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From a very early age I struggled at school. I never really fitted in. I was even called on one occasion “retarded” by my teachers - not because I was stupid but at that stage I solved things differently. I could do the numbers in my head but could not express it on paper so they would fail me.

The “school system” failed me because of my learning disability. The system wrote me off and I’d go home upset, deflated, and hurt thinking I was worthless.

I would go home, heartbroken from what either other students or the teachers had said making me feel dumb and with all that going on I didn’t really see any point in school.

If not for the supportive, loving and positive family I have I don’t know where I would be today. My Mum and Dad, no matter how bad things got, no matter how upset I would be, I’d always come home and know that everything would be alright and they believed in me, letting me know there was nothing in this world that I could not accomplish if I believed I could do it.

Having that much support from home and being told that there’s nothing in the world that you can’t achieve, was Mum and Dad said it doesn’t matter what other people say about you or do to you, what matters is what you think in your head. That’s what determines if you’re going to achieve anything.
This was to be one of my first life lessons on mindset, which to this day has served me well throughout my life and as you will read below, with the correct mindset you can conquer anything.

I was always a good surfer and just loved anything to do with water sports. As a kid I did well in school competitions which lifted my confidence. When I got placed in a competition it was my way of getting away from the world; it was pure escapism. At last I found something that I was good at!

Surfing was my whole world and all I ever wanted to do was to be a pro-surfer. Struggling in school didn’t seem to matter to me anymore I found my niche in life and besides I was having fun! Mum said that was the most important thing in life – being happy and having fun.

Some of the teachers said that I’d be a pro surfer or some bum living down the coast off government handouts. By the time I got to Grade 9 I just had enough. I hated going to school. I disliked everything I was taught or the way it was taught.

I was always shoved in the back of the room and told to be quiet if I ever questioned anything.

My beautiful Granny (Grandmother on my Dad’s side), always instilled in me to question everything. If you’re not sure on something, ask a question. But people didn’t like that as most never had an answer lol. That’s probably the first early signs of me being an entrepreneur that I would question everything, I would correct or even try to challenge a teacher in their thoughts of how I saw things. They didn’t like that so they shoved me at the back of the room and told me to be quiet. I always found easier or better ways to do things.

By the time I got one third the way through Grade 9, that’s 14 or 15, depending on where you are in the world, I dropped out and got an apprenticeship in plumbing.

I followed in my brother’s footsteps, doing heating and cooling in large buildings, called mechanical plumbing.

I did okay although never really jelled with it. I did well and got “Apprentice of the Year!” Everything I did I really put my heart and soul into but it was just something that was never right, and all I wanted to do was surf.

So, having finished my apprenticeship, I was qualified at a very young age, and everything was going well. It seemed like things were happening, I was looking at property, getting into investing.

Then I had probably the worst news anyone could ever hear, the worst news that anyone could ever imagine.
Just before my 20th birthday I was diagnosed with acute Lymphatic Leukemia. Leading up to that I was feeling run down and sick for about nine months. The hospitals kept sending me away saying it’s glandular fever, not to worry about it, you’ll be fine. My local GP, Dr. McClean, said “something’s not right,” “you should be getting better” “you should have energy.” He sent me for even more test and this time they told me I had “chronic fatigue syndrome.” I was always misdiagnosed.

By the time Dr. McClean had someone listen to his concerns and even begged a hospital in Melbourne to run more tests, it had spread through my whole body.

My parents sat down with the Oncologist and he said, “Look, he’s got a few months left, he’s got 97% chance that he’s not going to make it. So, you might as well take him home and let him enjoy what he’s got left.”

But being the Mum and Dad I had, Mum said, “So he’s got 3% chance of survival!”

I want you to stop and think about those two quotes. The doctors and others said that I had a 97% chance that I wouldn’t survive the next few months. Mum and Dad brought up that I had 3% chance that I would survive.

So, you have two types of people in this world. You can look at that insurmountable odds that I had stacked against me or you look at that slim glimmer of hope, that 3%, that everything’s going to be alright, PLUS you need to have incredible mindset.

They said they would go ahead with treatment and I thank them every day. In my mind. I am so grateful for the parents I have. They shielded me from the negativity and just had me focus on the end result.

I tear up and get emotional talking about it. All we did was talk about what we would do at the end – where we would travel, what I would be doing. We talked about how beautiful the beaches are and the amazing surf we were going to see on a surfing holiday to some beautiful parts in Queensland.

I did eventually end up living in Queensland and called it my home for a period. Through that awful two and a half years of a lot of pain and suffering, not just for me, for everyone around me, miraculously that dream was fulfilled. I was surfing again.

All I dreamed about was the end result. At what was possibly the worst time in my life all I could think of and envision was what my parents made me focus on what was the end result. What would it be like after the chemotherapy and everything they put me through.

They put me on a radical treatment.
Reading the reports a year later, makes you feel really, really scared of what they put in my body. That there were some experimental drugs that had never been used.

I’m not saying mindset cured me, that’s not all but having an “end result” something positive to hang onto was all that I needed and I left everything else up to them. All I pictured was paddling out for a surf and the feeling of the salt water washing over my face. It was so so clear in my mind at some points it would feel real.

So, in life, you have two types of people: those that look at the negative the 97% chance that I was going to die within the next few months, or you look at the people like my folks who saw the 3% chance that I would live past the three months.

Then the day came that I had prayed for and I was given the all clear... I was cancer FREE...!!

Oh wow, the feeling of the water over my face was just how I had imagined it over all that time being stuck in hospital. The water was crystal clear and although they were smaller waves than I like I didn’t care, I was free..!!

Sadly, nearly 18 months after being in remission, it came back again. Once again they said that the second time around, no one’s ever got around that. It’s a death sentence. Again, they just said the opposite of what we wanted to hear.

“We've got it early this time”, they said. So it wasn't a late diagnosis. It was so early this time, I bet they wouldn't screw me around for that long again lol.

