



*Let the Renaissance Begin!*

Read this Report **ONLY** if you can handle the truth!

By Jim Rivas - Edited by Toni Weel

Which one of these 8 LIES will  
Doom You to Failure in  
Your Home Business  
IF you Believe them ...

*... And Why One Closely Guarded Solution,  
Proven to Produce Huge Results has been  
Avoided by Most, and even Banned by a Few  
Home Business Opportunity Companies ...  
For **Everyone Except** the Top Income Earners.*

**Who Should Read This E-book?**

- Anyone that has been involved in Home Based Business
- Anyone that is considering getting started in a Home Based Business be it Network Marketing, MLM, Direct Sales or other.
- Anyone that wants a way to create prosperity in their lives, yet simply haven't found the solution
- Anyone that has had a less than optimal result in Network Marketing, MLM, or Direct Sales Network Marketing.

Strap on your equipment, turn your BS detector on High, and prepare yourself to learn what you need to know to make it big in an industry that has historically been based on failure.

Greetings Opportunity and Truth Seeker,

You just know it don't you? Something is amiss with the Home Business Industry. It didn't take you long to figure out actually. All you had to do is surf the web, listen to a few opportunity presentations and experience a "3-way squeeze" close call to become confused and suspicious about what they are NOT telling you.

They make it sound so easy don't they? They make it sound like everyone is making money using a simple "System". Yet something inside you says "there's more to this".

And while you may *become excited* about the prospects of making more money and actually creating your designer life, the kind of life you really want; your gut is telling you that something is not completely right.

It is well known that hundreds of thousands of average people like you and *like me*, seek a better life by looking to the home business marketplace for a solution. What is not as well known is that only 10% or less of these people actually get started and open a home based business. Of the 10% that do get started, less than 10% of those individuals ever make any money with their home based business.

The reasons for this lack of success are many. However when this author surveyed the marketplace, I found that the #1 reason people failed was what they perceived as lack of adequate training and support and/or a misrepresentation of what true startup costs were going to be.

While it is well known that these opportunity companies provide training and support, where does this gap between perception and reality come from?

The gap is in the **truth** (or lack thereof)!

Let me be perfectly clear right now. I love the home business industry because it has changed my life forever in many positive ways. I am one of the very few ... I am someone that has made it big in the industry; a Industry Top Earner, having made multiple 7 figures since December 2004.

My success was nearly instant for a few important reasons. The most important reason I succeeded quickly was because I did not buy into all of the non-sense surrounding the industry. I operated my home business like a business. I used the blueprint and strategies that are outlined herein.

What you are about to learn may **shock you**. While you continue to experience many “ah ha” moments as revelation after revelation of truth is served up for you, you will naturally begin to understand what it was that made you so queasy, or perhaps why you did not find the success you were seeking in the first place.

Know this. The home business industry has much to offer including massive prosperity. If it did not hold this possibility, no one would ever get started. Yet, current industry norms are stuck in a time warp of nostalgic approaches to success, as many of yesterday’s successful home business builders are today’s opportunity company owners.

And while these company owners are, in the vast majority of cases, very capable at building great products, compensation structures, and companies, their approach to sales, marketing, and business building is behind the times.

The history of the successes in the Home Business industry pale in comparison to the damage left behind; the 95%+ of individuals that funded the incomes of the top earners, yet who did not get what they were seeking.

Sadly, because of this reality, statistically you are more likely to end up in the 95% than you are in the 5% ... UNLESS ... You ...

## **Don't fall Victim to these Eight (8) Lies.**

Instead, read the rest of this report and digest its contents as it will unlock what is really available to you to create a life by design. When you *have the closely guarded insider information* of how Top Earners *like me*, became and remain Top Earners, you will begin to *feel certain* and *feel relieved* that there is a definitive solution for your success.

And as you are soon to learn (and be shocked by), this kind of success has nothing to do with a SYSTEM either; other than to try to make you think that what Top Earners do is a “walk in the park” (presumably so you will more easily part with your dollars).

Skeptical? Good, you should be ... read on!

## **The 8 Big Lies**

Have you ever listened to a teleconference presentation or visited a web site that advanced any of these ideas? ...

### **Lie #1 – It's easy to make a 6 figure income working from home**

There is nothing “easy” about earning a 6 figure income. Those that are fortunate enough to generate this level of income working for someone else, know that a 6 figure income via a corporate paycheck comes with a price, a huge personal price.

When a company pays you a salary north of 6 figures, you will become an indentured servant, and your employer will expect much from you to justify this level of pay. What's worse is that it could all be gone in a moment. When it comes to making cuts in an organization, the biggest dollars make the most impact, and are thus scrutinized more closely (and released more easily when company results are down).

Even more difficult than earning a 6 figure paycheck from a company, is building a traditional business that will pay you 6 figures in the short term. Aside from the obvious challenges of building a traditional business such as adequate capitalization, large loans from banks (and credit cards), and employees to manage (just to name a few); the first 3 years in any new traditional business can be down right dicey. And the bottom line is that as the owner, YOU GET PAID LAST!

That said, that you would believe it to be “easy” to make a 6 figure income in home based free enterprise could only come from ignorance (ignorancium use), excessive “hope” (hopium use), or otherwise wishful thinking (dreamium abuse).

Less than 5% of all home business operators generate a 6 figure income. And those who do, do so because they build their business with tenacity, passion, and discipline (the same traits required in all business ownership).

That the number of successful home based entrepreneurs is this low is not an indictment of the nature of the opportunity, but more of an indictment of who is the target of the advertising and sales process.

Stop and think about who would believe that they could make a 6 figure income after spending a little bit of time on a company’s website, listening to a presentation call or two, and having a couple of conversations with a representative.

The people that say yes after such limited due diligence fall into 2 categories. (1) Those that believe they can succeed because they have before; and (2) those that don’t know any better, yet have a dream of an abundant life.

(1) A very small percentage of individuals that start home businesses are people that have already produced 6 figure results in their lives, and thus believe they can generate this level of income using any vehicle. They know that creating 6 figure results requires focus and effort, and they actually understand what "focus and effort" really is.

These people can be decisive and believe they can make that kind of income because they have before. These people are few and far between, they are already members of the 5% club, at least mentally and emotionally.

(2) However, the vast majority of those who sign up in a home business, are those who have not made 6 figures before, and are looking for the “easiest” way they can find to make that kind of income. This group of people (90%-95% of the total) don't really understand what hard work, focused effort, and tenacious perseverance truly means, even if you spell it out for them.

These individuals have the furthest to go from a personal growth, business intelligence, and tactical action development perspective. The good news for this demographic is that this industry provides exactly that ... on the cheap compared with other educational channels.

With today's technology, making a 6 figure income has never been easier because you can leverage your time and resources more than ever before. However, producing a sustainable 6 figure annual income from home, requires discipline and determination; even though the technology has made it easier (more on the “how to” of this later).

The downside of today's technology is that it's now easier to convince the uninformed or unwitting individual, that it is simple and easy to have the dream life. **“Just plug into our simple system and cash will flood your bank account”**. (Wouldn't that be nice! ... if it were true)

**Lie #2 – All you need is our SIMPLE SYSTEM,  
just plug in and riches are yours.**

Modern industrial automation has proven, systems **are** duplicatable, people are not. We all know that in the corporate world, much capital is

expended to upgrade systems of all sorts in the quest to reduce employee costs, improve productivity, and enhance quality.

