

# TRUTH OR HYPE?

## The Opportunity Watch

When it comes to making money and building a real sustainable business, there are no “easy buttons” or shortcuts. But there are secrets and systems you can leverage to make it happen.

In this special report, you'll meet a group of people who've helped literally tens of thousands, from all walks of life, create more success and income than they ever thought possible, all using a one-of-a-kind, simple and repeatable system.



This same team is on a mission to help you, and anyone else smart enough to read this report, achieve that same kind of success. They've recently released an even more powerful “smart” version of their original system, that revolutionized an entire industry.

Keep reading to discover why you don't want to miss the chance to be part of the VERY limited group who gets access to this new system.

### The Reality of Home Based Business Opportunities

You hear from too many people to count about how much potential their ‘opportunity’ has. But it's easy to make hypey claims like that.

If you're someone who's been interested in having a business of your own, working from home, you've been promised the big, beautiful dream. All you need to do is get signed up for whatever deal's being pitched to

you at that moment and before you know it, you'll be living in a mansion on the beach; driving the car of your dreams; traveling to anywhere in the world you want to go.



What you're not told, as you're being sold that dream, is that your so-called "business from home," really requires you to basically use your home as a kind of storage closet for all the product you need to buy and resell. But that's fine, because you'll never be there anyway. See, your job, in your brand new "easy home business" is...

- To attend meetings all over town...
- To make lists of your friends and family, and use them as guinea pigs to test out your pitch...
- Then, to spend whatever time you do have left, on 3-way calls hard selling people into whatever deal you're in...

And if none of that works, you're told to wait, to be patient, to "get nos to get a yes," and to "remember all that effort will pay off someday."

So how's that been working out for you?

You know, that whole "waiting for it to pay off **someday**" thing?

My stats tell me not so good...

I want to share with you the response to a survey sent to over 50,000 people trying to make some extra money from home.

76% of the people that responded to this survey viewed themselves as intermediate or advanced home business owners. And about the same percentage of people said they've been at it for two or more years.

And this is where things get scary.

**95% of those people who've been at it for two years or more, and consider themselves intermediate or advanced, say they earn an average of less than \$500 a month from their home business.**

*Something's not right here.*



In this report, I want to show you why what you've been told to do to create a business has only ended up creating a very large group of highly skilled, yet poorly paid people, who know a lot about having a home-based business, but still have yet to create any real success.

More importantly, I'm going to show you why this smart-system is easier, less complicated and less of a time-drain than what you're doing now.

### What's Different About THIS Opportunity?

What makes this a legitimate, potential money-making opportunity?

It's really the team behind it. They all care very deeply about helping people succeed, especially those who've never really experienced success in their own business before. That's a common thread for everyone on this team. They all want people who've never been successful in their own business to experience that success, and they love helping them do that.

Second, since you're asking what makes this opportunity legitimate, let me get VERY specific about what I've learned while researching this opportunity.

Anyone who knows anything about business, knows about the 3 key elements every SERIOUS money-making opportunity absolutely MUST have.



#### Key Element #1: EMERGING MARKET

You have to be sure there's an **EMERGING MARKET** to tap into. That's #1. To be sure of that, you have to look **deeply** at the numbers and the data behind them. I'll share some of that with you shortly.



#### Key Element #2: FORCE MULTIPLIER

You have to look for some sort of **FORCE MULTIPLIER** that can be applied to that emerging market.



#### Key Element #3: TIMING

Once you KNOW for sure that BOTH an emerging market and some sort of force multiplier are present, it really comes down to **TIMING**. You've gotta ask yourself, "Am I getting in at the right time to take advantage of this?"



## How “Force Multipliers” Create Success



You know what a “moving walkway” is, right? The kind you see in just about any major airport and the really big shopping malls.

Well, there’s no kind of “shortcut” to success in any business. But there are “force multipliers” and knowing how to leverage them is the real key to profiting from an opportunity.

Here’s what I mean: think about what a moving walkway really does. When it’s used properly, it takes the energy you put into walking and multiplies it. And that’s what THIS system really is - an incredible force multiplier for people looking to profit from one of the biggest markets in the world.

