job until my husband forced me into it in 2001 with our home business.

## **Have you ever had a really strange job?**

Define strange ;-) I am not sure that I have ever held a job that you would consider strange.

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Oh, I have one...I grew up on a farm in “corn country” Ohio. My grandfather and my dad worked the farm and cared for the livestock. Obviously, my sisters and I would be assigned jobs to help out. One of my most memorable jobs was feeding the pigs.

My sister and I would fill the pig troughs every day. And maybe throw them an old tire to play with.

But the fun part of this job was standing on the fence, watching them eat and play. One of the pigs favorite “toys” were our shoes. They would come up to us and chew on the edge of our shoes while we were standing on the fence.

It was years later when my sister and I confessed this ritual to my mother. She was very happy to finally understand how our shoes would wear out so quickly and specifically be worn out only at the toes!

### **Ever try any other business that didn't work?**

Of course. Any Entrepreneur that tells you that they have never done anything that didn't work is simply lying. To paraphrase a very smart man, to make your millions you have to increase the frequency at which you fail. See, the more you fail, the more you learn: the more you will succeed.

### **My single most important piece of advice to somebody wanting to get started doing what we do.**

Do something now. I don't care if it is something small or if it fails or if you don't make a dime. The true secret is to get started doing something right now – don't put it off any longer. The money will eventually start flowing in, but you MUST take action.

### **Who are your Mentors?**

My husband has been a great influence and inspiration for me. Without his gentle coaxing – alright, let's admit that it was manipulation – I would never have believed in myself enough to “take the plunge” into Entrepreneurship.

### **What are you favorite books?**

It's funny, a few years ago I would have answered this with “anything by Stephen King”. I am still a huge “King” fan, but I haven't read a book of fiction in a long time. My current top three favorite books would be The Attractor Factor, Think and Grow Rich and Rich Dad, Poor Dad.

**Introducing:** David Chappelle

**Business:** Wordsmithville [www.Wordsmithville.com](http://www.Wordsmithville.com)

**Location:** Canada

**What we do:** Writer

### **What do you do?**

I'm a writer

### **How did you get started?**

While working as a field support specialist for a computer reseller I answered an ad for a lab tester posted in a December 1999 issue of a weekly Toronto left wing rag. Via email (unusual at the time), the Editor asked me to come in for an interview. He asked why I wanted to work there and why they should hire me. He gave me a wireless mouse and told me he'd be back in 20 minutes to read my review.

While I was banging away on his notebook, the test lab editor came in to introduce himself and ask, "So you're here for the writing job?" I thought, "Writing? No, I wanna test stuff." But I answered, "Yes" anyway. I got the job, and within three months was writing cover story features for the largest computer publisher in Canada, circulation 400,000. I really enjoyed being the resident geek who translated techno-speak into end user-speak.

Eventually, new owners managed to turn the largest computer publisher in Canada into the smallest. My contract was not renewed, and the magazine went under. One of the salespeople licensed the name, but it's not the same.

Integrated Marcom hired me when they expanded daily web-based publications into the US reseller and end user markets. I was supposed to start in September 2003, but when the president heard about my sales experience he brought me on in August to help sell an event he put on at the Air Canada Center. They said they'd pay me commission on sales, but I never saw it. I worked until a company meltdown in December 2004. They sent me freelance work for nine months, and then re-hired me in October 2005.

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## **What was your #1 motivation for “going out on your own?”**

In December 2006 my boss forced me to take all my unused holiday, travel, and sick days. On my first day back, January 16, 2007 I was laid off again, this time over the phone. I immediately spammed every person I had talked to in the last three years, and by the end of the week I was a working freelancer.

## **What kind of money did it take you to get started?**

It hasn't been two months, but it's gonna take a few thousand dollars. So far \$60 to register a business online, \$250 to apply for a trade mark, \$50 to open a business and personal membership at the local credit union, which has the lowest business account fees, plus my usual expenses. The credit union will hold all US checks for 30 days, so I'll need enough money for my usual expenses until the checks clear.

## **Can other people do what you do?**

I'm sure a few can, but not many. I have two valuable skills:

1. I can translate geekspeak into user benefits.
2. I can make advertising look like useful information.

## **How long before you were in profit?**

Theoretically, within a month I'd made more than double, almost triple, my former salary, if you count receivables. In reality, it'll be a while, because customers want to wait 30 days to pay, then financial institutions want another 30 days for the check to clear. By then my personal line of credit, which I established back when I had two jobs and didn't need it, will need paying down.

## **What is a realistic monthly profit in your business within 3 months, 6 months, 1 year, 2 years, 5 years?**

I expect to make a minimum of \$5,000 per month, but it's been closer to \$2,000 per week. Next year it'll be \$5,000 per week. The year after that I want to earn my former salary every month.

## **How many hours do you work a week?**

I want to work as little as possible. But there's always more work to be done, whether the actual writing, or contacting more people to ask for work, or filing, or maintaining my computer and data, registering, interviewing, and more. Research is a huge part of my career. That's best done at nite, online. Sundays I try to shut off the PC and read a classic book from Caples, Ogilvy, Hopkins, Kennedy, or someone in that league. I have to take one day off a week, and usually two.

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## **Can somebody start doing what you are doing Part Time?**

That's how I started. It makes no sense to be an employee; the tax hit is too large. As soon as I was forced to be an employee, I've always had a business on the side, even if it only grossed a hundred bucks a year. I wrote about technology for my employer(s), and picked up a couple of non-competing customers for myself.

I want to keep more of my money from the government thieves, so the write-offs are necessary. There are perfectly legal ways to claim things most people can't claim. Businesses support those who make the laws with campaign contributions, so the tax laws favor businesses.

The key is to get a good accountant. There are two kinds of accountants: those in the majority, who work for the government thieves and make sure you pay; and a handful who love to fight the government thieves and do what they can to ensure you only pay the minimum necessary. Those ones are a lot more difficult to find, but they're out there.

## **What special skills or training are needed to do what you do?**

I went to DeVry Toronto. I picked it over less expensive schools because DeVry is recognized in the US, which is where I'd intended to move to.

Graduating with honors as valedictorian from a recognized educational institution helped me get my first job, but after that it was me who did the rest. Unlike other technology writers, I have experience as an IT worker that lends credibility, and I can discuss technology with those I'm interviewing. Once the interview sources know I'm a geek too, I get more information, because they know I've gone out at 1am to reboot servers, have stood in an office being screamed at by an egomaniac customer, and have seen the computer system from hell break down repeatedly for no reason. When they learn I wrote a book on computer security for end users, it gives me additional credibility, because end users are the biggest problem in computer security.

Read. I read a book a week. I learned how in senior public school, grade 7 and 8, using reading machines. There I was clocked at 350 words per minute with retention. Later I read, listened to, and watched Howard Berg's speed-reading course and tripled my speed in one day to over 900wpm. Well worth it.

My typing is pretty good now, from doing it so much. But my handwriting is atrocious from lack of practice.

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What resources (Books, Websites etc) can you recommend for finding out more about what you do?

Now that I've moved into corporate writing, I study technology websites, company websites, and I also study copywriting.

### **At what age did you realize you wanted to be an Entrepreneur?**

When I grew tired of constantly being kicked around (literally; I've had many broken bones, and my face required four surgeries at age 17) and ridiculed for being different, probably around age 13 or 14. Didn't really take action on it though, probably from lack of confidence.

### **What was your first Entrepreneurial Experience?**

Cleaned newly constructed houses at age 7, under the crawl spaces that a full-grown person had a hard time getting into. I was promised 25 cents an hour, and hoped to earn enough for a new fishing reel. When I was finished the guy said he would come by my house later with my money, but he never did. Can you imagine ripping off a little kid?

### **Have you ever had a really strange job?**

Not really; only strange bosses.

Although for a while I did get paid pretty good to keep an eye on who was parked near the house of the mistress of a local businessman.

I was a teenager with a fat-tired red car, driving around wasting gas. That businessman kept me in gas, paid for all my car repairs, and more, just for letting him know what cars were parked in the driveway. One nite I found a particular vehicle he was interested in hiding in the apartment building parking lot near the house I was watching, and he gave me a good bonus. After a while he got over it I guess, and didn't care any more who visited his mistress. He was a very nice man who gave me pointers about how the favor bank worked. He's been gone a long time now, but I remember his lessons.

### **Ever try any other business that didn't work?**

Prior to now, I've worked for myself only as a contractor for others. I've been a door-to-door home sanitation system salesperson on and off when a teenager, and a commercial real estate broker for several years in my 20s and early 30s. I should have gone out on my own long ago, but I wasn't ready. Now I know what I'm capable of, have a reputation in the industry, and can charge decent amounts for what I deliver.

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## **Ever have a really bad experience with a Boss?**

I'd prefer to mention the good bosses I had. David Cooperman at Cooperman Real Estate is a good guy who taught me a lot about commercial real estate. Gord Jackson at Vesta Realty was a good guy to work for. David Tanaka, the editor at The Computer Paper, has the best management style of anyone I ever worked for. Geovanni Guterrez, the owner at Ticomp Systems is a great guy, and taught me a lot.

Michael Masterson said that if an employee delivers to the company bottom line, that employee is worth more. It's a nice theory, but most bosses are fornicating idiots, full of insecurities and too busy carting around their personal emotional baggage. Capable people like me who speak our minds and want to improve ourselves scare them, and they often can't wait to let us go before we make them look bad.

That's what happened at Integrated Marcom. They were going to lose the big contract until they hired me back full time, and when they finally screwed the customer one time too many and lost it anyway, I was the first to go.

Now that customer is one of my customers. Getting laid off was the best thing that's happened to me in quite a while. If they weren't such stooges, I'd write my former bosses a thank you letter.

## **Ever been laid off? (How did it make you feel?)**

I've been fired and laid off so many times it no longer phases me. I've quit jobs too, and told bosses exactly what I think of them, to their faces. I've tried to count how many jobs I've had since age 7, but stopped around 100. Now I know it was the universe (God, Allah, the Cosmic Scorekeeper, take your pick) telling me I don't fit anywhere, and to do my own thing.

## **What is the single most important piece of advice can you give to somebody wanting to get started doing what you do?**

Read. "Not all readers are leaders, but all leaders are readers." – author unknown but thanked.

## **Who are your Mentors?**

I don't have any mentors. I wish I did; it might have been easier. I have a supportive significant other, and friends I can ask for advice, but usually I do that so I know what not to do, because all but a few of my friends are corporate worker bees.

## **What are you favorite books?**

I read a book a week, so there are plenty that have affected me. I'll try to shorten the list. I seldom re-read a book unless it had a significant effect on me, and often a decade or more goes by before I do.

Richard Bach: Jonathan Livingston Seagull changed my view of life at age 13. At 32 I discovered Illusions, and it did the same.