When you look at any company though, where do you find the weakest link? You find it wherever PEOPLE interface with the system. In productivity utopia, there would be no need for people, as people are imperfect. Systems would take over, and there would be no need for us humans. (That's a scary thought.)

In home based free enterprise, it is the entrepreneur (person) that makes 100% of the difference between success and failure. If that were not the case, then everyone who ever used a "simple system" for their home based business would be wealthy. In fact, if those systems were so good, then, just like in corporate utopia, you would not need people.

Here's where the idea breaks down into a lie.

**Rule #1** in any leverage building home business opportunity (or leveraged income opportunity [LIO]), is that you "monetize" your activity by selling products or services to people. You have to sell products to make the activity legal as these Home Business Opportunities are not legal "franchises" subject to franchising laws.

These products are almost ALL targeted at consumers, to be consumed. So if you took the people out of the equation because of "the simple system", you could make no money. You must have people involved to sell products to.

In other words, non franchised LIO's are nothing more than Product Chain Distribution Programs. They are designed to move product for the host or sponsoring company. Product sales are the only way the particular opportunity provider gets paid (at least in compliant companies).

**Rule #2** is that your products are really not your products. Ask yourself, when you review home business programs, are you seeking to buy

products, OR are you seeking to make money? That's right! Why else would you start a business other than to make money?

So while the LIO companies talk about their products, the ones you purchase to "monetize" the distribution chain, what they really want you to do is market the opportunity. And to make it appear easy to you, they bring the idea of a SYSTEM into the conversation.

They want you to believe that reselling their products is easy with their simple system. Understand the underlying intellectual dishonesty of the typical pitch: "Buy our great products, and use our great simple system to promote the products to others", thus creating opportunity for yourself to make a profit.

Opportunity for what? Opportunity to make money, or opportunity to sell the products. In all LIO's, the **real product is selling the opportunity to make money**. That's the only way you will build any residual or leveraged income. Be clear on this.

Attracting other people to your opportunity is RECRUITING, plain and simple. There's nothing wrong with recruiting as long as you understand that that is what you will be doing. If you were to start a traditional business, one that requires employees, I have news for you. You would have to "recruit" those people into becoming employees, so the idea of recruiting is not bad.

As we'll explore a little later in this report, when you *learn to exploit LIO vehicles with proper strategy*, they become quite profitable indeed.

The bottom line is that there is NO SIMPLE SYSTEM that will make you rich. Accept it. Consider yourself now informed; and yet, don't be discouraged. The answer is actually better than a system alone.

### **Motivating Factors for LIO Companies.**

So why would a home business opportunity company tell you less than the whole truth regarding the system? Because it's not a blatant lie to say that you use their system to make money. You do actually use their



"sales process" (otherwise known as "the system" in LIO home based free enterprise). However, what they refer to as "the System" is incomplete. "The System" is really a sub-system, the hub of marketing that particular income vehicle. There is much more to your success equation than the "Simple System". (you already knew that inside ... in your gut ... didn't you?)

As LIO companies are really in the business of selling products, they naturally want more and more buyers (that's you), to buy their products in the name of opportunity. Unfortunately these companies feel like if they tell you the whole truth, you will become afraid and not get started and buy their products.

As this report will soon reveal, this is an unfortunate line of thinking at best as most people can detect the omissions from the presentation and conversations with representatives. Since most "would be" home based entrepreneurs have spend time working for corporations and observing the nature and complexity of being in business, these people have a hard time believing that their home business is going to be as simple and easy as these companies would like to suggest it is.

The great news is that, **the truth will set you free**. When you *learn* to manage the reality of how to make money with your home business **strategically**, it becomes far easier to *see your success happening*, and then make it happen. You will *feel comfortable* and assured as the missing pieces, the parts of running your business successfully, that these companies won't reveal to you, become available to you here and now. Read on!

**Lie #3 – The Products Sell Themselves ... everyone will want them ... it's a no-brainer.**

As you review various opportunities, you will probably come across a business that promotes a product that you like. When you find that product, you will probably say to yourself that everyone is going to want this and it will sell itself because it sold you.

Complicating this thought process is the fact that the particular marketer or company you review will more often than not make the claim that the "product(s) sell themselves".

Here's the truth ... the products or opportunity will sell itself to those who impale themselves on the products/opportunity. In other words, when the very few find the product that they are looking for, and that happens to be the one(s) you are marketing, the sale will be easy and you will think that the product(s) sold itself.

The products do not sell themselves to the vast majority of your prospects (leads). Only a few people, a very small percentage (1%-4%) will actually be interested in your product(s) themselves. If the particular opportunity has a strong compensation plan, you may expand that number slightly, because there will be a few people that will not care about the product you "monetize" your opportunity with, they will be focused on the income potential of your particular business (the profit potential or ROI AND how marketable the opportunity is).

The cold harsh truth is that the only people that will be automatically sold by your products are those that are pre-disposed to your particular product in the first place. And a large number of these people will believe wrongfully that what they are marketing is the "product(s)" of your company.

Further complicating this is the drone of "product, product, product" from the company selling the products. Understand this ... the company HAS to talk about its products in order to be compliant with the law. And as previously stated selling these products, no matter how good or how bad they are, is how they get paid.

As previously stated, the real product of any LIO is the opportunity to build income itself; and the products you monetize your business with (distribute in the product distribution chain), will appeal to fewer people than will be attracted to the income power of your opportunity, provided the income potential exists.

As will be discussed later in this report, understanding what your true product is (opportunity), will make you a more effective opportunity marketer. We'll be talking about Profit Potential and ROI, exactly as if you were buying or starting any kind of business or making ANY kind of investment ... because you are.

The bottom line for a greater percentage of your prospects is the income earning capability of your opportunity; and if you want to have sustained duplication in your business, you will need other marketers in your organization that understand how the "products(s)" fit in.

When I look at a particular opportunity I first study the income power in the compensation plan. Then I evaluate the company itself (leaders, history, SOLVENCY). And finally I look at the products to see if they fit strategically with my own brand and my own belief systems. You cannot represent a product with integrity that YOU do not feel brings material in important service to others (more on this later).

## **Lie #4 – Our Totally Automated System will build your business for you ...**

**Beware of the age old scam disguised as the Make Money Doing Nothing proposal ...**

Almost all LIO companies offer a System, an over simplified operating procedure with some technology in the center. Over the last few years, the Internet has ushered in wave after wave of “super systems” that purport to make you successful by themselves.

You have seen these advertisements. They are the websites with guys (or gals) standing in front of their expensive sports cars or sitting by the pool telling you how this system has made them rich. All you have to do is buy one of these systems and you will be rich too.

The dead giveaway that you are looking at such a system are claims like NO SELLING, NO CALLING ANYONE, or MAKE MONEY WHILE

YOU SLEEP. These advertisements and systems are designed to catch the attention of the weakest "would be entrepreneur" out there. The person that is lazy, has read way too many stories of instant riches on the Internet, and wants their piece of that action, without putting forth the effort to create it.

This con appeals to the "would be" buyer in many ways. For leaders or people who don't mind making their own results happen, they appeal to your sense of doing good for others. The lie is, take the human factors out, and prosperity will happen for everyone.

It sounds compassionate doesn't it (And it's supposed to)? However, it has been PROVEN not to work because the very individuals who are unwilling to do the personal contact work, also lack the personal maturity and business intelligence to take the action to drive traffic to make such a system work.

