

Jay Kubassek's BlackBOOK:
5 Steps To Unlocking Your Inner
Entrepreneur And Writing Your Own
Paycheck - For Life

Foreward



In the fall of 2007, while attending a conference in Austin, Texas, I was called down to my friend Jay's hotel room to meet with a small group of Internet Entrepreneurs about a new "project." I was one of only five people invited to take part in the *test-launch* of a brand new online business system that, at the time, was untested and unproven.

Little did I know then, that only a few short years later, this revolutionary *little* online business system would become responsible for about a dozen "self-made" Millionaires and "multiple" six-figure income earners in multiple countries. Not so *little* anymore. And no longer just an online business system, but also an entire online business "community" with members now in over 200 countries.

I'm proud and honored to have been part of that founding group back in 2007. It was a turning point in my life that put me in a position to create unlimited cash flow, immune to economic conditions (there's NO recession on the World Wide Web) but it did something even more than that, something even more important than the money... It aligned me with a group of *exceptionally* bright, progressive, positive and caring people who, to this day, are some of my closest friends. And that's not easy to find nowadays. You can't put a price tag on strong, supportive relationships.

But this day, today, is about you, not me.

You are here for a reason. You took the time to complete our Million Dollar Game Plan Survey. Many do not. This says a lot about you. You are an *action taker*, which puts you in very *elite* company. However... Chances are, as you're reading this right now, you feel stuck in your life. Stuck financially and perhaps, even personally. We know how you feel. In fact, it's common. We felt this way at one point too. But not anymore. By the time you're done reading **The Black Book** "in its entirety" (don't miss even one word), you'll see why we no longer feel *stuck* and why you never have to again.

This is very powerful. I look at it more like a *treasure map* than a book. I guess you'll see what I mean shortly. Whatever you do, don't take this information lightly. It has changed more lives than anything else I know of. And now, it's up to you to read it all the way through to see if it can change yours...

Get in a quiet place. Turn off the cell phone. Grab a cup of coffee. Settle in.

You ready?

Here is the secret "blueprint" behind the success of the smartest, richest and most respected Entrepreneurs on the Internet...

Andrew J. Cass

"I know that no matter where you are in your life, you want more! No matter how well you're already doing or how challenged you may now be, deep inside you there lies a belief that your experience of life can and will be much greater than it already is. You are destined for your own unique form of greatness."

- Anthony Robbins

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Part One

Introduction



Jay Kubassek

World Leader in Home Business
Training & Development

I designed this guide to show you how to unlock your inner entrepreneur who has the power to write your own paycheck—for life.

That's right. A successful entrepreneur capable of firing your boss and sustaining yourself through work that is fulfilling and rewarding to you. However, before we get started I have to tell you: anything having is worth working for and there is no way on earth that I can guarantee your results. Not only is it unrealistic and misleading to make any guarantees to you, it's illegal.

With that said, I do have to read the following disclaimer to you: Some people make no money at all with my plan. Your income will be directly proportionate to how closely you follow the 5 steps I am about to share with you and how hard you work.

What I am going to show you is based on a discovery that I made a few years ago after years of struggle and financial hardships. It is based on harnessing the potential you already have inside of you and leveraging it with the power of the World Wide Web and simple technology. In a nutshell, what I am going to show you is the exact opposite of what most people will tell you. I am going to prove to you that you already have almost all of the pieces required for success as a relentless, invincible entrepreneur. I am also going to show you examples of some of the most influential and successful people in history who started with far worse circumstances than I had.

So what does it take to become a successful, unstoppable entrepreneur? First off, there's no law against being an entrepreneur. In fact, everyone can and SHOULD be an entrepreneur. Well, almost anyone; we still need a few people to work jobs I suppose. Think about it. We all have learned the basic skills required to become an entrepreneur before the age of 16. We already have the foundation of what's required to become a successful entrepreneur!

- you learn how to come up with ideas that will be accepted by other people
- you learn how to build and execute on an idea--think Legos
- you learn how to sell your idea--think about selling your parents on that new scooter or pogo-stick
- you network, meet, and socialize with other people
- you might learn how to delegate and manage people--think pickup basketball

According to research, 90% of all employees come home from work feeling unfulfilled. So, then why is it that the vast majority of people think that working a job is their only choice? Isn't life too short to spend half of your waking hours doing something that you don't enjoy?

Let me ask you this...what if I could show you how to quit your job and hire yourself within the next 90-days? How would your life change? What would be different? Would you spend more time with your family? Your kids? Would you travel? Would you finally write that book that you have been pushing off for years? Or finally go on that dream vacation to Greece? Are you ready to free yourselves from this last form of legalized slavery?

The Thirteenth Amendment of the United States Constitution officially abolished involuntary servitude, except as punishment for a crime. The Senate passed it on April 8, 1864! That's a long time ago. Aside from the most glaring and obvious difference, CHOICE, there is really not a lot of difference between slavery and working a job. So then, why do millions of people choose to stay stuck in an occupation that they don't like?

Here are just a few reasons...

1. They simply don't know that they have options
2. They think they need a lot of time, money, education, or some other special circumstances
3. They don't think that they are special, they don't have anything unique to offer the world (this is obviously not true)
4. They have bills to pay and a mortgage. (I say sell the house, simplify your life, downsize and stop trying to keep up with the Joneses.)
5. They have to put their kids through college. (My kids can figure out how to pay for their own college if they think they need it. I am certainly not paying for it.)
6. They enjoy their job (entirely possible I suppose--but highly doubtful)

My personal mission in life is to WAKE UP the inner entrepreneur in every person who is ready. And I'm on a mission to create 100 more millionaires with this blueprint I'm about to outline. In fact since 2004 I have already helped over 20,000 people in 203 countries. I believe that virtually everyone can become a successful entrepreneur if they want to as long as they have a few things figured out!

So, how badly do you want it? Can you taste it? Can you feel it? Are you ready?

“ *If you are in business and you are not online, you are not in business.* – Bill Gates

The World Wide Web is not so much a web, as a jungle. It is a 'dog eat dog' world out there on the Internet, and only the most savvy, strategic and focused business people will survive. Every time you get online, you are literally

bombarded with the latest greatest “insider secrets”, “little known strategies” and “killer tactics” to make an “insane amount of money”, 24/7, from anywhere in the world that you can get connected. And the reality is this is one commercial environment where that is the absolute truth.

The World Wide Web is expanding by the second, which is good news for us. It is also the most competitive and dynamic business environment in history. And therein lies the challenge for every person out there trying to stake his or her claim and to make a mark. Many people entering this exciting new world are also dipping their toe into business for the first time as well. So their learning curve is going to be twice as steep.

As an independent business person, you will learn to ask questions and to be solution focused. And to know how and where to find the information you require to help you move forward in your business. My experience has been that people who are new to both business and marketing don't know enough in the beginning about either, and struggle to know what questions to ask.

“Jay Kubassek’s Black Book” is a manual written for those of you who are stepping into the world of Internet marketing and small business for the first time. I’ve compiled this information in a bid to “fill the gaps” for new marketers and small business people. So that when you tap into your online marketing training, you have a deeper understanding of the “bigger picture”. This will assist you to understand the processes, tools and technology we use to capture market share online.

Trying to develop your business without a “bigger picture” understanding, is a little like being handed the pieces of a jigsaw puzzle and trying to complete the puzzle without the benefit of seeing the picture on the box. This guide is intended to supplement your marketing training, and to give you some tips, suggestions and a framework to work with, in order to stay focused and connected as you learn the ropes and get your business off the ground.

Understand that when you opt in to an online business, you are also choosing a path of continuous learning. The Internet is like a living breathing organism. It is growing and changing at a rapid rate, and the competition out there is vast and fierce. Committing to this learning curve will not only place you ahead of the pack, but also in the company of a relatively small group of elite online business people. It will also potentially make you a lot of money.

And that, after all, is why we are in business ;-)

I want to begin with how I stumbled onto this simple way of doing business and how it evolved...

As you’ll see, if I can make this work, it’s quite possible that you can too. This is important for you to know, so you can understand that if an uneducated farm boy from Canada--who was as messed up financially as I was--can figure out how to become an entrepreneur, chances are you can, too. Lets go back about 10 years ago....

How This All Began

One day I found myself behind the counter of a Midas store at the age of 25 selling mufflers to poor old ladies who could barely afford their lunch at Taco Bell with their social security income. I absolutely hated it. Every

day was like a living hell. I'd get up by 6, fight traffic, then, after being yelled at all day by angry customers and a boss who wasn't even qualified to give me orders, I came home exhausted -- with no time for my family or myself.

I'd spend Sunday nights with a pit in my stomach--trying to figure out which bills I could put off paying and which ones I couldn't. And no matter what I did or how many hours I put in at work, I was always just one paycheck away from broke -- with zero savings. This scared to hell out of me. I remember praying I'd just be able to retire before 65 and not end up collecting shopping carts at Wal-Mart just to put food on the table.

Then one day I decided I'd had enough. I just couldn't take it anymore.

I couldn't deal with the BS anymore and while surfing the Internet to get my mind off all the crap going on, I started looking at various online make money from home opportunities to see if there was anything legit out there. As you know full well, the Internet is full of every possible get rich quick and make money scheme. But at this point, I figured I had nothing to lose by looking. Perhaps I could make enough to fix my 94 VW Golf, which badly needed a muffler ironically enough! But most of the things I found were scams, sensationalized reports, and pictures of people with their new mansions and fancy cars claiming to work just 30 minutes a day in their underwear, and that sort of thing.



Over a three-year period, I pretty much tried every single one of them! I tried network marketing, and MLM lotions, potions, and overpriced vitamins and supplements. I dabbled with various Internet opportunities. I looked at so-called "rebate processing" schemes, envelope stuffing and the list goes on. You name it, and I did it. But at the end of each month, I had nothing to show for it except even MORE debt, and a "pit" in my gut that said I was a total loser.

Long story short, like any addict--and I was a biz opp junkie--nothing changes until we hit some kind of "bottom." One day, we can't go any lower, and the only way to go is up. Has that ever happen to you? You wanted to believe something so badly, you were willing to believe in a bogus dream that someone was selling you. But as they say,

“necessity is the mother of invention” and having been on the bottom of the barrel for so long, I was out of options. I had to make it happen.

No more friends to borrow money from.

No more credit cards to get my make-money fix for the day.

Finally I was forced to come to grips with the fact that I had spent so much time searching for ways to make money I totally missed the big picture. I was looking for a solution where there was none to be found. And that’s when I finally realized the problem. March 2004 is when it happened, and I was out of my job by June, June 21 to be exact. That’s about 90 days.

Now, I realize that I am making the transition sound easy, but remember: the success only came once I had put in my time and paid the price. Once I quit my job, I STILL had to figure out each of the 5 steps I am going to show you today before it really started to “click.” And that wasn’t easy.

So here’s my question to you...

Wouldn’t you love to spring out of bed in the morning to work on your virtual enterprise instead of dragging your butt into work--only to make someone else rich?

What You Are About To Hear Has Made Many People Very Very Rich.

How do you know if becoming an entrepreneur is for you.? How do you know if you have what it takes. If you can become one of the next success stories--one of the 100 millionaires we are on a mission to create?