Here are some facts pointing to the potential of this gigantic emerging market...

**According to InternetWorldStats.com there are over 2.8 billion people currently using the Internet. And that number is climbing at a rate of about 28,474 new users EVERY HOUR. Of that 2.8 billion people, 30% say that their main reason for using the web is to make money. So that’s about...one billion total people interested in using the Internet to make money.**

In fact, according to Google’s Keyword Tool, each and every day, about 100,000 people search, via Google alone, for one particular set of search terms...

### INTERNET USAGE STATISTICS The Internet Big Picture World Internet Users and Population Stats

WORLD INTERNET USAGE AND POPULATION STATISTICS December 31, 2013						
World Regions	Population (2014 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2014	Users % of Table
<a href="#">Africa</a>	1,125,721,038	4,514,400	240,146,482	21.3 %	5,219.6 %	8.6 %
<a href="#">Asia</a>	3,996,408,007	114,304,000	1,265,143,702	31.7 %	1,006.8 %	45.1 %
<a href="#">Europe</a>	825,802,657	105,096,093	566,261,317	68.6 %	438.8 %	20.2 %
<a href="#">Middle East</a>	231,062,860	3,284,800	103,829,614	44.9 %	3,060.9 %	3.7 %
<a href="#">North America</a>	353,860,227	108,096,800	300,287,577	84.9 %	177.8 %	10.7 %
<a href="#">Latin America / Caribbean</a>	612,279,181	18,068,919	302,006,016	49.3 %	1,571.4 %	10.8 %
<a href="#">Oceania / Australia</a>	36,724,649	7,620,480	24,804,226	67.5 %	225.5 %	0.9 %
<b>WORLD TOTAL</b>	<b>7,181,858,619</b>	<b>360,985,492</b>	<b>2,802,478,934</b>	<b>39.0 %</b>	<b>676.3 %</b>	<b>100.0 %</b>

NOTES: (1) Internet Usage and World Population Statistics are for December 31, 2013. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the [US Census Bureau](#) and local census agencies. (4) Internet usage information comes from data published by [Nielsen Online](#), by the [International Telecommunications Union](#), by [GfK](#), local ICT Regulators and other reliable sources. (5) For definitions, disclaimers, navigation help and methodology, please refer to the [Site Surfing Guide](#). (6) Information in this site may be cited, giving the due credit to [www.internetworldstats.com](#). Copyright © 2001 - 2014, Miniwatts Marketing Group. All rights reserved worldwide.

Those 100,000 people - each and every day - are searching Google for ways to make more money online. To put that into perspective, that’s twice as many as the number of searches related to losing weight, and three times the number of searches related to skin care... and those are both very large markets, as everyone knows.

The system I'm sharing with you today is designed specifically to help you capitalize on this growing market!

The truth is, the vast majority of people just don't really understand how to leverage the Internet to make serious money. They desperately want to, but they need help.

That is where the **real opportunity** is - delivering cutting edge tools and training to a huge, hungry market of people who wanna make more money online, so they can live a better lifestyle.

And this is the **only** plug & play system, specifically designed to help you make full-time income, without needing to leave your house. Seriously, many of their members don't go out of their house to conduct business. So, no home parties, no meetings to drive to... unless you're into that kind of thing.

Everything they teach, and all the breakthrough tools they've built, are designed to help you create income from ANYWHERE in the world, no matter what skill level you're at, or how bad you may be with technology.

## Meet the People Behind this System

The team behind this system is extremely proud of what they've been able to accomplish and of how much income their system has helped people earn.

They rank in the top 100 companies in our industry, globally. And in just the last 3 years, **this system has brought in over \$144,000,000** for the people who've put it to use. That makes it the MOST successful system of its kind, by a factor of 5 to 10 times, for 3 years running now.