We started the treatment, and that went for just over 12 months of regime of nonstop day in and day out. You have a few days off chemo but they just bombard your body with chemotherapy and other drugs.

Now I celebrate the magical fact that I have been in remission going on 14 years. I mean, it's not been easy since we stopped treatment. They never tell you about the struggles with immune system deficiencies, I think was that the worst thing that I was told. I would never be a dad that my swimmers had been wiped out by the chemo. It was heartbreaking thinking about it now. It's a very emotional thing thinking about never being a Dad.

I always thought about the day I would be a Dad, paddling out surfing with my kids was such an amazing feeling. The mind is truly amazing, I could see it so clearly I was sick with pneumonia from the variable weather when they told me it just wasn't possible.

So, I found my home on the Gold Coast and my health just got better and better. As the years went on, I got to surf every
day and lived out my dream of being able to surf and be happy.

Time went on, I was being a plumber. For a very long time I kind of forgot how lucky I was that two times I cheated death. That I statistically shouldn’t have been here anymore.

I got a job offer in Western Australia to be part of a managing team as a supervisor of a big plumbing and air conditioning company in a new hospital. So, I took up the job and within 12 months of working, I had fallen on some stairs and laughing about it, I fell upstairs not downstairs. So that's probably a first as well - it destroyed my right shoulder. Having broken other bones throughout the year, snowboarding broke my back, broke my neck, had lots of accidents through sports, surfing, and snowboarding and things like that, it's no wonder.

Being told the severity of the injury was that I may not be able to work above my head again as a plumber it really hit me. What was my backup? What was my plan B if I could not be a plumber anymore?

Like I ask you – if the only thing you've ever knew how to do your whole life is taken from you what would you do?

I have since struggled with holding my hands working above my head. I went back to work and it was just too much pain.

Most of my work involved working above the head with pipes, big steel and copper pipe running in the hallways in the ceilings, so I really struggled. I thought rather than struggling, maybe I could get a job in management in a plumbing company of some sort.

Do not ask me what it was but something on my computer motivated me to enter my email address into an ad that time on I was hooked on the learning curve; on being an online entrepreneur. That was the moment I started my online journey.

I saw the inconceivable amounts of money that people were earning. I mean, some people were earning more in three months than I did in a whole year as a plumber. Plumbers in Australia, if you're not aware, can often make more than doctors, especially in the big industrial-commercial buildings.

I couldn't conceive the money people were earning, is really was a lot of money. So I got on a flight to an internet marketing event and that sealed my fate in San Diego.

It was luck that I searched google to learn how to work in an office for a plumbing company.
This book is about my journey to the internet marketing world. Giving you the nuts and bolts of how it all happened. How I was able to walk away from the plumbing career that I was struggling with after only six months of sticking to a proven system, having a mentor and turning up day in and day out. And not listening to people that said it can’t be done.

I will never forget the day that I got to quit my job plumbing. Driving home was the most amazing feeling - knowing that the only early mornings I would be getting up for was to go surfing. In that first 12 months of working online, being relaxed, being at home, enjoying life, something else would have me getting up everyday really early again - can you guess?

I once again defied all odds. I was blessed with the most beautiful baby boy. I can’t even describe the feeling of being home all day, every day with my boy. Seeing him grow up, watching him come into this world was amazing especially as these days both parents must be working to keep a roof over their head.

Do you think my luck got any better? Only a year later I was blessed by the most perfect little girl, again defying all odds. In fact so much that so many of the Oncologists in Melbourne, are still, to this day, scratching their head as to how on earth I was alive. I beat leukemia twice and then had not one but two perfect children.

So the point of all this at the start of this book is that if your area really, really determined to make something work, no matter what it is, if you can see the result, dream the result, then anything is possible.

If you can’t see past what a textbook is telling you “this is how it is.” then that’s your fate.

If you don’t believe what they tell you, work hard 40 hours plus a week, for 40 years and you fight, you do everything you can to make your dreams come true, then your life is yours.

The proudest thing I can say is that I am a “stay-at-home-dad” to the most perfect little children you could ever, ever ask for. I’ve got beautiful little Tess, who’s just a terrorist at three years’ old lol. So strong, they say I am not hard enough on her. She is really good for her daddy but no way will I try and tame that spirit.

My beautiful boy Seth is 4. About 18 months ago he was diagnosed with Autism which they said he inherited from me. It probably explains why I did not do so well in school. After doing a lot of research I believe that is why I see things differently to others - not worse, just differently.

The type Seth and I have, I see it as an asset not a liability and explains why I’ve done so well in the internet marketing world and ultimately why you’re reading this book.
I find word liability insulting if anything. Just because your different doesn't make you any less of a person.

There’s a big spectrum and everyone’s sort of painted with the same brush. I want Seth to grow up knowing that there’s nothing in this world he can’t achieve. Even in the short time he has had therapy he is already proving them all wrong. His school has even said he is doing much better than kids one, two or even three years older than him, so you can see that just because people say it is a certain way doesn’t mean it has to be like that for you. That is them, let them think that.

Same with my daughter. My gosh, she’s a very, very strong-willed woman, and look out world for her. She will probably not be a CEO I am not sure yet. She’d probably be the primary shareholder telling the CEO what to do.

The way I see it, the real disability is someone who can do nothing for themselves other than clock in and clock out of work. Never having a moment of happiness. Someone who settles for how it is. Who has dreams but never goes after them, that is a sad way to live, to sit back and do nothing.

My message to you today is: if you are going to do this, you put all your heart and soul into it.

You work with a proven mentor, you work with a system that has support. If you’re doing it on your own, it’s never going to work, you need to set your intentions. But if you can see the end result, the rest will fall into place.

I’ll leave you with this before we get into the nuts and bolts of the online world.

If you can forward an email, you are already ahead of where I was when I started only five short years ago. I had a busted laptop that hardly worked and was on Facebook a couple times a month, as I had no use for a computer. I was an average blue collar plumber but when I started the training I went to the Apple store to get a new laptop because someone said you get free lessons when you buy it direct.