Think of this idea as a “Wealth By Proxy” [WBP] proposition. Since this author has been in the home business industry (since late 2004), I have observed no less than 2 dozen “systems” being offered as an opportunity. These systems are designed to “replicate” themselves by purporting that you get someone else to buy the system (and some products from an LIO company). Of course ... this is AFTER buying a system first yourself (forking over you hard earned cash).

And it's supposed to be easy money. Just drive traffic, someone else will make your sales, and you will live happily ever after. Right? ... WRONG!

I have watched the same deception reincarnated in 2005, 2006, 2007, and in 2008 with the same outcome every time; over saturation, disenfranchised customers, and ultimately, regulatory intervention. Either the market collapsed or the government shut each and every one of these down in less than a year.

Sure, the people that build and provide these “turnkey marketing systems” make a ton of money, as do a few of the “insiders” who have

position in the LIO because of advanced knowledge. Everyone else who signs up is simply giving their money to them. In 100% of the cases, the Top Earner that claims their WBP SYSTEM made them wealthy knows that it was the tons of hard work that made their own success happen, not the system itself.

These types of opportunities are also called G.U.M.P. hunts. G.U.M.P. stands for Good Unsuspecting Money People. And the very nature of these highly unethical enterprises focuses to targeting unsuspecting people with the lie; preying on those with dreams of instant or easy wealth.

And even worse still, their real intent is to manipulate your emotional fears or "laziness" by saying "someone else" is going to make you rich; or "someone else" is going to make your phone calls for you so they can experience the rejection instead of you, or "someone else" is going to build your business for you. Not, Not, and NOT!

The bottom line is simple on this one. **If it sounds too good to be true, it's NOT true.** As they say when researching corruption, **just follow the money.** When you do the research, you will find these types of schemes funnel the vast majority of the cash flow to very few people. And the system provider? They make as much as \$300 a MONTH for such systems that generally promote the creator, further building their list, and padding their wealth, all on your dime. Getting the picture?

Fraud is a big word. However, let's face it, when the goal is to deceive, and getting paid as the result of that deception, that's the very essence of fraud. Stay away from these schemes, or run the risk of legal action at worst and a soiled reputation at best. Oh and yes, you will probably loose money too.

In many cases these projects began with good intentions. Leaders typically have to watch so many of their customers fail because they don't have the skills that the leader does. So some of these leaders have tried to solve the problem by removing the human factors from the success equation (actually wrongfully thinking that they can).

Of course we want everyone to make money. In most cases though the new entrepreneur is unwilling to put in the work, personal development, and focus required to succeed.

And so what begins as good intention, ends in greed as the leaders (the marketers that already have the skills), use the Make Money Doing Nothing (MMDN) Proposition or WBP SYSTEM to herd in those without the skills. In this author's opinion, this is intellectually dishonest at best, and down right fraud at worst.

The harsh truth is that many individuals fail in Home Based Business because they do not possess the people skills and the marketing skills to succeed. However, if you outsource that activity, how will you ever build those skills? Just realize that once you have developed those skills, you are set for life anyway, so why put off the inevitable.

Yes, these schemes sound tempting; "easy money", "hands off wealth", "auto pilot income", "get rich while on vacation". However, expect to be doing something else within a few months should you be seduced by this particular lie. Also expect to be short some of your hard earned cash.

There is no strategic value in defrauding customers. Long term stable passive income happens when you have happy customers, not disenfranchised customers. And that rule applies to ANY Business.

How an industry has survived with over 95% customer attrition is beyond my comprehension. Yet it has survived, and even thrived, because it is still the best shot the masses have at creating a life of choice.

**Lie #5 – This is not Sales or Selling. There is No Selling Required. All we do is introduce or share the opportunity with others.**

Whenever I hear or read these words I am reminded of my child hood days, and what the teachers would do in school when they wanted to distract us from something bad.

I clearly remember when Robert Kennedy was shot, I was in Kindergarten (don't ask me how I remember this, I just do). What I remember was the teachers sitting around singing "Kum Ba Yah" and "Patty cake" at a time when the adults were clearly distracted. It was clear they were hiding something from us. And most of the kids, were just buying in.

When I got started in Network Marketing In December 2004, the main way I was able to justify getting started in a high end LIO was that I would be sharpening my sales skills. I was under no delusion, even though the company marketing material was stating that the "system" was 98% automated and that there was "no selling", I knew otherwise.

I knew that in order to transact new commerce, you would have to sell something to someone. I knew I would have to engage in Sales and Selling Activity. I knew that meant I was going to be speaking with people I did not know, and getting rejected. I knew it was a numbers game. So I just attacked it.

No I did not consider it to be hard or difficult as I had been selling all of my life (the #1 sales person in any business is the OWNER). Yes, I was accustomed to rejection. It was all part of the success process. I also felt like it would be easy for others to duplicate this process and activity.

As it turns out, I was one of the very few that enters this industry with such thoughts and skills.

What I have determined as that most people get stuck on the selling partly because either they did not expect to have to sell anything (and I spoke to many people that said "if I have to sell anything I'm not interested"); or because they lack the skills and emotional intelligence

to handle the rejection part that is inevitable with any and ALL sales processes.

**The bottom line is that YES, all Home Business requires selling and YES all business ownership requires selling, and YES recruiting others is a form of sales, a very high end form at that.**

OK, so now you know that I'm not going to back end you with some proposition that purports to remove this from the success equation. You can not.

Is Selling Worth Learning How To Do? Absolutely. In fact, sales in the most noble highest paid profession on the planet bar none. Just look at any corporation. Who are the highest paid people after the executives? That's right the sales force. What is it that enables an entrepreneur to build a business ... any business? Their ability to "sell" their product, service, and/or concept to the marketplace. Period. End. Of. Story!

In Today's Home Business market, where the Internet has changed the game dramatically in the last 10 years (which is the exact reason why most LIO owners and their worn out ways are obsolete); learning how to build relationships and/or learn relationship selling is critical.

Unless you are marketing to people that know you, you must learn how to quickly build rapport with strangers, and learn how to do it quickly. The truth is for most new entrepreneurs, learning how to conduct relationship selling is actually the easiest thing to teach and learn, provided the new entrepreneur has unshakable belief in what they are selling.

And HERE is where these lies make it difficult if not nearly impossible for a person with high integrity to sell their opportunity (which is most people by the way).

The problem is that because these companies are stating mistruths by suggesting that there is no selling, and then having YOU go out and



conduct SALES ACTIVITY creates an instant and severe credibility problem.

For example, every time I get a phone call from some one marketing one of the several MMDN or WBP Systems (the wealth by proxy "automated systems covered above"); I quickly point out to them the inherent "dis-honesty" of their system with just a few words ...

"If your system truly worked, and there was no selling required, WHY are we on the phone right now!".

I'm pretty good at sales and relationship building, and I can categorically tell you I would have major trouble selling something that claims that you don't have to sell anything. It's Pure Nonsense.

If you are at this point in this report, and this truth left you stunned and/or afraid then you have to stop and ask yourself a couple of important questions.

- 1) **Are You Coach able?** Can you put your ego aside, and truly learn from others through feedback, and even non-constructive criticism.
- 2) **Do You Have Burning Desire?** How bad do you really want to have a life with more choice, and even a life you completely design?
- 3) **Can you be Bigger than your FEAR?** The essence of this question continues from #2 above, and simply has you acknowledge that your fear/ego based response to leaving your comfort zone may feel scary. However, can you be bigger than that fear, and do the things that are at first uncomfortable even scary, until they become comfortable and normal?