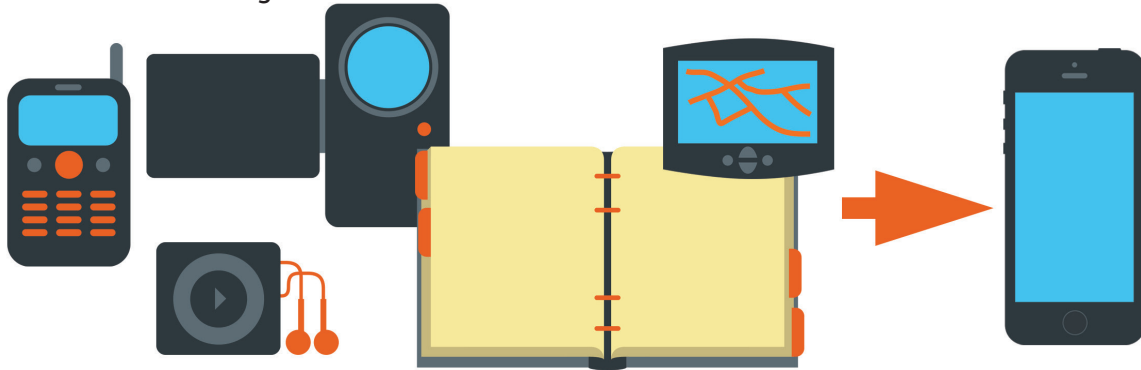


The reason for all this success is pretty simple: it's an extremely **powerful set of force multipliers**. And these are specifically designed to help people tap into one of the biggest markets in the world - the gigantic market of more than one billion people looking to make more money leveraging the Internet and mobile technology.

Just to put things into perspective, let me share with you a good example of a force multiplier brought to bear on an emerging market.

There are actually many great examples. It's foundational to how most billionaires build their fortunes. But probably the best example is the iPhone.

Before the iPhone, there were cell phones, compact cameras, standalone GPS devices and audio players. People wanted all of those things.



So when Apple intelligently combined all of them into a single, well packaged and easy to use system, it wasn't a hard sell. People lined up to get their hands on the latest iPhone.

*That's the effect of applying a force multiplier to a gigantic emerging market.*

With this opportunity, instead of an iPhone, the force multiplier is a “smart marketing system”, with everything that everyone wants and needs in ONE easy to use system.

## How Does it Actually Work?

After 3 years of massive success with the original system, the team set out to help even more people create more success.

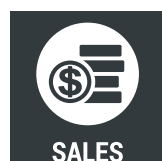
While they saw amazing success stories, they also saw that some people were still struggling with the three key things that you need to do online, to actually generate income.

So they spent more than 18 months building even more automation into the system. They brainstormed how exactly to automate those three key actions... with plugins, quick and simple checklist-based trainings, and other strategies to make it easy to overcome any challenges.

Included in this package is the first fun, easy-to-use, all-in-one automated online business system. It's the ultimate force multiplier for people looking to get out of their dead end job. The goal is to **get you into a life of time freedom that you desperately want and deserve.**

And going back to why this system has such a great track record of success, it really comes down to this one point:

This entire system is built around taking all the pain out of getting those 3 things done, **Content, Traffic,** and **Sales.**