Robert Ringer: Looking Out for Number 1

Stephen King: On Writing

William Strunk Jr, E.B. White: The Elements of Style

Brian Tracey: The Phoenix Seminar

As a new real estate agent in 1986, this seminar changed my life. I'd be a lot richer today had I continued to follow its principles.

Tim Piering: Breaking Free to Mental and Financial Independence; Mastery

[How To Get Your First Copywriting Client In 14 Days Or Less. 49-page Report Shows How To Get Copywriting Clients In As Few As 14 Days](#)

[WriterIncome.com :: 25 Ways To Write For Money. Discover 25 Ways To Get Paid As A Writer - From Writing Ebooks To Copywriting To Freelance Articles To Greeting Cards And Resumes.](#)

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How To Become A Hit Songwriter. Exposed: The Real Truth About The Songwriting And Publishing Business That One Unknown Songwriter Used To Crack The Code And Get. [MORE INFO](#)

**Introducing:** Eric Engel

**Business:** [www.CopyForSale.com](http://www.CopyForSale.com)

**Location:** Ohio

**What we do:** Freelance Writer

### **What do you do?**

Freelance Writing

### **How did you get started?**

I started in the usual way...submitting hundreds of queries to hundreds of publications and getting hundreds of rejections. One day, I thought I would try a new approach. I'll let the 'publishers' come to me. I launched a website that both sold pre-written articles and pushed my services as a freelance / business writer.

### **What was your #1 motivation for "going out on your own?"**

I think 'going out on your own' is one of those deep desires that we all have. It's just a part of us. The only question is whether we believe in ourselves enough to actually go do it. I had a wife who gave me all the support and shoulder pats that I needed, and that's what pushed me over the edge. There's no replacement for a family member who believes in you.

### **What kind of money did it take you to get started?**

Fifty bucks in hosting fees and many hours spent in front of a computer trying to learn HTML. That doesn't sound like much, but when you have six kids, fifty extra dollars is hard to come by. I paid for it by eating peanut butter and jelly every day for lunch.

### **Can other people do what you do?**

If they can write. I believe it starts with a basic talent. But like a big slab of meat, you have to do something with it before it becomes a meal. Sugar and spice, hard work and discipline. And most of all, be teachable...Listen to those who made it and learn from their mistakes.

### **How long before you were in profit?**

One month.

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**What is a realistic monthly profit in your business within 3 months, 6 months, 1 year, 2 years, 5 years?**

\$200, \$450, \$1000, \$1200, \$3,000 – \$5,000

**How many hours do you work a week?**

60 - 70

**Can somebody start doing what you are doing Part Time?**

Certainly. You get what you give.

**What special skills or training are needed to do what you do?**

If you're a self starter by nature, then the only thing you'd need is a desire to learn. The online world made it easy for anyone to learn more about something. After that, it's a matter of practicing, applying what you learn, and paying very careful attention to constructive criticism. Treat it like gold.

**What resources ( Books, Websites etc) can you recommend for finding out more about what you do?**

I would have saved myself a lot of headaches if I had read Eugene Schwartz's Breakthrough Advertising before I tried to write copy. It was recommended to me by someone at [www.copywritersboard.com](http://www.copywritersboard.com) (another great resource). I think rummaging through forum discussions can usually help better than buying the first ten books you run across. They can at least help you decide which books to buy. I also like to frequent the forums at [www.absolutewrite.com](http://www.absolutewrite.com). If you have questions in the field of writing, the folks there are super nice and always willing to give their advice.

**At what age did you realize you wanted to be an Entrepreneur?**

As far back as I can remember.

**What was your first Entrepreneurial Experience**

When I was ten, my dad showed me how to pile up manure and leaves to start a 'worm farm'. I sold night-crawlers and red-worms to the local fishermen.

Dad also showed me how to melt lead down and make sinkers with some molds we had bought at a flea market. I got all the free lead I wanted by



collecting old tire weights from local auto mechanics. I made up a flyer and passed some around...In big bold letters, they read "WORMS AND SINKERS". Didn't make a whole lot of money, but I had a hell of a lot of fun that summer. And the time my dad and I spent together is something I'll never forget.

### **Ever try any other business ('s) that didn't work?**

Hmmm...enough to fill a book. When DVD writers first went on the market, I bought one and created my first website trying to sell a VCR – DVD conversion service. I still own the site at [www.EclipsVideo.com](http://www.EclipsVideo.com). I keep thinking I'll do something with it again someday.

I also started my own landscaping business back when I first got married. I was making some pretty decent money, but not enough to live on and invest in the equipment I needed. After two years and about a hundred clients, I let it fizzle out. To this day, I wish I had stuck with it.

### **Ever have a really bad experience with a Boss?**

Not a whole lot. I've always been a hard worker, and the boss's favorite. It wasn't until I started working for a nationwide company that I started to be treated like another number. That wasn't too bad, except the boss never saw my efforts...and when the job eliminations came, there was no special reason to keep me.

### **Ever been laid off? (How did it make you feel?)**

Possibly one of the worst days of my life. I got a call from Human resources and I knew instantly that my time had come. I don't think I'll ever get over that. Everyone told me that it was a matter of number crunching, but I couldn't shake the feeling that it was my fault. The problem I had with such and such job, the mistake I had made at another job. It turned my world upside-down.

From then on, a strange feeling of paranoia enveloped me throughout a typical work day. Every time one of my bosses called my name, my hair stood on end. Every time I made a mistake, I got frantic and prepared for the hammer to come down. Every time the boss was in a meeting, I thought he was talking about my mistakes. I wouldn't wish that on my worst enemy.

What is the single most important piece of advice can you give to somebody wanting to get started doing what you do?

Don't be afraid of criticism.

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## **Who are your Mentors?**

I can't say that I have any. I always collected bits and pieces of advice from the different people I admire (I always pay special attention when I see JP's name on something). This is another reason I use the forums. Even if I'm just lurking (and I usually am now-a-days), I can pick up on things from questions other people ask.

## **What are you favorite books?**

Pretty much whatever I'm reading at any given time. Learn from the past, plan for the future. But live for the present.

[How To Get Your First Copywriting Client In 14 Days Or Less. 49-page Report Shows How To Get Copywriting Clients In As Few As 14 Days](#)

[WriterIncome.com :: 25 Ways To Write For Money. Discover 25 Ways To Get Paid As A Writer - From Writing Ebooks To Copywriting To Freelance Articles To Greeting Cards And Resumes.](#)

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**Introducing:** Gley Yahya

**Business:** [www.email-list-builder.com](http://www.email-list-builder.com)

**Location:** Ohio

**What we do:** Internet Marketer

Hi everyone, my name is Gley Yahya. I'm currently online full time as an Internet marketer working from home. Three Years ago I started my small home business. Now it's my vehicle to success, it allowed me to be debt free, move to a new small house and on my way to live the lifestyle I always dreamed of.

I have been a mechanical engineer working for a national company. I always look for new challenges and new experiences in everything. My ability to recognize a good opportunity has pushed me into things that I don't always understand but find interesting.

### **How did you get started?**

I thought we'd take some time and talk about my experiences over the years with online marketing I believe would be the most valuable to know. There is a point to this. Those experiences convey an important message and lessons to be learned.

If I had known and owned what I know and own now, it wouldn't have taken me six or seven years to get to where I am now. I'm confident that it would have taken me less than a year!

I was always looking for ways to change my life style and have the extra money necessary to enjoy not only the fine things in life, but also to pay off my bills and stop struggling from paycheck to paycheck! More than once I tried my hand at making extra money-with miserable results. Nothing seemed to work!

I didn't understand what I was doing wrong! I had spent a ton of money on the various methods for making money but it didn't seem to make a difference. I knew I had to do something to get a handle on my finances before my kids reached college age. I needed to pay off my bills and put it towards their education!

I have discovered the Internet in 1999 from a friend's cyber cafe. I started out with absolutely NO computer knowledge at all. Went to chat rooms,

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talked with people, got some contacts. Then one day I received a junk email full of hype and promptly started joining affiliate programs. I joined this one, that one and the other one, all-full of promises that I'd be mega-rich within a few months. Being a newbie, I swallowed it all. Too bad I didn't get the results I hoped for but I learned a lot anyway.

I lost some money, not huge amounts, and then I started with the free stuff. I didn't have any knowledge about website design, how to advertise and such, so that didn't work either. Then I started helping people, I referred them to various resources, and then things started to look slightly better. All that free stuff didn't make me any real money, but it gave me traffic to other free sites I was promoting, I got contacts, so I knew it was working.

After that, I kind of concentrated on helping everybody I came across, to the point where that was all I was doing, and funny enough, I loved it. Still didn't make me money but made me feel great.

That's how my website and Newsletter came about. I wanted to help people as much as possible, teach them to steer clear of hype.

I recognized that there's no way to make easy money. The system works but I can't make it work for me unless I investigate the knowledge needed to launch a profitable business.

I started working very hard. I forgot what spare time meant, I forgot watching TV, I forgot meeting friends in one word I forgot about the world around me and was completely engaged in education related efforts to build a profitable business that would change my family's life style.

Lack of money makes experts

My drawback was that I have no money to purchase tools, info products or to pay a mentor. I have no money even to buy a PC! I had so many questions and absolutely zero answers. Where do I start? More important was how do I start? What to do, how to do it, where to look, what to look for and so forth... To be honest, I was lost.

I realized also that in order to succeed in my business I had to learn how to write my website content. Writing was not an easy task for me. English is not my mother tongue. I speak and use simple English words to express myself. I was born in Tunisia where I have lived until now, I write and speak Arabic and French.

You may ask why don't you use Arabic or French language to build your business? The answer is: Sure it is a snap for me to use one of the two

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languages to build my online business! But finding free info products and free tools are easier in English sites than in Arabic and French sites. So, I started learning the English language to improve my writing skills.

Using free info available on the net took me quite a while to start writing my first article.

As I was advancing in learning and building my business, more needs raised. Thanks to Dr. Ken Evoy of [www.SiteSell.com](http://www.SiteSell.com) all the free information and tools provided in his site that made any obstacle look like a piece of cake.

### **What was your #1 motivation for “going out on your own?”**

When you have nothing to fall back on and there is no escape route there is only one way to go if you want to survive. From personal experience I can tell you that there is nothing that motivates you more than facing challenges with no chance of retreat. If you really want to succeed you don't give yourself an out or a way to escape.

### **What kind of money did it take you to get started?**

Dan Kennedy once said that, "if you can't make money WITHOUT money, you can't make it WITH money" - and that is 100% true. So you don't need money to get started online, you only need the right information and guidance.

You don't need money to make money. Sure, money will help you make it easier and faster but it's not necessary especially in online business. I had started my online business without a red cent in my pocket, no PC and no Internet connection. But this didn't happen the easy way.