So while trying to understand the internet marketing world I would travel over an hour once a week to the Apple store to get lessons on how to use a computer. So please never let me hear you say “it’s too hard” or “I do not have time” because that is just a BS excuse on why you do not want to put in the work, I was working 60 sometimes 70 hours a week as a plumber.
and still found the time even if I was at it after everyone had gone to bed. Sometimes I’d still be going till 1am and be back up for work at 5am. I promise if you want it bad enough, you will find a way. I saw all these people having huge success working a few hours a week and let’s be honest, the internet hasn’t been around for that long so I figured some had 10 years experience on me. But if they could do it then there was no reason I couldn’t too. If I can do it so can you, just follow my lead and let’s change your world. “If your life depended on your success would you succeed?”

Speak to you soon,

**Scott “7 Figure Surfer” Smith**
Have you ever dreamt of working online? Maybe the very thought of it is alien and foreign to you. Well, in this book you’re going to learn how it is not only possible and feasible, but also very realistic for you.

More and more people are learning the ropes online and creating substantial incomes that far surpass their expectations of what’s possible in life.

Affiliate marketing, home based business, and other avenues for success are all viable options for the DIY stay at home man or woman, with an entrepreneurial mindset.

The basis of this book is to enlighten you as to why you would want to work online in the first place, the realities that many people are unaware of, how you can do it, how to avoid pitfalls, shorten the time to succeed, and what steps you should take to get started once you read this book in full.

The road to success is never a straight line, there are steps forward and steps back. But by listening to the words in this book, an individual, you, can dramatically save yourself the pains, trials and tribulations that thousands of others have gone through before finally reaching success.

This publication is intended to be the shortest, most definitive guide to working online. It’s backed by years of study, experience and hands on training, and information based on working with and being surrounded by some of the world’s most successful Internet Entrepreneurs.

Many of these entrepreneurs are multiple six and seven figure a year income earners. A majority of which, started from scratch, zero, with little or no finances,
resources, or experience of any kind. Just like you they saw hope for a brighter future, and made a decision to go for it. And with a little hard work, guidance and dedication, they were able to create lives that most people never have.

Scott is an entrepreneur in the fields of online marketing and investments, Event speaker and Business mentor (he has helped thousands of people reach their Online Business objectives).

Scott is now a blessed stay at home dad to Two little ones, Seth who just turned 4 and his beautiful little sister Tess who just turned 3.

Never in his wildest dreams did he think he would go from a blue collar plumber to multiple 7 figure earner online using the same simple system you’re about to go through.

Scott lives between the beautiful Gold Coast & Perth in Australia, he surfs and is home everyday with his little family, he looks forward to showing you this simple system and how you can start living your dream life.

“If your life depended on your success would you succeed.”

Scott “7 Figure Surfer” Smith
Chapter One: Why Work Online

Do I really need to answer this question? I doubt it, but if you haven’t considered working from home, in your pajamas or making money online from a laptop, while sitting at a coffee shop... I’ll explain the benefits of working online now.

My guess is some of you reading this have already thought of the answer to this question, or have already experienced some of the rewards that come with working online.

You know what though? Something I’ve learned, after several years of working and succeeding in this industry, is that reminders never hurt anyone. So I’ll dedicate this chapter to the benefits of working online. These are by no means all of the wonderful reasons to work online, even though, they are some of the more popular reasons most folks decide to get started in the first place.

So please read this chapter with an open mind, and big dreams, because this chapter alone could change your life forever.

Part One – What Does Freedom Mean to You?

Picture this, it’s a Wednesday afternoon and you’re at work... Possibly at your desk... The phone rings.

You pick it up and on the other line is your friend, he says to you, “Hey, I've just won tickets to the big game this weekend, down in the city, and since you’re my best friend, I've decided to take you. Oh, and don’t worry about any expenses, the company is paying for everything. Do you want to go?”

Your initial reaction is, “Yeah! Of course I want to go!!!”

But then reality sets in, you've already agreed to working the entire weekend for some extra money and backing out now could cost you your job.

That’s an all too familiar scenario, along with countless other variations that everyday people get caught in. The rat race as we call it, working day in day out and stuck at a job.

Did you know job stands for Just Over Broke? Living paycheck to paycheck is not attractive to me. In fact, it terrifies me, and having to wake to an alarm to commute... that’s a nightmare, and the sad fact is, it’s
Someone who works online with a home based business for example.

It's Wednesday afternoon and you're at work, this time however, you're sitting at your kitchen table or maybe even on the back porch. You're doing your morning routine, drinking a cup of coffee in your slippers and pajamas and the phone rings.

It's your friend again, and again they're asking you if you want to go to the big game for the weekend. This time though, without hesitation, you answer with a very definitive, “YES!”

That's the freedom that comes with working online, once you hit the place where you are full time, you set your own schedule and have the freedom to really do the things you want to do.

Does that sound attractive? Because that's real freedom, and so, once again I ask you... What does freedom mean to you? And more importantly, what are you willing to do to for it?

Did you know job stands for Just Over Broke? Living paycheck to paycheck is not attractive to me. In fact, it terrifies me, and having to wake to an alarm to commute.... that’s a nightmare.”
The next portion of this chapter is somewhat of a controversial subject. Can you really get rich online? Well, to answer your question let me first ask you this question, which also happens to be the name of the section of this chapter...

**Part Two - How would you like your own ATM?**

Because when you work online, you literally have the ability to create whatever income you desire. There is no cap on hourly wages or salaries, the amount of effort you put forth, resources you’re willing to invest and the time you spend can pretty much give you more than you can imagine. Of course there are some rules, like having a multitude of different offers ranging in price, high end offers and big ticket items are important also.

And when you understand the inner workings of a home based business or affiliate marketing, you can literally get commissions whenever you want.

Not to say this will be easy, but it will be worth it. And as long as you’re coachable and serious, working online is one of the best opportunities for real, everyday people, to make the big bucks.