The first thing you need to know is that we are just ordinary people redefining what it means to create your own success. I have found that the most successful entrepreneurs I have interviewed have a few things in common:

1. They take consistent action to achieve their goals and finish what they start.
2. They are open minded.
3. They value integrity over speed and reputation over money.
4. They see the best side of everyone and every situation.
5. They take full responsibility for their decisions and their actions.
6. They understand that failure is part of growth.
7. They believe in THEMSELVES.

8. And finally, they have a mentor! (more about this is a second!)

If this sounds like the way you operate, you are definitely destined for success as an entrepreneur. If not, you may struggle a bit. Like I said, we are ordinary people alright. But let's be honest. We are not entirely normal. We DO think slightly differently than 95% of the rest of the world. We have to.

First, let me ask you this. What do you think your friends would think about you for reading this little BlackBOOK right now? Do you think they would think you are crazy? I have news for you. They SHOULD think you are crazy. That's how you know you are beginning to think for yourself.

So what's my point?

Take a look at your ten closest influences. Think about their average income, and see how this compares to yours? Chances are your income is the exact average.

That's my point.

“*Whatever got you here, will not get you there.* – Dr. Marshall Goldsmith

But here's the good news: it's not so much what you know about becoming a successful entrepreneur. It has a lot more to do with WHO you know.

After I had tried everything and failed at it all, I had a thought. What if I already have 99% of what I require for success? What if all I am missing is a mentor? Someone who has already done it who can show me the ropes? Show me what works? Someone to help me solve the last 1%. Help me find my "X Factor" and make this all click! So instead of trying to figure it all out myself, I could eliminate the trial and error.

What if I don't need that MBA that I thought I needed?

Maybe I don't need any special skills, education, opportunity.

So I started doing some research.

First, I found that there are thousands of successful entrepreneurs and business owners just like me who were elementary school drop outs. And, each and every one of them had a running mate or a mentor of some sort:

Albert Einstein

Henry Ford

Dave Thomas

Thomas Edison

Michael J Fox

Evil Knievel

George Harrison

The Wright Brothers

and Quentin Tarantino to name a few*

*Referenced from : http://www.hereinreality.com/drop_outs.html

I got some steam knowing that maybe I just needed a mentor. But the next day I realized that in order to start any business, one has to have capital. Lots of it.

Crap. Now what!?

Not surprisingly, yet again, I realized that what I THOUGHT was an obstacle was really not an obstacle at all. In fact I found that virtually all of the entrepreneurs that have gone on to become incredibly successful were ALSO self funded do-it-yourselfers just like me!

Bill Gates - Microsoft was started in a garage

Steve Jobs - Apple was started in a basement

Gary Gilbert - The multi-millionaire Midas franchisee that I used to work for - He had an 8th grade education just like me and self-funded all the way!

and of course, my idol Richard Branson who got his start peddling records in London.

All of a sudden, I realized I was actually pretty lucky. I had all the ingredients. A healthy body, a sound mind, good intentions, and the willingness to give it my all. Now all I had to do was find a mentor! Someone who was ALREADY getting the results that I was seeking who I could TRUST. So, I rolled up my sleeves and got to work. NO MORE wasting time trying to get rich--I was ready to do whatever it took.

When the student is ready, the teacher appears, and in March of 2004 I FINALLY found my mentor. I actually found a few of them...a small group of people willing to take me under their wing and support me. Within 90 days of figuring this all out, I was out of my job for good. June 21, 2004 was the day I fired my boss.

I want the same 90-day plan for you.

I had to pay my dues; I paid the price with blood, sweat and tears. BUT, you do NOT have to! There is no reason to. That's why I am going to show you how to find a mentor. A guide and coach. Someone who is already earning hundreds of thousands of dollars as a successful Internet entrepreneur. I will also show you a business model that you can use as your vehicle.

See, once I got all five steps to "click," I started making so much money...so fast... that some of my family and friends thought something was a little off with the picture. "How does this kid go from driving a rusted out VW Golf to a brand new car and buying a house within less than a year?"

Less than 6 months later, I was making \$20k-\$30k a month, using the same formula I'm going to show you today. My first \$100,000 month came by month 10, and I made close to \$500,000 at the end of my first year. My business was on autopilot and I was making more money than I could spend. I had bought all of the toys, and I was happier than a pig in mud....but deep down inside I felt a little empty. I wanted to feel more satisfaction. I wanted to feel valuable and important, like I was doing more than just making a boatload of money.

Then it hit me like a ton of bricks....

Was this something that just works for me, or would it work for other people, too? Could I teach other people how to "carbon copy" what I was doing? Could I mentor others just like I had a mentor? What if EVERYONE has 99% of what it takes in them already, and just like me all I would have to do is figure out how to light that little entrepreneurial spark and solve that last little 1%? What if I could teach a million people how to write their own paychecks from home by teaching the 5 steps that solve that 1%?

Thus my community of entrepreneurs, now called PRO U was born.

I started teaching other people how to setup and run their own business online. I created a step by step business system that was designed to take someone through each of these 5 steps. I held their hand, and I showed them what worked and what didn't. While most people fail at running a profitable business online because they get bogged down with information overload, we streamlined everything to solve business owners' maddening points of frustration. This system was as close to turnkey as you can get without being a franchise.

Did it work?

Not only did it work for those people, but some of them made even more money than I did. This was nuts! People just had to sit down with Step 1 (I'm going to show you how in a moment). That was it! Steps 2 - 5 are just business as usual.

So here's another question: If you knew you had 99% of what it takes to write your own paycheck from home, why would you throw in the towel -- like so many do -- before you solved the last 1%?

The Dawning of PRO U

The “magic” of our skyrocketing profits was not in the product or “opportunity” per se. The magic was in combining my 99% sweat equity methodology. The 99% method says there is nothing wrong with you, and all you need to do is figure out that last 1%.

At first, we attracted people just looking for a home-based business. A way to make some extra money on the side. Many of them were able to make money for themselves for the first time! I was over the moon! In fact, the company whose products we were all selling at the time saw their sales increase by 400% in the first 90 days after we were all using it!

But then something strange happened that we didn't expect.

We started attracting people who are already established business authorities. They were already successful entrepreneurs who wanted to take their own businesses to the next level! Not long after that we even got national media attention, too. In fact, we were written up in magazines like Home Business Connection, and I was also invited by Fox Business News to discuss PRO. Then we started attracting the partnerships and endorsements of some of the most prestigious business leaders on the planet who wanted join our revolution! Then came the best practices in running a business from Fortune 500 companies...and on and on...

When heavyweights like these guys call, you know you're onto something real and powerful.

So what does this mean for you?

I'm going to share with you how these experts fit into your million dollar game plan, how you can earn a paycheck similar to theirs, and how their expertise is designed to help you work for yourself in 90 days.

Why?

Because my mentor taught me the 5 steps that got me out of my job within 90 days...and I'm here to teach you.

Not only will you surround yourself with self-made millionaires but also you will LEARN how to write your own paycheck. You WILL write your own paycheck.

Part Two

The 5 Steps To Becoming an Invincible Entrepreneur

Step 1: Defining Your X-Factor

I'm going to spend some time with Step 1, because it's the most important of the 5 steps. Steps 2 through 5 have to do with building and RUNNING the BUSINESS--actually making money. We'll move there in a moment. Regardless of what happens here, you can and SHOULD apply this first piece to your life. If this is all you take away from *The BlackBOOK*, then it was well worth your time.

So what is the X-Factor?

In short, your X-Factor is your Brand. It's who you are and why anyone should care. Your X-Factor is your foundation, and it's impossible to become an unstoppable entrepreneur without establishing one. It's not only your reputation. It's your credibility, authority, and integrity all wrapped into one. Most importantly though, brands are authentic. Your brand tangibly represents what people think and how they feel about you. When people say, "That guy is the 'real deal'" or "She's 'the real mccooy,'" they're commenting on your brand.

Here's a question: Are you loyal to any brands? I am. I'm loyal to a particular brand of sneakers. When I ask for that brand at the sports store, and they don't carry it, I always say, "No thanks, I'll go elsewhere." That may sound crazy to you, but it happens every day. Look around you right now. What brands do you see? Are you wearing a brand? Do you drive a brand? Do you eat or drink specific brands?

We're living in a world of brands. And guess what—you, too, are a brand. It's called, "Brand You." Your brand is what you personally are known for; it's what your customers and your friends say about you when you're not around (that would be either negative or positive). The fact is, you are creating your brand every day through your actions. You are the head of your own company. You're the President and CEO of YOU INC. You are your very own personal brand, a brand that is completely separate from the company you work for or the organization you represent.

This is your PERSONAL brand.

Are people loyal to you? With all those brands out there and with all the competition out there, how do you differentiate your personal brand? The good news is that with this "fast-track" model to become a relentless, invincible entrepreneur, I'm not asking you to differentiate yourself from the big name brand you drive or the big name brand you wear. What I discovered is that MOST of your competition doesn't even know about this first step, the X Factor. Most of your competition has been eliminated before you even start.

So, how do you define “Brand You,” or YOU INC?

You start by asking: what do you **want** your brand to be? Then ask yourself: what are your core values and beliefs? What do you stand for? If you can’t identify your brand, then you’re leaving it up to others— perhaps, your competition—to define it for you.

To define your brand, think about **YOU**. It may sound selfish, but if you don’t understand your own brand, then you will never be able to position yourself or your company. Forget where you work; forget about your title; forget position. What is it about you that makes you unique? Notice I didn’t say, “how are you better than the competition or different than other people?”

What’s unique about you as an individual?

What have you accomplished that you can share with others?

What do you want to be remembered by?

Go back to what you think your brand is today and determine if there is a gap between what you want it to be and where it is right now.

Your Next Step Is to Create The “Brand You” Statement

From the questions that you’ve asked yourself, you’ll have enough information to create your personal brand statement. Your personal brand statement acts as a promise that you make to yourself and to your customers. Write a sentence about yourself that summarizes your core values and beliefs and makes you stand out from the competition.

Here’s mine: “To WAKE people up to the choices that every individual has so that they can create the life of their dreams.”

I’m saying that I don’t define my worth or success by the money I make; instead, I find true joy from serving other people and helping them get what they want. I’m a connector. Whatever your statement is, it has to be authentic and true to you (who you are), and that way, you’ll be able to “live it” and, more importantly, have others believe it. It doesn’t matter what you write as long as you are honest with yourself.

Your brand will evolve over time as it takes root and matures, so don’t worry or think that what you write today is your final brand. Enjoy that you are here, starting your brand. Try to make it simple (easy to remember and communicate to others); relevant (make sure you can connect it to what you do), and believable (because your credibility depends on it). Your brand is what’s going to make you different and you will learn how to live and die by the core values which comprise your brand.

At the end of the day, all you have is your reputation. Your personal brand.

Building “Brand You”

How do you build your brand? It starts with your reputation. What’s yours? Do you even know? Or, do you think you know?

Does it reflect your personal brand statement? Are you reliable, credible, trustworthy, honest, loyal, consistent, and knowledgeable? What are people saying about you? If you aren’t sure what your reputation is, then you better start building it.

Do you interact with people on a daily basis who know your brand? Are you online? Do you post on Facebook? Do you write blogs? What about people you meet for the first time? How do you show up when you take your kids to school or drop them off at practice?

People are always watching. How do I know this?

Because it’s our nature to observe others, and while we’re observing, we’re deciding if we like them or if we want to get to know them more based on our perception of their brand.