### **Can other people do what you do?**

Yes, everyone and I mean everyone can start an online business. My case is a real life example! I'm sure 99% of you never heard about a story like mine. And I'm sure also this will motivate even bums to start their own online businesses!

### **How long before you were in profit?**

I achieved some measure of success after about 4 years of hard work. As you see my case is a little strange. It took a lot of time to start receiving monthly checks from affiliate programs and ebooks sales.

The amount of time it takes to start seeing results vary from person to person. It depends on so many factors such as your ability to learn, your determination, the market you select, marketing proficiently, management

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efficiency, quality of the product or service, investment in time and money, etc...

Success varies in every individual business and for the most part, it depends on will and perseverance. We don't have the same degree of intelligence; we are not in the same situation, etc...

If it took me 4 years to see results, that doesn't mean it will take the same amount of time for you. Believe it or not an average person with no money, but with the right guidance and a burning desire to succeed can see results in less than 8 weeks!

### **What is a realistic monthly profit in your business within 3 months, 6 months, 1 year, 2 years, and 5 years?**

"If you ever need to reach somewhere you should start somewhere!"

As a rule of thumb, making money starts out as a slow laborious affair rather than a series of dramatic windfalls. It will increase as you grow your business by getting more knowledge, experiences, and investing time and money.

At this point in time, I'm around \$2000.00 per month using only free advertising methods. I started with nothing and still spend a lot less than most businesses on advertising and marketing. Most of my marketing is guerrilla method marketing, which cost me near to nothing.

My goal this year is to make 60000.00 dollars and I think I just might do it.

There's a lot of money in online marketing. This is true, however, only to those who are seriously and enthusiastically working on their business.

I don't believe in pipe dreams. I believe in solutions. I don't believe in get-rich-quick. I believe in hard work. I don't believe in going from \$30.00 per month to \$2000.00 per month in one month. I do believe in learning to do things right from the very beginning and building a genuine business that is based on real web business, not pie-in-the-sky visions.

### **How many hours do you work a week?**

Setting up and running a small business is very hard work, especially when you start from nothing like I had to. When I just started I was working between 60 to 80 hours a week and some times more than that! After getting more knowledge and setting up my automated system I started working between 30 to 40 hours.

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The beauty of owning a business is working on your own time. I do what needs to be done the most at any given time and the nature of an online business is such that I can stop or take a break at any point and carry on when time allows.

The good thing about working from home is that I can work in my pajamas and lick my plate with one hand while I type with the other and nobody can object.

### **Can somebody start doing what you are doing Part Time?**

When I started my business I was working for a national company. I started working part time on my Internet business. I did not quit my job until my business was generating enough positive cash flow to cover my expenses.

When I was working part time, I forgot what spare time meant, I forgot watching TV, I forgot meeting friends in one word I forgot about the world around me and was completely engaged in education related efforts to build a profitable business that would change my family's lifestyle.

If you are stuck in a job, commit to give at least 3 hours per day to your Internet business and you will reach whatever destination you set for yourself. If you are well organized and follow a basic plan, you will meet your goals.

It is difficult to push your first Internet business from ground zero to a success story. Making your first Cheque is difficult. Once you do, it becomes a simple recipe. Just copy your success over and over again.

When starting out don't have huge expectations. Do not expect to make \$1000 or even \$500 from your first month, this won't happen. Set your goals to make your first sale. You will be empowered when you see something happening. So, I thought the best thing to do first is to learn how to make your first sale; even making \$1 from your new venture is a motivator if you have not made any sale yet.

If you want your business to make \$300 dollars a month to supplement your income, it doesn't mean you are going to work less than someone who aims to make \$5000 a month. Making \$300 a month is just as hard as making \$5000 or even a million when you have not made any money yet.

You have to take one step at a time and when everything is in place, making an autopilot income of \$1000 or even \$10000 is very easy.

Whatever you do, I encourage you to take the first step and get started. You can thank me later.

### **What special skills or training are needed to do what you do?**

I will say that there are a couple of SKILLS needed for anybody wanting to be an online marketer.

Firstly, you need a touch of sightlessness, so you don't even look at all the hype, because if it looks too good to be true, then it more than likely is.

You need deep concentration and dedication to help you stick with one thing, you also need to be able to work really hard and get that one thing to work.

As for computer jargon, I've been online for around 7 years, and I'm still learning. Actually, I'm only just now starting to learn HTML and PHP so that I can make the changes needed in my website without having to rely too much on a programmer.

When it comes to suggesting a starting point, that's a real hard one. I think I'd say chatrooms personally. Without the friends that I've met in chatrooms, I wouldn't be where I am today. So I'd say the most important thing when it comes to marketing is your friends. Get as many friends as you can and learn from their experiences.

Also, subscribe to a few ezines that really cover the NEWBIE things. Read everything you can that's relative to what you want to do. You'll suffer from information overload, there's no doubt about that, but some stuff will stick in your head and you can start learning from there.

Visit forums related to your business. Forums are a big way to pick up great ideas and getting motivated. Forums are also a good place to discover new products, techniques and tools.

There are thousands of online forums and discussion groups for just about any topic on the Internet.

When used properly forums can be an excellent business tool and resource.

Learn the BASICS before you can progress to the ADVANCED levels.

Read, read, read, and read some more. Take all promises of INSTANT WEALTH with a grain of salt. Question everything that seems to be too good to be true. Learn as much as you can before starting out, be prepared, and remember: There are no stupid questions, just stupid answers.

It's simple to start an online business but it's not as easy as many of you think. Also, it doesn't mean you can't start your online business unless you are a computer guru, a designer or a programmer expert.

As we said above you cannot make any amount of money without basic knowledge on any business and online business is not an exception.

If you start like most new online business starters without a mentor or no business knowledge you will not only waste your time but also your money running after get rich-quick-programs.

Of course there 's the risk factor to consider when starting up your own business, but the use of simple precautions can minimize this risk.

Making mistakes is normal, but correcting those mistakes, learning from them and ensuring that they do not occur again, is what 's important.

What resources (Books, Websites etc) can you recommend for finding out more about what you do?

The first and most basic task of new businesses is to know where to start. Once the starting point is determined, an appropriate road can be selected for the desired destination, which is your financial freedom.

Evaluate your knowledge find out your weakness and work on them.

If you don't know how to use your PC and want to learn the basic skills your first starting place must be at [NewbieClub.com](http://NewbieClub.com).

If you have some skills but you want to find a way on how to make money as an affiliate read this ebooks: [http://www.email-listbuilder.com/free\\_downloads.htm](http://www.email-listbuilder.com/free_downloads.htm)

Solutions: You can get a free Domain Names and Web hosting for your new website for only \$4.00 here plus you can get a Domain Name and Web hosting reseller account!

[Aweber.com](http://Aweber.com) - An autoresponder is the most valuable tool you can ever own.

As I know from experience very few people can succeed in online marketing without a mentor. For that reason I'm going to give an invaluable gift to 10 lucky people.

I am willing to choose 10 people to work with one on one to create their business or to take their existing web sites to the next level, teach them

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personally everything needed from start to finish. Email me at gley\_yahya@email-list-builder.com with the subject "Gley, I Need Your Help"

At what age did you realize you wanted to be an Entrepreneur?

I'd have considered starting my own business long before 1999. But I never thought of having an online business. My main motivation was twofold, first of all, I want to be my own boss, have sufficient money to lead the life I deserve. Secondly, I want to live a full life, discover and develop my individual talents and become the best I can be through challenge and hard work.

I have always been a bit of an entrepreneur, having started companies prior to [Strategic Internet Marketing](#). There are a number of reasons why I continue to be drawn to entrepreneurial organizations. I have always loved the creative process and the flexibility associated with being an entrepreneur. Your actions have a direct effect on the success and direction of the organization. I really cannot imagine any career for myself other than building business from scratch. I tried a number of experiences, including selling vegetables and fruits, selling clothes door to door, creating a steel workshop; I helped two small companies create their customer base. To this day, I still feel that nothing is as rewarding as starting a successful small online business.

### **What was your first Entrepreneurial Experience?**

Selling fruit and vegetables was my job during summer holidays to make extra-money for myself to buy books pens, and supplies.

### **Ever try any other business ('s) that didn't work?**

There is no business that doesn't work. Most people say this when they can't make something work for them.

So, if the problem is not with the business then what is the real problem to be concerned about? It is really hard to admit it but the real problem actually lies with the business owners themselves. Basically, this arises from the fact that most people who start a new business have no experience in running it and therefore have unrealistic high expectations once they start. Business starters have to realize that they are not going to earn if they don't put any effort into it.

Believe it or not if you plan, be self-disciplined, manage your time efficiently and acquire the needed knowledge you will be able to sell ice to Eskimos!

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## **What is the single most important piece of advice can you give to somebody wanting to get started doing what you do?**

Just do it!

Stop checking, stop planning, stop trying to find out more, stop worrying if you're going to succeed, stop thinking about what everyone else is going to think of you, succeed or fail, but get out there, and get doing. Otherwise, and I know this is going to hurt to think about, but you're going to find yourself sitting in the same chair, in the same situation, having the same habits, the same thoughts, and not a step closer to what you really want. This is the big difference between success and failure.

Forget what everyone else thinks, or any worries and reservations you have. Stop changing your mind; decide on something and then go ahead and do it. I'd be willing to bet that the moment you start doing this, you'll see immediate results and how quickly you're moving towards where you want to be. I'm talking within days here. Try it, consider it a challenge to try and prove me wrong.

## **What are you favorite books?**

- \* Scientific Advertising by Claude C. Hopkins (1866-1932)
- \* Think and Grow Rich by Napoleon Hill
- \* The Affiliate Masters Course by Ken Evoy

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"Freelancing is a Fun and Enjoyable  
Alternative to Your Day Job!"

Yup! Freelancing really can be down right fun. You get to do what you're good at and make a decent sum of money at the same time. The only person you're accountable to is the person who hires you... and yourself!

A good chunk of these jobs are all about specialized knowledge, and there's a good chance you can do (or learn) at least one of the following...

Select What You Know!

Web Design  
Programming  
Graphic Design  
Audio Editing  
Photography

If you could select one of the skills above, then you're good to go! And even if you couldn't, don't panic!  
Many jobs require "no special skills"!

**[CLICK HERE](#) for more information!**

**Introducing:** Polly Taskey

**Business:** [www.designinglife.net](http://www.designinglife.net)

**Location:** Michigan

**What we do:** Freelance Writer, Graphic & Web Design

### **What do you do?**

I've rebuilt my life on my terms, while strengthening my family, finances, future and self. I currently work for a document coding company part time from the comfort of my home, while increasing my internet-generated income through freelance writing, graphic and web design, SEO and Internet Marketing. My "niche" is providing quality information and assistance to others seeking work from home.

