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The Chance of a Lifetime

Several blocks from my home is a beautiful park nestled among a stand of cottonwood trees.

A pagoda sits next to a fountain in the park, and in the early mornings following my exercise routine I often find myself gravitating towards the gurgling water of the fountain and the comfortable oak benches under the pagoda.

It seems like only yesterday, but less than three years ago a chance meeting with a young entrepreneur changed my life. I remember he was sitting on my favorite park bench. His back was turned towards me and I could see that he was typing on a laptop computer.

I hesitated, and turned to walk away. Water gently lapped into the small pool beneath the fountain. I looked over my shoulder to the young man on the bench and shrugged my shoulders in resignation.

The events that followed changed my life...



A New Perspective

I approached the bench and quietly said, “Don’t mind me,” as I slipped onto the bench beside him. The stranger nodded, and then returned to his work.

Beside me the gentle tapping of keys reminded me of the busy day I had before me, and within a few minutes I stood and left the park. The office awaited.

Several days later I returned to the park and found myself slightly perturbed when I noticed the man was once again pecking away at his computer. He glanced up, smiled, and folded the screen down on his laptop.

“Sorry,” he said and gestured for me to sit down. “I don’t mean to turn your park into my office.”

I felt the annoyance with this stranger melt away at his smile. “I’m Jon,” I said and extended my hand.

The stranger rose and tucked the laptop beneath his left arm. “Tom. Nice to meet you. I’m in town for just a couple of weeks, visiting family.”

I smiled at his obvious hint that “my spot” would not be taken forever.

“You seem busy,” I said and pointed at the laptop. “Are you able to pick up a wireless signal in the park?”

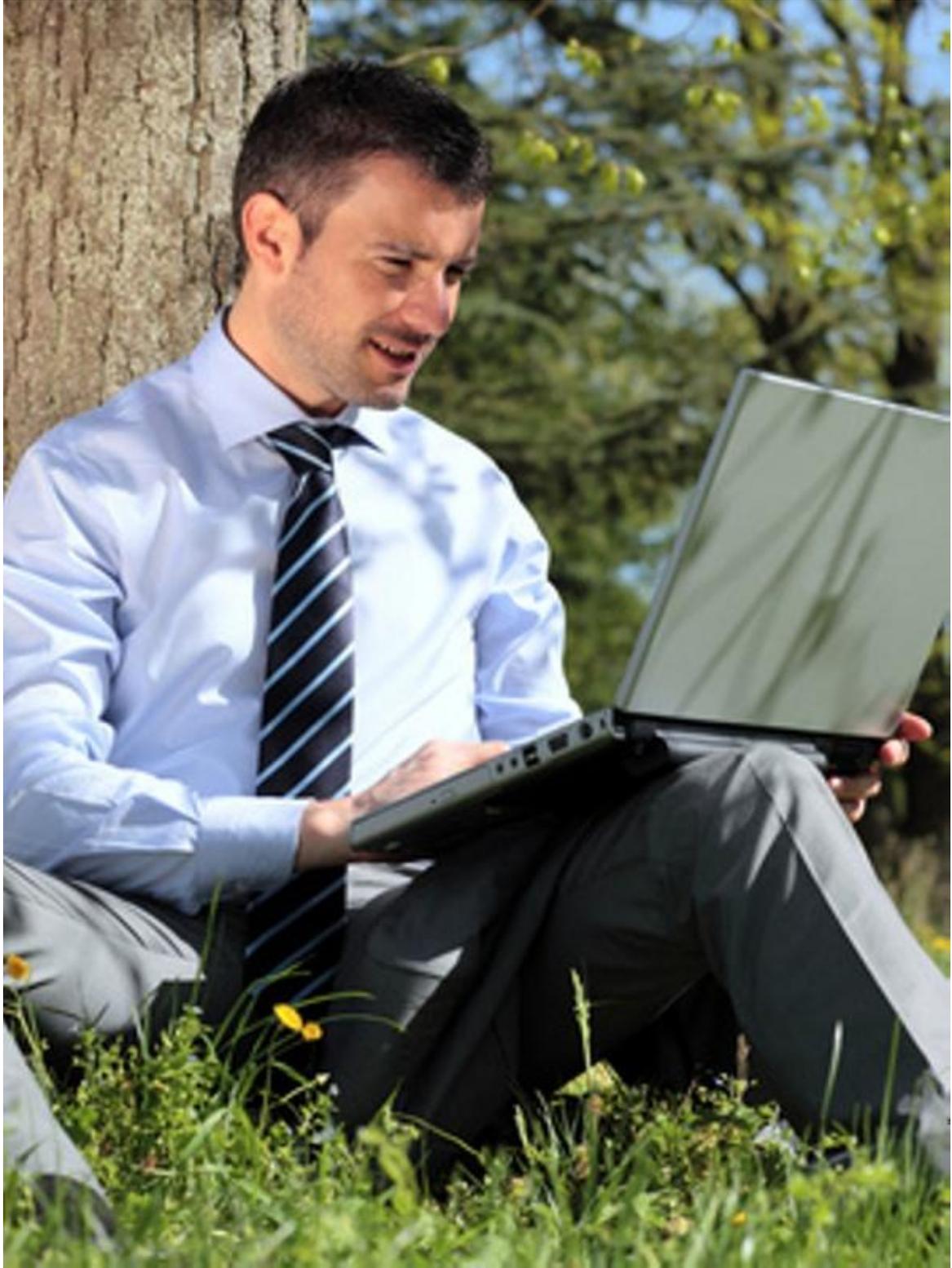
“As a matter of fact, yes,” Tom said. “I’m sure it’s not secure, but I’m just sending emails and posting updates to my blog. It’s how I make my living.”