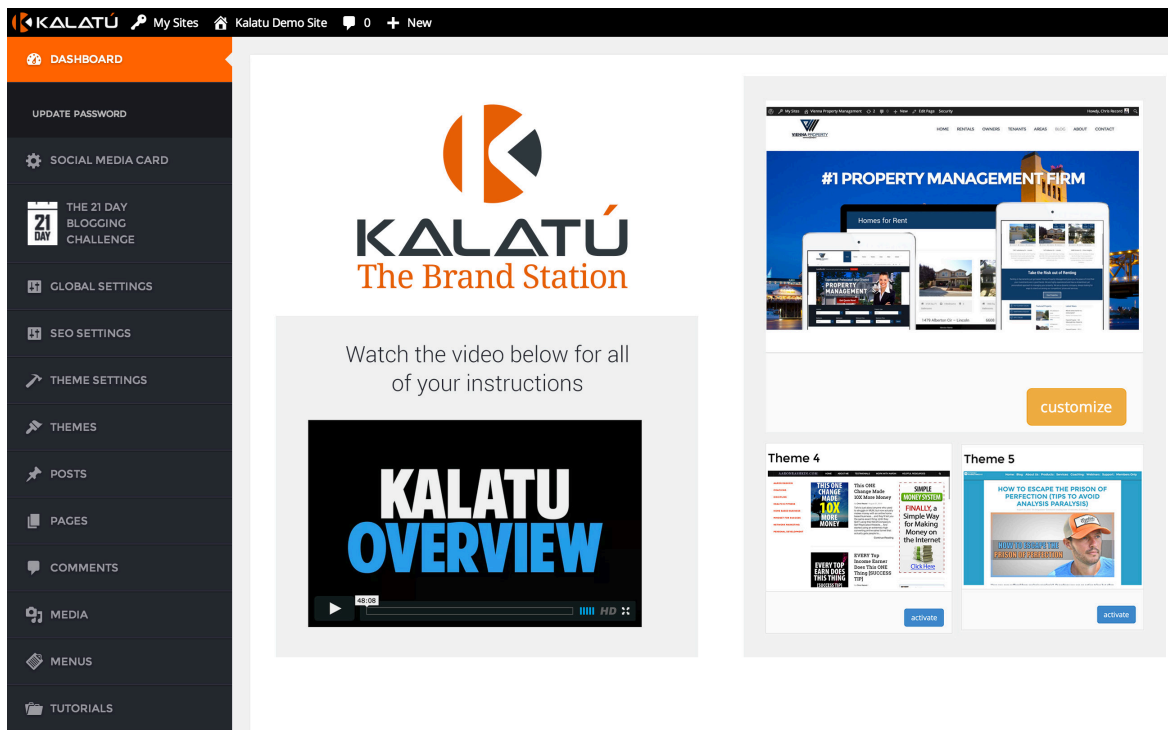
## What Does This System Include?

There are 3 elements that make up this smart system:

- The **Flagship Product**
- The **Training**
- And the **Add-ons**
- (Plus an **amazing money-making bonus**)

## FLAGSHIP PRODUCT: KALATU - THE BRAND STATION

**Breakthrough new version of a one-of-a-kind, traffic-generating blogging platform.**



This custom, automated blogging platform is based on the latest Wordpress technology. It's the core **force multiplier**, that everything else in the system connects with.

What separates the Kalatu Brand Station from other traditional blogging platforms, comes down to one word:

**"Profit"**

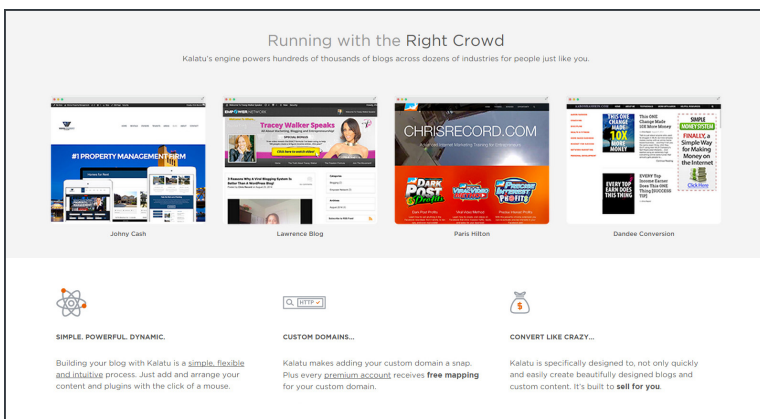


That may be a bad word to some people, but the money that can be earned through blogging can change your life.



The Kalatu platform wasn't built as a toy or for hobbyists. It was designed to build businesses.

Think of it as your iPhone of marketing online. What the iPhone is to communication and general applications, the Kalatu Brand Station is to online marketing and business building. The Kalatu platform is where all of your controls and functionality live. It's been designed to let you add on our custom profit-getting plugins, the same way you can add apps to an iPhone or any other smartphone.



This platform is so easy to use. Right out of the box there are **a multitude of beautiful, easy-to-install themes** to choose from.