One thing to keep in mind: You are always “brand you.” That means anything and everything that you do is associated with “brand you”—from how you respond to an email to how you treat your server at a restaurant. It all impacts your reputation and, in turn, your brand. Everything you choose to do, or choose NOT to do, will impact your brand. Make sure you stay true to your personal brand by making decisions and taking actions based on who you want to be, not on the amount of financial gain or power you believe will make you happy in the future.

Now that you’ve created your brand, you have your “brand you” personal brand statement, and you’ve started working on your reputation. Now is the time to raise your brand awareness, getting people to know you and wanting to work with you.

Here are the everyday actions you can take to market and grow your brand and to become noticed and known:

1. Everything online lives forever.

- Be conscious of your posts and comments on Facebook. Do the images you upload reflect your brand properly?

2. Proofread your emails

- Don’t just focus on grammar and spelling but also on tone and intention. Could others misinterpret something you wrote? It sounds simple, but your emails are an extension of your brand.

3. Give Value

- Sharing your stories, successes, and tips in your emails, during your sales calls, and when you leave messages makes you valuable.
- If you give value, then customers will more likely take and return your calls or emails.

4. Be on time

- Showing up on time and being prepared for meetings shows that you are not only responsible, but also that you care for others and their time. Are you on time?
- Do you value other people's time? If you are consistently late to meetings, what does that say about you? What do you think about others when they are late?

5. Don't Flaunt Success; Reflect On It

- Think about what past successes and failures led you to this win.
- Go back and think about what was done right and what could have made it better.
- Think about the people who helped you along the way and recognize them.
- Show them gratitude for their help.

Now we've gone over defining your brand and making your brand known. The last piece of the puzzle—the element that holds all the pieces together—is the integrity of your brand. It's what sees you through both the good times and the bad. It's what makes your brand real, legitimate, and authentic. It's what keeps people loyal to you. Integrity is like having absolute clarity on your direction in life. When you are whole and undivided, you become unstoppable. Maintain your integrity and all the other pieces will stick. Your brand will solidify and “brand you” will rise to the top.

Rise to The Top on the Coat-Tails of a Corporate Brand

More than just your personal BRAND, the BRANDs that you associate with and represent are equally important. This also takes the longest to build and is the hardest part of any successful business. Successful brands with established credibility are potentially worth millions! Because this is the hardest part, most entrepreneurs struggle with this step.

Think of some other powerful brands--Coca-Cola, Apple Computer, Google. You name it! There are brands that make billions in sales simply due to their brand. Think about the last time you went to the grocery store. Did you buy President's Choice ketchup, or Heinz? Now, I am not sure which president we are talking about here, but in my mind at least, there is no comparison between the two if you ask me!

Can you see how powerful a product brand can be?

Have you seen the lines outside the Apple Store when they unveil a new iPhone every 6 months? The VALUE that your BRAND carries is called your *brand equity*. This is how much your brand is worth. A powerful product brand is the entrepreneur's secret weapon.

Let's use your nearest Shell gas station as an example. Imagine it is owned by you, and you are a franchisee of sorts. You are VERY glad that you are not a BP franchisee. It sucks to be one of those guys. Their brand just took a beating when their off-shore oil rig exploded, and those clowns spilled a zillion gallons of oil into the Gulf of Mexico. As a Shell Station owner, you get to use all the weight of Shell's credibility, name recognition, location, and prestige - their brand. Often people will buy from you just because of your brand. You'll never have to "sell", because people become attached to brands they feel good about. It's a feeling and an emotion. It's not even something that you can rationally explain.

But here is the problem that most entrepreneurs face.

Aside from getting a franchise with a nationally recognized and credible brand, like McDonalds, which costs several hundred thousands dollars by the way, and usually takes about 5 years to turn a profit, what are your options? How do you build a business around a product with established brand recognition already built in? Most entrepreneurs have a VERY limited amount of time to get this part of the equation solved before they run out of time and/or money. Thus, what I am about to show you will blow your mind...

Not only does PRO U teach you how to build your own personal brand and reputation, we have effectively solved the BRAND BUILDING part of the equation for you. This is exactly what I am going to do for YOU with PRO.

PRO gives you something similar to what you would get with a brand name franchise--but without any of the huge investments upfront, headaches or employees. So, here's a question for you if you've sketched out your brand at this point in this book: "Is your X-Factor clear enough and powerful enough to drive a multi-million dollar (or billion dollar, thank you Sir Richard Branson) enterprise?"

Having answered that question, let's go over how to ground your X-Factor in something that just won't quit.

You Are Your Foundation: How To Make “YOU” A Rock-Solid Foundation

For success that is sustainable and predictable, you have to be willing to build your foundation properly. This is not an area that you want to skimp on. The bigger and more robust you build your foundation, the bigger you can grow your business.

Unfortunately most people have this backwards. They say “If I ‘try’ and it works, I will go back and build the foundation at that point. No, no, that’s backwards. You must BEHAVE like the successful entrepreneur first, then DO what successful entrepreneurs DO in order to HAVE the results that successful entrepreneurs HAVE! MONEY, TIME, AND FREEDOM are RESULTS of having the belief in yourself and your brand **first**--and then doing the right things. Not the other way around. To write your own paycheck, you have to start out at the gates as you intend to go on. You have to prepare your mind for business.

If you want to write your own paycheck, chances are that right now, “ignorance on fire” is driving you. Your mind is consumed with your hopes and dreams. You are feverishly “visualizing” yourself handing in your notice at work, running your new business at a leisurely pace from home, zipping around town in the latest BMW, and making your family and friends jealous with your seemingly endless supply of money. At this stage, these are likely to be the thoughts that are dominating your headspace. And there is nothing wrong with that. Connecting with your dreams and goals will help to drive you, and keep you focused when you encounter challenges and obstacles (and make no mistake, this will happen, so get used to the idea now).

In the very beginning, while it is vital to outline your goals, it is also important to get your mindset in order, and mentally prepare yourself for what lies ahead. Now, unless you have also purchased a crystal ball, you cannot predict with absolute certainty what your journey will look like. But you can mentally toughen yourself up to deal with the bumps and blocks you will encounter along the way. In business, as in life, these are inevitable, and they serve a purpose. In the context of your business, they will teach you to become solution focused, rather than becoming ‘bogged’ in the problem.

So, first things first. This is the most basic but most important first question to honestly ask yourself;

“Why do I really want to go into business?”

This may seem like a stupid question, but lack of mental preparation will trip you over before you even get up. Now, many people are seduced into exploring an Internet based income solution by all of the features that paradoxically, make it so incredibly challenging: No boss, no deadlines, no stock, no formal structure to work within. In fact, you don’t even have to get dressed every day if you choose not to. All of these things sound so appealing. They also tend to make the opportunity seem a little intangible.

“Surreal,” you could say.

Many people hand over their credit card, sign on the dotted line, as it were, and set out with a “I’ll just give it a go and see what happens” type of mentality. And without ever knowing it, with that very thought, they have condemned their business to death right out of the gate.

Believe & Achieve

Understand this from the first; you will not build a profitable, legitimate business unless you engage full throttle in the process. It is simply not possible. This is the type of mindset that you might start out in a hobby with. And as we all know, hobbies typically cost us money, not make us money. So before you move forward and start setting yourself up into a money-making position, make sure you are committed 100% to your business. Nothing less will do.

If you consider the top earners in any industry, the one thing you should quickly notice they have in common, is that they do not ‘dabble’, ‘play’ or ‘just see what happens’ in their business. They commit their time and energy to the highest level they can. They establish their goals early in the game. They have a profound and unwavering belief in their own ability to achieve. They are willing to do whatever it takes to learn and master a new skill set. They remain focused in the face of challenges and unexpected events. This type of mindset is a prerequisite to success in any business.

If you are panicking right now because you know that this does not describe you, understand that you have the power to let go of any belief you are holding onto about yourself and your life any time you choose. The most important piece of information you will hear as far as your business is concerned is this:

Developing yourself and increasing your value to the world is the single most important thing you will do in your business.

Fortunately, we are all works in progress. Personal growth, learning and mastering new skills does not happen overnight. Not for anyone. This is where it is also important to temper your expectations as you get started. Accept that if you have never had any kind of business, marketing or online experience before, you are faced with a massive learning curve. You will be challenged to embrace new concepts, let go of limiting beliefs and replace them with ones which will better serve you as you develop yourself and your business, and become intuitive, flexible, and creative.

Understand that in the beginning, change is uncomfortable. You are very likely to meet with resistance, both internally, as your own mind struggles to make sense of new information, and externally, from people around you who recognize the growth you are going through and feel personally threatened by it. You cannot and should not be distracted from your own goals by the people around you. None of us are, or can be responsible for another’s happiness. Holding onto this belief will set up everyone concerned for massive disappointment. It serves no one.

Do not be tempted to compare your own progress with others. Each person coming into the industry brings with them their own particular experiences, skills and knowledge. We all have our own set of circumstances, personal beliefs and work habits, which will determine what our progress will be. It is critical that you learn from those who are enjoying the results that you aspire to, but don’t compare yourself with them. Celebrate your own achievements and learning. Hold yourself accountable, and keep your personal expectations high. Comparison is the thief of joy, so stay focused on your own learning and your own business.

As you prepare to start on your journey, also know that business is a marathon event, not a sprint. It takes time and sustained effort to build a profitable and stable business. Too many people launch their own business with the attitude that if they have not made money in their first 30 days, they will quit. If that is your attitude, and you cannot

see that this is both unreasonable and unrealistic, I respectfully suggest that you save yourself time, energy and money, and put this book down now. Just put it down, and quit.

Your X-Factor, in summary:

- Your personal brand is your X-Factor.
- Your X-Factor is the foundation of your successful business, and it's scalable.
- The secret weapon of successful entrepreneurs are the brands they are associated with.
- PRO is like the gas in your machine - built-in brand recognition will get your entrepreneurial car off the lot and onto your personal road to freedom.

Action Plan:

- Develop Your Brand Statement
- Present Yourself Online and Offline in Integrity With Your Brand
- Clearly define why you want to go into business
- Decide to work your business to 100% of your capacity
- Temper your expectations and accept that you will have a steep learning curve
- Understand that business is a marathon event, not a sprint
- Remain focused

Steps 2 - 5: The “Work” of Your Brand and Your Business

Now that you understand that the X-Factor of every successful entrepreneur is not only their personal brand, but also the brands that they are associated with, **lets go through the four fundamental steps to building any successful business.**

Again, using the Shell Gas station example, this would be the part of the business where you actually run your business. Your daily activities consist of advertising, sales, service, and managing finances. I'm going to summarize them briefly here and then move into an in-depth breakdown of “Online Marketing 101.”

#1) ADVERTISING – You could have the best widget in the world, but if you don't get the word out, how will anyone know?

Without a steady stream of qualified buyers coming through the front door of your virtual store, you could have the best products in the world, but no one would know.

Worse yet, you could have a steady stream of people coming through, but if they don't buy, if they aren't excited and see the value in your brand, they will leave empty handed.

No one likes the sight of a boarded up storefront... this happens all the time in brick and mortar businesses.

It also happens a lot in many online business deals. Companies give people a website -- their "storefront," but fail to teach them how to get customers over there. They simply are not running a viable businesses.

You have to learn how to advertise your business, and you have to learn how to advertise it in a way that creates sales.

The good news is that if the first step is done right, advertising is easy....