“Must be nice,” I said and inwardly cringed. Tom could not have been more than 30 years old, and here he was “making a living” with a blog. “I guess you’re one of those Internet marketing gurus?”

“Well, I’m not what you could call a guru,” Tom said and sat back down on the bench. “Truth is, I’m what they call a newbie. I can write and send emails, post messages in chat rooms, and post articles on my blog, of course, but that’s about it. Does that make me a guru?”

“I suppose not,” I said and stared at the water trickling down the rock face of the fountain. Across the park a young woman tossed a tennis ball to an energetic terrier and a teenager pumped his skateboard down the sidewalk as he texted a message into his iPhone. I hesitated for a moment, and then finally turned to Tom and asked the most important question in my entire life. “How do you make a living from a blog?”

Tom smiled and opened his laptop. “I thought you would never ask.”



A Marketing Revelation

“Let’s begin by figuring out what you know, or think you know, about making money on the Internet, and in the home business profession,” Tom said.

I shrugged my shoulders and glanced at my watch. “I’m serious about learning what you do, Tom,” I said. “Unfortunately, I have a job, and it beckons. Will you be here Saturday morning?”

“I can be,” Tom said. “Meet me here at 7:00 AM, sharp. I’m meeting some friends on the coast tomorrow night, so I can help you out for an hour or two.”

The rest of the day dragged on as I struggled to stay focused on my work. Over the years I had tried various home business opportunities, but had never been able to make money with them. I was sold on the idea of making money from home, and I loved the concept of “making money on autopilot,” but up until I met Tom, I had never personally known anybody who pulled it off. If Tom was making money from his laptop, I wanted to know how.

I walked into the park at 6:45 Saturday morning and found Tom already busy on his laptop. The park sprinklers were doing their thing, so I waved to Tom and then walked the long way around to the pagoda.

“Take a look at this, Jon,” Tom said and turned the laptop screen in my direction.

“I’m looking at an article about email marketing?” I asked.

“Well, that happens to be the topic of the day for me,” Tom said. “I have a goal to write at least one piece of digital content per day. Today I chose to write an article about my experiences with email marketing.”