Now, if someone tells you, you’re going to be making $50k a month in the first 90 days online... I’m telling you to run.

But if someone tells you, (which I’m about to) that you can make a full time income online in the first six months to a year, then I will tell you that’s absolute truth. And, just to put it out there, there are the success stories of people new to the industry coming in and making $10k a month or more in their first month or two online.

Either way you look at it, it’s a fair game and you have a better chance of making something of yourself online, then you do just about anywhere else.

Plus, let me ask you another question (Also the next section of the chapter).

**Part Three – Would You Consider Firing Your Boss?**

Does that entice you? Now I don’t literally

“Just to put it out there, there are the success stories of people new to the industry coming in and making $10k a month or more in their first month or two online.”
mean you get to fire your boss, although you never know. What I mean is you can walk out on your job, and never have to listen to someone telling you what to do, EVER again.

Bosses can be a horror, a total nightmare... And if you’re working your job just to get by, and feel stuck, the very thought of them screaming at you or just their voice, can send shivers down your spine.

Guess what happens when you work online?

You guessed it, no more boss. No more reports, no more cover letters, no more mandatory company meetings.

Remember that movie about the guy in the office? He was always getting rattled for not putting the cover letter on the TPS report... Well, that’s a very real depiction of a lot of people’s lives.

Maybe even yours. How many bosses do you have to answer too? I know I’ve had jobs where I was terrified to make a mistake, not because the fear of failure, just because I knew if I did, I was going to get talked to by about 5-6 people that where all my “superiors.”

If that isn’t enough to make a person stay at home, have their own business and work online, I don’t know what is. Now the last section of this chapter, may sound a little strange and bizarre, but I’ll explain in full, so keep reading on.

**Part Four - Did you ever want to be a superhero?**

If you’re thinking of a literal superhero like Batman or Superman forget it... That’s not where I’m going with this.

What I mean is this, after all the years I’ve been in the industry, I’ve seen countless people, who were not considered extraordinary, do extraordinary things in the way of pulling themselves out of debt.

And not just debt, people making absolutely life changing outcomes and breakthroughs. Financial one’s, personal ones, you name it, the amazing miracles you see people perform in this industry are nothing short of what you would expect from a super hero.

People pull themselves out of massive debt just on the brink of foreclosure, get
the money for a lifesaving operation, or literally come out of suicidal depression just before pulling the trigger. Can I tell you why?

Because when you get around the right people in this industry, things naturally start to change in your life. There’s an old saying, that you become like the five people you most spend your time with. Well that includes your personality, income and everything else.

So imagine what happens when you get around entire groups of people all making six and seven figures a year, with positive attitudes and total freedom. It’s a complete win, win situation for you and yours. Yep, there are not a lot of downsides to working online when you have the right system and are working with the right people.

So that concludes chapter one of this book. I hope you’re as excited reading this as I am writing it because it only gets better from here on out and you’re going to love chapter two, because this is where it gets real.

“When you get around the right people in this industry, things naturally start to change in your life. There’s an old saying, that you become like the five people you most spend your time with.”
Chapter Two: The Reality of Working Online

There are some truths about working online, and in this chapter you’re going to learn about them. My goal here is to help save you the heartache, headache, time and money that countless others have gone through on their path to freedom.

Success online, as anything else in life, is not something that just happens by chance. It is a science, although a simple one, it is definitely not rocket science but a science all the same.

And success online is fun! Let’s not forget that, there is no other profession which allows the opportunity for personal growth, contribution and financial freedom, all at the same time. Alright, enough said, let’s get into this.

Part One – What most people think.
OK, so most people have a misconception about working online. Often times people simply don’t believe it can happen for them, which is of course a complete falsity. Success online is not only possible for regular, everyday people, but is designed for them. Because the reality is, everyone who succeeds online is just that, a regular everyday person.

There are no special, magical abilities or characteristics that set them apart, other than the fact they made an honest decision. You see when you make a real decision, you literally cut off all other options. Or as we like to say, “No plan B.”

The other misconception that people have is this, “I’ll get started working online and if I spend enough money I’ll get rich.” That is definitely not a good route to success online. Unless you have a mentor who is specialized in paid advertising, you run a very big risk of spending all your money. So I advise
against dumping a bunch of money into paid ads without a mentor.

However, with the right system, training and mentor. You can dramatically speed up the process of success with capital. Another belief many people have is that they can go from zero to $50k a month in the matter of 30 days.

That’s not very realistic, and once again, anything is possible. But my advice is to look at working online as a marathon and not a sprint. Would you rather make 20k for one month or build it and make it every month for the rest of your life?

Because with the right guidance, you can do that, and in a much faster timeframe than anywhere else. Also, let’s just clear something up, the word “Pyramid” comes to the mind for many people. In all actuality, a real corporation like your favorite fast food joint is the real pyramid.

Let me explain, in a traditional, corporate business, you have the CEO, CMO, CFO, President, Vice President, Regional Managers, Managers, etc... All the way down to the hourly rate employee, which you may be.

The reality is this, the chance of an hourly employee making it to the rank of even regional manager or above, is very, very slim. And the chance to make it to VP or above is next to zero. If you draw it out on paper it actually looks like a pyramid.

Now, with your traditional business online, or an affiliate offer. It’s not uncommon for the affiliates to make more than the company owners. In fact, it happens all the time. You see, working online allows the newbie the same opportunity to advance up the ranks as the top earners.

It’s designed that way, especially with the best system, (Like this one here). So now I ask you, what is the real “Pyramid?”

Now that we’ve cleared up some misconceptions, let’s talk about a more realistic approach to working online.

**Part Two – What actually happens.**

A majority of people go through years of pain before finally succeeding. And let me tell you why, because it really doesn’t
have to be like that. One word comes to mind, EGO.

A majority of people come into this industry thinking they don’t need help, or being too proud to accept it. Let me tell you a secret, every single successful person accepts a lot of help.

But for whatever reason, a ton of people are reluctant to listen to the people that have what they want. They have a hot rod attitude, and come in thinking they can do it on their own.