On top of how easy it is to use, this **Next Level** system is designed to increase your odds of getting ranked higher in the search engines like Google, Bing and Yahoo, much more quickly.

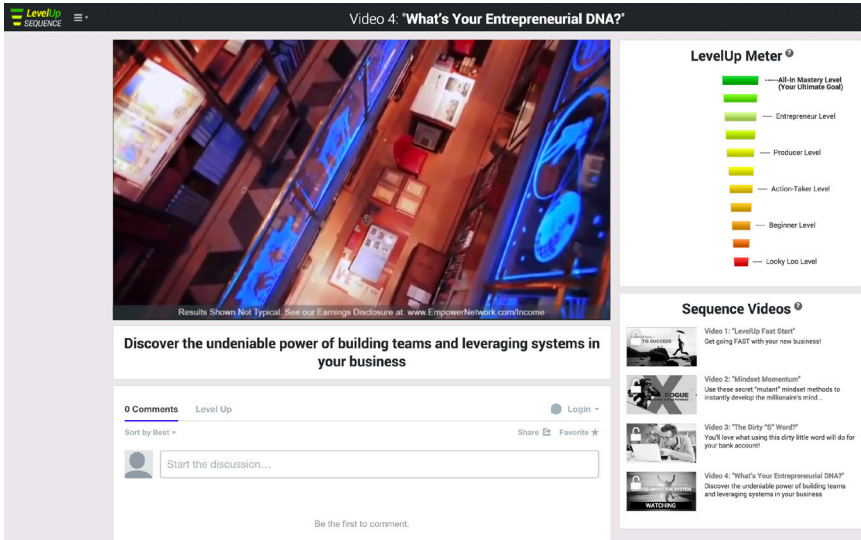


You've heard from many of the success stories how they began driving traffic and making money, without even realizing how it was happening. Well it has everything to do with how we've built the backend of this platform.

There are, of course, no guarantees of traffic or income, but we hear all the time how people, who could never get results with their blogs, prior to getting started with our system, were blown away with the sudden injection of traffic and resulting sales.



## TRAINING: LEVELUP SEQUENCE



Once you are inside the system, you're going to be run through the LevelUp sequence to get you all set up. This is a fully produced, audio visual training sequence that the company has spent hundreds of thousands of dollars producing.

Then, once you're set up, you'll discover the key strategies and tactics and mindset training that will ensure you get the most out of this system.

*You'll find yourself in a place where you're not only set up technically, tactically and strategically, you're also poised to succeed in ways you may never have believed possible.*

### AK Junior

*AK was able to earn over \$21,000 within his first 30 days of using this system. He brought in over \$90,000 in just his first 3 months with the system. All of this has allowed him to quit his job as a waiter and experience a complete lifestyle transformation.*

## PROFIT GETTING PLUGINS:



SALES



TRAFFIC



CONTENT

There are more than 20 built-in plugins that come with the Kalatu Brand Station. They automate processes related to things like:

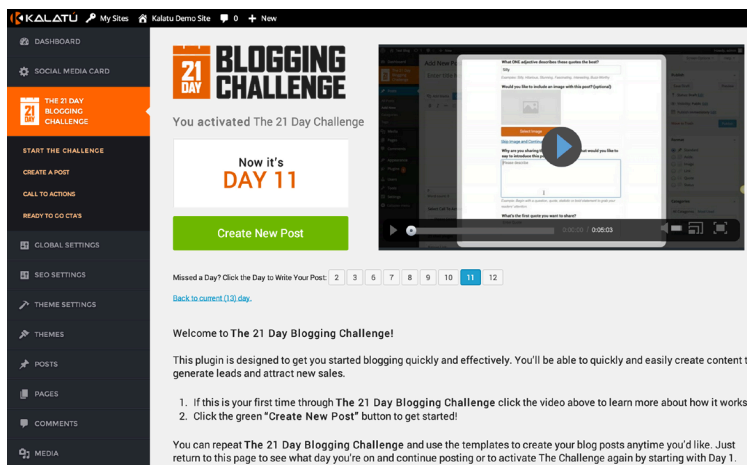
- Site mapping
- Domain mapping
- Automatically Creating Headlines and featuring recent posts and comments