“And how exactly do you make money with that?” I asked and squeezed onto the bench next to Tom.

“I don’t,” Tom said. “It’s just information. Hopefully, if I got the keywords right, this article will show up on search engine results and I’ll get some free traffic to my blog.”

“You know, I’ve heard about this,” I said and skimmed the article. “But I can’t get over the word, “free.” Exactly how do you make money by giving stuff away?”

“I can answer that,” Tom said. “But, I would be getting ahead of myself. There are some fundamentals about “old school” versus “new school” marketing that you need to learn first.”

“Let’s start at the beginning and learn something about how our attitudes about how money is earned may be impacting our level of success.” Tom sat his laptop on the wooden floor of the pagoda and turned towards me.

“This is a subtle but very important concept, Jon,” he said. “When you report to work, you exchange your time, energy, and talents for a wage. I call this the “time for dollars” system. Most of us grew up believing this was how to make a living. It’s the old, “earn your bread from the sweat of your brow” lesson you learned in Sunday School.”

I nodded my head in agreement. Like my parents before me, I had held a job in one form or another, my entire adult life. “But imagine this,” Tom said and grinned widely. “Rather than working for money, what do you think of the idea of having money work for you?”

“That would be nice, Tom,” I said and shook my head. “Unfortunately, I don’t have any money to work for me.”

“You don’t need money to make money,” Tom said and slapped his knee. “The biggest money makers in the world today make their money with systems. In today’s economy, your system is an asset, and it can make you more money than any stock portfolio or real estate investment ever dreamed of making.”

“System?” I asked. “Tom, you’ve lost me.”

Tom sighed and extracted a water bottle from his computer bag. “I can see this is going to take a while.” Tom sipped the water and gathered his thoughts for a moment. “It’s not what you do, or what you market that matters,” Tom said and placed the cap back onto his water bottle. “It’s how you do it.”



Your Money System

“A system is just a series of events or processes that have a definite starting point and a desired stopping point,” Tom said and slipped the water bottle back in the computer bag.

“Let’s start with something you’re probably familiar with,” Tom said and rubbed his hands together excitedly. “Stick with me, this is important.”

Tom stood and pointed across the park to the top of a Golden Arch just on the horizon. “What is that, Jon?”

I followed his gaze and recognized the sign immediately. “That’s a McDonald’s Restaurant,” I said proudly.

“Right,” Tom said. “You know something. Back home there was this little hamburger joint that served burgers wrapped in wax paper. I loved those hamburgers. The lady that owned that place grilled the buns and onions, and piled on fresh shredded lettuce and a thick slice of tomato. She made the best hamburgers I’ve ever eaten, but she died broke.”

“I see your point,” I said. “McDonald’s is not famous for great burgers. Its success is its system.”

“Right,” Tom said. “We’ve all eaten better burgers than those served by McDonald’s, but when Ray Kroc designed McDonald’s, he designed a system that told the managers and staff exactly how to operate the restaurant. If the manager followed Ray’s processes, he was virtually guaranteed to succeed.”

“So, how do you use a system to make money from home?” I asked.

“It’s so simple, it’s almost scary,” Tom said. “I create content online, usually in the form of blog posts, articles and videos. When

readers and viewers come across my content they can make a decision to click away to somebody else's content, or they can choose to opt in to my email newsletter. Once they subscribe to my newsletter, I continue to shower them with valuable and useful information. Eventually, when the time is right for them, they may or may not choose to join my opportunity, or purchase my product."

"Okay," I said. "This is beginning to click. The purpose of your blog article and email marketing campaign is to provide valuable advice to a reader. You offer it for free because you want as many people as possible to see the article, knowing that a certain percentage of those readers will choose to join your opt in mailing list."

"You got it," Tom said and slapped my shoulder. "That's my system in a nutshell. Of course, building the system took a bit of work, and I had to learn my way around blogging and creating an opt in newsletter."