It’s good to be confident, but not arrogant. If you’ve never ran an ad on Facebook, don’t know what a lead is, have never blogged or shot a video... You need this system and a mentor.

I know for me, it caused a lot of pain for a very long time. However, if you want to save yourself years of failure, get into the right system, (again like this one) get a mentor, and listen to exactly what they tell you.

Make sure you don’t just listen to some guru, get someone who actually has what you want. And yes, if you’re coachable, and an action taker, you can do it.

Now let’s get back to another scenario that happens all too often, people come into this industry with the false misconception. They believe that it won’t take much work and they’re going to get rich overnight. That’s usually not the case.

Here’s a more realistic approach, and what works the best. Get a mentor, get into the system, start building with a long term goal in mind. Understand once again, that your

“...It’s good to be confident, but not arrogant. If you’ve never ran an ad on Facebook, don’t know what a lead is, have never blogged or shot a video... You need this system and a mentor.”
success online is an unlimited process with infinite possibility for expansion. You’ll grow and your business will grow with you.

The people who have this frame of mind, happen to get results a lot easier and with a lot less pain. Now, the beauty is, your success can still happen very rapidly, and when you blow up overnight, but had a more realistic game plan, it’s like a huge bonus.

We’ve touched on a lot here in this chapter already, and I want to go into more detail on what you are really here for.

Part Three – How to make it work for you.
This will be more of an emphasis on ideas we’ve already covered. It’s really not rocket science. To succeed here, you’ll need the following, (all of which you get when you sign up with this system).

- A proven system that converts
  * Countless Testimonies from Everyday People
  * A Tried, Tested and Proven Set of Steps that Works
  * An Entire Team to Help with Technical Issues and Customer Support

- One on one coaching and mentorship
  * Save Yourself Years of Struggle
  * Training from a Coach Who has the Results You Want
  * Support and Motivation

- Multiple tiered offers and a company run upsell process
  * Opportunity for Residual Income
  * Remove Yourself from the Selling Process (If you want)
  * The Ability to Target a Wider Range of Prospects
• Access to all the training you’ll need to learn the ropes and more
  * Traffic Strategies
  * Lead Generation Strategies
  * Training On Sales Conversions

• Involvement in a culture and community
  * Support
  * Friendship
  * Guidance

• Personal Development Training and Guidance
  * Learn how to Become Your Best Self
  * Gain Confidence, Clarity and Understanding
  * Create the Life You’ve Always Dreamed of

With the above aspects in place, there is one more very important and fundamental piece of motivation for using this system… Get out of debt, make more money than you ever have, and gain total financial freedom.

These are some of the perks, and are very real possibilities as long as you do a few things.

1. Get Started
2. Listen to Your Mentor
3. Take Massive Action
4. Give It Time
5. Never Give Up

Before I continue on to the next chapter (Which is a really good one), I want to talk about something very important… Gurus. You’re going to learn about these guys and gals, their attractive offers and lifestyles, why most of them are fakes and how to avoid them.

Part Four – What about the gurus.
What exactly is a guru? Well, if you ask me,
A Guru is someone who places themselves on a pedestal, they make their life look like something out of a fairytale, that is next to unobtainable. And in reality, they often are nowhere near the level of status they make themselves out to be.

In many cases, they’ll tell you they can get you rich overnight, with little to no work. And they’ll take all the resources they can get from you. If you meet one of these people, you’ll know it. Anyone who promises you infinite riches with no work, is someone to steer clear of.

You see, here, we believe in giving you the bottom line... The real, down to earth, nitty gritty, accurate details, on how you can succeed online. I’m not going to waste a bunch of time talking about gurus, but it’s important to keep an eye out for them.

**Here are some pointers to look out for –**

- They’ll likely tell you your current offer won’t work
- They bad mouth other people
- They can’t keep a straight story
- They have a holier than thou outlook
- They make you feel like you’re less than them

If you meet anyone who ever makes you feel like this... Run. They’ll waste your time, money, and instill a very painful experience in your life.

I feel like this is a good time to close this chapter, and next let’s talk about a very important aspect of working online. What to sell, but not what you’re thinking, not so much specific products, but more along the lines of how to make the most money with a system or opportunity.
Chapter Three: What to Sell

Diving into it online can be hard. There are endless opportunities to make money. Every niche you can think of, every type of opportunity and everything under the sun can be used to generate income online.

For the sake of this opportunity however, let’s talk about some important aspects of why you want to choose it. This is another four-part chapter that will help you better understand the significant advantage you have with this opportunity.

Part One – Should I go big or small?
I always say, go big or go home. But hey, that’s just me. For most people they have this belief that it’s easier to sell small ticket items. That’s not the case, and it’s a lot harder to get rich or even make a full time income online when you’re only selling products that are $25-$50.

However, when you have right high ticket items, those in the price range of $1,000, $3,000, $10,000, or even $20,000 and higher (Yes they exist), then your efforts go a lot further and it’s actually a lot easier to create a large income. I’ll explain why in detail throughout this chapter.

It’s a good idea to have smaller ticket items, they’re the initial front end products to get people in the door. However, once they’re in, it’s much easier to sell a person on a higher ticket item.

You see there is a psychological implement that happens when you sell someone something. You’ve already broken through

It’s a good idea to have smaller ticket items, they’re the initial front end products to get people in the door. However, once they’re in, it’s much easier to sell a person on a higher ticket item.”
that initial resistance that people naturally have with buying. And if you present it in a way that is attractive, up selling a product is next to effortless.

There’s a secret about people, they love to buy and hate to be sold to. Well, at least most people at least hate to be sold to. On the other hand, you have the average marketer or salesman; they love to be sold to. They learn and observe carefully on what actually works on them.

Anyway, let’s say you want a $10k a month income, and only have a $10 product. Let’s do some simple math to see how many sales you need to reach that level of monthly income. And then we’ll do the math with a $1,000, $5,000, and $10,000 product. Chances are, you already see the benefits of high ticket items.