Once your brand and credibility has been established, customers are almost magnetically attracted to YOU... they don't even know why, they can't explain it, its just a feeling... a vibe.

#2) SALES – Nothing happens until something gets sold. Nothing.

This is what makes the world go 'round.

However, people don't want to be "sold." They want all of the information, they want to be able to do their own due diligence and draw their own conclusions. Buyers are more savvy and intelligent than ever before.

You cannot simply make a claim without being able to back it up. You have to have social proof, third party validation, and independently verifiable credibility.

What are your chances of creating that all on your own?

That's why if you hate selling, you simply find a system and staff that can do the bulk of the selling for you.

When I implemented an assisted sales program several years ago into PRO, our members saw a spike in sales of close to 400%.

Customers are ready to buy before you even talk to them most of the time, and this is what makes our model so unique.

Once a customer lands on one of our websites and enters the sales process, they can navigate themselves though it at their own pace. It's truly incredible.

#3) SERVICE – Making the sale is just the first step. If you want to write your own paycheck and you want to get rich, you must lead with top-notch service.

People that focus purely on the money and skimp on the service don't last very long. No one likes poor service.

Give great service and you will succeed. It's almost a law of nature, as reliable and consistent as gravity.

Service is about making your customer your biggest fan.

PRO has a cult following for this reason.

Eventually you will also learn how to provide great service that creates repeat customers here.

#4) FINANCE – At the end of the day, when the lights go out, it's not about how much you make, it's how much you keep.

Sometimes the quickest way to increase your income is to increase your savings. You must do whatever it takes to master good financial habits and investment principles.

Oh wait, too bad the educational system doesn't teach this stuff!

The average person is financially illiterate!

In fact, it's because of this that many entrepreneurs fail. They simply neglect to build their business on a strong foundation.

People get credit cards while still in high school and the damage becomes life long before they know whats happening.

Statistics show that if you don't develop good financial habits in the first place, you'll just be creating more debt when you increase your income.

The fact is successful entrepreneurs create assets that increase in value over time. That's how they take charge of your finances and build long lasting wealth.

Making money is relatively easy once you know what to do and how to do it. Building real lasting wealth is a whole different conversation though.

And I'm going to show you how we do this as well.

Part Three

Making The 5 Steps Work Together: Online Marketing 101

Establish Your Business Identity From Day One

When it comes to setting up your business, it is critical that you get set up properly from the outset. This relates directly to the point we made in the first chapter about your level of commitment to your business, and your attitude towards it as a long-term proposition. My experience is that if you come into the industry with an expectation that you will ‘see if you can actually make five figures within the first thirty days before you really commit fully to your business’, you will be sorely disappointed.

The belief (in yourself and the industry) has to be very firmly in place before you make a cent. Did you ever see the Kevin Costner movie “Field of Dreams”? In a nutshell, it is a story about faith and belief, and the same principles apply here. If you learn the skill set required to build your business, follow instructions carefully, and take action in a focused and consistent way, the only way you can fail, is to quit.

In my experience, setting up your business as an entity is an important step towards making it real. Even more importantly, setting up your business properly will also make it legitimate. There are rules that brick and mortar business people are required to adhere to, and you will also be expected to comply. You will want to set up and conduct your business in such a way that you will survive a random audit by your local tax authority. Following are some action steps for you to take, to breathe an identity into your new enterprise:

1. Name your business and website.

Selecting a name is very important, and the name you choose ought to be both professional, and a reflection of what you do. Often people choose names that sound “tricky”, “clever” or obscure. The truth of the matter is that if the name of your business doesn’t clearly let people know what you do, you will be overlooked. When people are surfing for specific information online, we have to ‘connect the dots’ for them, and make it as easy as possible for them to find us, and understand what it is that we do.

On that note, the name you choose for your business does not necessarily have to be the same as the name you choose for your domain (the ‘address’ for your business on the Internet).

2. Register your business.

How and where you register your business will depend on your own local laws. The best way to find out what steps you will take in your own country is to Google search “setting up a business”, or something similar, and see which local authority you will need to contact to set this in motion.

This will be vital for taxation purposes and when you are ready to set up an online merchant facility.

Why?

Your merchant provider will require you to verify your merchant facility. This simply means that they will want proof that you are running a legitimate business. The way you will demonstrate this is by supplying them with your business number or ID (whichever is applicable for your country of origin), and the details of a business bank account that you will be moving funds into.

As you can imagine, money laundering can take place online very easily if these measures are not in place. If you fail to verify your merchant facility, you may find yourself in a situation where your funds are 'frozen' and you have no access to them.

3. Set up a business bank account.

Never be tempted to run your business through a personal bank account.

You will want to keep your finances separate.

Consult with your bank or lending institution about the best product for you in your business.

Look for products, which offer you a business credit card with a rewards program (e.g. "Frequent Flyers"). If you are planning to travel to company events, this can really help with your expenses.

Run all of your business expenses through your business account and credit card. Do not use your business card for personal expenditure; it will make bookkeeping a nightmare, and will not afford you a clear snapshot of how your business is performing.

4. Establish a set of books on your business.

This is vital for taxation purposes. Again, your best course of action here is to consult with your own accountant or tax agent. Setting up a chart of accounts in your new business is something we strongly recommend you outsource to a professional bookkeeper, especially if you have no experience in this area. Discuss an appropriate bookkeeping program with your accountant or tax agent.

Keep all documents, bank and credit card statements, tax invoices and receipts related to business purchases and earnings.

File them chronologically, to make bookkeeping easier and less time consuming. You do not want to be wasting your time looking for paperwork at tax time, and neither do you want to be paying someone else \$35 per hour to look for missing paperwork on your behalf.

5. Set up a work area in your home.

Establish boundaries as early as possible at home around your business. You will want to choose a place in your home where you have a desk, your computer and a phone.

Ideally, this will be a quiet, private place where you will be able to concentrate, away from the normal everyday noise a family makes.

You do not need to convert your home into “Office Works”. The equipment you will use is very simple: a computer, phone*, notebook, and pen.

Sit down with your family as you are getting set up, and let them know that this space is off limits to them. Also let them know that when you are in that space working, you are not to be interrupted, under any circumstances.

And explain why.

If your family can understand the reasons why you are taking this step, they are more likely to support you in your endeavor.

If they are resistant, and unsupportive, be very clear and firm about your intentions, and proceed with your plans anyway. Other people can only hold you back if you allow them to. Do not let other people be the reason why you do not pursue your goals.

You may want to consider setting up a separate phone line for your business, and let your family know that they are not to answer it. If you are unable to answer your business line personally, record a professional message, letting the caller know that you will respond to their call within 24 hours.

This will convey a far more professional image than having your three year old pick up the phone, drop it repeatedly, and eventually leave the caller dangling.

In summary:

- Set your business up legally and professionally from the beginning.
- This will ensure that you are meeting all business compliance requirements.
- It will also help to solidify your business as a ‘real’ entity, in your own mind.
- If you have made the effort to set your business up properly, you are more likely to stay committed to it.

Action Plan:

1. Speak to your bank or lending institution regarding setting up a business bank account.
2. Discuss a business structure with your accountant or financial planning professional.
3. Contact your local Government authority regarding your administrative obligations as a businessperson.

4. Establish a set of books on your business; preferably outsource this if you have no experience in this area.
5. Set up your work area at home.
6. Arrange a phone line for your business*
7. Discuss your business plan with your family. Keep them in the loop and engage their support. If they are not supportive, stay firm and proceed with your plans.

*This is a great opportunity to revisit your existing communications plan. It is an opportunity to consolidate your landline, mobile phone and Internet plan, and perhaps consolidate them onto a single plan. This can often afford you a far better rate. Investigate VOIP technology as well. Platforms such as Skype can offer you free Skype to Skype calls online. Be aware that this form of communication is not always 100% reliable, and you will want to establish a cost effective alternative.

The Power of Positioning to Maximize Profit

This is an important issue to consider, and it follows on directly from early chapters, which focused on taking your business seriously, and starting out as you mean to go on.

If you are learning how to market proficiently online because you intend to opt into a direct sales business model, you will want to understand how positioning in the payment plan will impact on your bottom line, at the end of the day. Now, we can all only reasonably start from where we are financially... But when you consider the context of starting a franchise (e.g. McDonalds = \$500,000 and more), or a traditional brick and mortar business (where you may not see a profit for 3-5 years), you must understand that most online businesses like we've designed at PRO doesn't take much to get started.

I want to make an important point here, and it relates to your mindset, level of belief, and how committed you are to your new enterprise. Often, people will balk at investing any type of money in a new business, and it has nothing to do with how much money they have. In fact, often times "I don't have the money" is another way of saying "I don't want to spend the money". You must understand the important distinction between these two statements. Again, this comes back to belief and mindset. If someone is feeling fearful about investing their resources, it comes squarely back to an underlying lack of belief in their own ability to build a business successfully. Period. Subconsciously, it represents their fear of losing their money, more than their fear of spending it. I say this with absolute confidence, because I am living proof that a direct sales business model is both legitimate and profitable.

The next point I feel it is important to make, is that the more you have invested in your business, and the more you have "skin in the game," the more inclined you will be to stay committed to it, even when you are experiencing frustration, set backs and disappointment (and you will experience these things; it is par for the course).

Where you are positioned in a payment plan will be the starting point from which you will write a business and marketing plan. Now, typically, if you are part of a top tier direct sales business model, the higher up you are positioned in the payment plan, the higher your payout on the sales you make will be. This is a business model that

rewards you for making a sale on the front end, usually with a very generous commission payout. Generally, the lower down the plan you position, the less commission you are entitled to claim. So what this simply means is that although you do the same amount of work as a person positioned at the top of the compensation plan to make a sale, you will only earn a fraction (if any) of the commissions on that sale. Of course, this will depend on the specifics of the payment plan of the company you have chosen, but this is a fairly standard top tier business structure. As you think about your income goals for your business, you will need to make them in the context of where you are positioned. This is where it is important to set realistic goals for your business.

If you have not positioned in a payment plan, or have positioned at the bottom of the plan, it is unrealistic to think that you will be able to make huge amounts of money within your first couple of months, particularly if you have no background in marketing or business. You have to use your head here. At this level, it would be unwise to spend a lot of money on marketing, because you will not get a return on your investment (ROI) positioned here. If you have positioned high or at the top of a compensation plan, you can plan to allocate a budget to your marketing.

When it comes to planning your marketing, the next factors you must consider before you get started are these:

1. Your level of experience in marketing.
2. How much time you have to spend marketing your business.
3. Your budget.
4. Your particular skill set.
5. What marketing methods you feel you would enjoy – we say this because it is important that you enjoy what you do – you will be doing a LOT of it.

As a brand new marketer, you will want to go through the various marketing methods available to you, and get a 'feel' for what is involved in each one. As you do your due diligence, here are some vital factors to take into consideration:

Does the company offer a stand-alone product of high value in its own right? Is the product in high demand?

Is the product easily duplicatable? (How many more shakes, juices and supplements does the world really need?).

Is the product unique? Does the compensation plan have multiple income streams built in?

Does the compensation plan pay you a high commission up front on your own personal sales? (This is important to ensure you have a healthy cash flow – negative cash flow kills a business very fast).

Does the company offer you high quality training?

What is the plan for the company to expand, moving forward?

Are the leaders in your company respected business people?

