

The 7 Figure Code Revealed



Is This Figure To Big For You To
Comprehend?

A Report That'll Open Your Mind to All the
Possibilities of Breaking the 7 Figure Code!

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Introduction

Ok, I know! How in the world do you expect me to think about making a million dollars when I can't even generate my first dollar online?

Business whether its offline or online is tuff. Each day we struggle to maintain the current position we are in. We do the same things over and over and never really advance.

Why is that? How can you actually move beyond your current position in the market? These questions are very tuff to answer alone! There are so many variables we need to look at in order to really gain a better prospective on the state of our businesses.

From the desk of Gary Marsh,

Hello there and thank you for downloading this report. I have some answers for you that I think will clear up some of your issues. You know, with all the information online nowadays, it's pretty easy to see that business can get pretty bogged down.

I find myself constantly getting side tracked by new product launches promising to fix my problems. I spend thousands of dollars thinking that this time next year, I will finally break that 6 figure mark. You're crazy if you think I'm going to sit here and think about creating a [7 figure income!](#)

Well, that is all about to change with the release of the 7 figure code. You see, we sometimes get caught up in the moment and forget about our ultimate goals in business. In fact, I would stick my neck out a little here and say that about 99% of you ready this report right now doesn't even have a business plan! Also, I bet you don't even have a marketing plan in place and are following it!

And you wonder why you cannot justify thinking about [The 7 Figure Code?](#)

Look, I'm not here to bash on you or make you feel bad. I'm here to try and open your eyes to some of the reasons you may be experiencing tough times building your business.

Here are some questions I want you to think about for a minute, then, I want you to write these five questions down and remember them every time you decide you want to create an informational product:

1. Do you provide specialized information?
2. Is your content hard to find or unavailable elsewhere?
3. What makes your product exclusive? Is it better than your competitors? If so, how?
4. What is the focus of the information you provide?
5. What do your readers or customers have when they have your information? Also, what do they miss if they didn't get your information?

I picked up these questions from a well known marketer a long time ago and they stuck in my mind. Have I always followed the five questions when I created my products? Not in the beginning, no. But, the first time I did, wholly cow my business expanded like crazy! How did I change the direction of my business and more importantly, how did I change my mindset on building my business?

That's what this report is all about. You see, Mike Filsaime is the creator of "[The 7 Figure Code](#)" and is a mentor of mine. Now, I've never met Mike Yet! But he has inspired me to achieve greater things in my business.

This report is designed to get you thinking about mentorship, going to offline events and even concentrating on the proper mindset. I will talk to you a little about ES or Entrepreneurial Spirit and then go over some key business components. Of course, this report would not be complete without showing you a couple of things you can do to set your organization in the proper position.

It is my hope that this report will open your eyes to actually realizing you can achieve "[The 7 Figure Code](#)". Anything less is just shallow business thinking!

To Your Success,

Gary Marsh

Why You Need a Mentor

First thing I think we should lay out on the table is exactly what a mentor is. A mentor is someone who has more experience than you who serves as your confidante over time. Every single big name Internet Marketer I know and have met has one! Why don't you? Or do you?

I have a little bit of a different view on what a mentor is. At least, I think it's a little different from the ordinary idea of having a mentor. My idea of a mentor is someone you can readily follow along that will help you build your business. They really do not have to participate in the relationship in any way. All they have to do is show a presence in the public forum. I'll get more into this in a few minutes.

No matter what the benefit is to the mentor, heck, they may not even know they are your mentor. Anyway, that doesn't matter. What matters is the benefits to you. You don't really have to know the person for them to be your mentor.

Take for instance Mike Filsaime. I have followed Mike for quite a while now and have tried to create my business within the same dimension. Although I've only been around for a short period, this has helped me out tremendously.

Here are some benefits as to having a mentor to follow:

1. They've done what you're trying to do. You can learn from there mistakes.
2. Using my mentorship way is free for you (in a way). Sometimes you have to spend money on there programs, software, etc...
3. You will always be able to use them to help you build your business. In other words, newsletter sign ups and reading there reports, etc...

Eventually, you may end up meeting the mentor at a function and who knows, you may even develop a friendship that turns into a partnership. This leads us into the next part and that is the offline event.

Offline Events & Their Purpose

My very first offline event was the Underachiever conference Ed Dale and Frank Kern put together back in September of 2006. I had the opportunity to meet Gary Halbert, Jeff Walker, Dr. Mike, and just a ton of other big name marketers. Of course, I met a lot of up and comers as well.

I'm sure you know where I'm leading this: IMME or Internet Marketing Main Event I, II, III, etc...

The whole deal with offline events is the networking and I cannot stress this enough! Ever heard of the thirty second elevator speech? Better have it rehearsed prior to going! Here's a little insight to the 30 second speech: You may be talking to some real power houses while attending these offline events. Everyone and there brother will be pitching this and that to them. Don't do this no matter what!

Here's what you do. Get a picture of you and the IM star to place on your personal blog for all to see. Next, have a thirty second elevator speech ready to go when the intro begins. I guarantee they will ask you what you do.