**OK – Here is the simple equation.**

- It will take you 1,000, $10 product sales to reach 10k a month.
- You’ll need a dramatically less, 10, $1,000 product sales to hit it.
- Only 2, $5,000 product sales to hit a 10k a month income.
- And yes, just ONE, $10,000 product sale in a given month to hit your goal of 10k a month.

Now which of these equations seems like more work?

In reality, the 1,000, $10 product sales, are insanely harder to make happen. But hey, I have a great idea... Instead of limiting ourselves, let’s offer a variety of products that will entice people to buy, give you more leverage, and allow you to hit a wider range of prospects and customers.
And all of these reasons, we will now discuss in greater detail.

**Part Two – Why variety matters.**

Simply put, people are all different. So it pays to have a variety of products that are different. One person may have different goals, different objectives, motives and reasons to work online then the next. In fact, you can count on it. Everyone will be driven by different needs and customers will vary as well. You may have a person who simply wants to use the products for training, whereas another prospect wants to sell them as an affiliate.

Along with that, people are at different stages. Different stages include, but are not limited to the following aspects of life.

- **Financial Resources** – People are not at the same levels of income, and one person may be ready to invest $500 whereas the next person is ready to invest $5,000. And yet, someone else may only be comfortable with an investment of a $100 (Although, I always say, if there is a will, there is always a way to come up with whatever the investment is).

  Giving people the option is important, people are respectful of choices, and that’s what they all really want anyway. So I say let’s give them choices.

- **Time Resources** – Some people don’t have as much time as others. A person who has just lost their job, will have a lot more time than a full time employee. That’s one of the reasons we have so many different options here for people to buy in at, it’s important.

- **Motivation and Drive** – Let’s say you have a man and woman with three children, ready to go into foreclosure... And on the other hand you have a twenty-year-old in college who is getting assistance. Who do you think is going to be more motivated to succeed as fast as possible? Giving the option for a fast road to success is important.

- **Beliefs and Attitudes** – People’s beliefs about themselves, the company, industry, all play a role in how fast they will succeed and how much they will invest. That’s why we always believe in and only support honesty and transparency, as well as moral and
ethical selling. Because believe it or not, people are a lot more likely to buy when you tell them how it is straight up. Like you can see in this book, I don’t sugar coat things... You know it is a very real opportunity, one that is life changing event, and it will take work and dedication.

- **Needs, Wants and Desires** - This is along the same lines as motivation, but a little different. Different people have different drives, and when you can identify the needs of an individual and then present a way to meet their needs through the use of this system, then you can get them to go all in, body, heart, mind and soul. It’s a very powerful way of selling and helping someone dream bigger at the same time.

- **Current Life Situation** – Again, along the lines of motivation. you never know where someone is at, what’s going on in their life. One person may have just won the lotto and the next person may have just lost their job. So giving them different opportunities to get started is important. And in reality, the person who just lost their job is probably going to succeed a lot faster than the person who just won the lotto.

Each of these factors play an important role in where a person will get started. As does the next following aspects of why people get started in a home based business, and how they go about doing it from an investment standpoint.

**Part Three – Hitting the different personality types.**

Everyone is different, we’ve established that. Which is another great and very attractive reason this system works so well. We are made up of people from every different walk of life.

And that has helped us to understand and better explain why having a variety of products, priced at different ranges, matters so much. Some people are more logical, some people are more aggressive.

It’s a good idea to have smaller ticket items, they’re the initial front end products to get people in the door. However, once they’re in, it’s much easier to sell a person on a higher ticket item.”
One person may have more patience than the next. The point is, everyone will have a different idea in their head on the proper way to build their business online. While we encourage everyone to get every product you can from the beginning, because of leverage (which we will be talking about soon), not everyone is at a position to, or willing to do that.

Some people will plan on building slowly, others will want to dive in head first and see just how warm the water really is. And you can’t know the temperature of the water by dipping your toe in it, you can only know the temperature when you get all in.

Full immersion as I call it, and some people will get that, others won’t. Not right off the bat at least, but everyone who gets started and sticks with the system for any amount of time, will see the power of leverage, which comes with owning all the products. And that is exactly what we will talk about now, leverage.

**Part Four – Using leverage to get rich.**
Leverage is powerful, you leverage off your investment. You leverage off the power of the products. You leverage off the information. Leverage, leverage, leverage...
I’m going to explain each of these in full detail now.

**Leveraging off your investment** – Who is more likely to work hard? The person who invests $25, or the person who invest $5,000. The more time, money and energy you invest into this system, the faster you’ll succeed. It’s a simple fact, and there is a psychological implement that goes with owning all the products of the system.

It’s a feeling that can’t really be explained with words. Plus, from an ethical level, selling something you don’t own rarely works as long as you’ve got morals. Which I know you do, otherwise you wouldn’t be reading this. Because we’ve already put a very strong emphasis on moral and ethical business, I’m sure we’ve weeded out the negative people. It’s important for your prospects, the company, and most importantly, for you that everything is done with morality.

**Leveraging off the power of the products** – This is a short one, just a reminder. Remember when I broke down how many small ticket items you need to
sell to reach a $10k a month income vs. selling high ticket items? Well, leverage off the cost of the products to create the income you want in a faster, easier way.

**You Leverage of Information** – Now, here’s another question for you. Who is more likely to succeed? The person who has gone through a couple of the $100 products, or the person who has studied and absorbed the entire suite of products for this system or any given system for that matter. It’s an easy answer, the things you learn in the big ticket products will transform your business.

Leveraging is one of the most powerful concepts you will learn about here. And once you understand the power of leverage, you can use it in every area of your life.

Yeah, you can count on it, we are going to teach you how to achieve just about anything in life. It’s kind of like our specialty. And I know it’s why I do what I do, because when you help people get what they want... There is a very powerful sense of fulfillment you get inside. I can’t explain it with words, but you’ll feel it, you’ll get it, you may already know what I’m talking about.