In summary:

- Positioning in your business, if you are in the top tier, direct sales industry will have a major impact on your bottom line.
- Positioning at the top of a top tier payment plan should yield you a far higher ROI than positioning at the bottom, or not at all.
- Where you position will in part, determine the marketing methods you use, and your income goals in the short, medium and long term.

Planning your Daily Method of Operation (DMO)

One of the most common experiences people have (usually pretty quickly after starting their new business), is of being swamped or overwhelmed with new information. And this is a good thing. It is far better to be overwhelmed than underwhelmed. Having access to cutting edge information, understanding how the processes work, and putting into practice all that you are learning is the “secret” to building a profitable business. Knowledge really is power.

As a brand new online marketer, it is your responsibility to stay connected on a daily basis with the training you now have access to. But knowledge without action is pretty useless. The challenge here is that there is so much information to tap into, so many decisions to make, that people become confused and paralyzed with the sheer volume of what they have to process. No matter how much time you have to spend on developing your business, understand that we all have the same 24 hours to work with, and as you get started, it is a great idea to do a quick ‘stock take’ of your day, and find parcels of time to work on your business. Do this honestly, and be ready to hold yourself accountable.

For example, if you currently watch every news bulletin between 6pm and 9pm, you may ask yourself whether this is really necessary, and if continuing to do so will get you closer to your goals for your business. If the first thing you do when you sit at your computer is to forward jokes and spam mail onto friends (and no, inspirational emails do not count as ‘personal development’), or surf around MSN, be honest enough to recognize that this does not count as meaningful work or study.

On that note, when you are sitting down to work and train, do not be distracted by Facebook, Twitter or Skype. Do not even turn on any applications that may distract you. Just sitting at the computer in your designated home office will not, by osmosis, deliver you the results you are aspiring to.

To become a professional in any field, you will want to develop the habits that 97% of the population is simply not willing to. Having a very high level of self-discipline is one of them. Having allocated time to work on your business, the next step is to break that time up so that everything that you need to cover to get up and running is accounted for. When you are brand new, with no marketing or online experience, training is going to be the ‘big ticket’ item for you.

Now, if your time is quite limited, because you are starting your business on a part time basis, you are going to want to maximize your time. Firstly, having gone through a marketing guide, and decided on which marketing methods you intend to use in your own business, you will want to source out all of the training you can find in relation to that method, and focus 100% on that training.

For example, if you have chosen to use video and article marketing, and classified ads, your focus should be exclusively restricted to those methods until you have mastered them. Now, it is not enough to just plug in and listen. The best way to learn, is to put into action what you have been taught, and start to learn how to interpret the feedback you are getting from your marketing. There is no substitute for experiential learning. Too often, I hear people complain that they “posted a couple of videos and got no leads, so video is obviously not going to work for me”, or “I posted an article and got two visits to my landing page, but no leads, so that doesn’t work”. This is a defeatist mentality that will get you nowhere. It takes consistent, disciplined and focused practice to master a new skill set, and if you are to become a successful online businessperson, you will have to become a master of your chosen marketing methods. Practice is the only way this will happen.

As I outlined earlier, developing yourself is the most important thing you can do in your business, and becoming a master marketer is just one aspect of this. The other is to cultivate your mind to become successful. No one starts off successful; we all have to develop the beliefs and habits that will create success. So as well as dedicating time to marketing training, you will also want to spend time on your mindset. Your personal development will become a vital part of your journey as an entrepreneur; it is a process that will continue throughout your whole life.

No matter how much time you have got to spend on your business, the activity on which you will want to spend the majority of it is on the revenue-producing activity. In this business, that means marketing. Marketing will drive the traffic to your landing pages or website, and without traffic, you have no business. So getting your system set up, and dedicating time every day to your marketing is key. To get to a point where you are following up with potential customers, you have to have the traffic first.

There are many ways you can maximize your time, especially if you commute to work, or pick kids up from school. I found that downloading training calls onto an Ipod, MP3 player, or even burning them onto a CD were brilliant ways of listening to training material while I was in the car. Then, when it was time to sit in front of the screen to implement what I learned, I had a recent, fresh batch of training information to use. As far as mindset information goes, downloading the information and listening, as you are getting ready for bed can be very effective. This is the time of day when our minds are highly receptive to information, and our subconscious mind ‘goes to work’ on it while we sleep.

In Summary:

- Acknowledge that a vital part of your entrepreneurial journey involves consistent learning and implementation. Focus on the information that is most relevant to you (in the context of the marketing methods you will use in your own business).
- Spend the majority of your time on marketing training and implementation. Nourish your mindset on a daily basis.

Actions:

- Do a careful (and honest) “audit” of your day and determine how much time you will spend on your business.
- Schedule this time and make your family aware you will be working on your business at those times. Determine which marketing methods you intend to use.
- Download training material to Ipod or similar to listen while commuting. Every day, implement a marketing strategy you have learned.

If your work situation does not allow for you to actively work on your business every day, make sure you continue to listen to training, or read relevant material every day at the very least. Stay connected to your business.

Understand the Industry you are in before you get started

When people first get started in an direct sales opportunity, they are often so completely focused on how much money they want to make, that they don't really understand exactly what it is they are going to be doing, and how it all works.

The thought of being the proud owner of an automated online marketing “cash machine” is so exciting, that new consultants don't look beyond this idea and take the time to understand the industry properly.

This can create all kinds of confusion when you are getting started, because when you don't have a mental image of the ‘big picture’ it makes it very difficult to understand how all of the ‘moving parts’ of your system work together to deliver a result.

The first thing that you must understand is that I write my paycheck from home in the Direct Sales Industry. Actually, what we are really in is the marketing industry, but more about that will follow. Right now, understand that we sell stuff, so let's start with the direct sales definition.

What is Direct Selling?

A Wikipedia definition of Direct Sales is as follows: “Direct selling is the sale of a product or service from person to person, away from a fixed retail location. People in the direct selling industry are known as independent consultants, distributors or representatives”.

To make this really simple, understand that we are selling goods, services or a product, away from a shop. Now, all businesses must have customers, yes? Without customers, there are no sales. And no sales = no money. The method we use to attract customers to our business is “Direct Marketing”.

What is Direct Marketing?

According to Wikipedia:

“There are two main definitional characteristics, which distinguish direct marketing from other types of marketing. The first characteristic is that it attempts to send its messages directly to consumers, without the use of intervening media. This involves commercial communication (direct mail, e-mail, telemarketing). The second characteristic is that it is focused on driving a specific “call-to-action.” This aspect of direct marketing involves an emphasis on trackable, measurable positive responses from consumers (known simply as “response” in the industry) regardless of medium”.

The Internet

Now, when you take your business online, you are going to use the Internet as the primary medium to market your business or products.

Some of the “tools of our trade” include landing pages, auto-responders & links, sales pipelines, Paid Search Engine Marketing (Pay Per Click), Organic Search Engine Marketing (collectively known as Web 2.0 -articles, press releases, blogs, videos), Banner Ads, Social Media (Twitter, Facebook, Squidoo), Classified Ads and Forum Marketing, Directories and Ezines.

It can all be very overwhelming and confusing. But it needn't be. These are only tools. In a brick and mortar, or offline direct sales context, you might use newspaper and magazine advertising, radio, TV, flyers and catalogues. It is important to take the emphasis off the tools and technology that we use to achieve sales and on to time-tested marketing “truths” that have evolved over the years in line with the way people respond to each other in a commercial environment.

- Until you can understand the “why”, the “how” can create confusion that will paralyze you.
- Until you understand the “psychology”, the “technology” can create confusion that can paralyze you.

Transfer what you would naturally do off-line, to the online world

One of the strategies I found very useful for newcomers to the industry, is to understand how these marketing principles operate offline, and then transfer the very same concepts online.

All business is about sales. Moving products from the vendor to the purchaser in exchange for money. And while there is definitely not an element of ‘hard sales’ or ‘arm twisting’ in what we do, make no mistake, anyone who is in any business, is in sales. Period.

Sales is a profession that is generally not well regarded out there in general publicsville, and the reason for this is that there is a great deal of misunderstanding about professional and ethical sales technique. Debunking the myths

about what constitutes a good sales person will be covered in later chapters. The following historical overview of the direct sales industry is designed to show you how and why the industry evolved.

Before ...

Before 1870, all selling happened face to face. The advantages of face-to-face selling are obvious: The customer could see, handle, smell or taste the products. The vendor and the customer could interact and build a relationship in real time. The vendor could adapt their strategy according to the instant feedback they received from their customer. Then something really BIG happened...a lot of things actually. In 1870, American businessman Montgomery Ward took advantage of a confluence of technological developments that were highly significant at the time.

The first was cheap printing. Prior to this time, the costs of printing were very high, and out of the reach of the average businessman. The US developed a universal postal delivery service (something that we take for granted in the 21st Century). This was partly as a function of a massive railway network that crossed the USA. At around about the same time, mass manufacturing exploded on a never before seen scale. This ramping up in manufacturing was brought about by an unprecedented and massive demand for goods throughout Middle America. As a result, the mail order business boomed, as did the direct marketing industry ... with sales letters, catalogues, brochures, coupons, and newspaper ads becoming prolific.

And so the mail order business was born.

Since 1870, technology has advanced, making it infinitely easier to attract and stay in touch with unlimited numbers of customers. Today, the Internet has (to a large extent) taken the place of newspaper advertising, leaflets, brochures, hard copy sales letters and telemarketers. For business people, the Internet is a direct marketing medium – nothing more, nothing less. It is a simple and powerful way of reaching more people faster than at any other time in history, irrespective of time and distance.

There are many advantages to using the Internet ...

The Internet speeds up the feedback loop between the vendor and the customer. In fact, it is so fast, that it is possible to conduct business with another person, on the other side of the planet in real time. It is the closest we can get to achieve instant feedback. The Internet gives us access to millions of potential customers at a time, regardless of time and location. The Internet provides us with an extremely fast and low cost way of building relationships with our customers, and staying in touch with them. Of all the information available today, people give more credence to what they see on their computer screens than in any other media.

The Internet can be used to generate leads, sell products, up-sell and cross-sell to existing customers, educate, and serve. When we are using the Internet to conduct our business, we must focus on both traffic and conversion. Our primary job is to attract the attention of the people who are looking for what we have to offer, and then to drive that traffic to our websites. It is the function of a “sales funnel” to help convert that traffic into leads and sales. One of the most important ways we can work with a “sales funnel” to achieve this flow, is to provide our prospects with the relevant, useful information they are looking for. This introduces the right people to our sales funnel.

So, what do we want to focus on, initially?

The primary task would be to drive traffic to a website, also known as a “lead capture page” or “landing page.” The secondary task is to build rapport with our prospects, so they will grow to know, like and trust us (and buy from us). Both “driving traffic” and “building rapport” are equally important in the broad scheme of things. It’s just that one comes first: driving traffic. The best way to achieve traffic flow, is to provide prospects with the relevant, useful information they are looking for. This introduces the right people to your sales funnel. Great salesmanship is NOT about persuasion or manipulation; it is about learning the art of developing intelligent responses to feedback from your prospects (hence the importance of the feedback loop).

In Summary:

- The easiest way to write your own paycheck online is in the Direct Sales industry
- The Internet is our preferred marketing medium
- We need to understand how the marketing and sales process works, and apply it to your online system to drive traffic to your websites
- Your primary focus must be to drive traffic to our landing pages. In the first instance, nothing else matters ... nothing else.
- Then the next task is to develop rapport with your leads so that you earn their trust and respect.