Let me share with you 4 of the featured plugins have been specifically designed to handle one of those 3 key activities we talked about earlier:

- **Creating Content**
- **Driving Traffic**
- **And getting Sales Conversions**

## CONTENT: 21 DAY BLOGGING CHALLENGE PLUGIN



One of the biggest challenges that people have when it comes to regularly blogging, is **blogging!** Actually creating posts that will get traffic to their blog. Without the 'blogging' part of blogging, you can't attract subscribers, team members or customers.

To help people with this challenge, the team created an innovative challenge of their own: **"The 21 Day Blogging Challenge"**

This unique plugin, actually walks you through the entire process of creating a blog post, step by step.

Each day, over the course of 21 days, the plugin asks you a short series of questions. These questions are designed to create highly effective posts, based on what we know works. All you do is answer and you get a search engine optimized blog post, complete with a call-to-action to join, or to comment, or to buy - whatever you choose. The people who've used this plugin say it's literally changed their lives. They never realized how easy the blogging' part of blogging could be.



SALES

## SALES: OPTIN SIMPLE



## OPTIN SIMPLE

It's a fact of blogging that, not everyone who lands on your blog is going to buy the very first time they visit.

You want to capture their contact information to grow your list. That way, you can get them, and anyone else who's subscribed to your list, back to see more of your posts; Eventually, they are likely to want something that you have to offer. Optin Simple allows you to instantly add an optin form widget to your blog. It's easy to setup and highly customizable.



SALES

## SALES: LINKIFY



## LINKIFY

Linkify enables you to shorten links using your own domain name, removing unnecessary extra steps for you wherever possible. Linkify also tracks each hit on your URL and provides a full, detailed report of where every hit came from. Linkify is an awesome plugin for people who want to clean up their affiliate links, track clicks from emails or their links on social sites, like Facebook and Twitter.



TRAFFIC

## TRAFFIC: SOCIAL POP



## SOCIAL POP

The Social Pop plugin allows your visitors to share your content with ease, through a set of sharing buttons linked to all the major social sites, like Facebook, Twitter, and LinkedIn. Most social media sites provide you with the option to easily add them to your website. The problem is, they're different shapes, sizes and colors. With Social Pop, you can pick an image set that fits best with your theme.



## Success Stories

### Lawrence & Jessica T.

Lawrence was able to retire from his job at the age of 33 and has gone on to earn over \$1,500,000 working from home. Now he enjoys a worry free lifestyle where his days are spent with his wife Jessica, and their newborn baby.

### Jonathan P.

Since deciding to tap into this proven work-from-home system, Jonathan was able to watch his income soar from \$0 to \$479,405 in less than 24 months and is now able to enjoy a life spent doing the things he loves.

### Sarita K.

Thanks to the monthly residual income Sarita is now earning, she is able to spend her days worry-free with her 2 children and providing them a lifestyle most mothers only wish for.

### Ludmila & Alex

Because Ludmila decided to tap into a work-from-home system used by thousands and follow the training, she has earned over \$179,000 in less than 2 ½ years.

### Silvio F.

Portugal native Silvio leveraging a system that eliminates all of the "guesswork" Silvio has earned over \$605,170.70 since October of 2010.

### Tracey W.

Tracey was able to say goodbye to her dreaded real-estate job once and for all. She now enjoys earning a HIGH, multiple six-figure income working from home and enjoys a higher quality of life with her children and family.

