



Invitation To Internet Success



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We welcome any comments you may have.

ABOUT THE AUTHOR

We won't bore you with a whole lot of Esther Smith's life-history here, so briefly it goes like this:

Born and raised in New England, she realized even before her teens that her passion was in Art. She began painting with watercolors, and by high school, worked a part time job and spent her earnings on oils and canvas. Neither she nor her parents could afford Art school, but over the next 20 years she was driven time and again to her studio. Never having any lessons, her work now sells in the thousands of dollars.

While at home raising children, she took up Creative Writing, and graduated from The Institute For Children's Literature in Redding, Ct.

With the advantage of electronics and the Internet – she set up an Art Gallery and then began to use her writing abilities in Articles for publication. She also publishes a syndicated weekly Newsletter.

During her research for article material on compensation plans, she stumbled upon the 2up plan and as many experience, it was a jaw-dropping discovery. Putting it to practice proved its value, and she began to put her findings in her Articles. It was not difficult after some time to take snippets from each of those articles and put together this eBook.

More than giving an exciting way for her readers to leave the **time-for-money-trap**, she takes them by the hand and leads them all the way to success. Most other eBooks give you a path and set you loose with the information. These publications have been a disappointment to her and she meant to improve on these gurus who seemed better at talking rather than doing.

Today, Smith lives in South Carolina with her husband, a retired Navy Commander. They enjoy their laid-back lifestyle and traveling. Their children's lives are busy with their own goals and are often the reason to take a week and visit one or two of them.

They both share the educating of would be entrepreneurs, exposing them to Leveraged Income for life as an entirely new way of thinking.

INTRODUCTION

Invitation to Internet Success

Wear Your Party Pants!

This invitation is extended to the 95% who have failed to find any real wealth on the Internet. All of your efforts have been a long line of dream stealers and the road has been tough, I know. Solo all the way and more often than not, the training you were promised was in **poverty and patience**.

But bless you – you’re one of the few people who is willing to do more, be more and get more out of life. You hang on to the belief that it can’t be all Internet lies because you’ve seen too many success stories. Like me, you get A+ for persistence! If you’ve been caught in mere existence and true wealth has existed only in your imagination, everything is about to change. We will use a sort of “Velveteen Rabbit” principal; **a guide to becoming real**. To do this you must break out of the **time-for-money trap** because linear money (pay earned for hours worked) will never make you wealthy.

Stay close beside me as we do some **me-and-you** marketing and make yourself some really, really awesome income. We’ll do all the hard work upfront, and then as we move into leveraged income I’ll teach you how to coast.

Leveraged income is like remote control and you will clearly see how easy it is to **make money work for you**. This knowledge is no different than learning to ride a bike, or use a keyboard – once learned it is yours. You own the knowledge. No one can take it from you. Period.

This time you will do everything right. This time you will have a plan, a clear view of success and how to get there. This time you will join the 5% all wearing party pants!

Esther Smith
Author/Publisher
Entrepreneur

CHAPTER ONE

The Mindset of the Velveteen Rabbit

Often turning points in one's life are marked with discovery and challenge. The path we thought was **right-on** changes at the crossroads and suddenly you step into new territory with a new determination filling your very soul as another door closes behind you. This is the mindset you must have as we work together towards your financial freedom with Leveraged income for life.

Joining all the great myths of history is the old-time belief: **If we go to school, get a good education and a job with a solid company, we will be set for life.** Nothing could be farther from the truth in this new millennium. Today, the changing of social trends will however, allow an entrepreneurial business from home the same reach and capabilities as their larger competitors.

Thanks to personal computers, the Internet, sophisticated phone systems, fax machines and satellite capabilities, all you need to do is add a desire to change and a willingness to work as you learn new skills.

**We Must Break
Through the Noise**

Today, millions of voices announce their messages in all directions. Newspapers and Magazines carry pricy advertisements. Billboards shout from the highways in three foot letters. Your mailbox fills with junk mail and television carries half-hour infomercials.

Millions more scream their messages over the Internet; tsunami waves of noise; four billion websites, some published by the best of the backslappers. They blink, slide, roll, popup, and pop under. The information age has changed everything.

As a newbie on the Internet twelve years ago, I was full of ambition and bursting with energy. I was going to find the perfect program that sold the perfect product so I could retire to a perfect lifestyle with plenty of income. I had been fed so many motivational videos I was addicted, which led me to my greatest failures and most profound lessons.

The population in general is on advertising overload. Everyone holds on to an idea just until some slogan or headline breaks through and persuades them to change course. With grasshopper speed they move from program to program, and never

discover the path to satisfying wealth.

**Fortunately, A Reality Check Halted
My Financial Freefall!**

There is a misguided thought that being busy is the same as making progress. But today's challenges have reached another level with shorter deadlines, competing priorities, interruptions and even higher quality expectations. Yet the number of hours in the day has not changed.

