

Dear Employee, Your Job Sucks

**Create New Income Streams
Through Automated Marketing
Without Quitting Your Job... *Yet!***

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Create New Income Streams Through Automated Marketing Without Quitting Your Job... *Yet!*

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PREFACE

Dear Employee,

It has come to my attention that you do not enjoy showing up to work at 9am every morning and apparently you really dislike having me lecture you about walking through the door a minute late (our policies stipulate that all employees are to be at their stations 15 minutes early... we don't pay for those 15 minutes that you are on our time, but we certainly want you here).

You have voiced your opinions (with many adjectives I don't care to repeat) about the work that you do and the remuneration that you receive.

The wages are set at a fair level that are on-par with performance. Yes, I have taken a salary increase every several months for the last few years... but that's simply because the company is profiting so much from the work that our many employees are doing. Unfortunately, our budget for wages has not grown.

Last week I was in the staff room and I overheard you say, "Good news guys, only 7 hours and 59 minutes to go." While it was an intelligent observation, somehow I got the feeling that you didn't want to be at work.

I recognize that the work you do isn't all that pleasant. No two ways about it, your job sucks. I wouldn't want to do it. In fact, I don't want to do it. That's why I sit behind a desk and pay you as small of a portion of my profits as I can get away with so that you'll do the work. But for these paychecks, I expect a smile and a lot of productivity.

For the above stated reasons, I would like to congratulate you as you have just been promoted to customer. This is effective immediately.

PS. I'd like to think that over the four years of you working here, you have also taken the initiative to establish other sources of income. I'd like to think that you didn't allow yourself to become entirely dependent on others to provide you with an income source. I'd like to think all this, but I'm sure I would be wrong.

Respectfully,

Your Boss

"So tell me, Mrs. Smith," asked the interviewer, "have you any other skills you think might be worth mentioning?"

"Actually, yes," said the applicant modestly. "Last year I had two short stories published in national magazines, and I finished my novel."

"Very impressive," he commented, "but I was thinking of skills you could apply during office hours."

Mrs. Smith explained brightly, "Oh, that was during office hours."

"The problem with being unemployed is that as soon as you get out of bed, you're on the job."

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CHAPTER 1

Introduction: Money Through Marketing

This is the education they conveniently forgot to pass on to you back in your high school years. In fact, it's very likely that no matter what you studied, you didn't learn of this in college either. And I can assure you that you have not and will not hear of this from your boss.

I'm talking of education about money. More specifically money through marketing (and as often as possible, money through automated marketing).

That's what this book is about.

For savvy investors and business owners, this book will present how disturbingly lucrative marketing can be. For employees, the book will show how technology and the right marketing systems can start building additional income streams for the household. Income streams that are independent of time and effort.

I want to jump into the subject matter as immediately as possible. However, I do need to lay a bit of ground work to ensure we are all starting from the "same page".

Some of what I intend to leave you with is a better understanding of how to judge whether you are using a leaky income model and also give you specific ways of setting up automated marketing money.

The Down Escalator

If you don't feel you are where you want to be financially, it's important for you to realize that you have likely been walking up a down escalator for quite some time now. You can put in the effort and try to get to a higher platform with your finances, but if the escalator is heading down, you will be exerting a lot of effort and not getting far.

That might take the shape of having a full-time job and a part-time job, working overtime, yet still struggling with debt. Or it may be a business you are pouring a lot of time and money into, but seeing very little profit yield.

Let me just add to that down-escalator analogy as it's a useful illustration.

What happens if you start walking upwards on a downwards escala-



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tor? You will have put in more effort than you really need to (as nearby, there is an up escalator as well) but you can still get half way to the top and maybe even right to the top. But what happens if you stop walking (working) altogether? You end up at the bottom.

Contrast that to earned income. What happens if you don't show up to work this week (other than possibly being quickly promoted to the position of customer)? If you don't work, you don't earn. If you don't earn, you soon end up at the bottom (financially). That's because employment is a dependent income model. It is entirely dependent upon your energy and your time. And while there is nothing wrong with hard work (I have built ponds during the winter while it was raining, I have worked 90 hours per week with 2 full time jobs and 1 part time and have worked 15+ hour shifts when helping launch a restaurant), hard work will only produce large financial gains when it is used to create more and more independent (automated) income streams.