You’re getting very deep into this now, good job. only a couple more chapters left to go now and some final thoughts to help you get started in the right direction.

The next chapter is the best, it’s going to break down how you can do it like the pros. The people who have accumulated massive fortunes, travel the world, and live those dream type, lifestyles. The next chapter is probably the most important chapter in the book. So make sure you pay very close attention, especially if you want success fast.
Chapter Four: How the Pros Do It?

This is the chapter that will save you years of heartache. If you read just one chapter in this book, make sure it’s this one. Because the fastest way to success is to model after someone who already has what you want.

As Tony Robbins always says, “Success leaves clues.”

And here are all those clues, tied up into one, tidy little chapter, here to show you EXACTLY how the top producers, in any given organization, make magic happen on a day to day basis. Get ready, because this is the meat and potatoes.

Part One – Finding the right system.
Anyone who has had success online will tell you that it’s not about the car, it’s about the driver. Hence, the success, ultimately depends on you. However, they will also tell you that with a broke down, busted vehicle, the driver isn’t really going to be going anywhere.

Which is EXACTLY why, all successful people use the best system. And luckily, this system is one of those, the numbers prove it, the testimonials prove it. And here is why it’s important to have a proven system... Many people think that a startup is the way to go. And while a startup has its perks, let me explain why a system that has been around for a while is a much safer, more lucrative, and a wiser opportunity to participate and invest in.

Well, as with any business, there is typically a couple of years where “kinks” have to be worked out. Many businesses, rarely make it through these hiccups. And a company with years of proven success stories behind it, well, they’re still going for a reason, or even a couple of them.
First – The people running the company truly care and are dedicated.
A company is only as good as its staff and leadership, and a company that has a high volume of success, must have a quality group of people behind the organization backing it and keeping it moving.

It’s inevitable that a company will have to face challenges, times of downtime, and outright failure. But how a company and its leaders handle themselves in these times, and come out, shows the true colors of the company.

And I’m not going to tell you, we’ve been perfectly run, completely smooth... But I will tell you, that with every hiccup down the road, we’ve grown and improved. And ultimately we’ve become who we are today, one of the top tier, most successful, opportunities in the history of the internet.

And that’s because people here all came from the same place you did. There are no gurus, no one is better than anyone else, everyone is equal with the same opportunities as the next. Like a big family, a business oriented family and support system, ready to help lift each other up to the next level of success. Basically, genuine care for everyone in the organization.

Second – The company is compliant with all rules and regulations.
It’s the truth, that if a company is successful and sticks around for years, it’s because it’s a good company. The banks, FCC and other institutions simply won’t put up with nonsense. In fact, they’ll shut a shady company down faster than a fire sparks from a match.

People have to be real, level headed, ethical, and truly care to keep a company going. It’s just the way it is... And think about it, the pros, they will never be associated with an organization that has the potential to discredit their name.

Each of these elements are important and tie directly into the next part of the chapter, something we’ve talked about in depth, several times throughout the book. And yes, even the top income producers in the company will have coaches, guides and

"It’s the truth, that if a company is successful and sticks around for years, it’s because it’s a good company. The banks, FCC and other institutions simply won’t put up with nonsense. In fact, they’ll shut a shady company down faster than a fire sparks from a match.”
Part Two – Getting a guide, coach or mentor.

It’s important, because a real mentor is not a friend most of the time. They tell you what they really see, because they really care. Friends will soften, sugar coat and rarely tell you what they are really thinking. Whereas a mentor will tell you EXACTLY what they are thinking and why.

They won’t belittle you or break you down though, they’ll tell you how it is, and then tell you how to change the issue if need be. And I don’t care how successful a person is, whether they be a billionaire, millionaire or just getting started... EVERYONE benefits from having a mentor, and the most successful people always have at least one.

In reality, the pros typically have different mentors for different areas of their life. They may have a spiritual guide, a success coach, a speaking coach, etc. All of which we will help you find if that’s what you’re looking for. No matter what though, you can count on guidance and coaching in succeeding in this business specifically.

Lastly, these coaches know the fundamentals of succeeding online. They’ve done the research, spent the hours learning, applying and teaching... And now are providing people just like you with the exact knowledge they’ve used to succeed.

Part Three – Important Things to Learn (We offer)

Now we’ve talked about reasons for getting started. Why to offer different products and services, and a full range of other aspects of working online. However, we really haven’t gone into much what you’ll really learn here. Well, we have covered the important things, and if you’ve really paid attention, you’ve already learned the secret to succeeding online.

But, a lot of you are probably wondering, what about technical aspects? Am I going to learn the strategies necessary to succeed online? In short answer, 100% yes, in long answer, let’s take a deeper look at some of the things you’ll be learning.

• **You will develop the mindset for success** – We’ll teach you how to think like the pros and big income earners.

• **You’re going to create a realistic set of goals and then a plan to**
achieve them – You’ll learn how to set goals and game plans that create confidence and drive, not doubt and procrastination.

- You’ll learn how to get traffic to your website – Think of traffic in the same manner you would foot traffic into a brick and mortar business.

- We’ll teach you how to gather a prospect’s personal information, AKA, Lead Generation – You’ll learn how to capture leads, and then nurture them with value, so they will know, like, and trust you.

- You will understand the psychology of selling so you can turn your leads into profits – This will help you understand why people buy in the first place.

- You’re going to become a great leader – This will happen naturally, and will bring you a lot of fulfillment.

- We’ll teach you how to speak effectively – Through some of our fundamentals, you’ll naturally become a more confident person.

Now, here are some elements of the industry you’ll have the options to learn – Because while these are not essential, they will help you grow. Many of these we offer as D4Y services, which is important when getting started.

- How to manage money and run a business – This is something that is important to understand, especially if you want to take your organization to the next level after learning the ropes.

- How to create web pages and capture pages – Although there are company designed capture pages, having your own unique page is something that top producers will always have.

- How to overcome objectives in people – The psychology of beliefs is important and understanding objectives can dramatically improve your business.

