



By [mcbigboy](#) (Michael Collier)

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## “Are You Ready”

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This guide is to help find out if you are ready to make money online. I know you have heard it all before, but this is something different. Let's get started, my name is Michael Collier but I go by mcbigboy. Why mcbigboy, well let's just say I'm no small boy. I host webinar's and teach people how to make money and I have found a lot of people that say they are ready are just kidding themselves.

I believe in giving credit where credit is due. First let me thank my wife Kathryn and my son Issac, for allowing me the time to do my marketing and work my online business. Without their support it would not be fun and believe me I have lots of fun on the net. A big thanks goes to Michael Eisbrener, not only is he a very good friend, but without his help in proof reading and helping with spelling you would need to get a mind-readers thesaurus to help you read it.

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### **Risky business**

You can’t do nothing and expect something to happen. You need to act...to risk spending money to make money. Some businesses only advertise when it’s free. The result: most of them end up advertising “Going Out of Business” sales.

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### Who should read this guide?

Does anyone want to know if internet marketing is right for them? I know there are lots of people trying to make money online and are not able to do it. One reason is they are not ready. This could be you. You will hear lots of stories about people that have tried and just could not get it to work. They will tell you it's the program and not their fault. When in most cases it is their fault, they are just not ready to do what it takes to make it work.

Are you willing to give me 30 – 60 minutes? Not that it's going to take you that long to read the guide, but I want you to stop and think about what you have read from time to time. You see, I'm testing you. The first rule of the net is that here is no real way to GET RICH QUICK. I don't care how many sites you see or read about it but it just doesn't happen. Remember the rule?

**“If it sounds too good to be true it probably is.”**

That still works today especially on the net. We all have been caught falling for the get rich system. Yes, me too! They just sound so good and I want to believe them. I want to make money now, not 6 months from now. Internet marketing is not like any other JOB (Just Over Broke) lol. This guide will not show you how to make the money, but I will show you how to get yourself ready to make the money. You may be thinking I can just jump in and start making money. Some will and others will try and try and they never get it. You may be making some money on the net now, but what if I could help you make more money in less time. Did someone say time? It is the one resource we have that when it's gone we cannot get it back.

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### Do you have the Time!



There was a woman who woke up to find \$86,400 on the pillow next to her. On an attached note was written ‘Spend it all or lose it. You will get a new \$86,400 every morning.’

Being she had the shopping gene she was able to spend it all that day easily. Yes, the next day she found the same amount again with the same note. This time she was not able to spend all the cash. And sure enough what she didn’t spend disappeared, but again another \$86,400 appeared on her pillow in the morning. This happened every day for the next week. Then one day she woke to find only a note with the words, ‘You have 86,400 seconds in a day. When you have spent them they are gone. And you will get a new batch each day from now on.’

I told you, I would be testing you. Here are some questions I want you to read out loud and really think about your answer. There is no right or wrong answer. (Reading to yourself out loud in front of a mirror gives you extra credit!)

- How do you spend your time?
- What are willing to give up to make [this] work?
- Are you a self starter?
- Will you do boring tasks to get the work done?
- Can you follow step by step instruction?
- Can you handle others who do not believe in what you are doing?
- Can you live without your crutch for a day or week? (Smokes, Beer, Cokes, Fast Food, Latté, and etc.)
- Can you live without TV?
- Can you give 90 – 120 days to test it out?
- Can you give 15 – 20 hours a week?
- Are willing to dig in the couch for lost change?

Please don’t think and then forget about each of these questions. I want you to spend some time with each one and find the real answers! Not the quick one you give to your buddy or girlfriend. You may be thinking that a

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many of the question are the same thing or close to it. I want you to think about your time, where it goes and what you are doing with it. People tell me all the time they are ready to make money on the net but won't give any time to work the system. The same people make the most noise about how making money on the net doesn't work. The fact is you are going to have to put some time in.