For as long as you rely entirely on a paycheck (slave to the wage), you may achieve self-satisfaction but not financial comfort and certainly not financial freedom.

I won't get into what you need to or should do. I'm simply going to show you where some of these up escalators are. At some point, if you've never stood on an up escalator (stay with the analogy), it may be uncomfortable and it may even seem too good to be true. Here you have been putting in all this effort to get even half way on a down escalator and here I come along and tell you that this so-called up escalator allows you to simply stand on it, and through its automation, can take you to the top? Exactly!

Consider...

What stops the average individual from stepping onto the up escalator?

- Lack of knowledge
- Conformity

Lack of education is addressed in this book as well as in the handful of key resources that are highlighted. Conformity (thinking like everyone else and following the large group) is the opposite of courage, but it's also a decision... one that only you can make.

The Hardest Work You Will Ever Do

The hardest work you will ever do (if you choose to) is to understand that what is presented in this book is likely the easiest way

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you could ever create additional income. I'll repeat that because it's that important... the hardest work you will ever do is to realize just how simply you could be creating additional income.

Don't read that as just a play on words. It may indeed be challenging to step out of your own way, bring in logic and reason and recognize that what is being presented is a legitimate means to... dare I say it... easy money. *Disclaimer: As I stated, it will only be "easy" once you did the hard work which is learning why and how it's "easy".*

Prison or Work?

In prison... you spend the majority of your time in an 8x10 cell.

At work... you spend most of your time in a 6x8 cubicle.

In prison... you get three meals a day.

At work... you get a break for 1 meal and you have to pay for it.

In prison... you get time off for good behavior.

At work... you get rewarded for good behavior with more work.

In prison... a guard locks and unlocks all the doors for you.

At work... you must carry around a security card and unlock and open all the doors yourself.

In prison... you can watch TV and play games.

At work... you get fired for watching TV and playing games.

In prison... you get your own toilet.

At work... you have to share.

In prison... they allow your family and friends to visit.

At work... you cannot even speak to your family and friends.

In prison... all expenses are paid by taxpayers with no work required.

At work... you get to pay all the expenses to go to work and then they deduct taxes from your salary to pay for prisoners.

In prison... you spend most of your life looking through bars from inside wanting to get out.

At work... you spend most of your time wanting to get out and go inside bars.

In prison... there are wardens who are often sadistic.

At work... they are called supervisors.

In prison... you have unlimited time to read e-mail jokes.

At work... you get fired if you get caught.

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CHAPTER 2

Ways to Generate Income

Brainstorm some of the ways for creating extra income. You could make a list with hundreds of ideas, but focus in on the ones that:

- can be set on autopilot or has automated/residual earnings characteristics (meaning free of your time as you have work, the kids, responsibilities and everything else eating up 24+ hours of your every day)
- are low investment and low risk (I'm guessing you don't have \$250,000 sitting in the bank ready to invest into a business nor can you afford to lose large sums of money)
- provide high yield potential

A part-time job doesn't qualify. Stock investing is out. Real Estate isn't an option. Neither is building the next big tech company. Even franchising is time dependent and high investment.

Marketing, however, is a whole different animal. That's what we're here to talk about.

The Money of Marketing

Specifically we're going to examine two marketing models

- network marketing (the act of building a network or organization of customers who, through effective word of mouth systems, create additional customers) and
- internet marketing (we'll look at direct response marketing online and affiliate marketing).

What is Network Marketing

The concept of network marketing is so smart, so simple, so hassle-free and potentially so lucrative that it would benefit every employee to quickly become familiar with it. The challenge is in not falling victim to this same simplicity and turning it into a "sales job" which is what many untrained network marketers tend to do.

What then, is network marketing? It's the business of word of mouth marketing. Giving an incentive (financial incentive in the forms of wholesale discounts and commission checks) to a satisfied customer in order to have them educate a friend, family member, co-worker (etc) about a product/service. There are a few more techni-

“What’s with the alarm clock? It’s called an *alarm* clock. Is that how we’re supposed to wake? In *alarm*?”

“Cause it's a bittersweet symphony, this life. Trying to make ends meet, you're a slave to money then you die.” – The Verve, *Bittersweet Symphony*

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calities but let's keep things simple for the time being.