If your answers are YES, YES-YES, and YES-YES-YES then perhaps you are not ready for entrepreneurialism ... YET.

I believe in my heart that ANYONE that is willing to grow and learn new things, and particularly how to become better people-people, CAN and

WILL have the success they want in ANY business (or JOB for that matter).

I can also say this ... I got what I expected from this industry ... I became a MASTER at selling and then teaching how to do it. And I'm a high tech, computer Geek by trade. If there was a way to do this without having to sell (and experience rejection) I would have found it.

Sorry though. It's simply a fact ... a fact you must come to terms with right now ... that success in Home Based free enterprise requires people, relationship building, and YES selling skills.

The GREAT NEWS is that you can become a master at relationship building in this industry very easily as there is vast training available that will help you to become that fearless sales professional. And once you have become this master, the world will be your oyster.

And as you are about to discover with Home Business 2.0, selling has never been easier when what you are selling is TRUTH.

**Lie #6 – All of the training you will ever need is provided, Anyone can do this!**

WOW, free training. It sounds so good to suggest that you will receive a doctorate level education in entrepreneurial success all for FREE. While most LIO companies in the marketplace provide training on how to use their simple system, most of your training and education will come through trial and error; or baptism by blow torch.

Unless the company in question offers a pure training and business resource product line, no LIO company can provide you all the training you will ever need to be successful, and the suggestion that your up line "mentor" is going to teach you everything that the company doesn't teach you is also unrealistic at best. Here's why.

## Why the LIO Company Can't Adequately Train You ..

LIO companies provide training via teleconferences, webinars, and live events. When you look at the training schedule and realize that at best you have 1-2 hours a day of training opportunity, you will also quickly realize that it will take a long time to learn even the basics. That's why the LIO companies have to sell you the idea of a simple system and a simple business because they cannot teach anything more comprehensive than that.

There are many reasons why this is the case. However, the biggest reason is who they rely on for this training. Most companies rely on either the owners or the top earners to provide training. When the owners provide training, they are selling the simple system for the reasons previously stated. When the top earners provide the training they HAVE TO provide the training that they company owners want.

It is very unusual that a company would allow a top earner to actually provide detail training because their lie about simplicity would be exposed. It is also very unusual for top earners to give out their secrets, particularly their marketing secrets to all members of the LIO Company, as they will experience no financial gain from said training (and breed competition in their niche).

Sure, when you listen to these trainings you may feel like you are getting the whole picture; however, you will quickly learn that you are only getting pieces. Even though these pieces are important, in most cases, by the time you assimilate enough of these pieces together to make sense, too much time has passed, and you have probably either gone broke buying leads that aren't any good, and wasted your time (and your emotional capital) getting beat up on the phone; or lost interest as your "unprofitable" business seems like an endless deep pit.

However, the real problem with company provided training is TIME. Stop and think about the jobs you have had, and how for the first days, weeks, and even months you were in 8 hour per day training. You

trained until you were competent at the job, and did nothing else until at least minimum competence was attained.

When the company is only providing 1-2 hours a day of training, most of which is community and mindset (hopeium) related training otherwise known as the **Cool Aid fountain**, it takes weeks and months to learn the basics. And since you are not provided a detailed set of instructions, you are left relying on your mentor and your own initiative to learn what is required.

Compounding this challenge is that your up line is telling you to start buying leads and get on the phone. So while you are the most vulnerable and least skilled, you are putting your newfound excitement on the line and quickly realizing the "simple system" that requires no selling is not true. You realize quickly that what you are doing is far beyond "sharing" or being a "traffic cop" as your prospects expect you to have at least a basic level of competence.

Should you not break into immediate success, it will become increasingly difficult to recover. The norm in this situation is that you would then change opportunities, thinking that "that" didn't work, maybe this will. And you start over, with more often than not the same results.

When you study the Network Marketing and/or MLM industries you quickly see that the #1 reason for the high rate of attrition is lack of adequate training. New associates just don't know what to do or how to do it, and they are fed the instructions, nugget by nugget. This is why you will hear many stories of how a person spent 3-8 years in the industry unable to make money, before they did finally break through. Sure, determined people eventually always succeed. However, there is a better way as we will reveal a little later in this report because who wants to wait 3-8 years to start having life changing income.

### **Why your up line mentor can't adequately train you.**

As you learn more and more about exploiting LIO's you will quickly see that leverage is created by building a sales force (organization). This activity is commonly known as recruiting. When marketing LIO's what

you are selling is the opportunity itself, and recruiting people into your organization.

As you will also learn, all sales activity is a numbers game. In order to make life changing income you must apply yourself in a big way, at least at first, in order to create the momentum necessary to explode your income.

This by default places enormous pressure on your time. This is also the same challenge that your up line is faced with. Once they have recruited you, they are on to the next recruit. You see, they have to make a living in the business too, and since you probably won't be producing any passive or residual income for some time, they have to focus on making their next sale.

Also, many top earners have learned that serious motivated new associates call them consistently for advice and instruction. So leaders can determine how worthy you are of their time, by how persistently you call them for assistance. Just don't expect a complete education from them. Your mentor only has time to feed you more pieces. And the easiest thing for them to do is to get you doing the simple system until you either drop out, or figure out that there is more to the equation.

What can be worse is that in some pay plans, once you are qualified, you technically become a competitor of your up line. So why would they tell you all of their marketing secrets if you can turn around and use them to compete with them? You got it, they won't.

So just understand when you hear that a company provides all of the training you require, be certain that at best it will take months to actually assimilate this training in 1 hour per day nuggets, and at worse will be completely inadequate to the point of frustration and discouragement.

Also understand that when your mentor or would be mentor tells you they are going to help you, realize that they too have time pressures and challenges. Your mentor is more concerned with building their own business and that takes priority over training you.

In the LIO industry, those that take responsibility for their own learning, skill set enhancement, and personal development, are the individuals that succeed at a much higher percentage.

## **Lie #7 – Just keep doing the activity and plugging into the System and you will succeed.**

Almost every person you will encounter has either had a bad experience with an LIO business or knows someone that has. That being the truth, and considering the statistics for attrition, it is fair to say that most people have had BAD experiences with LIO businesses.

These bad experiences boil down to expectations that have been built on hype and unrealistic or false claims. When you sell your solution as overly simplistic, and people buy into it; be prepared to deal with disenfranchised customers once those customers wake up to the reality disillusioned and unhappy. The holy grail of any business is repeat business, and that does not happen with unhappy customers.

In most cases what you will be directed to do in your business is a process that by itself does not work. And as you realize this truth, it becomes difficult to continue to promote that the system does work because the vast majority of people have real integrity and ethics.

This explains why as a coach, I frequently hear an entrepreneur say "if I am having this much trouble making money, how am I supposed to tell people that what I am doing is easy or that the system works?"

The high attrition rate in the industry comes from individuals that "bought in" to the idea of this simple process and system, who ultimately come to the realization that the system by itself does not work. This usually takes 30 – 90 days. So just imagine what a difference it would make to not lose these 30 – 90 days trying to make something work that does not?

Because so many experienced and successful home business entrepreneurs know the attrition statistics, they tend to wait and see if you are going to persevere through adversity before spending any meaningful time with you.

In most LIO businesses, top earners are reluctant to reveal their secrets and compromise their own niche. Because of this reluctance, way too many of them will steer you into a direction that is different than what they themselves are doing to generate leads.