### **Remember the “On/Off” Switch**

You can market more effectively overall by targeting people that have access to the Internet in both your online and offline sales messages. All your advertising should include your website address, email, or auto-responder addresses and the email address to subscribe to your e-zine, newsletter, etc.

### **Hitch your wagon (and website) to a star**

Endorsement marketing is having famous or reputable people recommend your product or service to others. For maximum impact, choose people that have a reason to actually use your product or service: celebrities, star athletes, musicians, respected experts and authorities, etc.

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### Who are you? Or who do you say you are?

No, I'm not talking about the song from the “Who.” What I want to know is what kind of person are you. Here are my four types: Business Owner, Hobbyist, Miracle Worker, and Jumper. Let's start with the Jumper.



This type of person will jump from program to program and never stay long enough to give it a chance to work. They may also jump back and forth from Business Owner to Hobbyist and sometimes to Miracle Worker. We have all met this person from time to time. They do a mean job on a freshly planted garden and nothing ever seems to grow around them. Is this you? If so, you need to take a good hard look at yourself.

Miracle Workers are people who are trying to make \$2,000 in a week and they have never made any money on the net before, in any time frame. I cringe when I get an email asking me if my program will make them 2k in the next week. I tell them the truth. Unless they have a big roll of money or a big down line or a huge friendly mailing list they can market to, it is just not going to happen. Now, I know they don't have any money or they would not have asked the question in the first place. Offering programs that make money long term always disappoints them.



The hobbyists are people who come to the net wanting to make money like everyone else but they treat it like a hobby. They work one or two hours one week and then next week they put in 15 hours. It is perfectly ok, if someone wants to do this but the big problem is they want the same kind of pay that the business owner will make. My experience is this type of person works real hard around the time bills are due. After the bills are gone they stop working the program. Then the cycle starts all over again when the bills become due again.

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A Business Owner operates like one. If you are here to make the big money, then you want to treat this like any other business. That means you are willing to put some time and money into your advertising and marketing. Yes, I said “Money”. Now, before you stop reading this guide let me say we are not talking about a big bank roll. If you were to start up a business offline, look at all the costs: building, transportation, employees, etc. You get the idea. A Business Owner investigates all the different things he will want to do to make his business a success.

Did you find yourself? Are you more of one type than another? I hope by the end of this guide you will know what you want and if a home business is the right place for you to be. I know that not everyone is right for network marketing. I am very glad about that too. We need people to wash our big cars and clean our very big houses.

### **Give the people what they WANT**

Have you heard of the saying, “Find a need and fill it?” That’s just complete bullshit! If we only buy what we NEED, there will be no Starbucks, no McDonalds, no BMW and definitely no Rolex! People don’t buy what they need; they buy what they want!

### Where does all the time go?

At the end of the day have you looked back and can't believe the day is over already? Do you list all the things you want to get done each day but don't make the effort to do them? Is your plate overflowing and is your to do list a year long list already? You and I know that there are some things you have to set aside time to get them done. We all spend time in the john and we take time to eat each day. (Ensuring you spend more time in the john.) We all need sleep, even if I don't, and living on 1 – 3 hours a night guarantees a future burn out. We also need to spend time with our families and don't forget yourself. Many people on the net burn out because they don't take enough time for themselves.

If you want to discover where your time is spent do this analysis for a week. Make a list of each activity you do though out the day. You don't have to list every sub task but list the big ones. Most computers have something like outlook where you may do this easily as a journal. Your day may look something like:

- 6am I got up and did my daily routine.
- 8am out the door to a JOB
- 11am to lunch
- 1pm back to work
- 6pm home again
- 7pm watch TV
- 8pm play with the kids
- 10pm to bed

Now you have a good idea of where your time is spent. Look a bit closer at this list. They said they got up at 6am, but what they really mean is they hit the alarm 4 times before getting out of bed. They then ran to take a shower and grabbed a piece of toast on the way out the door. At work they spend about 20% of the time trying to figure out what to do the rest of the day. I know if you are at work you have to make it look good. There are studies saying most people only put 55% - 60% of their best effort into their work.

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