### Toby & Layla

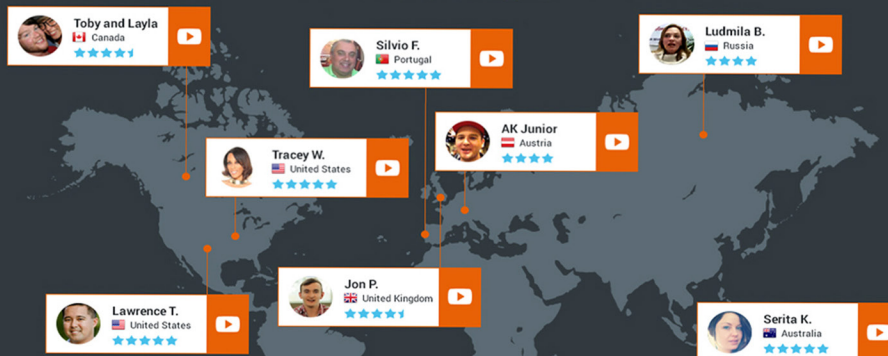
Layla and her husband Toby were able to earn over \$750,000+ and are now able to experience a higher standard of living. A life of complete time and financial freedom.

### MEET SOME OF THE PEOPLE WHO'VE USED THIS SYSTEM

This 'smart-system' has already expanded to over 72 countries.

Here are some of the people I found during my research. Listen to their feedback about using this system and decide for yourself whether this is...

...Truth or Hype?



## How Does This System Make You Money?

What is the best way to help people quickly profit from using this system?

If you already have a business, with products or services to offer, then you're making one of the best decisions you could ever make when you get started today.

But if you don't have your own product right now, how can you start making real money right out of the gate?

Included with this system is a free 60 day membership to our industry leading affiliate program. Most people don't have anything to sell. It's one of the most common challenges for people trying to build a business online. This system adds that missing ingredient through this free 60 day affiliate membership.

The majority of people are not great at selling. That's what this system solves. You see, probably the single biggest reason so many people have so much success with this system, is that the product story is easy to tell. People get it almost immediately.

**All you need to do is follow a simple pattern:**

**"Blog Daily... Tell Others... Get Paid."**

## Success Leaves Clues YOU Can Follow

Here's what I've discovered about this system as I interviewed the team and the everyday people who became success stories using it: this "blog daily, tell others, get paid" pattern is what the majority of them are doing.

And, from what they shared with me I also learned that the system itself, including presentations, do most of the selling for you.

So I asked each of the people exactly what they did to get started and how it worked for them. Here's what I learned...

It was simple to get started. They began writing blog posts about whatever their passions were from business, to music, to health and fitness and more. Then they shared those blog posts.

Once they were up and running, based on the very nature of the way this system works, their lists had grown and they had potentially hundreds and in some cases even thousands of people who'd subscribed to their blogs. It's natural for those people to just be curious about **how** they're doing what they do.



**Like the people I spoke with, before you know it, you could be earning significant income, too.** And you can be earning that income in a way that doesn't own you. The opportunity is just self-evident.

Most of the people succeeding with this system are following the same simple process. They're reaching out to their sphere of influence, via social sites and email and text, inviting them to their blog to read their latest post.

In those posts, they share links to pages just like this page you're on right now. No one feels shady or gross, because there's:

- **Never** any hard selling
- No pressure
- No drama
- No arm twisting

All you have to do is share things you like with the people you know. While you're doing this, you're quickly growing your sphere of influence, using the tools and training that are part of the system. It really is pretty simple. That's why it works so well.

**Can you share messages like:**



**Of course you could... ANYBODY could!**

The people who show up will either 'get the opportunity' and wanna get started themselves, or they won't. It's as simple as that. You may be surprised how many people actually will want to get started.



## Back to How The System Makes This Easy



That's what makes the BONUS 60-day Affiliate Membership so great. It gives you the ability to collect industry-leading commissions on this innovative product line: the Kalatu blogging platform, the plugins and the LevelUp training sequence. It also includes super high-level, advanced training, beyond the LevelUp sequence where you can earn incredibly high commissions, very quickly.

I did a little more investigating into this system, to really understand how their compensation plan works.

The commission split offered with this system is one of the most generous in the industry. It's a 70/30 split in your favor. 70% of the product sale goes directly to you and the remaining 30% gets put towards improving the products the company offers. That 30% is invested directly back into developing world class products and services. Ultimately, as an Affiliate partner, that means the products you offer through the system are even easier to sell, because they're better!