### **How did you get started?**

After losing two jobs within two years due to Michigan's failing economy, I began desperately seeking income from any source, including potential work from home. Anyone familiar with our state will know that there are roughly 600,000 people registered and seeking work, and only about 20,000 jobs posted with the state's unemployment agency – most of these being sales and military positions.

### **What was your #1 motivation for "going out on your own?"**

Being a divorced Mother who has faced many very tough obstacles in life, my number one motivation has always been my children. When I began seeking income to replace the job losses we had suffered, I never really believed that work at home was a legitimate option, but without any other income choices available, I began to explore it. Much to my amazement, there really ARE work at home options.

### **What kind of money did it take you to get started?**

Since I already had a computer and a DSL connection, the only investment I made was approximately \$50 for some printer paper and ink, and a Duraband telephone with a headset for about \$10.

### **Can other people do what you do?**

Yes! I began working as for a call processing company. Anyone who can read English, type, and talk on the phone can do this type of work. Document

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coding jobs generally require a little legal or medical background, although good correspondence and secretarial experience comes in handy. Some document coding companies provide training, and will require successful completion of testing prior to being hired. As for Internet Marketing, website design, and writing, I will tell you this: When I first began in 2003, I could barely navigate a message board on the Internet. Free online tutorials, a little guidance, and self-education has enabled me to build websites, write basic codes, create graphics, and optimize my five websites for improved search engine ranking, affiliate income, and increased traffic.

### **How long before you were in profit?**

Within three months, I was earning more from working as a telecommuter than I had make working 54 hours a week outside the home. Within nine months, my websites began profiting. Just in the past two months, my affiliate income has doubled with a little added effort on my part.

### **What is a realistic monthly profit in your business within 3 months, 6 months, 1 year, 2 years, 5 years?**

Working for a telecommuting company can bring in between \$500 and \$2500 a month depending on the job, the amount of work available, and the effort a person puts into it. Internet marketing also depends on the amount of effort and the tactics used to initiate and generate income. Realistically, within one year, with a well-planned targeted content site, a person can be making \$2500 to 4,000 a month.

### **How many hours do you work a week?**

I probably work more than 50 hours a week between the Internet Marketing and Telecommuting Job, however, I enjoy every minute of it, so it “feels like” 20 hours a week at most. For example, it is 2:30 am here as I answer this question. I'm sitting here doing this right now by choice, and that is a major difference between working for yourself and punching a time clock when you're told to.

### **Can somebody start doing what you are doing Part Time?**

Absolutely, in fact, I recommend that anyone looking to work from home – whether for themselves or someone else – remain in their current employment while they explore options, research their ideas, and begin laying the foundation toward becoming an entrepreneur.

### **What special skills or training are needed to do what you do?**

I began with very little knowledge and could not explain what the acronyms html or seo even stood for. In order to “do what I do” today, a person would



need to be driven, focused, and eager to learn something new every day. I am still learning new things after four years of studying on my own. Proofreading, ad copy writing, and editing classes would be beneficial for internet freelance writing, and strong visualization skills with some experience in Photoshop or Paint Shop Pro would be an asset to anyone interested in Graphic Design.

### **What resources ( Books, Websites etc) can you recommend for finding out more about what you do?**

Obviously, I am going to list my own website here because I have packed everything useful that I have found into it. Designing Life at <http://www.designinglife.net>. I would also recommend EVERYONE read the book, "Stop Being a Victim". I don't care how or where you get it, it is a must read for anyone seeking income from home. There is a link to it on my homepage. The cost is only \$5, and readers will learn how the scam artists trick people into believing in pyramid schemes, high yield investment profits, etc, and why these programs are destined to fail shortly after lining the bank accounts of a very few individuals. I also recommend Sharon and Roy Montero and Brad Callen for solid Search Engine Optimization techniques, as well as Mark Joyner, Rosalind Gardner, and Michel Fortin. I also highly recommend "The Secret" and Changing Course ([www.changingcourse.com](http://www.changingcourse.com)) for motivational and inspiring content.

### **At what age did you realize you wanted to be an Entrepreneur?**

To be truthful, I had never thought about it. I did own a trucking corporation in my 20s (only due to being married to a truck driver), and also owned and operated a dog training business for a few years prior to working from home via the internet.

### **What was your first Entrepreneurial Experience (ie: lemonade stand at age 7)**

I had forgotten about this until I read your question! When I was in the fourth grade, I would buy a large package of bubble gum, and sell the pieces individually to my classmates for about a 40% profit.

### **Ever try any other business ('s) that didn't work?**

As a gamble, I have tried Business Opportunities such as AmWay and Watkins. I have nothing negative to say about their businesses or products, though I do feel these types of businesses and the incomes claimed are overrated. I do not have the personality to make these types of opportunities successful, or perhaps they just do not fit "me" and my diverse interests.

### **Ever have a really bad experience with a Boss?**

Yes, I have had a few bad experiences with bosses. When I had worked selling industrial maintenance parts such as bearings and belts to large businesses, I was the only female employee, and very respected by our clients. Often, they would ask to speak with me rather than my male co-workers handling their accounts. At one point, a male employee from one of the branches of our company in another city wanted to relocate his family to the town where I lived and worked, so I was fired to make room for him. I did win the case for unemployment benefits after a long, grueling battle.

### **Ever been laid off? (How did it make you feel?)**

I have not been laid off, but I did lose a job when my position was eliminated by the company. Through no fault of their own, they could not stay afloat and afford the additional wages going out. I have also been fired – along with five other employees due to the company not being able to afford to pay their employees.

### **What is the single most important piece of advice can you give to somebody wanting to get started doing what you do?**

Do at least one thing every day toward your goal while always envisioning yourself actually being in the position you're seeking for yourself.

### **Who are your Mentors?**

If I had to name one mentor, I would have to say my Mother. She was a very strong, resilient woman who raised 7 children on her own and faced (and conquered) more obstacles head-on than I can fathom. She taught me to be strong, use my head, and keep moving forward no matter what.

### **What are you favorite books?**

I have so many favorite books it would take a month to list them, and many of them have nothing to do with working from home! To name just a few, I would have to include Dave Gray's "Stop Being A Victim", Rosalind Gardner's "Super Affiliate Handbook", Ken Evoy's bundle of Internet Marketing works, "Think and Grow Rich", and Brad Callen's "Search Engine Optimization Made Easy".

**Introducing:** Patti Unger

**Business:** The Perfect Paper

**Location:** Colorado

**What we do:** Transcription & Virtual Assistant

### **What do you do?**

I do transcription and virtual assistant services from my home-based office.

### **How did you get started?**

I started my home-based business two years ago after my elderly mother had a serious fall.

### **What was your #1 motivation for “going out on your own?”**

I started my home-based office to be home to care for my mother as she recovered and to be home with my family, which is something I've wanted to do for a long time.

### **What kind of money did it take you to get started?**

I invested in a new computer, a laptop, a fax machine, copier, two printers, and a separated telephone line. I also redecorated the room that became my office.

### **Can other people do what you do?**

Yes they can. I have written a manual on how to get started in the home-based transcription industry.

### **How long before you were in profit?**

Since I paid for my equipment and redecorating costs up front I was able to make a profit in three months after replacing the funds I used to start my business.

### **What is a realistic monthly profit in your business within 3 months, 6 months, 1 year, 2 years, 5 years?**

It depends on the individual and which of the three transcription categories they choose and also if they need specialized training.

**How many hours do you work a week?**

30

**Can somebody start doing what you are doing Part Time?**

Yes you can set your own hours.

**What special skills or training are needed to do what you do?**

You need to be an accurate and efficient typist as well as have training in transcription.

**What resources (books, Websites etc) can you recommend for finding out more about what you do?**

There are a number of books on how to start your own business on the market. You could also check through Amazon for other books on the subject.

**At what age did you realize you wanted to be an Entrepreneur?**

I've always wanted to have my own business since college.

**What was your first Entrepreneurial Experience**

This is actually my first experience.

**Have you ever had a really strange job?**

Yes, I was Little Bo Peep at the North Pole, a Santa's workshop located in our area, the summer before I started college.

**Ever have a really bad experience with a Boss?**

I think we all have had one experience that either helped shape us or reminded us why we wanted a different career. I worked at a hospital when I was in college and had a boss that was very demanding and unprofessional. That job reinforced my reasons for going to college.

**What is the single most important piece of advice can you give to somebody wanting to get started doing what you do?**

Motivation and dedication; you have to be motivated to work on your own when you have your own business even when you don't want to. You have to answer to yourself and depend on you to succeed in the business you have. In my business you have deadlines to meet and you have to work hard to complete the jobs you have taken for your clients on time in order to

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succeed in the business I'm in. You have to be dedicated to what you do and to the clients you have.

### **Who are your Mentors?**

My mentors are actually my husband who is a very special man of integrity who works very hard, a friend who has had her own a successful home-based transcription business for eight years, a dear friend that has mentored me with some long-lasting principles and advice over the years and JP Maroney who has taught me a great deal since I've become acquainted with him.

### **Freelance From Home...**

How To Become A Virtual Assistant And Work From Home. This Is A Booming Industry With Increasing Demand. [MORE INFO](#)

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Secretarial & Typing Work >From Home. How To Start A Secretarial Service Business And Get Legitimate Typing & Data Entry Work From Home. [MORE INFO](#)

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<http://marocomjpm.mml461.hop.clickbank.net>

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ABOUT THIS BOOK ON THE BLOG...**  
**<http://www.sickoftheboss.com/blog>**

**Introducing:** Paulette Ensign

**Business:** [www.TipsBooklets.com](http://www.TipsBooklets.com)

**Location:** San Diego

**What we do:** Publisher, Speaker

### **What do you do?**

I teach people how to transform their knowledge into tips booklets and other information products to use for marketing, motivating, and making money.

### **How did you get started?**

1991 was a pivotal year in my life. My professional organizing business was 8 years old.

The sales cycle was getting longer and longer for workshop and consulting work. I had formed these crazy habits called eating and paying the rent and was not eager to break either of them.

That's when I spotted an offer for a free copy of a booklet called "117 Ideas For Better Business Presentations." I do business presentations, and the price was right. I sent for it. My first reaction was, "gee, I could knock something like this out about organizing tips." Then I threw it in a drawer.

Six months later I was in my office, bored, baffled and beaten down by the slow economy. I had no money. I mean no money!

I remembered that little booklet. I had no idea how I was going to do it, but something hit me, and I knew I had to produce a booklet on organizing tips.

I started dumping all those ideas I ever had about getting organized onto a file on my computer. These were all pearls that came out of my mouth when with clients or doing a speaking engagement or a seminar. I could do a booklet on business organizing tips -- a 16-page tips booklet, fitting into a number 10 business envelope. The booklet was '110 Ideas for Organizing Your Business Life.'