"And how did you manage that?" I asked. "You mentioned the other day that you were not one of those so-called Internet gurus."

"To be honest, Jon," Tom said and reached for his water bottle again. "I was intimidated by the whole thing. It seemed overwhelming at first, but I figured it out in one afternoon by simply watching YouTube videos on Wordpress blogging and email marketing."

Good ole YouTube, I thought, and smiled at the thought of sharing funny kitten videos with my wife.

"In the end, the entire process was a lot easier than I had allowed myself to believe," Tom said. "And it works, because by leading with value, I have a chance to build and maintain a relationship with a prospective customer or team member. It's a simple system—just like making and selling burgers at McDonald's

is a system. In online marketing terms, this system is known as a sales funnel.”

“But does this work in network marketing?” I asked and held my breath in anticipation.

“That is where it works the best,” Tom said. “Do you remember when I mentioned old school versus new school marketing a few minutes ago?”

I nodded my head.

“Old school network marketing works to a certain degree, and if you’ve ever been involved in a network marketing opportunity, you’ll recognize this. In a sense, it’s a system, but it is an outdated system. What’s the first thing your sponsor asks you to do when you join a network marketing opportunity?”

“Create a warm market list,” I said.

“Right,” Tom said. “And from there you invite your warm market list to your home for an opportunity meeting. Your sponsor makes a presentation, and if you’re lucky one or two people from your warm market list joins your team. And what happens next?”

“I’ve been down this road,” I said. “You ask your new team members to repeat what you just did.”

“Exactly,” Tom said. “And in theory, it’s a great system. But what happens when you exhaust your warm market list, or for one reason or another you cannot get a single person in your little circle of influence to join your opportunity?”

“I guess you quit,” I said.

“Most do,” Tom said and shook his head. “Which is really a shame, because the direct selling, referral marketing business, is one of the greatest business concepts ever created.”

“I wish everybody could see that,” I said and reflected on my past failures in network marketing. “Prospecting is a royal pain in the butt.”

“That it is,” Tom said and glanced at his watch. “By creating an online presence with my blog, videos, and other stuff I post online, I have people who are interested in the home business profession coming to me for advice. Most of them move on, which is fine, but every now and then one of my readers joins my team. And that is how I make money on autopilot.”

I leaned back on the bench and thought about the dozens of rallies, home parties, and other events I had hosted and attended, and cringed.

“I didn’t hunt them down at the mall,” Tom continued. “I didn’t spread business cards and flyers across town. And I didn’t buy expensive leads or advertisements. I simply posted good content online and let interested people come to me. That is how my system makes money for me. And it works because it is something I can teach my team members to duplicate.”



Dreams Do Become Reality

“Simply put, Jon, I market online to make money.” Tom slipped his laptop into its carrier and slung the strap over his shoulder. “Listen, Jon. The money I make allows me to live the life of my dreams. I enjoy time and financial freedom, working only a few hours per week. What I do is not rocket science. Anybody can do it, if they only make the decision to make it happen, and then take action. If you’re serious about making money from home, you can.”

Tom stepped off the pagoda and waved without looking back as he threaded his way between the sprinklers, en route to his next big adventure.

Since that fateful day three years ago, I have applied Tom’s strategies to my home business endeavors. Approximately 15 months after I first met Tom, I cleaned out my desk at work, and walked away from my job. I now work from home a few hours per week, and enjoy living the life of my dreams.

I cannot guarantee that your results will be the same as mine, and it was not my intent to imply or suggest a specific amount of money you can make in the home business profession. Any incomes suggested in this letter are merely for illustration purposes. That said, I am confident that if you combine a solid opportunity with your drive and energy to achieve financial success, you will dramatically increase the odds of success in your favor.

Hopefully, you will take Tom’s ideas and apply them to your own business and exceed what I have done.

Sometimes dream do become reality...

...As you will discover in this next section I call, “The Latte Lifestyle.”

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