Even should you buy leads from your sponsor, it is the marketer that generates those leads that benefits the most from them, either as a reseller of leads or an attractive value added component to their own sales proposition.

This is not a universal truth of course. However, this reality makes it very important that you choose the right mentor and sponsor to work with. If the particular sponsor you are speaking with suggests that you just buy leads and call them, beware. Buying leads is probably the only play you will have when you are new and have no direct advertising in place; however, [building your own direct marketing presence](#) is critical to long term success.

Should your “would be” sponsor suggest otherwise... **RUN AWAY!** What is the most likely scenario is that this sponsor will continue to direct you to buy the leads that they claim to use themselves and will also tell you to keep doing the thing that is not producing results. They will say stuff like “[if you do it long enough it will start working for you](#)”.

There is truth in that statement; however, be prepared to learn what you don't know about marketing and salesmanship in order to achieve the success you desire. Sadly, there is no simple system where you call leads that someone else generated, invite them to a conference call, and then just collect money.

And after all ... why else would you start a business if massive success is not what you desire.

So expect to *improve yourself* through education and hard work in order to find success. There is no substitute for personal and professional development matched with determined effort and commitment, and anyone who would suggest otherwise, that success is "easy" with their simple system ... is not telling you the complete truth.

## **Lie #8 – If you are not having results, you must not have enough Belief!**

This is perhaps the harshest of the lies because it is an attack on your core value and belief systems. Since you have read this e-book up to here, you undoubtedly can see many "holes" in "the system". Whether you learned this the hard way (through your own experience and hard earned cash); or you are here because you *want to join an opportunity*, yet don't want to make a mistake really doesn't matter.

"Belief" is something that you must cultivate over time. As I routinely teach my students and coaching clients, this industry has you focused on believing in the wrong things. The LIO company wants you to believe in their products and opportunity, when in fact what you must first believe in is yourself.

That's right, at the end of the day, you are selling yourself. In fact, regardless of the business you are in, you are selling yourself, especially if it is your own business as you Home Based Business IS.

The LIO company serves up heaping portions of "Cool Aid" for you to consume. This "cool aid" is designed to close your mind to all other possibilities, and have your become a horse with blinders on when it comes to their products and opportunity. For a few people this works, as long as they keep drinking the "Cool Aid".



In most companies, if you are not a Cool Aid Drinker, you are not welcome. You will be tagged as a "non-believer" and detrimental to the synergy of the whole. Does this sound eerily cultish to you? It should because most network marketing communities are just that.

Socialized Commercialism never worked anywhere it was tried. It is actually the antithesis of free enterprise. Once you wake of from the trance of the cool aid (which usually happens when you run out of credit or simply realize that "it" isn't working), it becomes increasingly difficult to market the particular LIO.

The truth is that there is nothing wrong with your belief systems. When you think back to what you were told, what you heard when you were a prospect, you quickly realize that the reality has been something very different from "the pitch". And because of this, it becomes increasingly difficult to believe in the company and it's products.

Don't make the same mistake and simply join another LIO company. Find the right person, the right leader who will work with you. And most importantly, take responsibility for these Truths, the realities exposed in this e-book.

You see, the Top Income Earners know all of this stuff. They know the lies they are perpetrating by and large. Huge income is intoxicating, especially when it comes easy. Once you have the marketing in place and learn the pitch, yet you too can make staggering income. However, if you like who you see when you look in the mirror, and integrity is important to you, there are certain business models (and companies) you will avoid. We'll discuss this more later.

Just know this. The only thing you have to believe in is yourself, and that you are truly serving others with your activities. Without THAT belief system in place, it doesn't matter what business you are in. Because if you are like the vast majority of people, you will have difficulty anchoring your belief systems completely with your LIO company.

I was told early on in this industry, don't fall in love with a company, fall in love with the industry. At the time I didn't recognize the power in that statement. However, I can say that after several bad experiences with high price point LIO's, I'm sure glad I remembered that piece of advice.

## **If these 8 lies are true, why get started with any LIO?**

OMG you might be saying to yourself. Why would I even get involved with any LIO's? There are compelling reasons to get started in this industry as this report will explain.

However, it is most important that you come to this arena informed and knowing what you must DO in order succeed. Here's where you begin to learn why having a strategic approach to your success is so important. When you understand the true strategic success blueprint, and execute it, **you will reach your goals.**

Yes, that is a bold statement. However, in this author's observation, 100% of the people who take their home business very seriously attain life changing results. Taking your home business very seriously means running it as if you had just borrowed \$1,000,000 to launch it. The motto of ALL successful entrepreneurs is "failure is not an option".

And relax ... because you are about to discover a first of its kind solution that will neutralize these 8 lies and the associated issues by replacing the guesswork and information shortage with comprehensive strategic truth.

When you know exactly what to do, when you know exactly what to expect, when you know HOW to execute, it becomes far easier to have the success you desire. And when you have the success you desire, it becomes far easier to multiply that success as you introduce others to this sure fire success strategy. Welcome to Home Business 2.0.

## What is a scam anyway?

When you do research on home based opportunities you will find blogs where people have made posts claiming that a particular company is a scam, this person is a scam, or that the whole industry is a scam (except of course the thing they want to promote to you).

So let's look at what a scam really is, and how we can eliminate that thought process completely from your business decision.

First let me say this ... you can be near perfect; provide tireless support and training; and execute your business with integrity, compassion, and a giving, and you will still have unhappy customers that will blame you for their own lack of results. I discovered that even though you work your tail off helping others, there will always be a few that still feel like they didn't get what they wanted, and it's your fault.

In my time in this industry since December 2004, I have enrolled, coached, trained and directly mentored over 1,600 people. And in spite of my best efforts, 2 individuals out of the over 1,600 still complained and bogged me with their gripes in an attempt to discredit me for their own lack of success.

While I learn from all feedback from every customer, happy or unhappy, good or bad, I came to the realization that you can't make everyone happy. And the law of numbers states that when you hit a certain level of exposure in the marketplace, people will "assume" that working with you guarantees their success. And when that doesn't happen for them, they may blame you. I experienced this in traditional business as well as in a home based business. It comes with the territory of being a leader. However, I will take 2 out of 1,600 unhappy customers any day of the week, and you should too (even though having even 2 really bothered me).

What I learned from this experience though is the very essence of why people feel scammed. First the dictionary definition of a scam is "an attempt to swindle a person which involves gaining his/her confidence". By this definition, any business activity where you are attempting to deceive your customers into buying would fall into the scam category.

In the practical sense though, individuals conduct scams or "cons" on other people. Very rarely will you encounter "systemic" scamming as this normally attracts intervention by consumer protection organizations.

Also, by this definition, any company that seeks to gain your trust and your business with the full knowledge that what they are saying in their sales process or literature is untrue is conducting a scam. When you over-simplify what is required to be successful to would be entrepreneurs you could be considered a "scammer".

### **The Real Source of the "Scammed" Feeling**

In the home business marketplace, some people end up feeling scammed because they did not receive what they thought they bought.

Keep in mind, all LIO providers "monetize" their opportunity through product distribution. In fact, product distribution is the very business that ALL of these companies are in, and the vast majority of them are very good at it.

One of the reasons that LIO companies can offer opportunity very inexpensively compared with say purchasing a franchise or starting your own "bricks and mortar" business, is because they monetize through product distribution.

While you, as the home business entrepreneur, may view the products you purchased as your "investment", what really transacted was a retail product purchase. Nothing more and nothing less.