My first run was 250 copies. That was the most expensive per-unit run I made, but I needed samples to distribute to start making money. It took a few months to pay the printer only \$500.

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The only way I could think of selling the booklets was by sending a copy to magazines, asking them to use excerpts and put an invitation at the bottom for readers to send \$5 plus a self-addressed stamped envelope. I had no money to advertise. Then the orders started dribbling in, envelopes with \$5 checks in them or five one-dollar bills. The day the first one arrived seemed like manna from heaven:\$5! The fact it took 6 months from first writing the booklet until the first \$5 arrived didn't matter at that moment.

I cast seeds all over the place, hoping some would sprout. I found directories of publications at the library and started building my list.

Finally, February of 1992 'the big one' hit. A 12-page biweekly newsletter with 1.6 million readers ran nine lines of copy ABOUT my booklet. They didn't even use excerpts!! That sold 5000 copies of my booklet. I distinctly remember the day I went to my P.O. box and found a little yellow slip in my box. It said, 'see clerk'.

There was a TUB of envelopes that had arrived that day, about 250 envelopes as I recall, each with \$5 in them.

Round about June, I stopped to assess what had happened. Was I making any money? By then, I sold about 15,000 copies of the booklet one copy at a time for \$5. My financial records showed I tediously generated not a ton of money.

Some lessons along the way were expensive ones. My bank charged \$.12 for each item deposited. My first bank statement had a service charge of \$191.

Some wonderful things happened selling those 15,000 copies.

- \* A public seminar company hired me to record an audio program based on the booklet. I can sell that tape to my clients as well and it led to a 20-minute interview on a major airline's in-flight audio programming during November and December one year.

- \* A manufacturer's rep decided to send my booklets to his customers that year instead of an imprinted calendar. 5,000 imprinted copies, including my contact information with theirs.

- \* A company hired me to write a booklet that was more specific to their product line.

- \* Paid speaking engagements came from people who bought the booklet.

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Things were picking up. One day in June I was bored. I opened one of those advertising card decks that come in the mail. "Here's a company that ought to see my booklet. And another, and another." Each got a booklet.

Less than a week later, a woman called, asking the cost of 5000 customized copies for an upcoming trade show, and could I match a certain price.

I slightly underbid her price, she was thrilled and the sale was a done-deal. I thought, 'oh, this will be easy to sell large quantities now'. Wrong. It was another three-four months until the next large-quantity sale. But, the trade show they were attending was an organization I had contacted about getting my booklet into their catalog. They rejected it because I wasn't in their industry. So, my buyer had bought 5000 copies of my booklet, with my company information in it, to distribute at that trade show. I loved it!

One day, a guy I know from a major consumer mail-order catalog company said, 'Why don't you license us reprint rights to your booklet? We can buy print cheaper than you. Charge us a few cents a unit and we will do production. 18 months later, the sale happened: a non-exclusive agreement for them to print 250,000 copies. We exchanged a five-page contract for a five-digit check.

They provided the booklet free with any purchase in one issue of their catalog and made a 13% increase in sales in that issue. They were happy. I was happy.

In spring 1993, I designed a class on writing and marketing booklets and wrote an 80-page manual. The class was small and mostly people I knew. They paid me money, and I had a chance to test-run the class. I then had another new product: a manual, a blueprint of how I had then sold more than 50,000 copies of my booklet without spending a penny on advertising.

August 1994, I discovered CompuServe. My sole purpose for getting online was to market my business. The third day online, I saw a forum message from a guy from Italy who had a marketing company there. His client base was small businesses and companies who served small businesses. I sent him my booklet. He liked it and we struck a deal. He translated, produced and marketed it, and paid me royalties on all sales. That January he wired several thousand dollars to my checking account from Italy. It was the first sale of 105,000 copies to a magazine that bundled a copy of my booklet with one issue of their publication.

To that point, I sold more than 500,000 copies of my booklet, in three languages, without spending a penny on advertising. One slow week, I

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posted a message on some Compuserve forums about the story of the Italian booklet as an example of an online success story. Even though blatant selling is not allowed, creating mutually beneficial relationships is. I had received money from someone I had never spoken to and had only communicated with online, by fax, earth mail and EFT. The booklet has been licensed into the Dutch language, 13 years after the booklet was originally written.

I discovered licensing opportunities for my booklet content in other formats. Two different companies who produce laminated guides (one hinged, the other spiral bound) licensed my content.

Tips Products International was created as a business of its own, providing products and services to people wanting to write, produce, and market their own booklet, or have much of it done for them. We write tips booklets for clients based on their raw print materials. Three home study packages have been developed:

How To Write and Market Booklets for Ca\$h

How to Promote Your Business With Booklets

How to Make Huge Profits Licensing Your Booklet.

Resellers around the world distribute my courses and services I've been invited to speak nationally and internationally, in person and by Teleclass, about how to write and market booklets, how to promote a business with booklets, how to leverage a single booklet manuscript into an entire product line, and electronic publishing.

I never could have written a business plan for how this unfolded. Clients are surpassing my own sales results of personally selling almost a million copies, without spending a penny on advertising. We have all learned plenty since the original organizing booklet was written in 1991.

=====

© 2007z, Paulette Ensign

Paulette Ensign has never taken a business course. She taught string instruments in public elementary schools for eleven years, became a Professional Organizing Consultant, and went on to create a business based on the niche of booklets. Visit her web site at [www.TipsBooklets.com](http://www.TipsBooklets.com)

## **Can other people do what you do?**

They can and they have. Some have surpassed my results. Others have had their own substantial experiences selling hundreds of thousands of copies of their product. Some have created information product empires, some have done a few products.

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### **How long before you were in profit?**

Almost immediately. I had to. It was initially about survival. My cost of goods for an initial inventory was minimal, and, as you'll read in the attached article, I spent nothing on advertising and very little on promotion. My business expenses were minimal. Today it would be even less because of the digital nature of so many info products.

### **What is a realistic monthly profit in your business within 3 months, 6 months, 1 year, 2 years, 5 years?**

That's almost like how long is a piece of string. Some people have a vision of selling only single copies of their booklet and other formats of their content. Other people see only licensing their products for tens of thousands of dollars per transaction. It is that vision that limits or supports the size of the income.

### **How many hours do you work a week?**

Some weeks 5, some weeks 20, other weeks 60.

### **Can somebody start doing what you are doing Part Time?**

Definitely. As long as they are clear on what they want to do, they can do it in very few hours.

### **What special skills or training are needed to do what you do?**

Persistence and vision. That's it.

### **What resources ( Books, Websites etc) can you recommend for finding out more about what you do?**

John Kremer's "1001 Ways to Market Your Books"

Fred DeLuca's "Start Small Finish Big"

Brian Jud's "Beyond the Bookstore"

Google searches on key words to get ideas on places and ways to sell your products

My own "How to Promote Your Business with Booklets" and other related products and services [www.TipsBooklets.com](http://www.TipsBooklets.com)

### **What was your first Entrepreneurial Experience?**

Making and selling looped potholders age 5, followed not long after by selling Girl Scout cookies as a Brownie – made the biggest sales in the district that year.

### **Ever try any other business ('s) that didn't work?**

It depends on how you define "didn't work." Every business worked on some level. Some businesses were closed because they weren't making enough money or took too much work to be fun and lucrative. One business, in particular, was disbanded because the original 4 partners turned out to be a counterproductive combination of people. One business I had in college was a babysitting service. It was perfect since I had no car and no large chunks of time. I brokered out other students and took a commission. The whole thing was done by phone. If I wanted a few more bucks, I took a sitter job instead of farming it out. Then I did the same thing in brokering fellow music students into freelance performance jobs (weddings, etc.) Those businesses worked until the phone became too demanding. I sold both those businesses to other students.

### **Ever have a really bad experience with a Boss?**

Most experiences involving bosses were less than delightful, which was when I realized I needed to be my own boss. One boss, in particular, on my last day of 9 years at the job, said he thought I had always wanted his job. I looked him squarely in the eye and assured him that if I had wanted his job, I would have had his job. I didn't want his job. Another boss took a whole day to phone me at home when I walked out of the job unannounced at 9:30 AM and didn't come back.

### **Ever been laid off? (How did it make you feel?)**

After my second year of teaching string instruments in public schools (my first career of three so far), I was a budget cut. At the ripe age of early 20's, I took it very personally instead of seeing the big picture. It was a business decision, and a fairly popular one in the public school industry. Music is always vulnerable to such things. The irony was that in that same year I was awarded one of 20 scholarships by the NY State PTA as an outstanding teacher, with an expectation that I would continue teaching in the State of New York, which turned out not to be.

### **What is the single most important piece of advice can you give to somebody wanting to get started doing what you do?**

Do what your gut tells you to do. And keep doing it no matter what anyone else has to say about it. Let your creative juices flow and your persistence support and guide you.

### **Who are your Mentors?**

My 26-year old niece and some people younger than that. They see a barrier-free path in front of them and are great reminders about that.

## **What are you favorite books?**

"The Popcorn Report" - Faith Popcorn

"1001 Ways to Market Your Books" - John Kremer

"The Anatomy of Buzz" – Emanuel Rosen

[How To Get Your First Copywriting Client In 14 Days Or Less. 49-page Report Shows How To Get Copywriting Clients In As Few As 14 Days](#)

[WriterIncome.com :: 25 Ways To Write For Money. Discover 25 Ways To Get Paid As A Writer - From Writing Ebooks To Copywriting To Freelance Articles To Greeting Cards And Resumes.](#)

[Get Paid To Write On The Internet. Discover How To Get Paid To Write \(freelance\) For People On The Internet With Very Little Or No Experience! Converts Better Than Survey, Data Entry, And Investigation Sites.](#)

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**Introducing:** Stacey Kannenberg

**Business:** [www.cedarvalleypublishing.com](http://www.cedarvalleypublishing.com)

**Location:** Wisconsin

**What we do:** Author, publisher, consultant, entrepreneur

### **What do you do?**

I am an author, publisher, consultant and founder of Cedar Valley Publishing, Stacey Kannenberg Unlimited and Principal in Mom Central Consulting.

### **How did you get started?**

I quit my job to become a stay-at-home mother. When my husband and I were building our dream house, we included an office because we always knew I would start a home-based business.

### **What was your #1 motivation for “going out on your own?”**

I wanted to create something of my own and was waiting patiently for the “aha” idea to hit me. And it did. It was while I was getting my own children ready for school that I realized there wasn’t a book like I wanted so after a series of Oprah Shows, I decided to write and self-published, Let’s Get Ready For Kindergarten!

### **What kind of money did it take you to get started?**

We invested \$12,000 to start.

### **Can other people do what you do?**

Yes.

### **How long before you were in profit?**

My Kindergarten book became profitable after the third press run.