- How to upsell – Although the company will do this for you, knowing how to do it yourself is always beneficial.

- How to build your own funnels – A sales funnel has a lot of psychology backed behind it, and we can help you learn this psychology if you so desire.

- How to write sales letters and create your own videos – Copywriting, content creation, and other forms of media help you build a community and create “real-estate” online.

- How to understand analytics and metrics – As you progress, you may want to gain a better understanding of conversion rates and other important numbers and analytics.
• **How to create the life you've always dreamed of** – Most importantly, you're going to learn how to create a life that is truly worth living.

The strategies listed above, will help anyone, regardless of experience, take their business, finances, and life to a level of unprecedented increase and value. Any quality system, will offer guidance in these areas of knowledge. Along with these areas, there are going to be opportunities to focus in on, and master all sorts and types of strategies and mindsets. Everything from social media, to page ranking, and even influence and suggestion.

And the best part of a good system, it will offer a majority of this through the products. Which leads us to the last part of the chapter and what the pros do. In fact, this is one of those ideals that sets the top producers apart from the average income producers. It’s all about that leverage thing we talked about earlier.

**Part Four – Be a product of the product.**
This is very important and goes back to leveraging, to become a marketing and sales pro for any given company, an individual need fully appreciate and understand the products. Any top producer, will tell you they’ve studied the products in and out. They've
effectively become a walking version of the product.

By doing so, they can truly sell the products in the most effective manner. When you can explain a product in the simplest form, then you understand it. Simplicity is mastery, and to be master of this system or any other one for that matter, full immersion is the secret to success.

Every company has different product types, different niches they are targeting, but they all have the common element of having products that are entirely designed for their company.

The way I look it is like this, why go off and train from a bunch of people who have nothing to do with the company you’re promoting. Especially in the beginning when you first decide to get started. It’s much more conducive to your success to study, apply and teach the products.

It will give you a different type of esteem in relation to the company, and allow you to sell with full confidence, backed by belief in the products and company. When you do this, you will truly be a master of your trade, and more importantly, your company, then everything else will just fall into place... In a very good, and lucrative, successful way.

Now that we’ve covered all this, you have a good idea about this industry, and about this specific offer. Since this has been so much information, the next step is to go through a summary and recap so you can really get a good understanding of everything in this eBook.

Which leads us into the next chapter, which also happens to be the last.

“Every company has different product types, different niches they are targeting, but they all have the common element of having products that are entirely designed for their company.”
Chapter Five: Conclusion and Summary

It’s been a long time coming, but we are finally winding down to the bottom line and end of all this. Because it’s been so much information, we’ll go over everything again in brief.

I want to really instill into you a few things from this book.

and your future generations to come to make something of yourself.

Part One – A reminder of why you should do this
Remember the freedom I spoke of... Well that is your birthright, and there are other people who would like you to believe otherwise. If you dream of never having to worry about debt, time, or money again... Then you owe it to yourself, your family, Freedom doesn’t come easy, but in the end, nothing does. And in fact, everything you gain from working online, will not just help you with freedom, but it will help everyone in your life with it as well. So focus on freedom, and it will be yours. In my opinion, it’s the most important aspect of working online.

Part Two – The bottom line on this internet thing
Yes, it works, it’s a very real way to make money online. Society and the world is changing, likely, they’ll be robots doing all the regular jobs in the next 50-75 years... Maybe even sooner. And the faster you start to create your own income in a less than traditional way, the better for you and the people who are in your life.

It may take some time, a few months or even a few years. But let me ask you this...
question. Would you rather work a couple years, doing what most people won’t, so you can live like they never will?

Or... Would you rather spend the next 40 years working, so you can retire with nothing and struggle like the other 98% of the population of the planet. If you ask me, the shorter plan is more lucrative, attractive, and an all-around better idea than the 40-year plan.

Part Three – The System Works
Not only does the internet work for you, so does this system. And more importantly, this system works really well in conjunction with the rest of the internet. In fact, it’s designed to give you every type of freedom you can imagine, all from your laptop, wherever you are, and wherever you want to go.

I want to instill into you, stop trying to reinvent the wheel. Just do what the pros do and model after people who have already climbed the ladder of success and in theory have laid it down behind them, and are even holding it steady for you, through this system and opportunity.

Part Four – Who you will become
The real bottom line of all this is the person you will become. In the end, it is what matters most. You’ll come to learn that you can accomplish anything and that with some guidance, there is literally nothing stopping you from having what you want.

Imagine where you want to be in three years, vividly imagine it. What will you be wearing, how will you be standing? What type of clothes will you be wearing? Who will you be with? Where will you live? What will you be doing? What type of possessions will you own? What will your bank account look like? And more importantly, how will you feel about your life?

Now imagine all that, after doing what you’ve been doing for the last five years. Then imagine it all again as though you’ve succeeded online and are crushing it. Which future do you want to create? Because the decision is yours. Either future is obtainable, and there is no wrong or right... But I get the feeling that you already have made the decision, and I’m sure it’s the right one.

It’s all up to you, with our help, guidance and total support.

Sincerely,

Scott Smith
Final Thoughts and the Next Step

Well... That concludes our short but very thorough journey. I hope you really give yourself credit for reading this book, you’re in the top 5% of people in the world.

You’ve just finished something you’ve started.

You’ve also opened an entirely new door of possibility and wonder. Not many people are willing to step out of their comfort zone and change. But the ones that are, people like me, the other leaders, and you now, are the ones that get to live life in a different way.

It’s not wrong or right, it just is.

And now that you’ve decided to read this far, I’m going to give you the next step of the process. Since you’ve already learned so much about this system, the next step is to learn more about it.

And to do that it’s simple... You’re going to click on this link, afterwards, you’ll be taken to another page with an offer. You’ll get in for a very affordable price so you can learn about it.

Then we’ll be in touch with you, so you know what to do from there.

And that’s that, here’s the link again for you to click... I’ll see you inside.

Your Friend,

Scott Smith