It may also be useful to better understand what word of mouth marketing is and why it's so effective in business.

Why Word Of Mouth?

Even the world's largest advertisers, *Proctor and Gamble*, have their attention focused on word of mouth because, depending on the research you look at, consumers rank the recommendations they receive from friends and family as the 92% most influential in their buying decisions (vs. traditional advertising).

Large phone service providers offer the customer an opportunity to receive all their mobile calls free to the friends and family that join the network from word of mouth referrals. Web host companies offer a free month service for every new customer referred.

Even *McDonald's* used a word of mouth strategy in launching their *Red Box* DVD rental machines. They launched a contest that asked a person to sign-up for a password and then tell all of their friends to go to *McDonald's* and rent a DVD from the *Red Box* machine. When friends entered this same password as a coupon code, they received their first night's DVD rental for free, while the original referrer was entered into a contest to win \$1000.

Instead of putting up billboards, running television advertisements and hiring celebrities to promote these new *Red Box* DVD rental machines, *McDonald's* recognized the intelligence of word of mouth marketing and simply created an incentive to encourage customers to refer and create more customers.

While the majority of businesses ignore the growing strength of word of mouth in this sea of too much information where consumers are becoming desensitized to advertising messages that bombard them everywhere they turn... some of the smarter firms (including the majority of the Fortune 500 companies and other new emerging fast growth innovative leaders) are looking at how to create a word of mouth (how to create a network marketing) structure.

And typically, the best of these companies are the ones that are on the forefront of a lot of other "new ways of thinking" and "new technologies". They aren't the me-too product developers. Some of these companies take an approach to completely devote their entire advertising/marketing efforts to effective word of mouth. They develop strategies to get their customers talking (to create more customers). These are the "network marketing" companies. This simply means they have a referral-incentive program and a compensation plan based on standard network marketing compensation models.

"People act on only a tiny, tiny handful of the thousands of ads, commercials, and sales calls they receive each week. But they act on many, if not most, of the recommendations from friends and trusted advisors." - George Silverman, The Secrets of WOM Marketing

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What are some of the ways a company could get their customers talking faster and more frequently? Give them incentives. Yes, discount coupons and free products might do the trick. But how about a part of the profits from the referral of these new sales? Again, this refers to satisfied customers simply referring new customers through conversations. Nothing new here. We do it all the time.

There's a little catch phrase among network marketing professionals:

"There are two types of people in this world. Those who receive a commission check for their referrals and those who don't."

Each one of us, as a consumer, networks on a regular basis. We share our opinions on what product/service we like and what we don't like. But the majority still let the companies keep all the profits, while a small percent of the crowd are now also gaining tax advantages and earning increasingly larger checks for these same endorsements.

(Why tax advantages? Because as a network marketer, you are an independent contractor and in business for yourself. That business entitles you to tax deductions for a variety of activities. Check with your local tax professional, but the meal you have with a friend (if you mention the product/service which you are contracted with) becomes tax deductible, the ink for your printer, percent of your internet usage, percent of your phone bills, and much more can become tax deductions. Yet you aren't doing much that's different. You are still basically just saying "Here, check this out. This is what I'm using and this is what I like about it"... meaning you are still recommending products and services as you always have been, but now have a business and new income stream based around this.)

Take a friend who is a realtor here locally. He knows that I would (and do) send him referrals as they come up in conversation. If I know someone is in the market to buy a home or looking to sell and needs a realtor, I refer them to him. Yet he passed on a financial incentive that if one of the customers I refer buys, he will hand over \$500 as a thank you. Again, he's setting up an environment that really fosters word of mouth by providing this financial incentive. Now, if I refer someone it won't be because of the \$500, it will be because he's a friend but also a professional at what he does and I know that my colleagues would be in good hands working with him. But having this extra "thank you" and incentive allows me to make sure that I have his contact information and business cards on hand.

Network marketing does the same but with more structure and often

**"The way women try new products is a girlfriend puts an arm around her and says, "This stuff is fantastic. You ought to try it." It's word of mouth."
- Michael Silverstein, author of "Treasure Hunt: Inside the Mind of the New Consumer"**

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