### **What is a realistic monthly profit in your business within 3 months, 6 months, 1 year, 2 years, 5 years?**

The potential is unlimited. My largest school order was 1,000 books for their entire Kindergarten curriculum. The States of California and Texas have just approved my books so that could be priceless!

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**How many hours do you work a week?**

80 hours a week

**Can somebody start doing what you are doing Part Time?**

Yes, you can start part-time and build a publishing company.

**What special skills or training are needed to do what you do?**

Must be a self-starter, who is passionate about the mission and is willing to work hard with little pay in the beginning to make it happen!

**What resources ( Books, Websites etc) can you recommend for finding out more about what you do?**

Dan Poynter's The Self-Publishing Manual

Dan Poynter's Marketplace Newsletter

Hope Clarks Fund for Writer's and Total Fund for Writer's Newsletter

**At what age did you realize you wanted to be an Entrepreneur?**

I always knew but did not pursue it until I was 40.

**What was your first Entrepreneurial Experience (ie: lemonade stand at age 7)**

Hotdog stand at age 7

**Have you ever had a really strange job?**

I was one of only four woman Schwan's Route Drivers in the nation and had Milwaukee Brewer, Paul Molitor on my route!

**Ever try any other business ('s) that didn't work?**

I worked for several insurance companies that folded due to financial problems.

**Ever have a really bad experience with a Boss?**

Yes over the years I have worked with three really bad bosses. They ruled by intimation, threats and power trips! Ugh! I have also worked for some great bosses that treated you as part of the human race and made you feel a part of the team.

### **Ever been laid off? (How did it make you feel?)**

Yes. I was angry but it turned out to be the best thing that ever happened to me.

### **What is the single most important piece of advice can you give to somebody wanting to get started doing what you do?**

If you truly have the passion and believe you can make it happen then I would say, what are you waiting for...try it!

### **Who are your Mentors?**

Oprah; my grandfather, Richard Lillienberg; my business partners: Stacy DeBroff, Gabby Brennan and Alison Rhodes.

### **What are you favorite books?**

The Ultimate Gift, Jim Stovall

Critical Choices That Change Lives, How Hero's Turn Tragedy into Triumph, Daniel Castro

Brilliant Babies, Powerful Adults, Dr. John Mike

Pays 70% Butterfly Marketing Manuscript! The Marketing Strategy That Changed The Internet Forever! Go To [TheButterflyMarketingManuscript.com/affiliate](http://TheButterflyMarketingManuscript.com/affiliate) For Awesome Tools. [MORE INFO](#)

Quick & Easy Infoproduct Creation Guide. Proven Formula To Creating, Compiling, And Marketing EBooks, Audios, Or Video InfoProducts - On A Budget! [MORE INFO](#)

The Myth Of Passive Income. 22 Internet Marketing Superstars Tell How They Make Massive Passive Income. [MORE INFO](#)

Teleseminar Basics. Teleseminars Are Hot! Earn \$44+ From The Best Getting-started Teleseminar Product On The Market. [MORE INFO](#)

MyEASYHomeJOB.com - Top Home Job Site. Work Less Than 2 Hours A Day, And Earn \$1,500 A Week! [MORE INFO](#)

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**Introducing: Mike Morgan**

**Business:** [www.magicmarketingwords.com](http://www.magicmarketingwords.com)

**Location:** Iowa

**What we do:** Copywriter, Internet Marketer

How I Quit Workin' For the Man...

My first 'Real Job' was working in Corporate America. I thought I wanted a job that commanded respect. A job where I wore a suit... for some reason, at the time I thought that was some sort of prerequisite for admiration in the world of business.

My dad was a stockbroker for a long time, he thought I would be good at it, so I focused on brokerage firms. So, off I went to buy some new suits and interviewed like a man possessed.

I'll never forget landing the job at the esteemed firm of Paine Webber. They had been in the biz since the late 1800's. At the time, I thought I was on top of the world...

According to the talking heads at Paine Webber during my brainwashing (I mean training...) I was actually in business for myself. Now I've always had an independent streak... so I played right into it.

I was a good corporate monkey. I pushed the buttons I was told to, I worked late, built a business, build relationships with clients and was making what I thought was "good money."

But after a few years, I was feeling the pressure for more production. In fact, it was a culture of more, more, more. They told me it was best for MY pocketbook. They were right, it was, but at the same time, they started cutting commission payouts!

So they were already getting more... and I had to work my tail off, just to get back to where I was.

Got me to thinking... this really wasn't my own business. They just framed it that way, and I drank the Kool Aid.

But I kept on "workin' for the man."

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As objective as brokerage firms like to say their advice is, they pushed us to sell investments that the company made more money from. I resisted, but the big boss man was watching to see who played ball... and who didn't.

The pressure was on, so I picked a supposedly "safe" investment they were pushing, and sold millions of dollars worth to clients. Heck, even friends and family. After all... it was safe, right?

Well, months later, this "safe" mutual fund was dropping like a rock. Turned out, this supposed sure thing was loaded with financial "derivatives" that blew up.

In the brokerage business, ups and downs are a fact of life. I was used to it. So were my clients. But this particular investment was pushed so hard, positioned as "almost as safe as a money market," so I felt the company had deceived me and my clients. In fact, I felt betrayed...

I started wondering if corporate life was for me. After all, I wanted to do the right thing by my clients. And I felt that the firm only wanted to do the right thing for themselves.

I agonized for months.

Was this really the place for me?

What if I left? I mean, by this time, I had kids. I was supposed to offer them some kind of security, right?

Issues like retirement plans, insurance and the like ate away at my brain.

But I knew deep down I could perform on my own. I didn't need "the man" looking over my shoulder and "subtly" steering me to the Kool Aid table to take another drink.

The biggest question in my mind was... "will I make a mistake?"

One of the big problems in working for a big brokerage firm was when you left, they handed out all of your clients to other brokers in the office to try to keep them at the firm. (Yeah... it was really my business wasn't it!)

As a result, when most brokers left a firm, they do it in the dead of the night. They pack their stuff, make copies of all of their records and slink away.

That's because they want to catch the firm off guard, and have a head start to get their clients to transfer to another firm. It still happens to this day.

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Well... I'm not a "slink away like a thief in the night" kind of guy. I made my preparations... but when I left, it was on my OWN terms.

At the end of a Friday, I walked into the managers off ice and told him I was leaving.

God... that felt so sweet. He was shocked!

Not only that, he either had to work over the weekend to go through my accounts and get ready to pass out my clients... or wait until the next week.

He was lazy enough to wait, I was certain of that.

My friends and colleagues in the office were shocked. Not only that I was leaving, but the way I made my exit. It was hardly what they were used to.

I became an independent contractor for a firm that specialized in "free agents." All of their reps worked in small one man offices and didn't have to answer to anyone except for regulatory issues.

(The brokerage business is one of the most regulated industries on Earth, you can't avoid dealing with them... well, at least paying attention to the rules so you didn't ever have to deal with them directly.)

It was sweet freedom!

Finally, it really felt like it was my business. No bullying on what to sell, no questioning when you took a day off.

And my thinking about what was possible started to change. I saw all of the action going on with brokerages online in the mid 1990's.

Could some little guy from Idaho compete?

I thought one could... IF the niche in the brokerage industry was unique enough. That's when it hit me like a ton of bricks...

Nobody was specializing in BONDS. Bonds are like buying debt. They produce income (most anyway) and they were rated for quality and safety... and the bond market was hundreds of times BIGGER than the stock market.

Well, to make a long story short, I founded the first ever specialty Bond Brokerage online in 1997. No more corporate shackles... I did it.

I was on my own, and my instincts lead me to become more than I ever believed possible being a corporate clone...

By 2000, I had sold the business. But I knew I was ready to take on another challenge.

And I was confident enough I could succeed at a high level.

Nowadays, I have several businesses. I'm widely recognized as a go-to resource for entrepreneurs online and off. I've created advertising that has produced over a million dollars in profits in 36 HOURS.

The lesson?

It's not about me, it's about YOU.

You are more than you ever suspected.

You are your own best security.

You can do it too.

All you need to do is make the decision, learn some new skills, set the goal and take action!

You are more capable than you've ever dreamed.

But only if you make the decision to fire the boss!

Best of fortune to you and yours,

"Million Dollar Mike" Morgan

**Introducing:** Michael Cheney

**Business:** [www.MichaelCheney.com](http://www.MichaelCheney.com)

[11 Days to List Profits](#) and [Adsense Videos](#)

**Location:** UK

**What we do:** Internet Marketer, Information Publisher

Hello, my name is Michael Cheney and I want to tell you a true story. Picture the scene..

The monitor shone brightly in the room.

I sat back in my chair and let out a sigh of satisfaction and stared at the screen with a sense of great achievement at what I saw.

I couldn't quite believe it was all my own work.

And although it wasn't spectacular I had just created my very first website..

The year was 1995.

Back then I could never have dreamt that one day I would be travelling the world, earning several hundred thousand dollars a year and living in an \$820,398 mansion let alone speaking live on NBC television to an audience across Europe about my business.

But I'm getting ahead of myself in the story here.

The amazing thing is that when I started out way back in 1995 the Internet was still in the 'Dark Ages' - Yahoo! had just 200 websites listed on it!

It wasn't long until I realised that just building a website wasn't enough - it needed to be marketed properly so the right people could find it. So I started devouring every piece of information I could find on the subject of Internet marketing..

As my college friends were out enjoying life I was sitting in front of a computer learning the website marketing skills that would literally change my life forever just a few years later. But I wasn't quite ready to start out on my own..

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I was so happy when I walked straight into a job after graduating and was taken on by one of the largest companies in the world - the oil giant ExxonMobil.

During my time there I picked up yet more useful lessons that would arm me for the battles that lay ahead. After working nine to five I would go home and work from 6pm to midnight and beyond honing my Internet marketing skills.

The biggest lesson I learned during my stint at an 'office job' was that working for someone else sucks!

"I decided enough was enough and after two years of working nine to five in the corporate world...I quit my job."

I started my own full-time Internet business.

Looking back this was the best decision I ever made.

People told me I was mad to leave a highly paid, secure job with one of the world's biggest corporations to set up my own Internet company.

But now I own several highly profitable online businesses and make more than I ever dreamed possible.

Now I work when I want, not when somebody tells me to.

I AM MY OWN BOSS.

A truly proud moment for me was when one of my online businesses went head-to-head against a competitor that had \$20,000,000 funding. I took on this giant and won.

The competitor went bust and that one particular website of mine became super-profitable and has gone on to pull in hundreds of thousands of visitors every year.

Have you ever wondered - what is the one, single difference between people who are outrageously successful and those that just scrape by?

You know the types - endless vacations, multiple properties, hundreds of thousands in the bank, healthy, happy, lots of free time AND being their own boss to boot!

I know those 'types'.

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You know why? Because I am one! I've got all that 'stuff'. But you don't want to hear this story backwards do you? Let me tell you it from the beginning..