A scam only occurs when you pay some money for a product or service, and that product or service is not delivered. In other words someone took your money and ran by design.

In the LIO home business world, when you "capitalize" your business with product purchase(s), and the company delivers those products, by definition, you could not have been scammed.

Where people begin to think of being scammed is because they view their purchase in a different way and they have expectations that transcend the products. Because in most cases, an individual only purchases those products because they are joining that particular LIO, and the product purchases equate to compensation plan positioning and qualification.

Here's the gap between what your customer's are buying, and how you monetize your activity. Your real product when you are marketing an LIO is opportunity. That is your product, not juice, not wealth education, not vitamins, phone cards, and/or any of the vast myriad of products being distributed via a LIO **product chain distribution program**.

As the consumer you are buying the opportunity to make money, however what you pay for is a product or products. So in the event that you feel like the opportunity was misrepresented, or promises were not kept, in your mind you may feel like you are a victim.

In other words, if what you expected was to make money, and you were told to buy these products to capitalize your new business so you could make money and then you did not make money, the true product you "thought" you purchased (making money) was not delivered; hence the feeling of being scammed.

Remember this clearly, when you purchase products and they are delivered, you participated in commerce. You did so willingly and with full knowledge of how the product chain distribution program works. In other words you knew at that point that buying a product or products was how you would position yourself in the opportunity. You were also

aware that these products were over-priced when compared with other non-LIO sources.

When you look at the LIO businesses, realize that "capitalization through product distribution" is what makes those businesses legal. In truth, the cost of becoming a representative of a particular company is typically \$50 - \$100, and there is no product purchase required.

That being the case, when you chose to purchase a product to enhance your opportunity for greater income, you do so with the knowledge that it is purchase of products which makes these high profit models work.

The only way then that you could possibly be scammed is the scenario where you wrongly thought that buying these products would guarantee your income, or that the person that enrolled you in a particular LIO made promises that they could not keep, or the associate or the LIO company misrepresented what was required to succeed in actually making money.

As an opportunity "consumer" it is incumbent upon you to do your due diligence and accept the fact that your success is entirely up to you, no matter what opportunity you choose. Avoid anyone that would make you promises or offer you discounts to get started with them, because they are focused on getting paid, not necessarily what is in your best interest.

You could never feel scammed by an opportunity you *chose to get started* with now that you know these facts. The Home Business 2.0 initiative is about educating would be entrepreneurs with the truth, and providing them with the comprehensive plan that when executed will produce results.

If you cannot handle these truths and take responsibility for your choices, then don't get into an LIO program ... period.

For those individuals though that see the bigger picture of what these opportunities can really produce in the way of active and passive

income; what awaits you is life changing income. All that is required to make your dreams a reality is proper strategy, planning, and execution.

Industry Top Earners know this potential because they have realized huge monetary benefit from simply exploiting the vehicles in place, and NOT exploiting people. Should you exploit people, your prosperity will be short lived.

When you engage in a long term plan and build long term relationships, what you have in your hands is an income engine that can produce equivalent income that would otherwise require you to build a 10-20 million dollar per year traditional business.

The leverage in this industry is huge. And what this author learned was that by simply being truthful with your prospects, you convert many more of them into paying customers as you more quickly and more surely gain their trust. And when you match that with providing them the resources, plan, and support giving them the best chance for success, you can have happy customers who feel like they got their money's worth, regardless of whether they took the action to succeed themselves.

## **CONCLUSIONS**

This author has experienced massive prosperity in the home based business arena with leveraged income model businesses. This success came from “zigging where everyone else zagged”, from working away from the box.

Much to my amazement, I discovered that telling the truth about success, and providing new entrepreneurs with the blueprint for success, and the ongoing support to assist them along the way, produced never before seen rapid results.

The stereo typical view of the industry comes from individuals (marketers) and companies not showing all the cards regarding success, and this has more to do with the fear that people cannot

handle the truth. Those that can not handle the truth about success, follow a plan, and take responsibility for their own results do NOT belong in free enterprise.

So ask yourself ... "Am I ready to commit time, energy, and money to building a business that can literally change my life?" When you become ready, and when you consider your options for building massive income, you will conclude that LIO's are the least expensive, highest return vehicles you can get involved with.

Just *think outside the box* or away from the box, and *know for sure* that when you continue to do the same things in your life that you have always done, you will continue to get what you already have. The real question isn't whether you should or shouldn't start your own home based business.

Your true decision is more important; what is the value of your one precious life? Be smart, do your due diligence, and simply use the information in this report to help you understand what you are really looking at, and how you can strategically built what you want.

Remember entrepreneurial success is about solving problems for people. Never loose sight of that no matter what you choose to do. This industry, however, when approached from a high integrity strategic perspective can produce skyscraper results. The kind of money dreams are made of.

The bottom line is that it's not all bad, and you really have nothing to fear once you understand what to believe and what is required to be successful. Leveraged income producing (LIO) home business programs are a great way to build that life changing income that you always wanted, without all of the hassles of creating your own products, shipping your own products, and being responsible for every aspect of your business. These companies make that part of the business equation simple for you. Meaning you can focus on what every business owner should focus on, building your business.



*Spectacular income results will happen when you do the following ...*

**Don't believe the lies and half truths ...**

- That making 6 figures is easy.
- That a simple system will bring you massive prosperity.
- The products sell themselves, everyone will want them, our products are the best.
- That “make money doing nothing” marketing systems are legitimate.
- There is no selling required, just share opportunity with others
- That all the training you will ever need is provided FREE of charge.
- That you should just keep plugging away doing the same thing (and expecting a different outcome).
- If you are not having the results you want then you don't have enough belief.

**Do continue reading this report because you are about to learn ...**

- That there is a strategy that when followed will produce whatever income you desire.
- That the “simple system” is merely a “sub-system”, a small component of your total strategic success equation.
- What kinds of cash flows come from the different types of compensation plans.
- What the Home Business 2.0 strategy can do for you.
- What to do to have the strategy now.

**Ok, that was a lot. Maybe this would be a good time to take a few minute break because this is where this report pours a dump truck load of strategy on your head.**

# Home Business 2.0

**"They Laughed when I first told them about my new business, now I have a life that is the envy of my peers ... Who's Laughing Now!"**

*How a frustrated small business owner went against conventional wisdom and went from being a 6 figure income earner to a 7 figure annual income earner exploiting a marketplace with new ideas and a "Business Only" approach ... and how his discoveries are now your shortcuts to strategically building wealth!*

Here's the Shocking Truth of why most Home Business entrepreneurs fail,

And How You can become on of the few highly successful Home Business Entrepreneurs in the marketplace today ...

... by following a detailed strategy, that has been developed by a Highly Successful Experienced entrepreneur; and used by many to become Top Industry Earners.

**Every Week over 50,000 people get started in a Home Based Business.**

**Every week 40,000 people give up or call it quits in their home business walking away disillusioned, disenfranchised, disgusted with their experience.**

**3% (Three Percent) of the people in this country control 97% of the wealth.**

**20% of the 97% that seek wealth take action to change their circumstances.**

**Only 5% of those people actually do change their circumstances.**

**The Home Based Business Industry produces more new millionaires every year than any other industry.**

**Is it your turn?**

**Will you be the next home based millionaire?**

**The only way you can be is to get started with your Home Based Business.**

**Historically Leveraged Income Opportunity Providers have shied away from tell the truth, the whole truth, and nothing but the truth to would be entrepreneurs.**

**Most highly qualified potential Home Business Owners KNOW they are being lied to, or at the very least that there are pieces to the story missing.**

**This reality causes most highly qualified potential Home Business Owners to not become Home Business Owners.**

**That's about to change ...**

**Welcome to Home Business 2.0**, a truth based, strategic business model designed for individuals that do want life changing income and opportunity, and who want to do business right; they want to run their home business like a world class franchise, and attract others that want to do the same.