The Immutable Laws of Attraction Marketing

Understanding and implementing the principles of attraction and leadership in the context of marketing a direct sales business online will either have you rocketing towards your goals (and enjoying the process), or having a miserable time trying to ‘convince’ everyone you know that your product or service is the latest and greatest. This is a strategy that is unprofessional and offers you no leverage whatsoever (it is also really soul destroying).

As we flesh out what Attraction Marketing is, we will also talk about why it is so critical that you understand and practice it in your marketing. When you get started in this industry, you are sure to notice that there is an incredibly strong emphasis placed on personal development. Now, the reasons for this are two fold.

Firstly, in order to become a successful entrepreneur, you will need to have acquired a higher-level skill set, frankly, one that 97% of people do not possess. Successful entrepreneurs are self motivated and driven. They have a very high degree of personal discipline. They maintain high standards for themselves. They set and focus on clearly defined goals, across all areas of their life. They hold themselves accountable. Finally, and this is probably the most important trait: they have an unwavering belief in their own ability to achieve whatever goals they set for themselves.

So, think about it for a moment. In order to have this self-belief, they also must possess a high level of self-esteem

and confidence. For all kinds of reasons, many people do not possess these characteristics when they first get started in their own enterprise, or at least, not to the degree that is required to make their business fly. But these are traits that definitely can and must be developed and practiced, and that is the first part of the reason why personal development is vital for you to practice as an entrepreneur. The second reason why it is so important is from an Attraction Marketing perspective. And remember, it will be your marketing that generates the sales in your business.

So what is “Attraction Marketing”?

In a nutshell, “Attraction Marketing” is about leveraging the natural responses that people have to those they perceive to be of a ‘higher value’ to attract them into your business. People are naturally and biologically attracted to those they perceive to possess leadership qualities. In this context, attraction is not a response that we choose. It is an instinctual response that humans have displayed from earliest recorded history.

Thousands of years ago, it was a matter of survival to find a leader to align with. The only thing that has changed over time, are some of the qualities that define a leader. For example, thousands or years ago, physical strength, speed, hunting capabilities and the ability to defend and protect a family or tribe were pre-requisite leadership qualities. Or midwifery skills and knowledge of herbal medicine were qualities of higher value.

Today, characteristics of leaders are self-confidence, decisiveness, focus, intelligence, a high level skill set in a particular area, compassion, generosity, money, power, connections and in some contexts, physical attractiveness (think about celebrities who may not possess some of the first traits we mentioned, but they are “beautiful”, wealthy and famous – fans flock to them in droves).

In the context of your business, you will be using attraction marketing principles, and combining them with information that is of high value to your prospects to attract people to you. Did you notice that we said you will be attracting people to you, and not your business or product? This is the most critical concept that you will want to embrace. People join people — not companies and not systems.

When people are online searching in this field, they are looking for someone who can show them how to get what they want. They are searching for a person who clearly displays leadership qualities. Now, too often people do not take the time to understand and implement this strategy to drive traffic to their websites, or attract people to them. Instead, they use tactics that belong offline, and back in 1980. “Old school” marketing strategies (e.g. ‘pitching’ and chasing) have no place in business on or off line today.

It is most important that you avoid “pitching” your business in your marketing. What do we mean by “pitching”? You know the people in the streets selling raffle tickets? They try and catch your eye, and call out to you to come and buy a ticket. They have a ready-made script that they launch into if you so much as glance in their general direction. Have you noticed how other people respond to them? That’s right, they will cross the road to avoid them, nine times out of ten. And the reason for this is that people do not like to be “sold to”. However, they do like to buy things that they have an immediate need or desire for.

A far more effective way of gaining your prospects attention is to give them accurate information that they are looking for. Because let’s face it, people are universally online looking for something. We live in the age of information, and your most effective, professional and leveraged strategy to attract qualified prospects into your business is to

use your knowledge to promote the specific information that they are looking for. Sharing quality information and educating people to help them move forward in their decision making process are the qualities of a leader and —by happy coincidence — an effective salesperson. This strategy will firstly position you as a knowledgeable expert in your field. Now, newcomers to the industry typically experience an immediate flare of panic at this point, as they have not learned enough (in their opinion) to be considered an “expert” yet. In reality, a person’s status as an “expert” is a highly subjective thing. And it will be determined in the mind of your prospect. You only need to have a little more knowledge of a specific subject than the average person to be perceived as an “expert” in their eyes.

Please don’t interpret this statement as permission to “fake it” in any way. Best business practices are the only way forward, in any business. This means being honest and only delivering accurate information about a given subject.

The next thing that Attraction Marketing will do is position you as a generous person, and as a person who is not “needy”. What this simply means is, you are not afraid to freely give away valuable information, and you are not afraid to have people take your information, and not join you in your business. Now, this may seem horribly counter intuitive (and the truth is, it is). Often, people are afraid to “give too much away” because they think that their prospect will simply take the fabulous information and run. In reality, people are more inclined to follow and join you, because they can see that you are generous, knowledgeable, and, quite frankly, don’t care whether they join you or not.

The message you are sending to people is this: “I don’t need you to join me in order to be successful. I know that I will be successful, no matter what.”

As you move forward in your business, understand that your success will start with your own belief in your ability to achieve your goals. That is the point from which everything else begins. But also know that your success in the direct sales industry (particularly online) will be inextricably linked with your skills as a marketer. This is key. If you cannot market effectively, you will not make sales.

In order to become a skilled marketer, you will want to develop a sound understanding of human buying behavior. You will learn why people buy. What prompts them to respond to headline “A”, rather than headline “B”? Why do people create a viewing frenzy around one video, and only sit through a fraction of a second of another?

Understanding these concepts will be instrumental in helping you develop your marketing. During your development as an online entrepreneur, you will become a skilled marketer and publisher. As you develop and implement this skill set, people will be attracted to you. They will pursue you. And they will join you.

In Summary:

- Understanding the principles of Attraction Marketing will be key to your success in your new enterprise.
- Personal development and an unwavering belief in your own ability to achieve your goals will underpin your success.
- People join other people, not companies or systems.

- Using the principles of Attraction Marketing will be the way you attract like-minded people to join you in your business.

Actions:

- Think about your experiences, qualifications, skill sets and strengths, and write them down. You will use this in your marketing when you write your “Story”. Presenting yourself in the best possible light to your prospects will position you as the leader they are looking for.

*Many people simply ‘rip through’ a reading list, so they can tick personal development off a “to do” list. Make sure you fully engage with your learning. Take the time to absorb new concepts, and consider them in the context of your business. Make notes as ideas come to you, and get ready to implement them.

How A Sales Funnel Works

A marketing system such as PRO is referred to as a “marketing pipeline”.

When a person gets a website with a sales offer, they are getting a marketing pipeline which sifts, sorts and qualifies their prospects 24/7. This is the conversion part of the Internet marketing and sales equation.

- Your responsibility is to send customers (“traffic”) to your website (“landing page”)
- Your prospect clicks on your ad, video, article, or Facebook link to solve their problem
- Your prospect enters their details on a “form” to become a “lead” in your system.
- You communicate with your lead via autoresponded email messages on a regular basis. The email messages are designed to build a relationship by giving your lead relevant and valuable information – which also establishes you as a leader

This process is designed to emulate the rapport building process that would normally happen offline in face to face sales – only it happens immediately, irrespective of time and location, and delivers almost immediate feedback from potentially thousands of people at a time. Over time, the lead develops a sense of confidence in you. They trust you.

And a percentage of them will go on to the next step in the process, which is the sale.

How to build Rapport, Respect and Trust with Email Autoresponders

There are a number of ways we can customize our autoresponders to develop a relationship with our prospects, once they have entered our system (and have become leads).

Firstly, we can introduce ourselves (briefly).

- We can remind people how they came to be a lead in our system.
- We can let them know what sort of information to expect from us next.
- We can give them the option to unsubscribe at any point in time.

This is important, because people realize that they are not being “spammed”, and that they have complete control over the process. Then we can start to send people valuable information that is relevant to what they were searching for in the first place.

The daily contact with the lead is very powerful, because apart from delivering great information automatically, it also reminds them that they were looking for an opportunity, and over time, they perceive us as being a valuable source of information. It is critical in the early stages that you NEVER try and sell anything to your leads (except the next step in the process). This is an information and relationship building process only. People will only ever buy from you when they know, like and trust you, and you should not try and force this relationship or level of trust.

It's An Engine, But You DO Have To Drive It

The PRO system is a sales and marketing engine and an educational resource that will empower you to develop and market “You Inc”.

But it won't just do the work for you. You have to work it.

You have to drive it. Just like a Ferrari it won't drive itself. It requires a skilled driver to achieve the best performance.

Why You?

Because, at the end of the day, people want to do business with other people – not companies or systems. You will want to understand the principles of “Attraction Marketing” in order to do this effectively.

Attraction Marketing is a technique we use to attract appropriate prospects to our business, rather than pathetically “chasing down” anyone in general, and trying to convince them to join us.

What underpins Attraction Marketing is our perceived level of value, and leadership qualities. We can most easily demonstrate these leadership qualities by generously sharing information of value to those who are looking for it,

and in doing so, help them get what they want.

Note: People (our prospects) are genetically “hard wired” to seek out leaders as much today as in caveman times, when it was a matter of survival to align with a strong leader. This brings us to the most basic and fundamental principle of sales and marketing.

The three reasons why people buy from you:

Because ...

They KNOW you

They LIKE you and most importantly ...

They TRUST you

Note: These three points are particularly important when selling a complex product. Generally, in direct sales we are not marketing a “commodity” like a tin of baked beans or a pound of sugar. So people must feel comfortable to do business with us before they part with their hard-earned cash.

Search Engine Marketing/Optimization

When you are running a business online, a major way to promote interest in your business or product is through search engines.

What is Search Engine Optimization?

“A system of methods used to enhance a website’s ranking in search engines’ natural search results”.

What is Search Engine Marketing?

“The process of marketing a web site on search engines, including search engine optimization, submitting your site to the search engines and directories for organic listings, pay per inclusion, pay per click, banner ads or any other marketing programs offered by search engines.”

Search Engine Marketing can, therefore, be broken down to two distinct types:

- Paid Search Engine Marketing – PPC, Banner Ads, Classified Ads

- Organic (Free) Search Engine Marketing – Article Writing, Press Releases, Video Marketing, Blogging, Free Classified ads, Social Media (Twitter, Facebook, Squidoo) There are distinct advantages to using both methods of advertising, and it is important to take advantage of BOTH methods to generate leads and build your business.

Search Engine Marketing Vs. Paid Direct Advertising

5 Reasons To Use Organic Search Engine Marketing (SEM).

- It is FREE = 100% Return On Investment (ROI) Organic SEM gets more clicks over time than paid advertising = more traffic
- There is less maintenance over time than paid advertising. You do the work once, and it is online forever = easy ROI
- There is no cost over time to sustain this method
- Credibility. The person who scores a high ranking in the organic searches is perceived to be the leader in the space they are in. They are viewed as a quality source of credible, unbiased information.
- Because you can. You do not have to have special programming skills, or a budget to use this form of marketing.