This story starts in a 1-bedroom apartment where a lazy, layabout penniless loser was battling through another day of depression with alcohol and other destructive distractions. This loser was me.

Fast-forward five years and I now live in a \$820,398 country mansion. I'm my own boss, work when I want to, take eight vacations a year and can make money on demand - I recently generated \$250,307 in just 7 days.

So what changed?

"How Did I Go From Scraping Pennies  
Together In A Single Bedroom Apartment  
To Owning A Country Mansion Worth \$820,387?"

It's simple - I discovered 'the magic button' and I'm going to show you exactly what this magic button is in a moment and how you can use it too.

You need to know something right from the start of this story - everything I'm going to tell you is from my own personal experience.

I'll be giving you irrefutable proof and evidence as we go through this not only of how the system has changed my life but also the profound effect it has had on others.

The reason I ever stumbled upon this magic button in the first place is that we're all looking for something. It's part of human nature.

More money. More power. More time. More stability. More fun. More excitement. More friends. More vacations. More toys. More years to live. More health.

So here's a question I would ask you to consider;

"Why Do You Think That Only  
A Microscopic Percentage of People  
ACTUALLY GET TO HAVE ALL  
The Wealth of Riches  
That Life Has To Offer?"

You think it's dumb luck?

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You think it's the cards life dealt them?

You think they worked hard for it?

You think they bought it?

You think they were born into it?

You think it's down to their education?

Well let me tell you - it's not down to luck, hard work, effort, time or circumstances. So this brings me to the REAL question I have to ask you..

"What IS The One Single Factor That  
Has Created The Richest, Wealthiest,  
Healthiest And Most Successful  
People On This Planet?"

The answer is the 'The Magic Button'. I pressed the button and it got me over a quarter of a million dollars in seven days. I pressed it again and it got me my \$802,387 dream house.

The 'magic button' took me from layabout loser to 'overnight' success. I pressed it and got \$250,037 in 7 days. I pressed it and went from a pale, unhealthy, junk-eating, disease-waiting-to-happen-nobody to a picture of perfect health.

The SINGLE, SOLE, ONE SINGLE and ONLY REASON that there is a microscopic percentage of people enjoying wealth, health and happiness that the rest of us can only dream of is because they've discovered the 'magic red button'.

Now I've joined them and you can too. You can come over from the HAVE NOTs and now be firmly planted, forever, over here with the HAVES. This will not be because of who you know or what you were born into.

HOW HARD YOU WORK OR HOW MUCH EFFORT YOU PUT IN HAS GOT NOTHING TO DO WITH IT.

This will happen to you because you too are going to discover the 'magic button' - this magic button is quite simply this;

IT'S A PROVEN, TIME-TESTED SYSTEM FOR CREATING INSTANT MOMENTUM.

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Before I used this system to get my riches, properties, health and vacations things were a little different.

In fact, let me re-phrase that - things for me were MASSIVELY different!

You see I was as low as I've ever been. I was slaving away in a job I hated. I was blocking everything out. I was eating junk. I was watching junk. I was smoking junk. I was just a big pile of junk, doing junk, earning junk and living in junk.

My life was a mess. I was spiraling out of control. First came the drink. Then came the drugs. Then came the depression.

Where had it all gone wrong?

I started asking myself painful questions - maybe you've asked yourself these very same questions..

"What's Happened To The Dreams You  
Had For Your Life? Have You Given Up  
On The Promises Of Success  
You Made To Yourself?"

I was drowning in my own sadness and I blinkered myself to the real situation. It was desperate.

But one day I finally broke out through the clouds of despair around me and 'saw the light'. I discovered 'the magic button' - the system for creating INSTANT MOMENTUM.

Nothing happens without momentum.  
"When You've Got Momentum  
You Can Do, Have And Be Anything."

Now it's super-critical to get over to you here that we're not talking about painful, labour-intensive, frustrating and arduous-to-create momentum.

No - it is one of the greatest myths in the world that momentum TAKES TIME to create. But it quite simply DOES NOT TAKE TIME.

What we're talking about here is INSTANT MOMENTUM.

One day I just woke up and said;

"Enough is enough! I've had it!"

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Have you ever reached that point in your life where you say;

"I've had it with this job!"

"I've had it with this way of living!"

"I've had it with these problems!"

"I've had it with this mess!"

"I've had it with the way I look!"

"I've had it with not being able to afford the things I want!"

Well this is the point I came to in my life and I'm so glad I did because now I can look back and see that the massive wealth and success I now enjoy stemmed from finally standing up to these frustrations.

I discovered the art and science of creating INSTANT MOMENTUM.

At first I thought my system for creating instant momentum was just a one-off fluke. It worked to get me my own business. So then I used it to get a new house and it worked then too. Then I used it get \$250,037 in just 7 days.

Time after time I kept using the INSTANT MOMENTUM SYSTEM to get better and greater things. They just kept coming! The money. The relationships. The houses. The cars. The jobs. The health. The happiness.

It was incredible.

I went from a total failure to an overnight success in super-quick time. I had more money than I knew what to do with. The business I started exploded and in a few short months I'd gone from nothing to generating tens of thousands of dollars. Demand for me and my business was growing quickly too.

I'm not sharing these things with you to boast or to brag - just to show you WHAT MOMENTUM CAN DO FOR YOU - if an EX-NO-HOPER like me can pull it off than surely you can too!

You can find out more about how YOU can make YOUR RICHES online by watching my step-by-step videos over at [www.adsense-videos.com](http://www.adsense-videos.com) or at [11 Days to List Profits](http://www.11days.com).

**BE SURE TO POST YOUR COMMENTS  
ABOUT THIS BOOK ON THE BLOG...**  
**<http://www.sickoftheboss.com/blog>**

**Introducing: Jeff Wellman**

**Business:** [www.millionaireboss.com](http://www.millionaireboss.com) and  
[www.layoffyourboss.com](http://www.layoffyourboss.com)

**Location:** Michigan

**What we do:** Internet Marketer, Information Publisher

In March of 2007 I was informed I was going to be losing my job that I had been working at for 2 years. Now this would not have been so bad if I hadn't just gave up a job that I worked at for 20 years just so I could finally start getting ahead.

After I got out of the Marine Corps in 1983 I went to work managing and working on a dairy farm for the next 20 years.  
So many promises I had been promise.

Health benefits that just seemed to get changed and worse as time went on. A whole 10 days vacation after 20 years that, I was really only to take when it best suited the owners schedule for their time off and vacations. Retirement benefits that never really happened. Well they got started after a few years but never lasted due to financial stress on the farm.

Sound familiar to you yet?

Well I decided to take a job in a factory. This was a world known baby food factory that was giving me the promise of great wages, great medical, great retirement benefits, awesome vacation package. It was all there for me.

Well for the next 2 years this was all going well and as planned.

The next thing that happened was what lead me to finally saying good-bye to the boss and starting up Layoff Your Boss Marketing.

I wanted to help other people get the same satisfaction that I was ready to receive.

Before the big plant layoff I walked into the boss's office and said he was done. I know longer needed him and It was time for me to take charge of my own life, and make it happen.

My son sent me plane tickets shortly after this to his home in Atlanta GA where I would train under him for a few days and learn the trades of Internet Marketing.

You have to love having a son that is already making over a million in sales a year. He makes a great mentor.

Within 3 weeks I had a product put together after attending Ken McArthur's "Get Your Product Done" event that just so happened to be going on the same time, I was in Atlanta.

I launched my first product Layoff Your Boss on May 22 just 3 weeks after getting started and had a launch that generated over 104,000 in the first month.

Now just 4 months later I am in the process of launching my second product where I teach others how to not only layoff the boss but how to become the boss and run their own successful company

I do not know any of you that are reading this right now. I do not know what problems you are facing. I do not know what decisions you have already made. I do not know if you are already in business for your-self, or if you are just checking into seeing if it is right for you or not.

My main objective right now is to do the best I can to help you to discover yourself just a little bit more, and hopefully help you make some important decisions in your quest to become successful in your business.

You may be reading this and you are so far ahead of the game than I am that you will fall asleep reading this. My only hope is that when you get off of the call tonight you can say Hey the new guy helped me discover something I never have before. Maybe I will help you decide whether or not this is the right business for you to be trying to get into. We all bring something new to the game. Each and every one of us has something unique to offer. If I can become a successful Internet Marketer I believe you can to.

Now, I am not going to start out by confusing you right from the start or lying to you to make it sound like it is the easiest thing you have ever done. This is not a "magic pill" you take and suddenly BINGO BANGO and your rich. As you might have already learned the hard way, that doesn't exist... and it never will.

You must have the will to succeed, the hunger to learn, the drive to follow through...

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And if you're not interested in putting out some time and energy into building your business or making all those big dreams you have always dreamed of come true, then I'm going to tell you right now that you're wasting your time listening to this call.

You can go back to praying one of those "magic pill" schemes start to magically work.

So before we get into things too much I want to ask you to get yourself into the proper mindset right now and get ready to take a honest look at where you are at right now.

My first question to you is do you have what it takes to be an Internet Marketer. I really hope your answer was "Yes". Because, you do. You just have to decide on whether or not you will do what it takes to take care of a few details and issues that are currently standing in your way.

So do you have what it takes to make it as an Internet Marketer? I had to recently ask myself this question. I recently did a promotion for a friend that I just knew was going to be the best thing I ever did yet since I have become my own boss as an Internet Marketer.

I was totally pumped up for my promotion that I had all ready for my friend's launch. I had everything all prepared. I spent a lot of time making video's, getting just the right email, I was probably as or more excited about the launch than the guy that was launching it, my mindset was fantastic. I had a bonus to offer, maybe not as big as some of the others that have been at this for sometime but a bonus non-the-less, I thought I did a good job of getting my list of subscribers all ready for it, and I believed 100% in the product. The product I was promoting was an excellent product. The only thing I thought maybe would slow it down any would be the sales page, but over-all it was pretty good. I was having so much fun getting ready for this launch it was unbelievable.

Launch day is finally here. I got up early and went into the office, I made sure my email was all ready to go and I sat and watched the clock. I asked the guy promoting it to let me know when the sales page was ready to go so I could get a jump start on things. I was pulling out all the moves.

The site is LIVE read the message, and 25 minutes early. Yes! Man I sent out the email before the text was dry on the message my friend sent me. I was more excited than ever. You can't begin to imagine the sales that started pouring in through all my hard work and efforts.

4 big sales! Yes you read it right, only 4 sales 8 hours into the promotion. By this time, I was getting most unbearable to be around. All the work I did. Man this isn't even worth it. I am not ever promoting this hard ever again. I guess it is time to just eat worms.

I promoted something the week before that I figured might not even do that well and it did better than this. I was so upset with everything I shut up the office and went back across the driveway and proceeded to be very unbearable to around. My wife took the kids to the library, which I am sure was to just get away from the grouch.