I can pretty much bet on Frank Kerns knowing or at least remembering me during our conversation at the Underachiever event. All I'll say here is that there was soap involved in the conversation. What the hell, I tell you.

When I came up to Frank, I hit him with a question that I just knew would get his attention due to his personality. I asked him the following:

Frank; let's say you're a sailor and getting ready to leave everything behind for six month's. What would you do to prepare your business? I have to say that I didn't even get past the sailor part before he began to answer. Needless to say, the conversation was funny and memorable!

Our paths will cross again someday and when that time comes, I'll bring up the soap to stir up the memory. I can't count how many folks I met at that one single event that have gone on to produce great products as well as developed name recognition, JV partnerships, friendships, etc....

Let me ask you this, Do you really think you'll build a relationship with others via email without ever meeting them? Maybe. But when you sit in a restaurant with five like minded individuals after getting all pumped up with information, the power increases 10-fold in motivating you to get busy.

Not only that, you just may develop a business partnership that'll last for years and years! Mike talks about how he met up with several big name figures during offline events. If he's doing it and now his business is worth millions, then don't you think you should follow his lead?

Business is tough, one of the toughest things I've done. In fact, I find it much easier to walk out of the back of a C-130 at 18,000 feet! Like jumping out of airplanes, you simply must have someone in front of you who has been there, done that and bought the T-shirt. Following the experienced out the door at 18,000 feet sure feels better than following the guy who stayed at the Holliday Express last night!

Offline events are a critical part of your online business as Mike's proven over the last 4 years. Yes, he's probably worked his ass off over this time, but making the kind of money he makes, you have too! Of course, driving around in that brand new corvette sounds like a good pay-off to me. Not only that, I imagine those who work in his organization also enjoy there work because at any given time, they can go to the local go-cart track and burn off a little steam.

Work Hard, Play Harder...

And start getting your butt to the events like IMME.

Your Proper Mindset & the Entrepreneurial Spirit

Is there a proper mindset for this internet marketing deal? Of course there is. Just like any offline business, you need to be in the proper mindset to get anywhere. In the introduction, I mentioned the illustrious business plan. Remember? Well, that plays a huge part in whether or not you're moving forward in your business.

Many Internet Marketers will jump into just about anything that comes along because they really don't have a solid plan. In every report and eBook I've written so far, I always mention having a solid foundation for your business.

Of course, I usually refer to articles when building the content side of the foundation for longevity. But what you really need first and foremost is a plan to get you from point A to point B. Do you have it?

I bet Mike Does! I know I do as well. What I can tell you though, it cost me several thousand dollars before I finally pulled my head out of the hole I had it buried in! How many marketing systems have you bought that sit nice and pretty on your bookshelves at home?

Is there a system out there that will basically take you by the hand and lead you through the building of your business? Sure, they call it a franchise and it'll cost you hundred's of thousand's of dollars! Is that the true spirit of the Entrepreneur? Not in my opinion! I think that makes you a manager in another person's business.

Why do I bring this up? Well, for starters, you may or may not be an entrepreneur. I'm no expert here, but I do believe there are many in the IM world who like the thought of being an entrepreneur, but when it comes down to it, they are only great managers. Can a manager still build a business? Absolutely! But as you know, managers need direction and training to be prosperous.

This is one of the key reasons you see so many How-to programs on the internet. Entrepreneurs are capitalizing on this market like crazy. Is it a win only situation for them and not those who join their training programs? Not always. Think for a second if you had the chance to have Mike Filsaime, John Reese, or Rich Schefren teaching you the ropes? Do you honestly

believe that your business would not improve 300-1500%? If I could afford any one of these guys as personal coaches, I would jump on it in a heartbeat! The way I see it is these guys have been there, done that and bought all the T-shirts along the way.

Does this make me a manager? No. And it doesn't make you one either. What it does make you is a smart entrepreneur who knows that working with the best of the best surrounding you will catapult your business to the [7 Figure Zone](#)!

That is the bottom line in this report. You didn't actually start building a business to stop or be comfortable at a high 5 figure income. No, you want the lifestyle to do and be anything you want to be!

I know for a fact that most of the world is in the five figure area and continue to do the same things day in and day out. We all know (if you've read any motivation books) that if we continue to do the same thing, we will continue to have the same results.

[The 7 Figure Code will be the one thing that will open the door to changing your mindset from a simple five or six figure life to the 7 figure mecca!](#)

There are some key components we need to talk about and that is next. For now, let's talk about the spirit that's deep down inside of you. We know that entrepreneurship refers to starting and operating your own business. It requires independence, a little individuality and even some creativity.

I read an article from a guy named Joe Love that put things in perspective for me:

“As an entrepreneur, I've learned that you have to paddle as fast as the current. If you don't, the current will push you sideways and take you off course. Then you are vulnerable to the waves that will flip you over.”

-<http://www.jimandassociates.com/>

Does this quote make sense to you? If your constantly buying program after program without any results, then I do believe the wave is about to flip you over. Don't you think its time to finally call on someone who will help you get back on track?

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