A common mistake that most people make is not allowing for a balanced life-style. One's overall health and well being require attention to these six important life areas:


- | | |
|---------------------|------------------------------------|
| Physical | - Exercise, Nutrition, Sleep |
| Intellectual | - Cultural, Aesthetic |
| Social | - Intimate and Social Relationship |
| Emotional | - Expression of Feelings, Desires |
| Spiritual | - Quest for Meaning |
| Career | - Career Goal Directed Work |

Naturally you don't need a required amount of activities in each of these areas, but if you **neglect one entirely**, you may be ignoring an important part of yourself. For example, if you set aside time for exercise you will improve your overall functioning and better manage your stress. If you take time for your intellectual growth, you will gain new perspectives on life, experience different pleasures, and be better able to focus on your new destination: Leveraged Income for Life.

Yin and Yang

Westerners believe opposites flow in a natural cycle always replacing the other. They tend to look at things as black and white, right or wrong, up or down, giving a separation and unrelated-ness to their perspective.

Chinese view opposites as evolving and cycling. There is neither right nor wrong, but



rather there is balance, transformation, interaction and a dependent opposition. Think of it as a duality that cannot exist without both parts. Now let's apply this oriental theory to **me-and-you** marketing I spoke of earlier.

CHAPTER TWO

Defining The Difference Between Linear and Leveraged Income

There is an undeniable shakeup in corporate America; downsizing and layoffs, women hitting glass ceilings as promotions pass them by, large corporations dumping their employee retirement plans, and the frightening **finished at forty** syndromes.

If you are employed by a corporate company today, the battle cry is loud and clear –

Quit Before You Are Let Go!

But there's hope. The Internet is the single most powerful force on the planet today. What took radio 38 years and television 15 years, the Internet has done in only 5, reaching 600 million users. Powerful force is an understatement.

In the workplace, we consider "being promoted" as earning more pay or working less hours. With the same mindset regarding the Internet, if you want to earn more and work less, you're going to have to start creating income streams that do not require your direct involvement: **leveraged income**.

Let's pause here to differentiate between **linear income** and **leveraged income**.

Linear income is money you make through direct sales, or by working a 40 hour week and being paid a salary. Doctors and lawyers earn a higher **linear income** than say, a dressmaker or pizza chef. But it's a fact: we all have a maximum of 24 hours a day which limits the amount of money even doctors and lawyers can personally generate.

With the right opportunity and making **one sale** you've set into motion a chain of events that adds to your income and a new **pay stream** has been generated. In the perfect scenario, this continues over and over without end.

Do you know what happens when you double a penny every day for a month? At the 15 day mark, it's grown to \$163.84. But by the 30th day, it has mushroomed to **over 5 million dollars!**

Business entrepreneurs see the big picture. Building assets from which their money will come in month after month, year after year from work they are doing today. Think of the composer, or the owner of rental real estate; their work is done once and they

get paid forever because of that effort. **Leveraged income.**

Business entrepreneurs like to call this their **money-machines**. They understand that in order to build a money-machine an investment is necessary. You must invest your time, and a modest amount of money to hit the ground running. There is just no such thing as a business without investing. Soon those desirable 5-10 hour weeks become a reality, and you have been freed from your job, or **time-for-money trap!**

Look at programs the professionals have joined. They aren't driving cars with "**lose weight, ask me how**" bumper stickers. Realistically they are making \$10k a month, and not in years but in weeks. And not with hundreds of clients but with a handful who have produced permanent multiple money-streams.

The theme here is to work hard up front and begin several of these money streams so you don't have to do much later on as money continues to flow uninterrupted

In life we get one chance. We can't re-wind and start over – **take back the hours** we have labored for a paycheck. But we can change direction and stop the insanity. The **leveraged income** we earn this year is worth more now than it ever would have been in the small pieces you were earning over many years.

Donald Trump is an excellent example of American entrepreneurship in its most flamboyant form. Synonymous with New York Real Estate, beautiful women, bad hair, 90-story ego, distaste for dishonesty, and a clear killer-instinct in the business world, The Don knows how to use people to make money for his money streams.

Yet he is no exception when it comes to overcoming episodes of failure or great hardship. In the late 1980s when he fell into default with his mortgage lenders his back was definitely against the wall. But negotiating skills pulled him out of this slump with hardly a missed heartbeat. Love him or hate him, he certainly creates brand recognition.

20 million viewers watched for three months while Trump outlined the **buy-low-sell-high** mindset of marketing, and each week they were divided into two teams and given their assignments. At week's end one was **fired** for reasons such as choosing candor over loyalty, misconduct, or dishonesty.

And if you want to study marketing strategies at its finest, you must have enjoyed the presentation of two dumpy apartments by Trump as each team renovated them for him – not only free, but they found tenants afterwards! Or, how about selling lemonade on New York streets for \$1000 each – with the Trump label on the glass?

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