Now I got time to think anyways all by myself again. This is what I come up with:

I have tried to give advice to others about this same kind of matter. I always ask them, do you think that you have what it takes to become an Internet Marketer? Then I proceed to tell them what qualities I believe you need to run a successful Internet Marketing Business.

Well, now it was my turn to be asked the same question. I was the one still doing the asking.

I decided I do by the way;

I will succeed.

While I was thinking, I came up with 5 qualities I thought an Internet Marketer needed to possess to have a successful go at it. And this is what I came up with:

The first quality one must possess or develop to find success in Internet Marketing is the willingness to learn and be trained. As we start out through the unknown paths of Internet Marketing we soon discover that we do not know all we need to know.

This will happen very quickly. I can tell you this from my experience. You start to doubt that you will ever learn all there is to know and you question your ability to make it. There is a ton of things to know; from technical skills to personal building personal relationships. I could spend several minutes now, telling you all that you will need to learn and still not be through the list. It becomes overwhelming at times.

What you must do is concentrate on what your natural talents are that you have to offer. Then dig in and start researching, studying, and absorbing. You will find yourself picking up new skills every day. Sometimes after

several attempts you will finally make something work and you will set back and laugh at yourself. Or you will be like me. I quick call or email my son Keith Wellman and tell him of my major accomplishment.

Sometimes I do something after several tries and I get all excited about what I just did and I go back to do it again and nothing. So I start all over again until I make it work. Of course I have written the steps down that I took this time. It is all trial and error that paves the way to our success. But we first have to try. You do not have to learn it all overnight. You just must have the desire to learn. Take suggestions from others. Ask for help if you need it.

Remember this one thing though; you don't have to do it all yourself. If you have an area that you are just not grasping, then ask for some help from someone that does understand. Don't focus so much on learning something that you never get anything done.

Quality number 2 one must possess or develop is the willingness to invest time and effort even if direct results do not seem at all apparent. What if the next promotion I do doesn't do any better? I guess it must be time to quit then, right? No, although several months may pass without good news; it is important for one, who wants success to hold on and wait. You must have this quality for success. It is this quality which will save you from giving up after investing a lot of yourself in the business. I have to be willing to invest the same quality time into the next promotion or project that I did the one that didn't do well for me.

If something didn't work like you thought it should then invest some time trying to figuring it out. If you can't figure it out ask someone if they think you should have did something different. But invest your time wisely. Don't dwell on the failures to long. Yes it is good if we can figure out why something failed so that we can correct things. But you may not ever really know what it was. You might even do the exact same thing again and it will work.

Quality number 3 you must possess or develop is discipline. I really don't like this word sometimes. To me I think of punishment. Sometimes, learning to discipline one-self is no more fun than my children thought it was when I disciplined them. But it is necessary to learn this quality.

Do you know how easy it becomes to not get up and go into the office, when you work at home? You figure you can do it any time you want. So then you put it off and soon something else enters into the picture and you find yourself never going in at all. Nothing at all got accomplished. This is fine now and then, after all the freedom to work at your own convenience is one



of the great benefits to Internet Marketing.

There are things that need to get done, so you must discipline yourself to set a schedule for getting things accomplished. Hey if a fishing trip comes up unexpectedly, don't be foolish and not go. You are the boss after-all. You must teach yourself to work every day with all the energy you can find. Once you teach yourself proper discipline; you are close to achieving everything you set your heart on in the first place.

Quality number 4 you must possess or develop is self-determination. If one wants to conquer the Internet Marketing world; you must have the ability to push yourself forward. Never having to say quit, I give up, I just can't do it, it isn't possible, is a quality each and every Internet Marketer has to possess. If you have the determination to make something work YOU WILL DO IT!

My biggest problem is I will set at my desk trying to figure something out and I just can't do it. Did you hear what I just said? I just said, "I CAN'T DO IT!" The problem is, I CAN DO IT, I just haven't figured out how yet. But I will! You will to if you find a way to possess the quality of self-determination. IF you just can't figure it out on your own ask someone that already knows how. Say I am having a problem figuring this out, ask them to show you how or walk you through the steps. I am so stubborn sometimes that I am worse than any 2 year old.

I won't ask for help because I want to do it by myself. Better yet I let my pride get in the way. I don't want to ask because I don't want others to know I can't do something. Well everyone else is moving ahead while I set frustrated at my desk still trying to figure out what everyone else just did. Sometimes you just have to be so determined that you let the self step out of the way for a few seconds. I hope that made sense to you.

You also WILL come across the time that will involve some kind of a risk. Maybe it is a small risk or a large risk. What do you do? Go with your gut feelings. If it is a major risk that affects several lives seek some council if you just are not sure. But it is sometimes the risks or chances that we take that lead to the greatest success. The ability to motivate yourself into taking chances will help you get farther and reach higher than you ever dreamed possible in the beginning of your quest for success.

Quality number 5 one must possess or develop is optimism. I can hear my son Keith now; "Dad, stop with all the negative attitudes and crap. You are doing great. I can't believe how much you have learned and how far you have come in such a short time. You have to quit beating yourself up. All of this negativity is going to tear you down and destroy you faster than

anything.

You have to get yourself in a better mindset right now, or you might as well stop and go back to work for someone else. Don't let everything that goes wrong discourage you from pursuing the things you are searching for that will make life better for yourself and for everyone concerned." Well I think I am listening to you right now Keith. Thank you. Each one of us has the ability to succeed. It lies right within us; we just have to dig and search until we find it. Your fate lies within your hands.

You need to find the right attitude to make it all happen for you. Now I believe God is the giver of all that is good, but, he also says that we must work to get the things that he has in store for us. Do you believe in yourself? God does not create failures. You are meant to be successful! You just need to start living and getting the things you deserve, things that are intended for you.

You don't need to be this huge overnight success. You just need to be OPTIMISTIC that you will succeed.

If you believe in yourself, success is yours. Everyone else around you can cheer you on and have all the faith in the world that you are going to make it and you will ultimately fail right in front of their eyes if you have no FAITH in YOURSELF. If you believe you can't do it. Well I guess you are right. You can't. But God says you are someone that is worthy. If he says it then you better start right now believing it to. I am living proof that belief in oneself can take you from pure desperation to finding the life that brings back joy, peace and stability. I am not going to get into where my life was because someone will just think that theirs is worse, and I just don't understand why they can't make it back out of the gutter they are in right now. I may not know what your situation is but I do know it is possible to get back up if you want up.

The real questions are:

Do you have the willingness to learn and be trained?

Do you have the willingness to invest time and effort into your business?  
(Even when direct results do not seem apparent)

Do you have the discipline that it takes to stay focused and not become lazy?

Do you have enough self-determination to keep going even when things look a little rough, or when you lack the understanding of something? Or will the words like quit, I can't, it isn't possible creep back into your vocabulary.

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Do you have enough optimism to know you can succeed? Do you believe you are worthy of the success that is meant to be yours?

Well there are several other qualities that you may be able to come up with. I feel if you are weak in any of these five, you must find it within to strengthen the ones that are weakest.

Ok so there you have it. Let me ask you again, do you have what it takes to be a successful Internet Marketer? Your business will only thrive if you already possess or learn to equip yourself with the above 5 qualities.

Each of these above qualities are certainly obtainable. You just need to figure out what you will do to possess the ones you do not already have.

**Just remember you don't have to do it all yourself.**

Find someone that will help hold you accountable to developing the above traits. Every good Marketer will ask for help when he needs it. Find a good mentor that will be able to help you reach your goals. One that isn't afraid to tell you that you need to give your business more of your time. One that will say you need to develop a whole different mindset before you drag yourself under.

I remember just a couple weeks after I launched my product [www.layoffyourboss.com](http://www.layoffyourboss.com). I sent my first email out to my brand new list. One of the first emails I received back was, "can you please be my mentor. I will do everything you tell me to do just to succeed."

Was this guy kidding? I am new myself, so I wrote him back and said he needed to find someone that really knew what they were doing and ask them. I told him I had too much to learn yet myself. He said ok but he was going to be watching and learning from everything I did anyways because he seen a quality in me that he had not seen in anyone else.

He still emails me yet today. He is still watching and learning from me. It is a good feeling to be able to help. We all possess special qualities we can bring to into our business.

Those we possess already we need to learn to use them to our advantage. Those we do not possess as of yet we discover and build up along the way with help of others that have those skills in which we lack.

**Just remember you do not have to do it all yourself.**

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Now I want to discuss some things that you will want to start thinking about before you really jump right in.

After you realize you have what it takes to be a success in business you will have to figure out a few things.

Have I focused on a specific product or service? As a general rule, specialists outperform non-specialists. Think about this in any field: retailers, real estate and food (where did you buy your last take-out pizza now take a look at and see if further specialization or focus will improve your chances for success? The more specialized, the better.

Does your marketing plan serve a special niche? And Do I understand the difference between finding a market "niche" and going against what the public wants? For example if you are selling fishing lures, you discover which lure is being most sought after by the majority of the buyers . Offer them that lure rather than trying to be uniquely different and offering them a different lure that you think they should need. It is great to make your sales page and your advertising stand out from the crowd. You need to find a unique way to draw in the customer, But when you get them their you need to give them what they want.

Is my business plan complete and in written format? Does it include pre-opening, first year and long-range planning.

Have I focused on selling a great product at a fair price rather than a fair product at a great price?

How will you marketing your product and what will it takes to promote sales All business have certain marketing strategies that usually works best and that already have been proven by your most successful competitors. You can benefit from their experience by copying successful marketing plans, including selling methods, pricing and advertising. Make a list of the most successful People in your business and see what they are doing and how they are doing it. If it works use it. If not don't. See if there are ways you can improve their systems they already have in place.

Do I have all the communication, computer and other business tools in place? Do I have the skills to use them?

Have I acknowledged my competition and limitations. I don't have the technical skills as some may have, or the techi at my finger tips to say hey get this done for me. Time may be a limiting factor. You need to know exactly where you stand and decide how you will deal with each of these factors.

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There is so much that you really need to take a good look at before you just decide to say good-bye to the boss. But let me tell you it is well worth your time and investment to have that feeling when you do as I did and walk into the Boss's office and tell him you are laying him off.

So here is to "You" laying Off Your Boss

Jeff Wellman

Layoff Your Boss Marketing LLC

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

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Let's say for example that 5,000 people are reading the ebook. How many of them do you think would click on a link that makes YOU money? If they are targeted to the subject matter of your ebook, (and they wouldn't be reading if they weren't) probably quite a few of them.

Think of the potential here.

You don't need to have a website of your own. You can "brand" the ebook so that the product provider's website now becomes YOUR website. Although you will need to have a very simple website using the templates I give you so that people will be able to download your ebook.

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Until then...

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