2 Reasons To Use Paid Marketing

- Response rate is fast The feedback is measurable
- You can track any keyword through to conversion and ROI (Return On Investment)

Question: How is Organic SEM is connected to Attraction Marketing?

Answer: The fundamental principles that underpin this method of Search Engine Marketing also align perfectly with the principles of Attraction Marketing. When we demonstrate our value and leadership qualities, we attract other like-minded people into our business. By using organic SEM techniques, we are able to publish information online to an audience that, over time, is potentially infinite. Remember, people go online to find information. They are looking for relevant information to solve their problems. We can position ourselves as people of value and as leaders, by providing them with the information they desire.

Critical but Counter-Intuitive Concepts you must grasp to succeed Online

Following are some crucial understandings that separate masters from amateurs online.

You should never, ever try to “pitch” or “sell” your business when you are publishing this type of content online. Pay very close attention to the following sentences because if you do not “get this” you will not succeed. We do not convince. We do not pressure. We do not manipulate.

We do provide good info. We do encourage, through our system, our prospects to get to know us and our products. It’s simple, it’s right, it feels good and it works.

This is probably THE most important and the most “liberating” concept to understand (The great thing is that this understanding immediately takes the pressure off you to try and be a “closing genius” or a pushy “sales ju-jitsu warrior”). You are only ever aiming to target the right crowd and give them valuable information that is relevant to what they are looking for. The key to doing this is to understand the importance of key words and the importance of what we call “Process Marketing” (discussed next) and how these concepts work hand-in-hand in our model.

These fundamentals, in turn, rely on understanding how search engines work hand-in-hand with our marketing strategies to deliver relevant information to our searchers, and to deliver leads to our business.

We’ll discuss that next.

Don’t Pitch

- This guy’s pitching. Desperate. Needy. Loud.



Teach!

- This guys attracting a crowd with good information. See the hungry crowd? He's "delivering value".



Unlike Megaphone Man, the teacher is attracting. Same product. Different methods. Megaphone Man is like 97% of other "pitchers" out there. Just because you see everyone else doing it, doesn't mean it's right.

Process Marketing

You must understand this principle. Our discipline of "high-end" or "complex" sales is a process, and not a one-shot deal.

Sales is a process, not an "event". In other words, you can't just pitch and push and cajole and convince a prospect to buy from you. Well, you can, but it is very tiring, thankless and demoralizing work. You're better off attracting the right kinds of prospects to you by developing rapport and trust. You do that in the first instance by providing information to a hungry crowd.

The entire process starts when a person goes online and types in a key word or phrase that is relevant to the information they are looking for. The search engines go to work to find those key words throughout the content that has been posted online. And, if you have done your research well, it will index your content on page one, ready for the searcher to find it.

Again, knowing the underlying step-by-step process of a direct sales and marketing model is key here. We should aim to take the searcher through our process in a logical and congruent fashion. If we invite them to go from our article or press release to our landing page, they should find what they are expecting to find when they arrive at each "transition point".

KEY POINT: Transitions, links and bridges are the keys to a strong direct marketing process. They are probably the most powerful yet oft-forgotten aspects of a direct marketing “system”.

Transitions and links refer to the way we lead the searcher through this process. We must always aim to transition them from the content of our article or video, smoothly and logically, and in a compelling way, to our landing page. We can do this by linking what they have just read or heard (moments before) to what they are going to read or hear when they reach our landing page or website (speaking of such- and-such, now I’m going to show you such-and-such).

KEY POINT: The only thing you should ever try to “sell” is the next step in the process. This “next step marketing” is a subtle, almost romantic process. Don’t move too fast. Don’t be like the guy who asks the girl to marry him on their first date!

This is why we don’t tell people too much, too early. This is why we don’t introduce our whole life story straight away. Apart from delivering information of value to the searcher, the one and only purpose of this style of marketing is to invite and compel the searcher to take the next step. In our case, the first step is to compel the prospect to click on the link to our landing page.



Don’t be like the guy who asks the girl to marry him on their first date!

How to Research and Write a Compelling Ad (Hint: Modify other people’s)

Writing a powerful ad is perhaps the most important part of this entire equation. The ad is the ultimate leverage point in a powerful marketing campaign. It is CRITICAL to have a compelling, attention grabbing ad (or headline/title). And when a person finds your online store-front is determined by your ad’s pulling power.

It doesn’t matter how great your landing page is, or how powerful your sales copy. It doesn’t matter how compelling your pictures or story, or how ground breaking and lucrative your business products, if you can’t command the attention of your prospects in the first place, you don’t have a business.

Period.

Probably the best way to find good ads is to go online and search for the keyword you're wanting to use. Then have a look at the ads that are triggered. Copy and paste them into a Word or Excel document and play around with them. The ones ranking on page one are more than likely the better ones, but you can find some gems on lower pages.

Here are some points to look for:

- Ads that have an emotional draw. Ads that are titillating. Ads that are well balanced. Ads that have "rhythm".
- Ads that leave you wanting more Ads that start to tell a story or hint to a story on the next page (people love stories) Ads that aren't "hypey".
- We like to refer to this as the "sexy factor". We need to construct ads that have an element of emotion and curiosity. They should have a "roll off the tongue" factor. We should aim to "hook" our prospects, but ultimately "leave them hanging", meaning, they can only "find out the answer" by taking the next step (in our case, visiting the landing page).
- Consider Copying and pasting your favorite ads on to a Word doc or Spreadsheet and you can pick your best and then mix and match the headlines with various first lines and second lines.

Your Virtual Business

I've just outlined the anatomy of a virtual business. This is the exact business model that got me out of my job in 90 days and the exact model that I've taught to thousands of entrepreneurs all over the world.

It starts with your X-Factor and it's driven by your brand. Your ads attract customers to your website, which is your storefront. You offer something of value so a customer checks out your offer. You build a rapport with a customer through a series of email follow-ups and other brand-building techniques.

So many entrepreneurs fail simply because they get hung up on one or two of the steps.

They are not properly prepared, they don't have the support, their expectations are off, or maybe they lack belief.

As a result they do not have what it takes to execute, they run out of time, or money and boom.... down they go.

So, what are your options at this point?

Obviously, you can take the 5 steps that I went over along with this basic "Online Marketing" crash course and go out there and try to build a business on your own....

Or, you can plug into an online direct sales model that eliminates most of the start-up headache and learning curves with a turn-key product line that carries tremendous brand equity and value. And a business model driven by the best marketing education taught by the best marketers on the planet.

And that's exactly what the PRO family is. It's a semi-turnkey business model designed to solve the 5 key variables to success as an entrepreneur.

Part Four

PRO U

Work With Experts

PRO U is a marketing system for individuals who want the skillsets and mindsets required to become successful internet entrepreneurs.

So, what does this mean for you?

You will finally be able to earn what you are worth!

We created PRO U by taking the best from the franchise model and overlaying that with the best of direct sales:

- No massive startup costs.
- No inventory, production pipeline or hard goods. Your business is 100% digital and the stuff you sell is either delivered digitally online or drop shipped from our corporate offices for you.
- No employees or staffing headaches.
- No overhead, all you need is a computer and an Internet connection.
- Quick ramp up with the ability to turn a profit in your first or second month!
- In fact I have gone to incredible lengths with my team over the last few years to eliminate as many of the hurdles that cause people to struggle and fail as possible.

Most people fail online because either you get stuck with the technical side of things that don't make you any money, or because you hate selling. Instead, our "marketing system" is based on simplicity and automation.

We leverage technology to do the heavy lifting and the grunt work that cause most people to burn out...

And we leverage experts. We set each new member up with a mentor -- a Marketing Mentor -- who is a professional closer and assists you with your sales process.

Let me repeat: Your Marketing Mentor closes your sales for you. This is as close a guarantee that you'll profit very quickly from this system as I can make without encroaching on legal boundaries! No other business model in the direct sales, home business, or franchise industries have a single veteran multi-millionaire "closer" personally making sales calls for you.

Like I mentioned, we took the best of the best from the franchise business model and created a unique, high-end, high quality product line with a powerful pay plan.

This is what makes the PRO U so unique.

This is the “X Factor” that makes us unique. As a brand new entrepreneur you have no track record, no history, no credibility, no authority. But with a system like we have here for you with PRO U, you are armed and dangerous! Unstoppable! No place on earth can you find a business model and product line this credible and robust. No where. And everything is here so you earn a similar type of paycheck that these experts earn.

PRO U Is Your System

In a recent survey we did, most people who wanted to start an online income solution got stuck because they couldn't even get the technology working for them. So, PRO U solves that hitch by providing you with the websites, sales copy, follow-up emails, merchant account...all designed to actually make you money.

PRO U is designed to empower and equip you with everything you require to build a successful virtual business.

PRO U is going to set you up with your own automated online sales and marketing platform. In fact, you are experiencing it right now!

With PRO U, here's what you'll also get:

- Virtual store/sales funnel 24/5/365
- Automated email auto-responders 24/5/365
- Community with members in 200+ countries who are all willing to help you.. a true community
- Business and marketing systems and tools (\$5000/m+ value)
- Daily training that will show you what your actions and behaviors will be today in order to increase your income.
- World-class marketing education created by the members for the members.
- World-class entrepreneurial, leadership, and mindset training--again created by the leaders in the community for everyone to share and benefit from.

The result? Lower learning curves and less trial and error. Less wasted time and money, and a more predictable result.

How To Make Money With PRO U

Here's how the system works... here is how you make money with PRO U

The first step is to speak with one of our certified business coaches who will make sure that you have everything you need. You'll be set up with a Marketing Mentor who will teach you how to place simple ads. These are online and offline ads that will attract qualified prospects to your online PRO U sales funnel.

Your prospects will go through one of our presentations, similar to this one, to learn more about our products, courses and memberships, our income opportunity with our marketing program, or both. This is where you will see the power of our brand.

When a potential client is interested in getting started, they will either purchase the product online from your online store, earning you a hefty commission, or they will speak with one of our business coaches, and get started from there. Either way you get paid.

Your commissions are tracked in your virtual business center.

Page SUMMARY

IMPORTANT! We pay earnings each month via check (minimum check payment month). We endeavor to keep your earnings balance to at least \$100 instead of the negative if, for example, one of your earlier application sales is refunded or greater we will send you a check for your earnings total minus \$100 (leaving you are less than \$250, the balance will be carried forward to the following month).

Carried Forward:	-\$9,810.97	From previous month
Application KIT Commissions:	\$407.95	A
BlackBOX Commissions:	\$2,455.00	B
Monthly Membership Commissions:	\$1,590.00	C
PRO U Earnings:	\$51,104.01	D
Other Commissions:	\$81.30	E
Text Messages To Leads:	-	(10cents per text)
Payments To You:	\$45,020.00	P
Purchases Using Your \$ Earnings:	-\$79.90	Q
Balance Payments:	-	R
TOTAL	\$727.44	Carrying forward

Example of back office earnings.

What do people typically struggle with?

The first step, which is digging down, finding the belief, and waking up your inner entrepreneur is the most difficult step in the process.

Balancing your time between working your job and building your business is also always a challenge. I am not going to lie. You are going to want to give it everything you have, though. And to show you how simple it is, we have had members build their businesses during their lunch breaks at work on their smart phones.

It just doesn't get simpler than that.

And that is pretty much all there is to it.

Now, at this point you may be ready to talk to someone for more information or maybe even get started. If so, get back to the person who sent you this book, and fill out your game plan to take the next step. Once you do that, one of our friendly business coaches will call you and help you get any last questions answered.