And the compensation plan works on a 1, 3, 5 and every fifth, thereafter, pass-up progression. So, when you encourage someone to join the affiliate program, and they do, as their sponsor you'll receive passups from the business they generate. And they'll receive the same from the people who join because of them.

But you don't need to understand fully how the compensation plan works. We've had people literally earn millions of dollars before finally understanding how the comp plan works. All you need to know are how you're going to create results step by step.

Here's how simple it is: get people to this presentation (the same one you were invited to when you received this free report) and let the team help you get them started, because that's the real secret.

You do this by blogging about your passion, while sharing this link and our other marketing materials.

I asked the team to give me a concrete example so I could understand precisely how this works, and here's what they shared:

*So let's say you make a sale on a \$100 a month training product. Your 1st, 3rd and 5th, then every 5th sale thereafter is going to pass up to the person who encouraged you to buy that product.*

*The idea there is to incentivize, that person to help you succeed. So when you create a post and you make your first sale, it will pass up to the person who sold you that product.*

*But on the second sale, 70% of it goes to you. That's \$70 every month, for as long as that person keeps it.*

*Now here's the key thing to realize about that second sale. That person part of your downline and pass up their first sale to you and they keep their second. So when this person goes out there and makes a sale, how much do you keep?*

*You keep \$70 per month. That's how this compensation plan works. Plus, let's say that the person they just brought in bring this person here, they also pass up their first sale and keep their second sale. And let's say, that person brings in a person. That's another \$70 a month from that person too.*

*Now you've got someone who brings in a person who brings in a person. So, one person has just turned into \$210 in monthly commissions.*

As you can probably see, what's key to understand is that this entire system is designed to do more than just get one new person at a time to sign up. This system is specifically designed to help you 'get one to get one'...

And what does 'get one, to get one' mean?

It means, as you're bringing people on, you bring them on in a way where they see the opportunity, just like you do right now. They say to themselves, just like you're probably saying to yourself right now, "I don't completely get the math, but I could share a link to the video on my blog and social sites. That's simple."

Then they repeat the process, which gets another person to join and then another and so on and so on. See, as they're watching the video, they're going to think,

"Sure I can get people to watch the video, that's simple."

...Because it IS simple, right?

You don't even have to do the selling, because the videos and other materials the team creates can help do that for you. And when people watch a presentation, like the one you were watching when you got this report, they're going to make a decision, just like you're making a decision right now. They're going to see the video and they're going to think the same thing you're probably thinking, "That looks simple. I can do that."



Then, they're going to get somebody to watch the video, then those people are going to start bringing people in exactly the same way. So "get one to get one".

And where this got really interesting was when the team explained how this applies to those force multipliers we talked about earlier.

*When you put this into perspective, with the company's upper level products like the PRODUCER Force Multiplier, which includes the Top Producer Formula, you're earning a \$350 commission for each person who buys under you...*

*As that grows, with just a group of 10 people, who each get a total of 3...not another 10 or 50...just 3 people to join, you could be earning a monthly income of \$11,900 or more.*

*Our compensation plan is known industry-wide as one of the MOST profitable plans around. It's designed to reward you, not just for your sale efforts, but for your team-building efforts. So, you can continue to earn, your team members can continue to earn, and so on.*

*It may seem far fetched or maybe even unachievable that you could be making as much as \$11,900 a month by just getting 10 people to sign up and share the system with others, but it's how many of the success stories you've been hearing from during this presentation are creating these incredible income numbers.*

*See, because of the Internet, the system itself helps spread your links virally, like a YouTube video.*

*There are no guarantees of income, but none of the success stories are any better than you are. They're no smarter. They just have a dream, like yours, that they're willing to work toward. And we provide a simple, affordable system for doing that!*

*The bottom line is, just get people to watch this presentation by sharing links to it in your posts. And realize that those posts will stay out there on the Internet forever, constantly magnetizing new leads and sales, literally after you've long forgotten that you even wrote them.*

That's an idea I think everyone can understand. So I know as you read this you're wondering:

*How does someone new get started with this simple smart system today?*

**Click Now To Get Started >>**



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