As your are about to learn, Home Business 2.0 is as much about marketing support, training, and business modeling as it is about being part of a group of like minded people that can handle the truth; that are tired of all of the hype, misinformation, and lies.

As just revealed in the first half of this report, though, that would require a change in the very companies offering the LIO's, unless ....

You take matters into your own hands like the founder of Home Business 2.0 did; triggering an evolutionary chain reaction in the Home Business Industry. Let the renaissance begin!

## Glossary of Home Business 2.0 Terms

**LIO – Leverage Income Opportunity** is an business opportunity offered by a company where you generate income through product sales (the company's products) and build leverage by recruiting others into your sales organization, effectively building a large sales force that generates passive and/or residual income for you as your sales organization grows.

**Attrition** is the natural process of your sales team recruits dropping out of or discontinuing their efforts to build their own sales team. Attrition causes decay in your passive income potential.

**Hope-ium** – The systematic indoctrination of the mindset of hope preached vociferously from an LIO company that encourages the troops to keep marching for the pot of gold that is always just over the next hill.

**Hype-ium** – The language traditionally used by LIO companies to exaggerate any and all aspects of being a member of the sales organization including, ease of income products, ease of the "the system", extent to which other associates are making money, and/or the value of their products to you.

**Dream-ium** – The mindset of mindless and never ending pursuit of your dreams where you are encouraged to persevere through the pain of doing what does not work in the name of one day having your dream life.

**Cool Aid** – (new spelling) The stream of information provided by an LIO that creates a near cult like environment in the community by

serving steady and large doses of hope-ium, hype-ium, and dream-ium to distract the masses from the fact that what they have already purchased and what they are going to purchase is a great move; and that it's individual effort that isn't getting it done when it comes to results. All is OK though as long as you keep drinking the Cool Aid and buying the products because cool aid drinkers eventually become top earners if they drink enough cool aid (and buy enough product) over a long period of time.

**System** – a process or tool that when operated in accordance with procedure will produce a certain result.

**"The System"** – The business operating manual of a typical LIO where they suggest that you just get leads, talk to people, take them through the sales process, and then collect the decision is all that is required to become massively successful. You will often hear it referred to as the "simple system" or "doing the simple things".

**Strategy** – And detailed plan to be executed over time that orchestrates and integrates the use of systems and sub-systems in order to achieve a series of milestones and goals.

**Honesty and Integrity** – Labels that some LIO's use during presentations to describe the LACK of those personal characteristics. Companies have STANDARDS and those standards should be anchored in ethical business practices. It is individuals that either have or lack honest and integrity.

Who is the Founder of Home Business 2.0,  
and why you should listen to him?

### **How it all Began**

It was late 2004 when this 18 year veteran of small business was contemplating opening what would have been his 5th traditional

company. He had experienced the thrill of massive success, the dejection of massive failure, and the life grind of owning traditional small businesses where he employed people and thus became an adult baby sitter for 40-50 hours a week, borrowed large sums of money from banks to fuel the ever expanding arms race of innovation, and traveled North American so frequently that he was away from his home nearly 200 days per year.

What this entrepreneur had learned was that the dream of creating, building and then selling a small business based on a killer idea was more difficult than he had thought. No would be suitors were ever willing to pay what he felt was a fair price for his innovative companies, and this entrepreneur continued to build, refine, and expand his array of small business with the hope of 1 day cashing out with enough money to finally start enjoying life.

After 18 years of this pursuit, our entrepreneur was tired. That his family life on the rocks, his health in decay, and his spirit worn by the never ending stream of 7 day work weeks, was finally catching up with him. There had to be a better way.

One thing this entrepreneur had learned during these years was that none of his businesses appealed to mass markets. His technology businesses were not simple affairs either, requiring a constant influx of high paid talent and capital investment.

So one day in late 2004, he stopped and thought about what else was out there. He had heard of the home business industry, yet had never taken it seriously before. When he had looked he heard the presentations and pitch that success was so easy "a child could do it". Of course as a seasoned small business owner, this entrepreneur didn't buy in to any of that hype. He knew that success required work, perseverance, and innovative solutions to become a market force.

However, after looking at several home business models, our entrepreneur stumbled into the high price point LIO model otherwise known as direct sales. When he ran the numbers, he saw the potential

for huge income was staggering, because in that model gross margins are high and costs low and overhead very low.

He also noticed that the base business model was simple, and had mass appeal. During his 18 year career as a small business owner, he had heard more than once that in order to find huge income and ultimate success, you had to leverage simplicity, and you had to build income leverage.

He understood the leverage part; whereby you get paid after a building a business off the efforts of others. Just like in traditional business where you build leverage by hiring others, he saw the opportunity to build even greater leverage with the LIO model. And what intrigued him the most was that his new "employees" would be paying him, and would be coming to the table motivated, and desiring to climb the success ladder as opposed to the punch the clock mentality.

The other concept that this entrepreneur was finally surrendering to was the "copy not invent" idea. He had studied the massive successes of many Icons of corporate success, and he couldn't believe you could be so profitable by simply taking an existing idea, finding the holes or weaknesses in the existing model, and then solving those problems in a way that would create more value and advantage for his customers.

After his first look at the home business market though, our entrepreneur began to fall victim to his own limiting beliefs and went back to pursuing that traditional business format. When he went to secure financing for his new venture he was shocked to find his bankers not so willing to lend him the \$250,000 he needed to start his new venture. Credit had become more difficult to obtain, and even more difficult for startups as the dot com bust had certainly tainted the whole technology and venture capital marketplace.

So one day in November 2004, our entrepreneur was looking in the newspaper for sales jobs as he was feeling like perhaps he should just get a high paying corporate job. He had found himself a single parent

with 2 teenage daughters, and the thought of flying around the country became a daunting idea indeed as his children needed him to be there.

Then his phone rang and it was a distributor for a direct sales company. Little did this entrepreneur know, he had responded to an opportunity ad, not a sales job ad. He listened carefully, and followed the instructions given. He went through the "system" as outlined by his contact person. Shortly after listening to a conference call, that admittedly created more questions and confusion than answers, our entrepreneur received the follow up phone call from this distributor. Only this time there were 2 of them on the phone.

Much to his surprise and annoyance, this new 3rd party began pushing and pitching and trying to close him on paying \$1,500 to buy a product they wouldn't even talk about. It was clear in their pitch that it was all about the money; the product didn't matter. And while this entrepreneur could wrap his mind around that to a degree, he could not ignore their elusive responses to his questions.

They could have closed this entrepreneur on the spot with a little bit of honesty, and a real understanding of their product, the opportunity itself. No they instead talked about their products like they were legitimate retail items in demand.

What those 2 did not know is that time was running out on this entrepreneur. He needed to do something to replace a 6 figure income, and he needed to do it now. Our entrepreneur did his due diligence, and once again found himself studying the direct sales model. Only this time, an idea popped into his head.