But, if you are still skeptical, that is okay, too. I certainly don't blame you. Healthy skepticism is a GOOD thing, especially these days. But I'm very proud of the members here, so I want to share our results with the PRO U education...

Our Results



Aaron & Sophia Rashkin, Marketing Mentor

Aaron & Sophia Rashkin had backgrounds as a Personal Trainer & Real Estate Broker and were part of Traditional Multi-level Marketing businesses for 15 years. After one too many cold calls, 3 way calls and hosting home parties, they stumbled across PRO U. After getting on board and plugging in, they made more after just four months in PRO U than they did after 5 years in their old business. Today, they are 7-figure earners and haven't looked back since!



Ann Sieg, Marketing Mentor

Ann Sieg is an attraction marketing training and author. She, along with her business partner (her eldest son), has a vision to help network marketers become real entrepreneurs by creating and owning their own assets. She believes in creating self-sufficient individuals, families, and communities by creating networks and partnerships to align with vision and goals to help execute. Ann also believes the best way to help people contribute to society, their community, and their family is to help them become personally and financially independent so they can pursue what is most important to them.



Simon Guillard, Marketing Mentor

A former banking IT sales executive, Simon lost his six-figure income to the banking crisis. 9 months later, with a mountain of debt, he eventually found PRO U and turned his life around completely. Having not only replaced his former six-figure income, Simon now enjoys the time freedom that his PRO U business has brought to spend with his wife and children while running his business from home.

These are just a few examples and of course, not everyone is going to get the same results with the same time line. Each of our journey's are unique to us. We all have different circumstances and learning curves.

But I can tell you something for a fact. The only thing each of these individuals brought to the table was a burning desire for more and a certain belief in themselves. We taught them everything else.

They didn't need any computer skills.

They didn't need any marketing skills.

They didn't need any sales experience.

And they didn't need any specialty knowledge or education on the topic.

Here are some more examples of people who have changed their lives with PRO U:



Jenni Ryan, Marketing Mentor

Jenni Ryan was struggling in a large MLM company for over 4 years and finally had enough. She discovered PRO U and the vastly different income potential, plugged in and started marketing. Jenni is now consistently a top earner with PRO U and earns more in a week than the lifetime earnings in the previous MLM.



Jordan Crowder, Marketing Mentor

Jordan Crowder was the former Vice President of a 60 Million dollar company earning a great six-figure income. He realized that he was no more than a modern day slave, trading time for money. He decided to take his life and time back and now earns a six-figure income from his dream home on the beach in California.



Michael Force, Marketing Mentor

Michael Force, a former marine, was doing time as an 80hr per week work-alcoholic in corporate sales for 10 years before he found PRO U. It took him 90-days to get his business up and running, and he has been a consistent high 5-figure income earner for last few years using PRO U.



Andrew Cass, Marketing Mentor

Andrew was a Million Dollar producer in the Financial Services industry but recently realized traditional 'off line' business models were becoming extinct, with less potential than ever, and money no where near what it used to be. After two and a half years with PRO U, his online income exceeded his multiple six-figure income he was earning as a Financial Services professional. Andrew now resides in Miami, FL.

Again I could go on and on.... story after story after story.

Literally thousands of entrepreneurs in 200+ countries including Norway, Costa Rica, Germany, Japan, New Zealand, Singapore, South Africa, and Sweden call PRO U their home. We also have members in India and Iraq. You name it, we are there... There are PROs everywhere. These are just a few examples and of course, not everyone is going to get the same results with the same timeline. Each of our journey's are unique to us... we all have different circumstances and learning curves. And again, nobody can guarantee you will or will not make any money.

But I can tell you one thing as an absolute fact:

They already had the 99% that YOU have right now. The only difference between them and you and everyone else is they sought help from mentors and a system. They utilized PRO U to harness the other 1% that you are not using.

There is nothing mystical or "voodoo" about it either.

You plug in, follow the plan and that's all there is to it.

You also know that if it sounds too good to be true, it likely is.

That's why I encourage you to do your due diligence thoroughly.

Conclusion

Let me leave you with one final thought.

I would like you to imagine the following...

It's a warm and sunny Monday morning in May. You awaken from a deep sleep, it's about 6am, and you have a smile on your face. You slept great. Better than you have in a long time. And after a few minutes of laying there listening to the birds chirping and watching tiny specks of dust float through the tiny light beams peeking through the shutters it hits you...the adrenaline. Friday was the last day at your job of 15 years and today is the first day of the rest of your life. You have been earning an additional \$5000 a month for the last three months or so, from home, part time, after hours...

You convinced your spouse that you have what it takes to make the plunge and quit. You gave your notice and now you are done.

Instead of forcing yourself out of bed and dragging yourself to the shower, like you did for years, and years, you spring out of bed and leap down the stairs. You log into your virtual business to see whats going on. By 6:15am you are sipping on a cup of Joe and checking your emails. You have a few appointments that your assistant has scheduled for you and you notice that you have \$800 in commissions that came in over night, while you slept. Then it hits you...

You smile to yourself. You silently clench your fists, close your eyes, and let out a sigh. You say thank you. Thank you thank you thank you. You get up, walk to the bathroom. You wash your face and as the water is dripping off of your face, you look up in the mirror, and staring back at you is the man, the woman, the person you always knew you could be.

You pound your fist on the counter top and say in a quiet yet victorious voice,"you did it." You did it! I knew you could. I knew it. I knew it!

You catch a smile in the mirror out of the corner of your eye as you turn out the lights and head to the kitchen to refill your coffee.

Suddenly you hear a door open and your two sleep-eyed kids come wandering into the kitchen. "What's for breakfast daddy?" asks your son. What do you WANT for breakfast buddy...? Frosted flakes? Yeah! Frosted flakes!

Out comes the milk, the bowls and the frosted flakes. Before long the sugar has kicked in and the kids are off playing. You clean up breakfast and take a cup of coffee upstairs to your wife who is just getting up. You squeeze her and tell her that you love her and that you have to get to work. She laughs and says yeah right Mr Entrepreneur....I know what you do all day. You just sit behind your computer and poke around... that's not work!

You laugh and agree. You say, you're right its not work...it's too much fun to be work... but I got kids to feed and we all know we can't live on cheerios...gotta go bring home the bacon.

You are shaking like a thoroughbred in the starting gate...you take a 3-minute shower that barely gets you wet and you throw on some jeans, sneakers, and a tee shirt. You are on top of the world, you are invincible. You are free. You are flying. And you are flying high. You are high on life for the first time in years. The trek into work, the BS, the politics, the endless meetings, the chit chat, the small minded people complaining about their lives. All of that is behind you and you have joined the ranks of the few. The proud. The psychologically unemployable few who write their own way.

The 3% who dream...You have escaped the con of the 95%ers and have crossed over to the other side. There is no feeling like it and there is no going back. You are all chips in. Fully committed. Free at last.

The scene I just described is not only my typical Monday morning...and the life I get to enjoy, but also that of countless members of the PRO U family.

It could be the life waiting for you, too.

There is only one way to find out.

And that is to have the courage to take the next step. Its your call. You can spend the next three years trying to figure it out. Continue to struggle, and potentially fail, or you could plug into PRO and WAKE UP the inner entrepreneur that you KNOW is inside of you.

If You're Frustrated With Your Job And Your Lifestyle, Then A Rewarding GEAR UP Marketing Mentorship Could Be Your Answer



Discover how thousands of frustrated men and women in over 200 countries have quietly mobilized. Claiming freedom by making their jobs obsolete. Rising up as entrepreneurs. Earning fair compensation. Doing something that is fulfilling to them...

1. Online BlackBOX (your starter kit)

This is the “core” of the GEAR UP Marketing Mentorship.

It's basically your own professional online business system. And it contains everything you need to become a successful online entrepreneur. In fact, **it is specifically designed to let the average person (with no prior skills or training) get your own online business running as quickly as possible** -- with us doing the “grunt” sales work, and none of the usual learning curves new entrepreneurs struggle with.

2. Membership

Included with your BlackBOX is your first month GEAR UP membership. This is what lets you leverage the home business industry's top income earners. Your membership includes:

- **Your own copy of the most complete, powerful, and fully integrated (“plug and play”) online sales and marketing system ever created (which would cost close to \$30k to set up on your own)**

- Access to a PRO U certified business coach that will support your leads and assisting you in closing your sales (again, you rarely talk to anyone -- we do it for you)
- **Nine potential income streams (so you can build MULTIPLE streams of secure income -- just like the truly wealthy do)**
- And a whole lot more

3. Lead Generation And Assisted Selling Program

When you join GEAR UP, we help generate leads for you and also “match” you up with one of our top earning Marketing Mentors. This person becomes your personal guide and mentor right off the bat. He or she will answer all your questions, give you his/her hard won advice whenever you need it and will even... **Assist You In Closing Your Sales.**

This is what separates GEAR UP from everything else out there.

And what this means for you is, you have a top earning business leader guiding you along as you learn how to become an entrepreneur -- helping you close your sales and achieve your financial goals. This makes GEAR UP a true “earn as you learn” business, that lets you become successful in a way that’s also completely safe.

There is no university, school or college that will do that can help you like this.

This is why GEAR UP is the fastest growing home business on the Internet.

Nothing else like this has ever been done before, or will be again.

Bottom line?

The BlackBOX and your monthly membership contain everything you need to become a successful online entrepreneur -- from top-notch training (taught in “plain English” with no fancy jargon or industry speak)... to the sales support of our professional business coaches... to our “fast-start” income stream selling the GEAR UP opportunity. **It’s like having your own personal “dream team” of world-class online entrepreneurs personally guiding you every step of the way** to build your business as quickly and painlessly as possible.

And That’s All There Is To It...

As you can see, GEAR UP is an extremely simple, but potentially lucrative, business that...

- **Has multiple built-in income streams, lead generation, mentorship and top notch support** (you are NEVER alone in this business -- ever)
- **Includes professionally built websites and systems** that would cost close to \$3,000 per month on your own, and over \$27,000 just to set up
- **Is less than the cost of a used TV set to get started**, with a monthly membership that's affordable on most any budget (with your first four weeks free)

But you know what?

The small up-front investment and monthly membership don't really matter anyway, because everything comes with a **Money-Back Guarantee**

You can make the decision to keep doing what you're doing now, commuting to a job each day, or stuck in a dead end business... but won't that get you what you've always gotten? Or... you can make the "decision" to change your situation and become an online entrepreneur just like we once did.

The choice is yours. You are the one who pulls the strings in your life. It's now up to YOU how you want to move forward from here...

If you're ready to unleash your inner Entrepreneur and write your own paycheck, for life... I think you've probably figured out by now, you are in the right place with the right community who will get behind you every step of the way. And for reading this far, we'd like to invite to view the official GEAR UP online business presentation. We've set up a special web site for you right below with your next steps. Click on it now (it's a live link) and you will be immediately taken to the web site where you've been granted VIP Access:

www.TheBlackBookVIP.com

Be sure to sign into the web site with the "same Email address" you used when you requested your Black Book online. You will then be taken to the official GEAR UP business presentation and, if you'd like... you can even get started as early as today.

See you over there!



Jay Kubassek

World Leader in Home Business Training & Development

P.S. Remember, you get a month free of the GEAR UP membership with your BlackBOX.