He recalled the "copy don't invent" idea he had heard so many times before, and he could clearly see that the direct sales model fit that idea completely. Further, because of his experience he began to realize that there would be huge opportunity for someone that chose to execute the business differently. In other words, he wondered what would happen if you ran a home business, like a real business.



After years of marketing, selling, and servicing Fortune 500 companies, this entrepreneur knew what business excellence was all about. He thought about his conversations with the person from this direct sales company and realized that the model was sound, yet how they were executing it was not very sound.

So on the 3rd conversation with this individual, our entrepreneur asked questions about doing the business differently than the model that was presented. To his surprise, his contact person said that their system worked and that he could not execute the business any other way. Our entrepreneur then challenged him saying that his opportunity could not be true free enterprise if he had to conform to a business model that was clearly deceptive, and not providing excellence in the marketplace.

That conversation ended in an impasse. However, our entrepreneur at this point could see the potential, he would have to find a company and an opportunity that would embrace true free enterprise, or would at least allow alternate business approaches. The next day he found such a company.

You see, our entrepreneur realized that home business companies were simply income vehicles, a way to monetize a greater business model that would keep this entrepreneur from having to create his own products, and deal with messy issues like shipping and returns.

All this entrepreneur would have to do, would be to find the problems in the marketplace with the particular opportunity, solve those problems, package the solution and market it along with the opportunity, effectively franchising the opportunity.

It worked! Our entrepreneur got started in December of 2004, and within 7 weeks had a multiple 6 figure income pouring into his bank account. By this point in time he had figured out his niche, began marketing it, and by 10 months into his business, he began earning over \$100,000 a month.

He went on to become a consistent 7 figure (as in over a \$1,000,000 a year) earner and a legend in the industry. Our entrepreneur had simply done what many other hugely successful companies had done; he copied what was there, he leveraged existing support mechanisms, he discovered and then solved the problems for his customers, and then he marketed the solution.

However, all was not happy in paradise. Little did this entrepreneur know, his massive success had created dissention inside the company because he had built the program as a team level, inside a particular LIO concept.

By November 2006, that company had banned such alternate solutions (much to the shock and amazement of our entrepreneur). He had always thought he was in free enterprise, and yet in the end the company had ultimate control over whether he executed his niche plan, because he had built it exclusive to his organization and inside the company only.

So in early 2007, our entrepreneur changed companies and went to work assisting a new company in the marketplace get launched and growing. This new company had pitched him on doing things in a 1 way, 1 voice, 1 system approach. These owners also indicated a great interest in integrating this entrepreneur's solution at the company level. Time went by though, and the company shifted directs opting for more of the 1 way 1 voice 1 system drink the cool aid modality which severely hindered free entrepreneurialism and results.

By this time, this entrepreneur had created a training product line of his own, and had begun building what is now Home Business 2.0 with the vision to arm entrepreneurs with the knowledge, mindset, tools, and support mechanisms to approach their business in a way the is all business. He had proven that the idea worked to the tune of multiple 7 figure results, and decided that what he had was too valuable to too many people to keep it just within 1 company, especially just a team within a company.

The rest is history, and the solution is called the Home Business 2.0 Blueprint; a comprehensive strategic solution for generating massive cash flow as you leverage existing business structures and provide massive value for your customers at the same time.

It is the quintessential business success model that is based on the copy don't invent concept, enabling you to do what many successful companies have done through time, focus on what really matters to your success building customer relationships.

## The Home Business 2.0 Solution

Home Business 2.0 is not an MLM, network marketing or direct sales company. Nor is it an opportunity in and of itself. The program has been organized to be a **resource** to your business building efforts by providing you with a strategic business building model, a way for you to market your home business as a provider of this model, and a community of like minded individuals who are tired of the non-sense that permeates the home business industry.

The major problems with marketing LIO's in the home business environment have been exposed in the previous content of this report. However, that does NOT mean that these income vehicles are not worth exploiting. Once you understand the shortcomings of the industry and LIO companies overall, the very source of the difficulty for most home based entrepreneurs, and you effectively eliminate them from the marketing process, you will be able to attract many more people into your various opportunities.

The fact remains that the home based free enterprise industry is the only way that the vast majority of individuals stand a real chance at financial independence because of the relatively low startup and operational costs and the huge profit potential.

Home Business 2.0 was created to offer home based entrepreneurs a way to attract quality people into their businesses by introducing the

TRUTH into the marketing process. This author proved that by marketing the truth, you can actually make more money than when you try to market an LIO from the socialized commercialism perspective.

When you realize that most people that say no to the industry do so because they either don't understand it or are suspicious of it. And then when you solve their problems by providing the proper contextual education in what the industry can really do for them; and you then marry that with a comprehensive training solution that shows them the exact strategy of massive success, you will naturally turn at least some of the skeptics into customers.

The bottom line is that most people cannot tell, support, or otherwise perpetuate the common lies of the industry because their own integrity will not allow it. And since most would be entrepreneurs know that there is more to the story than they hear going through "the system", they have too many gaps to fill in their mind, and find it easier to stay away.

No-one wants to be wrong, and so the safe bet for many is to continue going through life the same way they have been, expecting something different to happen.

With Home Business 2.0, everyone that gets started in your LIO's after coming through the Home Business 2.0 marketing framework has been exposed to the truth. Should they chose to learn the HB 2.0 Blueprint strategy for massive success, then when they get started, they will know exactly what to do and what to expect in terms of costs, return on investment, and business build out time frame.

This is what you would expect if you purchased a franchise; a set of manuals that detailed how exactly to be successful with that franchise. Why this component has been missing for so long from the Home Business industry is beyond this author's comprehension.

**Better late than never though;** and when it comes to opportunity there is no time like the present.

So if you have been looking at the home business industry and concluded the same things presented in this report, or are currently a home business operator struggling with making your business profitable because you have that misalignment feeling inside that interferes with your ability to effectively and honestly market your business, you are in luck.

With Home Business 2.0, you now have a complete truth and comprehensive success plan solution to use yourself, and to build your organizations around. And this solution was designed by one of the biggest success stories in recent years in the LIO industry; a guy with a predominantly Fortune 500 company background with a vision for improving your chances for massive success.

The Home Business 2.0 vision is simple. Give people a real chance at success from the starting gun. Give them the facts and the strategy so they don't go wasting thousands of dollars plugging into "the System" that does not work.

And provide a framework for attracting more of the right people by opening up a porthole to the extraordinary income power of LIO's while providing an alternate strategy for success. The strategy you would use to build your own \$10,000,000 traditional company.

**Home Business 2.0** is for serious individuals that want big time results, are willing to take responsibility for their own business, and to execute the strategies through massive imperfect action at first to achieve the first and most important milestone ... **positive cash flow!**

### **What can you expect from the Home Business 2.0 Blueprint?**

- A completely new way of exploiting LIO's
- Detailed education in the mechanics of LIO's
- Business strategy training for Single or Multi-channeling LIO's
- Training in no nonsense marketing of LIO's

- Business plan with metrics, projections, and modeling spreadsheets
- Ongoing training in the language and deployment of HB 2.0
- A detailed, step by step guide to launching and growing your Home Business for maximum results.
- Reviews and Profiles of existing LIO's
- Ongoing solutions that are HB 2.0 compliant
- Marketing Resources for HB 2.0 branding
- Affiliate Program so you can participate in HB 2.0 and EMP profits while you increase duplication in your various organizations.

Get Back to the Person That Sent You This e-book

[www.HomeBusiness2-0.com](http://www.HomeBusiness2-0.com)